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# MANAGEMENT VISTA

MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

## Management Thought



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## MOTIVATIONAL TIPS FOR STUDYING AT HOME

These are uncertain times with the corona virus pandemic, with limited teaching on campus and restrictions regarding health and travel. We fully understand that it might be hard to stay motivated for your studies. To help you to structure your workday and to study efficiently toward the exams, we have put together some tips and advice. Many students experience isolation, anxiety and are worried about their studies and work. This might lead to pondering which can prevent you from functioning as well as you normally do. But do not despair; we have some tips that may help you to function optimally despite the current situation.

### **How to function optimally**

**Isolation:** Even though you have to isolate physically, you do not have to isolate psychologically. We recommend that you contact others, either by video or telephone, to share experience, collaborate, or discuss.

**Solitude:** Being alone can be experienced very differently. Can you find something valuable or meaningful about being alone?

**Development:** Now is not the time to stop growing as a person. We recommend that you maintain your hobbies, passions, and interests. Could you see this as an opportunity to learn some new skills or develop an ability? What is meaningful to you? What do you think is interesting and fun to do? What do you do just because you want to? Maybe now is the time to do more of that?

**Happiness:** Now is not the time to focus on being "happy" and "joy." I recommend you focus on personal development, taking care of family and friends, and your health. Think about how important, meaningful, and interesting these focus areas can be. Happiness and joy will then follow as a by-product.

**Motivation:** Studying at home without campus lessons, with distractions such as Smartphone, TV, and Laptop, can be challenging. And once you start studying, maintaining concentration over time can be extremely difficult. Here are some tips on how you can find motivation.

What is your reason for studying? We all have different reasons to study. Some do it because they think it is interesting or important. Others do it because they feel forced to or feel guilty if they don't. Identify your motivation. Start with the tasks that are most interesting and most important to you. Before you start doing a task, like reading. Think about what makes this activity fun or interesting. If it is boring and uninteresting, think about why it is important to you personally, to your studies, to a future job, or similarly.

**Choose the learning methods you prefer.** If you prefer to follow videos or engage in discussion through Zoom, then do so. Don't feel compelled to participate in activities at the expense of your motivation.

**Choose tasks that are not too easy or too difficult.** An easy task may be to watch a TED talk on a related topic. This will not take more than 10 minutes, require little cognitive resources, and provide little mastery. A too difficult task could be to write an entire assignment in IMRAD format in a day or two. A more optimal task would be to identify 10 positive and negative elements of the TED talk, or to write the method section of the assignment in one day. Collaborate with others to co-produce mind maps, quiz questions, chapter summaries, oral presentations of topics, or provide written feedback on each other's work.

**Written by Lucas Matias Jeno,  
Associate Professor and Researcher,  
University of Bergen**

**France's Vinci agrees to buy ACS energy business for \$5.8 billion****ET : Reuters Last Updated: Apr 01, 2021, 04:07 PM IST**

A Volkswagen joint venture in China has agreed to buy green car credits from Tesla to help meet local environmental rules, three people briefed on the matter told Reuters.

The deal, the first of its kind to be reported between the two companies in China, highlights the scale of the task Volkswagen faces in transforming its huge petrol car making business into a leader in electric vehicles to rival Tesla. Shares in Volkswagen, the world's second-biggest automaker, have soared this year as investors warm to its plans to go electric.

But in China, and elsewhere, the German company is still heavily reliant on traditional combustion-engine vehicles. China, the world's biggest auto market where over 25 million vehicles were sold last year, runs a credit system that encourages automakers to work towards a cleaner future by, for example, improving fuel efficiency or making more electric cars.

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**UK sanctions Myanmar conglomerate, says junta sinking to new lows with killings****ET: Reuters Last Updated: Apr 01, 2021, 04:13 PM IST**

Britain sanctioned a Myanmar conglomerate on Thursday for its close links to the military leadership which Foreign Secretary Dominic Raab said was wantonly killing innocent people including children. Britain imposed sanctions on the Myanmar Economic Corporation (MEC) for involvement in serious human rights violations by making funds available to the Myanmar military, as well as its association with senior military figures.

"The Myanmar military has sunk to a new low with the wanton killing of innocent people, including children," Foreign Secretary Dominic Raab said. "The UK's latest actions target one of the military's key funding streams and impose a further cost on them for their violations of human rights."

