

Management **VISTA**

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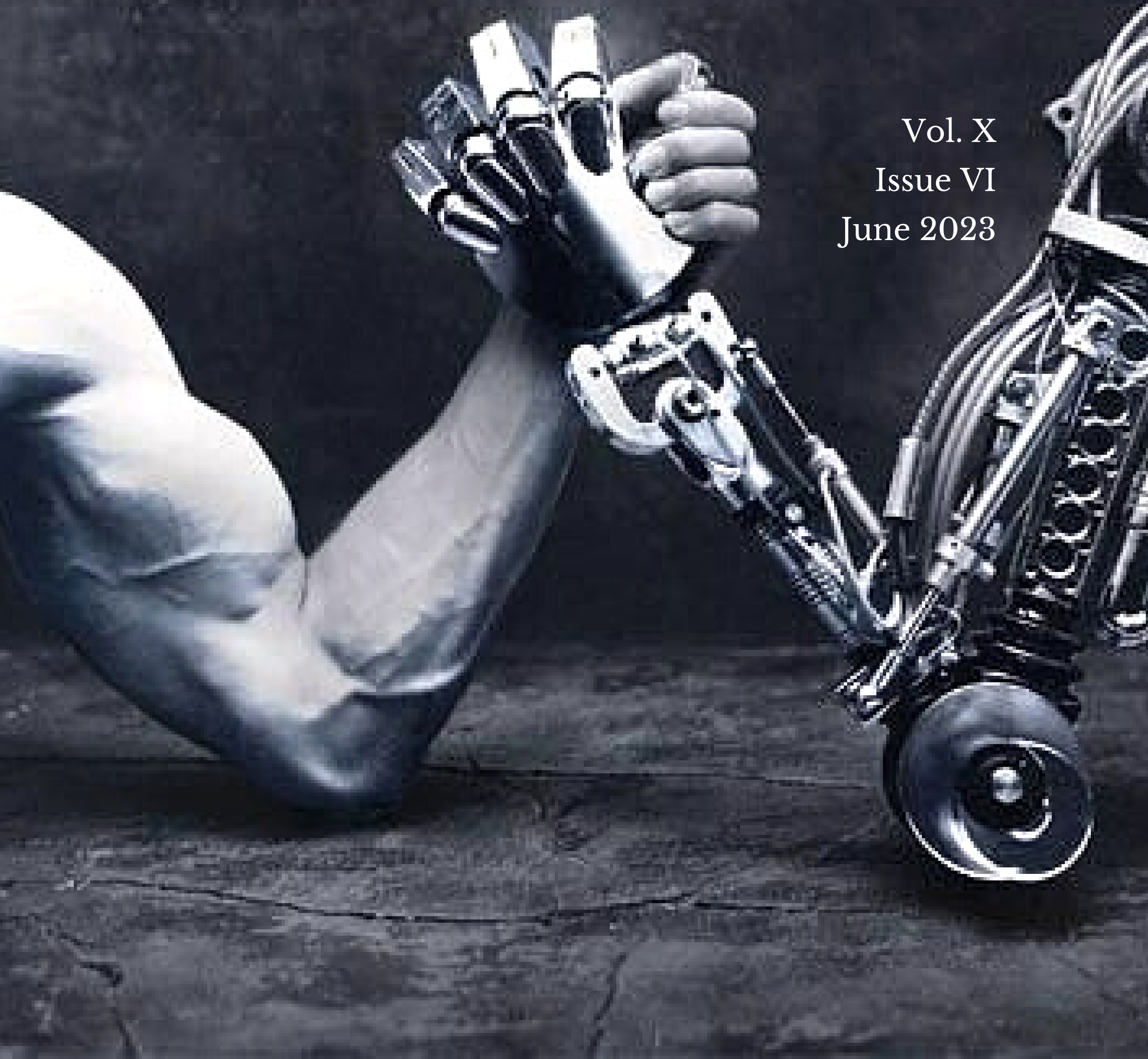


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Our Inspiration!



