

Amity University, Madhya Pradesh
Amity Business School

Management Vista



**MAY
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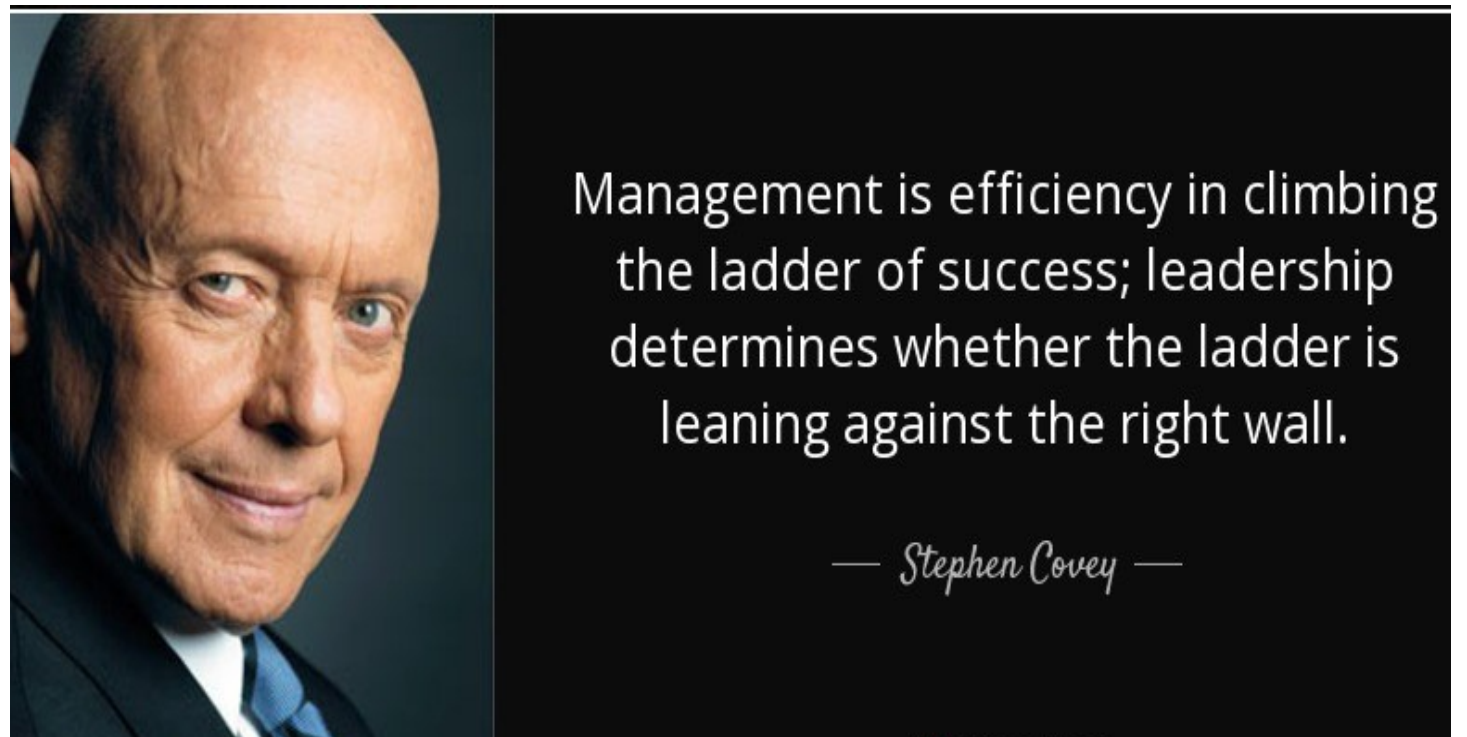
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MAY 2022

MANAGEMENT VISTA

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Management Thought



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“Hail to the man who went through life always helping others, knowing no fear, and to whom aggressiveness and resentment are alien.”

Albert Einstein



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 world's largest Tech companies in 2022: Apple still dominates as brutal market selloff wipes trillions in market value

Despite a steep sell-off erasing trillions of dollars in market value, the world's largest technology companies have remained resilient in the face of Wall Street bearishness—with many collecting record revenues and profits even as their dominance starts to slip. After claiming a record 177 spots on the list in 2021, the number of technology companies landing on the Global 2000, Forbes' annual ranking of the world's largest companies, slipped to 164 this year, but the overall decline didn't prevent total sales from skyrocketing.