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**Pfizer COVID-19 shot 91% effective in updated data, protective against South African variant****ET: Reuters Last Updated: Apr 01, 2021, 07:16 PM IST**

NSE 0.23 % Inc and Biotech said on Thursday their COVID-19 vaccine is around 91% effective at preventing the disease, citing updated trial data that included participants inoculated for up to six months. The shot was also 100% effective in preventing illness among trial participants in South Africa, where a new variant called B1351 is dominant, although that rate was derived from a relatively small number of nine infections observed there, which were all in the placebo group, Pfizer said. While the new overall efficacy rate of 91.3% is lower than the 95% originally reported in November for its 44,000-person trial, a number of variants have become more prevalent around the world since then.

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**Robust American employment growth expected in March, jobs deficit remains large****ET: Reuters: Last Updated: Apr 02, 2021, 09:49 AM IST**

U.S. employers likely stepped up hiring in March amid increased vaccinations and more pandemic relief money from the government, which would cement expectations for a boom that could push this year's economic growth to the strongest since 1984. The Labour Department's closely watched employment report on Friday is also expected to show people, mostly women, wading back into the labour market, drawn by those brightening economic prospects.

But the labour market is hardly out of the woods yet, with the jobs deficit still huge and long-term unemployment becoming entrenched. "The economy is on fire, fuelled by vaccines and government stimulus," said Sung Won Sohn, a finance and economics professor at Loyola Marymount University in Los Angeles. "All the stars are lined up to surprise us on the upside." Nonfarm payrolls likely surged by 647,000 jobs last month after increasing by 379,000 in February, according to a Reuters survey of economists. That would be the biggest gain since October. Estimates ranged from as low as 115,000 to as high as 1.1 million jobs.

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**UK's richest woman Denise Coates gets \$648 mn pay from betting empire****Bloomberg: Last Updated: Apr 03, 2021, 08:14 AM IST**

The 53-year-old founder and chief executive officer of Bet365 Group pocketed 468.9 million (\$648 million) in pay and dividends, almost 50% more than a year earlier, according to a filing from the online bookmaker. Her salary of 421.2 million from the closely held British firm makes her one of the world's best-paid bosses. It also strengthens her status as the UK's richest woman, adding to a fortune already among the world's 500 largest, according to the Bloomberg Billionaires Index. Coates has earned more than \$1.5 billion over the past decade, according to data compiled by Bloomberg.

Founded about two decades ago, Bet365's business has benefited from the growing popularity of online sports betting. The Stoke-on-Trent, England-based company posted revenue of 2.8 billion for the financial year ended March 29, 2020, an 8% drop from a year earlier as the Covid-19 pandemic curbed sports wagering. Operating profit fell by more than half to 194.7 million, partly due to Coates' salary increasing from 276.6 million.

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**World economy risks 'dangerously diverging' even as growth booms****Bloomberg: Last Updated: Apr 04, 2021, 04:13 PM IST**

The world economy is on course for its fastest growth in more than a half century this year, yet differences and deficiencies could hold it back from attaining its pre-pandemic heights any time soon. The U.S. is leading the charge into this week's semi-annual virtual meeting of the International Monetary Fund, pumping out trillions of dollars of budgetary stimulus and resuming its role as guardian of the global economy following President Joe Biden's defeat of America First" President Donald Trump.

Friday brought news of the biggest month for hiring since August. China is doing its part too, building on its success in counter-ing the corona virus last year even as it starts to pull back on some of its economic aid.

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**LG becomes first major Smartphone brand to withdraw from market****ET: Reuters: Last Updated: Apr 05, 2021, 09:03 AM IST**

South Korea's LG Electronics Inc said on Monday it will wind down its loss-making mobile division - a move that is set to make it the first major Smartphone brand to completely withdraw from the market.

Its decision to pull out will leave its 10% share in North America, where it is the No. 3 brand, to be gobbled up by Smartphone titans Apple Inc and Samsung Electronics.

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**US trade deficit jumps 4.8% to USD 71.1 billion in February****PTI: Last Updated: Apr 07, 2021, 06:37 PM IST**

The US trade deficit grew to USD 71.1 billion in February, as a decline in exports more than offset a slight dip in imports. The February gap between what America buys from abroad compared to what it sells abroad jumped 4.8 per cent the revised January deficit of USD 67.8 billion, the Commerce Department said Wednesday.