Lt. Gen. V.K. Sharma
Vice Chancellor AUMP



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



Prof. (Dr.) Anil Vashisht
Dep. Pro. Vice Chancellor AUMP

SPECIAL FEATURE

MICRO READING

There are 80 lack Graduates including 15 lack Engineers passing out every year in India. Around two lac can crack Civil Services, Bank PO, CDS, CAT/MBA etc. The large chunk of close to 75 lack graduates then have nowhere to go and they have nothing to help them become employable. This goes on year on year. Out of 30 applying for one job only one gets it. Therefore there is a huge number of unemployed graduates and school drop outs.

Even post graduates are finding difficult to crack interviews. There are several PG candidates for one job too!

What is the problem?

Everyone is not cut out to be a topper. An average graduate needs to get a simple average job.

But they are unable to convert interviews to getting a job even as a receptionist or a sales executive.

For instance if ten people are sitting for an interview or a discussion, all things equal; how do you hit the right chord with the interviewer. It is content, that matters. It is not 'how you speak' that matters but 'what you speak' matters more.

In fact much more is needed to develop the intellect of a candidate so that he looks well informed and actually educated- he has to be seen as 'first amongst equals' out of 20 job seekers applying for same post.

There are jobs but you can't find the right guy!

When I speak to the industry, I am told that 'you interview 20 candidates and sometimes you cannot get even one who you can hire'. And this is no exaggeration. Today MSME sector is looking for graduates who have some idea of basic human competence, interpersonal skills and values.

Jobseekers don't have simple, summarized, easy to understand books to build intellect at their pace and level. Even to start a small business you must look intelligent and present in front of others confidently! They don't need high flying stuff and cannot relate to foreign authors like Stephen Covey, Steve Jobs or Jim Collins. In addition most of such books are for people who are already working and need to make self-improvement. Secondly they get intimidated by books that are 350 pages thick and too difficult for them to handle on their own.

As a Director of a Management institute with Symbiosis University for a decade I had interviewed more than 8000 students. I know exactly what the graduates lack and why they cannot crack a job interview.

What is the solution?

You need simple under 80 pages books on a very broad content continuum covering topics like Patience, applied Leadership, ethos of armed forces, taking initiative, Integrity, Self-esteem Adaptability ,Empathy and much more- that is how you will be different and that is what people judging you are looking in you today? There should be self-assessment questions too.

These books can be carried by job seekers as part of portfolio. Interview panel does give some grace to those who read.

These books will help a large cross section of students from schools to colleges and help an individual in School/college debates, group discussions and even informal chats with friends in a cafeteria. Appearing genuinely intellectual, well-read is important. Impressing friends, relatives and everyone who meets you. Being able to impress anyone in the first five minutes of interaction not by looks but with intelligence. Improving your grip on the language, expression and vocabulary. Appearing for a job Interview.

I would like you to be different and yet be miles ahead from the competition. In fact there should be no comparison and no competition for you which ever situation you are in -once you read these books.

Reading books is the way to go

There is enough evidence that reading alone can built intellect and confidence. By now people are overwhelmed by online teaching and even videos can't impact human brain as leisurely reading. By watching an Olympian swim from outside the pool and learn swimming is not possible!

Researchers in Spain and Israel took a close look at 54 studies comparing digital and print reading. Their 2018 study involved more than 171,000 readers. Comprehension, they found, was better overall when people read print rather than digital texts. The researchers shared the results in Educational Research Review.

Much of what we read on-screen tends to be text messages and social-media posts. They're usually easy to understand. So, "when people read on-screen, they read faster," says Alexander at the University of Maryland.

"Their eyes scan the pages and the words faster than if they're reading on a piece of paper. But when reading fast, we may not absorb all the ideas as well. Patricia Alexander is a psychologist at the University.

India story

We are the fifth largest economy and chugging along fast. We need people who can do simple jobs too besides great scientists and strategists. Rural India is progressing fast and wants to progress faster.

They need content- simple content in regional languages.

India is changing fast and we need to look at 'Micro Reading' seriously.