The firms posted a record \$4 trillion in combined annual revenue over the last 12 months, up from about \$3.3 trillion last year—even with fewer firms. Apple heads up the technology ranks for the seventh-straight year thanks in part to record sales of \$378.7 billion, up nearly 29% from one year earlier. Despite record profits of \$100.6 billion, the Silicon Valley firm was out-earned by Saudi Aramco, whose profits more than doubled thanks to soaring oil prices.

Apple dropped one spot to No. 6 on the overall list. Supply-chain woes have been particularly bad for Samsung Electronics, which slipped 3 spots in the global rankings to become the world's fourth-largest tech company, down from second last year—and Covid lockdowns in China (where the firm operates a semiconductor factory) have only added to the pain. Amid the turmoil, Samsung lost its spot as the world's top smartphone-seller for the first time ever last year, ceding the throne to Apple.

Elsewhere in the top ranks, it's been more bullish for tech. Up two spots to No. 13 in the overall list, Alphabet claims the No. 2 spot with record sales of \$257.5 billion propelled by surging demand for Google's digital ads. Meanwhile, Microsoft climbs 3 spots to No. 12 overall and No. 3 for tech as its cloud software continues to drive revenue growth.

Altogether, the technology companies on Forbes' Global 2000 come from 24 different nations and represent a staggering \$15.6 trillion in market value—falling 13% year over year but still equal to roughly 15% of the global stock market. Assets and profits, however, swelled, climbing 14% and 52%, respectively, to \$5.9 trillion and \$660.8 billion.

Written By: Jonathan Ponciano

Forbes Staff

- **Govt exempts import tax on 20 lakh MT each of crude soyabean, sunflower oil(24 May,2022 BUSINESS TODAY)**

The Indian government on Tuesday exempted customs duty and agri cess on yearly import of 20 lakh MT each of crude soyabean and sunflower oil till March 2024 to ease domestic prices, according to an official notification. The duty-free import of 20 lakh MT per year will be applicable for two FYs (2022-23, 2023-24) for crude soyabean oil and crude sunflower oil, the Finance Ministry said in a notification. The development comes as India, the world's biggest vegetable oil importer tries, to keep a lid on local prices. This will provide significant relief to consumers. The exemption will help cool domestic prices and control inflation. "This will provide significant relief to the consumers," the CBIC tweeted.

- **Delhi govt soon to roll out op guidelines for subsidy payment on e-cycle purchases (20 May,2022 ET TIMES)**

Delhiites buying e-cycles will soon get incentives as the Kejriwal government is expected to roll out operational guidelines for subsidy payment in the coming week, officials said on Sunday. Last month, the Delhi government had announced a subsidy of Rs 5,500 each for the first 10,000 e-cycles sold in the city. "The operational guidelines for payment of subsidy on purchase of e-cycles will be launched in the coming week. The guidelines will have details, including brands covered under subsidy scheme and ways to avail the incentives," a senior government official said.

- **Rupee inches 3 paise higher, closes at 77.53 against US dollar
The rupee inched 3 paise higher to close at 77.53 (provisional) against US dollar on Friday, supported by a rebound in domestic equities.(18 May,2022 ET TIMES)**

At the interbank forex market, the rupee opened at 77.51 against the greenback and moved in a range of 77.49 to 77.60 in the day's trade. The rupee finally ended at 77.53, higher by 3 paise over its previous close of 77.56. According to Dilip Parmar, Research Analyst, HDFC Securities, the lack of dollar demand and rebound in domestic equities augur well for the rupee. The dollar is about 2 per cent off its recent high, seen last week, as risk-assets rebound after the People's Bank of China (PBOC) announced a 15 bps cut in the 5-year Loan Prime Rate to support the economy.

- **Govt to reexamine BPCL divestment after planned expansion, says source (May 15, 2022 ET TIMES)**

India's government will have another look at plans for the divestment of Bharat Petroleum Corp Ltd (BPCL) after the state-run refiner completes the planned expansion of some projects, a source told reporters on Wednesday. The government put the privatisation of BPCL on hold as it only got a single bid, the source, who did not want to be named, said. On Tuesday, Reuters reported the government is considering selling up to a quarter of BPCL after failing to attract suitors for the whole firm.

The Pfizer-BioNTech vaccine was the first COVID-19 vaccine to become available in the US and, according to estimates from the US public health agency, the Centers for Disease Control was administered to almost six out of 10 citizens who were fully vaccinated in 2021. The health and economic impact of the Pfizer-BioNTech vaccine during its first year of rollout in the US is described in detail in the study.