The increase reflected a 2.6 per cent decline in exports of goods and services to USD 187.3 billion on a seasonally adjusted basis. That wiped out a 0.7 per cent decline in imports, which ticked down 0.7 per cent from January's record high of USD 260.1 billion.

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**Credit Suisse scandal toll goes ever higher as rivals thrive****Bloomberg: Last Updated: Apr 07, 2021, 04:41 PM IST**

In an era of prosperity for investment banks, Credit Suisse Group AG is careening from one crisis to another and then another -- this time, with a \$4.7 billion write down tied to billionaire investor Bill Hwang's trading blowout. The staggering hit -- the largest yet linked to market-shaking losses run up by Hwang's Archegos Capital Management -- prompted sweeping management changes at the Swiss bank Tuesday and cast fresh doubt on its checkered record of managing risks. It caps a catalog of costly errors at Credit Suisse -- most recently the collapse of Greensill Capital -- in what was supposed to be the start of steadier era under Chief Executive Officer Thomas Gottstein.

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**Toyota unveils new cars with advanced driving assist technology****ET: Reuters: Last Updated: Apr 08, 2021, 10:31 AM IST**

Toyota Motor Corp on Thursday unveiled its new Lexus and Mirai models in Japan, equipped with the company's latest advanced driver assistance that enables safe driving and wireless software updates. The carmaker's new driving assist technology, or Advanced Drive, is a level 2 autonomous system that helps drivers with driving conditions such as keeping the car in its lane, maintaining the distance from other vehicles, changing lanes on expressways or other motor-vehicle only roads. "This is really an important first step on our journey towards software-first development," said Toyota executive James Kuffner, who is also the head of Toyota's research unit Woven Planet, at an online briefing on Thursday.

The luxury sedan Lexus LS will be put on sale on Thursday costing from 16.3 million to 17.9 million yen, while the second generation Mirai hydrogen fuel cell car will be offered later on April 12 at the price between 8.4 million-8.6 million yen.

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**Volvo, SSAB plan first fossil-free steel trucks on road to carbon neutrality****ET: Reuters: Last Updated: Apr 08, 2021, 02:23 PM IST**

Swedish truck maker AB Volvo and steel maker SSAB have signed an agreement to produce the world's first vehicles made of fossil-free steel, the companies said on Thursday. Volvo plans to start production this year of prototype vehicles and components from steel made by SSAB using hydrogen produced from renewable energy. Small-scale serial production will start in 2022. This is an important step on the road to completely climate-neutral transport," Volvo CEO Martin Lundstedt said. The vehicles and machines will be emissions-free in operation, Volvo said, without specifying how they would run, while adding the company is reviewing all the materials used in their construction to eliminate anything based on fossil fuels.

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**Economic activity rebounds globally even as infection rates rise: Moody's****ANI: Last Updated: Apr 09, 2021, 11:17 AM IST**

Moody's Investors Service has said that high-frequency alternative data indicates a strong rebound in economic activity even as infection rates rise and restrictive measures remain in place across many countries. New infections are spiking again across 13 of the G-20 countries. Nevertheless, the number of fatalities has decreased in recent weeks as vaccinations gather pace.

The United Kingdom and the United States lead in vaccinations among the G-20 countries, said Moody's in a sector in-depth report released on Thursday (local time).

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**Inside the fight for the future of The Wall Street Journal****New York Times: Last Updated: Apr 10, 2021, 11:33 AM IST**

The Wall Street Journal is a rarity in 21st-century media: a newspaper that makes money. A lot of money. But at a time when the U.S. population is growing more racially diverse, older white men still make up the largest chunk of its readership, with retirees a close second. "The No. 1 reason we lose subscribers is they die," goes a joke shared by some Journal editors.

Now a special innovation team and a group of nearly 300 newsroom employees are pushing for drastic changes at the paper, which has been part of Rupert Murdoch's media empire since 2007. They say The Journal, often Murdoch's first read of the day, must move away from subjects of interest to established business leaders and widen its scope if it wants to succeed in the years to come. The Journal of the future, they say, must pay more attention to social media trends and cover racial disparities in.