Mr. Virendra Kapoor
Motivational Author





BUSINESS BYTES



HUMAN VS. ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) has become a powerful force for change that is altering businesses and transforming how we live. AI systems display human-like intelligence and can handle enormous volumes of data, which enables them to learn from it and achieve great improvements across a variety of fields.

Healthcare, finance, transportation, and manufacturing are just a few of the industries that AI is promoting automation and efficiency in. While autonomous vehicles powered by AI are ready to change transportation, diagnostic technologies powered by AI in healthcare help in the early diagnosis of diseases. For better investment strategies, AI algorithms analyse financial data, while smart factories use robotics powered by AI to speed up production.

However, the widespread use of AI also prompts social and ethical questions. Privacy, job loss, and biases in algorithms are just a few of the issues that need to be carefully considered and regulated.

BUSINESS TIMES!

1. ***India and Tanzania started trade settlements in local currencies: S Jaishankar***- External Affairs Minister S Jaishankar on Saturday said that India and Tanzania have started trade settlements in local currencies and this new initiative will help in promoting commerce between the two countries. Addressing industry leaders at a function, the minister said India-Tanzania bilateral trade has seen very strong growth, and stood at USD 6.4 billion in 2022-23.
2. ***Meta's Twitter rival Threads crosses 70 million signups in two days***- It all happened in less than 24 hours. Meta launched Threads on Wednesday for iOS and Android users in 100 countries, and it is currently the top free app on the App Store.
3. ***TCS scales up Microsoft Azure partnership, to train 25,000 associates***- Generative AI enterprise adoption offering uses a proprietary transformation framework to bring together TCS' knowledge and expertise in Azure Open AI service to help clients enhance customer experience and grow revenue.
4. ***Govt invites bids for 1,500-MW electrolyser manufacturing capacities under green hydrogen mission***- A bidder, including its parent or affiliate company can bid for a maximum of 300 MW capacity. For any stack technology, the minimum bid capacity is 100 MW, while no such requirement is stated for indigenously developed stack technology.
5. ***HDFC Bank hikes MCLR by up to 15 bps on select tenures; EMLs to go up***- On certain tenures, HDFC Bank has raised the benchmark marginal cost of funds-based lending rates (MCLR). The new rates are effective from July 7, 2023, according to the HDFC Bank website.

QUIZ HOUR!

01. What is a fast and efficient way to send important, confidential information to a large number of people?

- a. Facebook
- b. email.
- c. Australia post
- d. pigeon hole

02. What does the acronym "SEO" stand for in the context of digital marketing?

- a) Search Engine Optimization
- b) Social Engagement Optimization
- c) Secure Encryption Operation
- d) Software Engineering Organization

03. What does the term "Big Data" refer to?

- a) Large volumes of structured data
- b) Massive collections of audio files
- c) Complex mathematical algorithms
- d) Huge amounts of unstructured data

QUIZ HOUR!

04. What does the abbreviation "IoT" stand for?

- a) Internet of Things
- b) Intelligent Operating Technology
- c) Input-Output Terminal
- d) Integrated Online Testing

05. What is the primary programming language used for developing Android applications?

- a) Java
- b) Python
- c) C++
- d) Swift

06. What is the purpose of a firewall in network security?

- a) To prevent unauthorized access to a network
- b) To enhance network speed and performance
- c) To encrypt network traffic for secure communication
- d) To monitor network activity and generate reports



STUDENT CORNER



HUMANS Vs. AI:

Who will build the future?

Artificial intelligence refers to the development of computer systems that can perform tasks requiring human-like intelligence, such as problem-solving, decision-making, and pattern recognition. AI has made remarkable strides in recent years, revolutionizing industries and improving efficiency in various sectors. With its ability to process vast amounts of data and learn from patterns, AI has already shown immense potential in various fields such as healthcare, finance, and transportation. Its algorithms can detect diseases, make predictions, and even drive cars. Many believe AI will change how we work, live, and interact with the world.