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**US economy at an 'inflection point': US Federal Reserve Chairman Jerome Powell****ET: Reuters: Last Updated: Apr 12, 2021, 08:57 AM IST**

The U.S. economy is at an "inflection point" with expectations that growth and hiring will pick up speed in the months ahead, but also risks if a hasty reopening leads to a continued increase in corona virus cases, Federal Reserve Chair Jerome Powell said. In an interview on the CBS news magazine "60 Minutes" that aired on Sunday night, Powell echoed both his recent optimism about the economy and a now-familiar warning that the COVID-19 pandemic had not yet been fully defeated. "There really are risks out there. And the principal one just is that we will reopen too quickly, people will too quickly return to their old practices, and we'll see another spike in cases," Powell said in the interview, recorded on Wednesday.

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**EU to borrow around 150 billion Euros annually for recovery fund****ET: Reuters: Last Updated: Apr 14, 2021, 02:36 PM IST**

The European Commission plans to borrow around 150 billion Euros annually until 2026 to finance the bloc's unprecedented plan to make its economy greener and more digitalised, making it the biggest issuer in euros, a document from the Commission showed. The financing for the EU economic plan, agreed at 750 billion euros in 2018 prices, but totalling around 800 billion euros at current prices, would be through auctions and syndication through a primary deal network to enable regular payouts to EU governments as they complete agreed stages of projects and reforms. T

he Commission document said the EU executive arm would issue bonds with benchmark maturities of 3, 5, 7, 10, 15, 20, 25 and 30 years and bills below one year maturity – EU-Bills.

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**Australia to spend \$420 mn on hydrogen, carbon capture projects****ET: Reuters: Last Updated: Apr 21, 2021, 12:09 PM IST**

Australia will spend A\$539.2 million (\$420.25 million) to develop hydrogen and carbon capture projects, Prime Minister Scott Morrison said on Wednesday. One of the world's largest carbon emitters on a per capita basis, Australia faces growing pressure to cut greenhouse gas emissions as U.S. President Joe Biden holds a climate summit this week.

Morrison has so far resisted global calls to commit to a target of net-zero emissions by 2050, but on Wednesday he promised additional spending on low emission technology as part of the next annual budget, to be unveiled next month.

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## IKIGAI (REASON OF BEING)

Ikigai which basically means “reason of being” has caught the fancy of the world specially students. This Japanese philosophy which spread widely in the past few years proposes each one of us to contemplate our lives through the following circles of reference:



While the philosophy can be quite complex to comprehend completely yet if we attempt to answer these 4 basic questions, it can open up a plethora of thought processes:

**What is my element?-** We all have different personalities & different rhythms. Some of us could be extroverts while others could be introverts. Some may like to work in groups while others may not. Some may be authoritative while others may perform well under instructions. It's important to not only understand our personality type but also to accept & embrace it.

**During what activities do I experience flow?-** Think about tasks & activities where time flies for you, where you don't feel the burden of the task. These may not resonate with people around you. Think of the skill sets that you can acquire in these tasks to make yourself more competitive & marketable.

**What do you find easy to do?-** Now think of tasks & activities which you are naturally good at & which also resonates with people. Tasks which can give you easy acceptance in the society so much so that people recognize & pay you for it.

**How & Where can I merge points 2 & 3?-** Finding the sweet spot between points 2 & 3 is your IKIGAI. Evaluate how you can merge tasks which give you a natural flow with tasks which give you natural recognition. Look at skill sets & professions where you can do that and chalk out a plan.

We all possess immense potential & the world is full of immense possibilities. It is up to us how we can find the potential-possibility joint area & change our lives.

All the Best!

**CA Manav Vigg**  
**Assistant Professor**  
**Amity Business School**



## Guest lecture on “Data Analytics: Career Opportunities for Management students”

Amity Business School, AUMP organized a guest lecture on “Data Analytics: Career Opportunities for Management students” for students of MBA (Semesters IV & II), BBA (Semester IV) & B.Com. (H) (Semester IV) on 1<sup>st</sup> April 2021.

The resource person for the workshop was Mr. Raman Sharma, AVP (Data Analytics) at The Smart Cube (KPO based in Noida). At the outset the students were welcomed by the moderator CA Manav Vigg (Asst. Professor – ABS, AUMP) & made aware about the objectives of the workshop.

The important aspects covered by the speaker during the workshop were

1. What is Data Analytics?
2. Types of Predictions
3. Industries affected
4. Skills required becoming a Data Analyst
5. Growth of Data Analytics
6. Career and Job Opportunities in Data Analytics

More than 200 students attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive.

### Event at a Glance:



Mr. Raman Sharma, AVP (Data Analytics) at The Smart Cube (KPO based in Noida), taking session on the business canvas model



## Guest Lecture on “Career Prospects in Sales”:12th April 2021

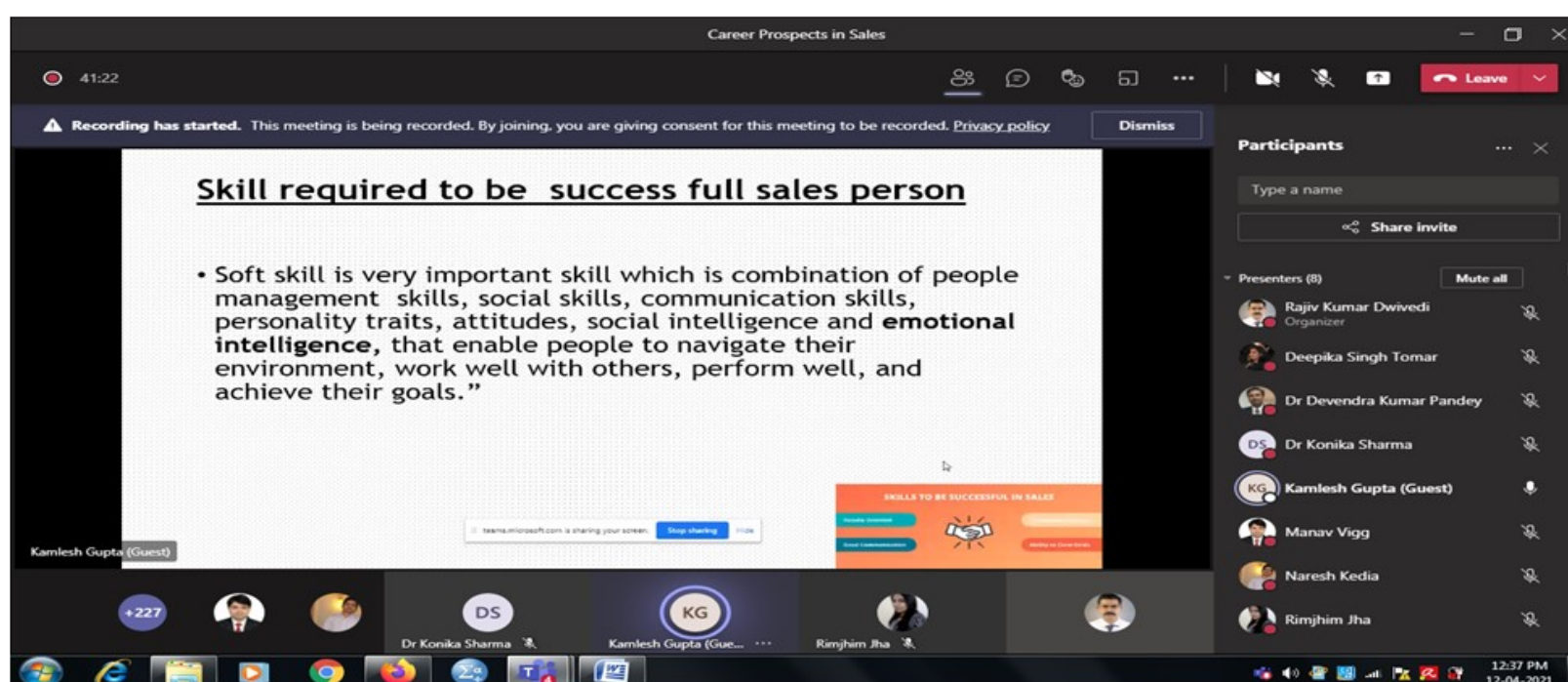
Amity Business School, AUMP organized a Guest Lecture on “Career Prospects in Sales” for its Students of 4th semester (MBA, BBA & B.Com (H)) on 12<sup>th</sup> Apr 2021.

The resource person for the workshop was Mr Kamlesh Gupta, Sr Zonal Manager, Glenmark Pharma. At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were

1. Concept of Sales
2. Sales Strategy
3. The immense potential in sales
4. Business communication
5. Objection handling
6. Challenges & opportunities in sales
7. Paradigm in sales
8. Career and Job Opportunities in Sales Management.
9. Difference between sales & marketing
10. The various selling skills

About 220 students from MBA IV semester, BBA 4th semester and B.Com (H) 4th semester attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive. The guest lecture was coordinated by Dr. Vivek Gupta (Asst. Prof – ABS), moderated by Mr. Rajiv Dwivedi (Asst. Prof – ABS) and guided by Prof. (Dr) Anil Vashisht (Dy Pro VC & Director ABS).