On the other hand, human intelligence possesses unique qualities that machines cannot replicate. Humans have emotions, creativity, and intuition. We can think abstractly, adapt, and solve complex problems using our experiences and knowledge. While AI can perform specific tasks with remarkable accuracy, it lacks the depth and complexity of human intelligence.

The future lies in a collaborative partnership between AI and human intelligence. By harnessing the power of AI while embracing our distinct human qualities, we can build a future that combines technological advancements with human values and ethics. The key lies in leveraging AI as a tool to enhance our abilities rather than replacing them.

HUMANS Vs. AI:

Who will build the future?

In conclusion, both artificial and human intelligence have pivotal roles in shaping the future. AI's computational power and efficiency can complement human intelligence, but human ingenuity, emotions, and moral judgment are irreplaceable. By striking the right balance and capitalizing on both strengths, we can build a future that benefits from the best of both worlds.

Mahak Jain
BBA (II semester)

HUMANS Vs. AI:

Who will build the future?

Artificial intelligence (AI) is one of the most debated subjects of today and there seems little common understanding concerning the differences and similarities of human intelligence and artificial intelligence. Some people fear that AI will replace human workers and even surpass human intelligence, while others see AI as a powerful tool to augment human capabilities and creativity. AI is a computer acting and deciding in ways that seem intelligent. It can learn from data, recognize patterns, make predictions, and optimize outcomes. AI can perform tasks that are difficult, dangerous, or tedious for humans, such as playing chess, diagnosing diseases, driving cars, or translating languages.

Human intelligence, on the other hand, is more expansive and complex. It involves cognitive processes such as imagination, anticipation, emotion, judgment, and cultural sensitivity. Humans can adapt to new situations, generate novel ideas, express feelings, and collaborate with others.

HUMANS Vs. AI:

Who will build the future?

Augmented intelligence is the idea that AI should enhance human intelligence, not replace it. It means that humans and machines can work together as partners, leveraging their respective abilities to achieve better outcomes.

For example, AI can help humans with data analysis, decision support, automation, and personalization. Humans can help AI with context awareness, ethical guidelines. Microsoft Teams uses AI to transcribe meetings and generate action items for human participants.

The future of work and innovation will depend on how well we can harness the power of AI and human intelligence together. We need to develop a better understanding of the similarities and differences between them. The real challenge is not how smart machines are but how smart we are with machines.

**Anupama Sharma
BBA (II semester)**

HUMANS Vs. AI:

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AI and human intelligence have different strengths and weaknesses. AI is fast, accurate, consistent, and rational, but it lacks intuition, empathy, and common sense. Humans are slow, error-prone, biased, and emotional, but they have creativity, curiosity, and wisdom.

HUMANS Vs. AI:

Who will build the future?

While AI has the potential to automate specific tasks and jobs, it is likely to replace humans in some areas. AI is best suited for handling repetitive, data-driven tasks and making data-driven decisions. However, human skills such as creativity, critical thinking, emotional intelligence, and complex problem-solving still need to be more valuable and easily replicated by AI.

The future of AI is more likely to involve collaboration between humans and machines, where AI augments human capabilities and enables humans to focus on higher-level tasks that require human ingenuity and expertise. It is essential to.

View AI as a tool that can enhance productivity and facilitate new possibilities, rather than as a complete substitute for human involvement.

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**Priyansh varaiya
BBA (2nd semester)**

HUMANS Vs. AI:

Who will build the future?

The rapid advancements in artificial intelligence (AI) have ignited a compelling debate over whether AI or human intelligence will shape the future. AI has demonstrated remarkable capabilities in areas such as machine learning, natural language processing, and problem-solving. Human Intelligence has evolved over centuries, enabling us to adapt, innovate, and create. Artificial intelligence exhibits unparalleled processing power and efficiency.

Human intelligence possesses unique qualities that make it indispensable. Our ability to think critically, reason, and apply abstract concepts enables us to solve complex problems creatively. Human Intelligence encompasses emotional intelligence, social skills, and empathy that AI may struggle with.