### Event at a Glance:



Mr Kamlesh Gupta, Sr. Zonal Manager, Glenmark Pharma, Faculties members of Amity Business School and students during guest lecture

## Guest Lecture on “Evolution of Marketing”: 23<sup>rd</sup> April 2021

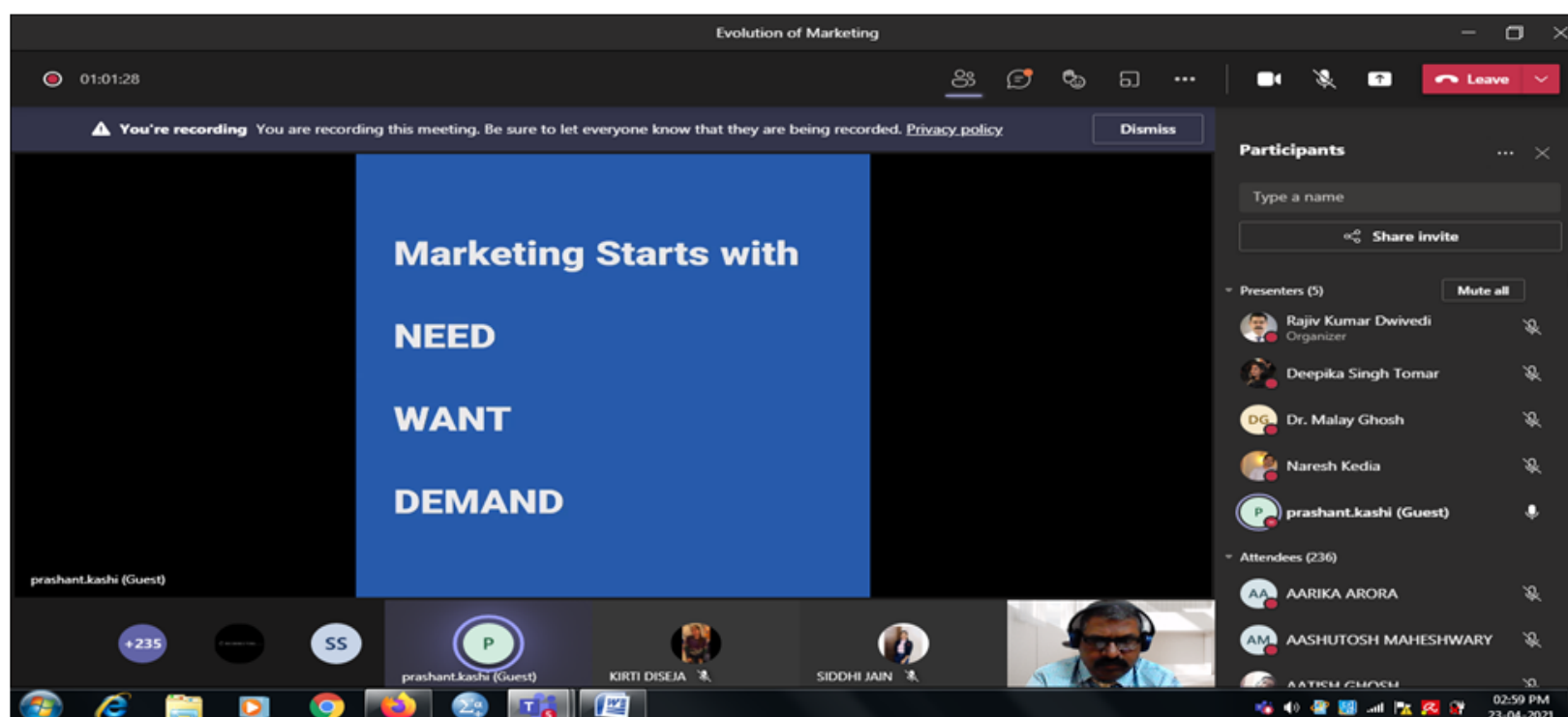
Amity Business School, AUMP organized a Guest Lecture on “Evolution of Marketing” for its Students of II semester (MBA, BBA & B.Com (H)) & VI semester (BBA/B.Com (H)) on 23rd Apr 2021.