The most promising future will involve a collaborative partnership between AI and human intelligence. Rather than pitting AI against human intelligence, the future lies in collaboration and synergy between the two. AI can augment human intelligence, providing powerful tools for analysis, automation, and decision-making. Combining the strengths of AI and human intelligence, we can address multiple grand challenges of the world.

HUMANS Vs. AI: Who will build the future?

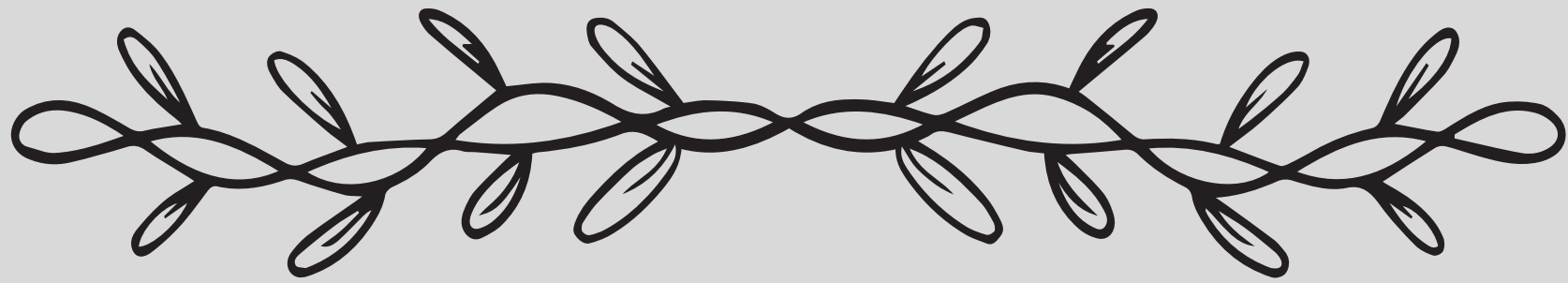
Artificial intelligence and human intelligence each possess unique strengths that are indispensable for building the future. While AI excels in data analysis, automation, and efficiency, human intelligence brings creativity, adaptability, and ethical considerations to the table. Rather than a competition, the future will be shaped by collaboration and synergy between the two. By leveraging the power of AI while upholding human values, we can navigate the complexities of our rapidly changing world and build a future that harnesses the best of both worlds.

Muskan Gupta
BBA (II semester)



Institute **CORNER**

GURU MANTRA



Artificial intelligence (AI) is one of the most fascinating and alluring fields in the quickly changing technological world. Due to developments, many industries have undergone substantial transformation, which has sparked discussions and debates concerning the strengths and weaknesses of AI compared to human intelligence (HI). It is crucial for the Gen Z who are watching this shift to comprehend the differences between these two types of intelligence and the possible intersections they may produce.

The creation of machines or computer systems that can carry out tasks that traditionally require human intelligence is referred to as artificial intelligence, broadly construed. These operations cover a broad range, including data analysis, pattern recognition, and natural language processing. and making decisions. In many cases, AI systems can surpass humans in particular fields thanks to their outstanding speed, accuracy, and scalability, which is enabled by algorithms and vast volumes of data.

The cognitive skills that humans possess, such as reasoning, learning, problem-solving, emotional understanding, and creativity, are referred to as human intelligence. The complex interactions between consciousness, perception, emotions, and social relationships result in human intelligence. It includes all of our abilities to think critically, adjust to changing circumstances, and use knowledge in many contexts.

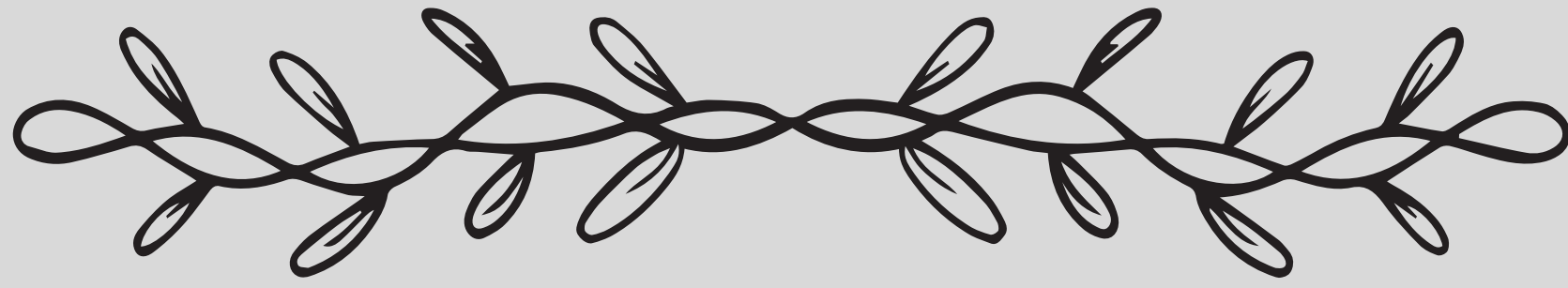
It is important to understand that HI and AI do not compete directly or are not mutually exclusive when comparing them. In actuality, the two's cooperation and synergy present the greatest prospects. Human intelligence may offer the ethical oversight and contextual understanding that AI frequently lacks, while AI's skills can be used to improve and complement human capabilities.

Processing enormous volumes of data and finding patterns that are impossible for humans to see is one area where AI thrives. By enabling more precise diagnoses, effective trading tactics, and autonomous vehicles, this capability has revolutionized industries like as healthcare, finance, and transportation. College students can gain from AI-powered platforms and tools that support learning, data analysis, and research while enabling quicker and more thorough insights.

However, it's significant to remember that AI has its limitations. AI systems are limited by preprogrammed algorithms and are unable to match humans' sophisticated emotional intelligence and social awareness. Human intelligence gives us the ability to negotiate complex situations, decipher nonverbal clues, and forge deep connections. In a variety of occupations where empathy and human connection are essential, such as counselling, administration, and the creative arts, these interpersonal abilities are crucial.

The ethical ramifications of AI are a crucial additional factor to take into account. As AI becomes more complex, concerns about responsibility, bias, and privacy surface.

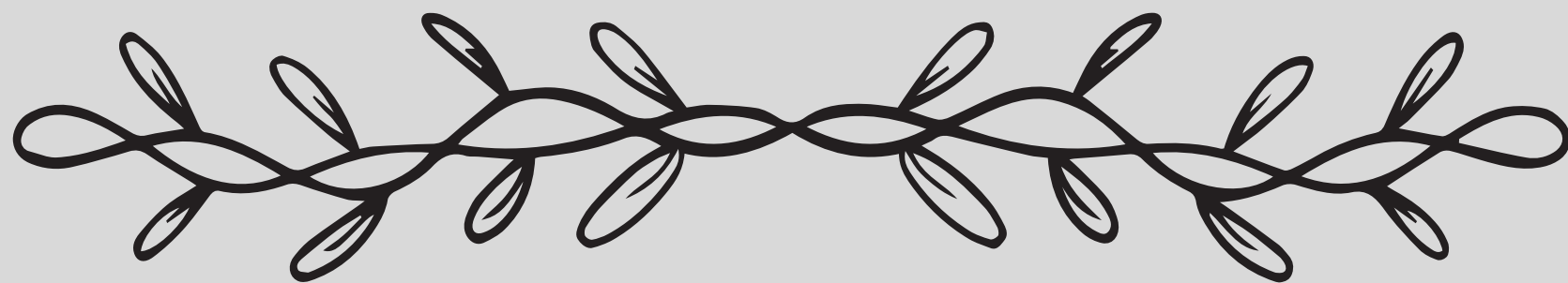
It is the obligation of the young generation to gain a thorough awareness of the moral issues surrounding the use of AI. They can aid in the creation of AI systems that reflect societal values and are intended to lessen prejudice and discrimination. Interdisciplinary cooperation is necessary to realize the full potential of AI and human intelligence.