The resource person for the workshop was Mr Prashant Pandey, Management Consultant and Corporate Trainer. At the outset the students were welcomed by the moderator Mr Rajiv Dwivedi (Asst Professor – ABS, AUMP) & made aware about the objectives of the workshop. The important aspects covered by the speaker during the workshop were-

1. Concept of marketing
2. The evolution of marketing
3. The immense potential of marketing
4. Different aspects of marketing
5. Need, want and demand
6. Challenges & opportunities in marketing
7. Paradigm in marketing
8. Career and Job Opportunities in marketing management.
9. Difference between sales & marketing
10. Marketing in present scenario

About 230 students from MBA, BBA and B.Com (H), II & VI semester attended the workshop. The queries of the students were very well handled by the speaker. The overall feedback of the workshop was very positive. The guest lecture was coordinated & moderated by Mr Rajiv Dwivedi (Asst Prof – ABS) and guided by Prof. (Dr) Anil Vashisht (Dy Pro VC & Director ABS) & Dr Manoj Pandey (Head of Department – ABS).

### Event at a Glance:



Mr Prashant Pandey, Management Consultant and Corporate Trainer taking session on “Evolution of Marketing”

Information management	This is concerned with applying information technology to the flow of information in an organization with the intention of ordering it in the best way to achieve organizational goals
Functional Analysis	A strategic management approach that establish organizational capabilities for each of the major functional areas of the business
Decision quality	The aspect of decision making that is based on such facts as cost, revenues, and product design specifications
Communication Channel	Influences the quantity and quality of information that is conveyed to the receiver. Channels of communication include face to- face conversation group meetings, memos, policy manuals email, voice mail
Hard sell	A colloquial term for the aggressive advertising, marketing, promotion and selling of a product
Identity	Having essentially unchanging characteristic. The basis unit of a personality, especially the self-image
Job analysis	The process of obtaining information about jobs, including the task to be done on the jobs as well as the personal characteristics necessary to do the task
Key jobs	Jobs that are characterized by stable tasks and stable job specifications; also known as benchmark jobs
Legitimacy	A term sometimes used of the leadership of a group or organization when it is fully accepted by the members
Management consultant	Someone who offers a consultancy, service in any area of Management or the running of an organization

## Test Your Knowledge

# 1069

ANSWERS: 1068

Q1. Which telecom company of India has partnered with Amazon Web Services to provide cloud solutions to businesses?

- A- Jio
- B- Airtel
- C- BSNL
- D- Vodafone Idea

Q2. PM Jan Arogya Yojana was launched in line with which Sustainable Development Goal (SDG)?

- A- SDG 1
- B- SDG 3
- C- SDG 5
- D- SDG 10

Q3. McDonald's India recently inked a partnership deal with which food delivery platform?

- A- Swiggy
- B- Zomato
- C\_ Uber Eats
- D- Faasos

Q4. Business confidence index is released in a quarterly survey conducted by which Indian institution?

- A- NITI Aayog
- B- National Council for Applied Economic Research
- C\_ Observer Research Foundation
- D- Centre for Public Policy Research

Q5. 'Internet Saathi' is a collaborative initiative of which multi-national company along with Tata Trusts in India?

- A- Facebook
- B- Google
- C- Microsoft
- D- Amazon

ANSWERS-

1. A
2. C
3. B
4. B
5. A

**SAURABH JAIN, FOUNDER FUN2DO LABS**

Former Paytm Vice President Saurabh Jain is all set to restart his entrepreneurial journey with an edtech play Fun2Do Labs, which claims to bring a flavor of games to the learning process for kids. This comes as multiple executives from Paytm have exited the company to embark on their own startup path.

Fun2Do is creating a portfolio of mobile games which will enable kids to discover and grasp Math fundamentals from Nursery to Class 5 while playing. “Our games will also incorporate ‘maker education’ features in them which will improve the creativity of kids,” he added.

Jain has long experience in mobile game development. Before his stint at Paytm, he had co-founded an edtech startup Skidos that was focused on building educational mobile games. His earlier startups have also developed mobile games for Games2Win and Walt Disney-owned India games.

**FEEDBACK AND SUGGESTION FORM**

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

**NAME:**

**CONTACT No:**

**FEEDBACK:**

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**SUGGESTIONS:**

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