In conclusion, there is more to the contrast between human intelligence and artificial intelligence than a simplistic dichotomy. Both types of intelligence have particular advantages and disadvantages. The Indian youth should look into the synergies that can result from their cooperation, rather than seeing them as competing forces.

We can design a future that blends the advantages of technical advancement with human values, empathy, and wisdom by utilizing the potential of AI while embracing the irreplaceable traits of human intellect.

**Dr. Anand Kumar Shrivastava
Associate Professor**



Legacy Unveiled

With the coming of the end of the semester of 2023, Amity Business School organized its farewell for the outgoing batch of 2020-23, titled 'LEGACY UNVEILED'. The event was coordinated by Dr. Abhilasha Dixit, Dr. Mini Agrawal and Dr. Deepali Soni. The farewell was organized and orchestrated by the enthusiastic participation of the batches of BBA, B. Com. (H) and B.A. Econ. (H) [2021-24] and MBA [2022-24].

The event was arranged for in the B-Block auditorium and was attended by the entire outgoing batch along with the faculties of Amity Business School. It was graced with the presence of Hon. Vice Chancellor, Lt. Gn. V.K. Sharma [AVSM Retd.], Respected Pro Vice Chancellor, Prof. (Dr.) M.P. Kaushik and Respected Dy. Pro Vice Chancellor and Director ABS Prof. (Dr.) Anil Vashisht.

The event was commenced by the juniors expressing how their seniors left a lasting impact, a legacy, to be carried on by the batches to come. Hon. VC sir also addressed the audience to enlighten them on their new responsibilities and role as they step out into the world as professionals. The audience was kept engaged with beautifully choreographed dance, singing and rap performances. Special games were also organized for the audience, which received an overwhelming amount of enthusiastic participation. The games were 'Stepping Stones' and 'Musical Chairs'. There was a special ramp walk conducted for the seniors, which was greeted with much excitement and zeal.

The event concluded with the announcement of the titles of each student of the outgoing batch. The titles of Mr. and Ms. Eve were bagged by Mr. Mayank Moorjani and Ms. Divyanshi for their outstanding presence on the eve of farewell. The titles of Mr. and Ms. Farewell were bagged by Mr. Nehal Reddy and Ms. Kashish Dodwani, respectively, for their overall performance in every sphere throughout their journey in college. The event concluded successfully with the class group photographs, making it the evening a memorable one for all those who attended it.

A GLIMPSE INTO YOUR *Legacy*



A GLIMPSE INTO YOUR *Legacy*



A GLIMPSE INTO YOUR

Legacy



ALUMNI ARTICLE



Obstacles are a part of life. They come in many forms and can be physical, emotional, or mental. Whether big or small, these obstacles can be daunting and challenging to overcome. However, it's important to recognize that obstacles are not just barriers to success, but also opportunities for growth and learning.

One of the most significant benefits of obstacles is that they teach us resilience. Overcoming obstacles requires perseverance and determination, which are vital in building resilience. When faced with difficulties, we learn to push through and overcome them, which gives us the confidence and strength to tackle future challenges.

Moreover, obstacles help to build character. How we deal with obstacles says a lot about our character and values. For instance, whether we face them with courage or give up, our reaction defines our identity. Challenges help us refine and hone our values, strengthening our resolve to overcome adversity. In this way, we grow and mature as individuals.

Obstacles also teach us valuable life lessons. Through the process of overcoming them, we develop new skills and gain wisdom that we can carry with us for the rest of our lives. For example, if we're struggling with a difficult exam, we might learn the importance of time-management, critical thinking, and problem-solving. These skills are transferable, so we can use them in other parts of our lives, such as our professional careers.

Moreover, obstacles provide us with insights and a new perspective. Instead of seeing obstacles as setbacks, we can view them as opportunities for growth. For example, a business that encounters a downturn in sales may view it as a chance to reevaluate their strategy and improve their products or services. Similarly, an individual who has lost their job may use the opportunity to develop new skills, network, and seek new opportunities.

-Palak Shaw

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