- **Campbell Wilson appointed CEO & MD of Air India (May 13 2022 ET TIMES)**

Tata Sons on Thursday announced that it has appointed Campbell Wilson as the new Chief Executive Officer (CEO) and Managing Director (MD) of Air India. The Air India board approved the appointment of Wilson subject to requisite regulatory approvals, it said in a statement. Wilson, 50, has 26 years of aviation industry expertise across both full service and low-cost airlines. He is the CEO of Scoot, the wholly-owned low-cost subsidiary of Singapore Airlines (SIA). Commenting on the appointment, N Chandrasekaran, Chairman, Air India said, "I am delighted to welcome Campbell to Air India. He is an industry veteran having worked in key global markets cutting across multiple functions. Further, Air India would benefit from his added experience of having built an airline brand in Asia. I look forward to working with him in building a world-class airline."

- **Union home ministry grants security clearance to Jet Airways (May 10,2022 BUSINESS TODAY)**

Union home ministry has granted security clearance to Jet Airways that is planning to relaunch commercial flight operations in the next few months, according to an official document. The Jalan-Kalrock Consortium is currently the promoters of Jet Airways. The airline in its old avatar was owned by Naresh Goyal and had operated its last flight on April 17, 2019.

Last Thursday, the airline conducted its test flight to and from the Hyderabad airport in a step towards obtaining the air operator certificate

- **Affordable housing finance companies loan book to grow 17-20% in FY23, says study(May 16,2022 BUSINESS TODAY)**

Affordable housing finance companies' (AHFCs) loan book is likely to expand by 17-20 per cent in the current financial year, supported by the government's higher focus on housing and a favourable tax regime, says a report. As on December 31, 2021, the total loan book of AHFCs stood at Rs 66,221 crore and constituted about 6 per cent of the overall housing finance companies (HFCs) loan book.

- **PE firm Advent raises \$25 billion global fund; India CEO Shweta Jalan says fund will support local expansion(May 5,2022 BUSINESS TODAY)**

PE firm Advent International has raised a \$25 billion global fund, its tenth since inception. The fund raising was completed in just six months. The focus of the fund will be investments in Europe, North America and Asia. "The fresh fundraise through GPE X will support our expansion in India over the next few years and allow us to tap into attractive opportunities in a growing market", Advent's India chief executive officer Shweta Jalan said.

- **Pfizer prevented over 1 lakh deaths in 2021: Research (May 1,2022 ET TIMES)**

COVID-19 vaccine Pfizer-BioNTech may have prevented an estimated 8.7 million symptomatic cases, 6,90,000 hospitalizations, and more than 1,10,000 deaths in 2021 -- new research published in the peer-reviewed Journal of Medical Economics revealed. The authors said that the vaccine is also credited with saving more than \$30 billion in healthcare costs and over \$40 billion in lost productivity.

STRESS IN STUDENTS: CAUSES, SYMPTOMS AND MANAGEMENT

TECHNIQUES

Stress is a reality of everyday life. It is the physical and mental response of the body to demands made upon it. It is the result of our reaction to outside events, not necessarily the events themselves. There are various causes which create stress in students.

Source of stress: It is obvious that students meet different situations which can create stress; such as relationships with new students; personal factors that vary from person to person; e.g. movement from a small hometown or village to a big city; changes in sleeping habits. They also have new responsibilities and sometimes combine a job with their studies.

While preparing for examinations, some students get overwhelmed and confused about many topics, and they do not know what to do next with their studies. It is a common desire of students to miss lectures and when this happens they start to wonder how they will make up for the lessons they have missed so they will be on the same level as their fellow students.

Sometimes students put off their assignments until the last possible moment and then end up with no time to do the work properly.

Symptoms of stress: Stress can affect students psychologically and physically. Psychological symptoms of stress are anxiety, depression etc. whereas physiological symptoms of stress are headaches, high blood pressure, and heart disease.

Stress Management Techniques: Identify the sources of stress in your life: Stress management starts with identifying the sources of stress in your life. This is not as easy as it sounds. Your true sources of stress aren't always obvious, and it's all too easy to overlook your stress-inducing thoughts, feelings, and behaviours. Look at how you currently cope with stress. Usually, people cope with stress in two ways: The unhealthy way and the Healthy way.

Unhealthy ways of coping with stress: These coping strategies may temporarily reduce stress, but they cause more damage in the long run eg: Smoking, Consuming too much Alcohol, Overeating or under-eating, Zoning out for hours in front of the TV or computer, Withdrawing from friends, family, and activities, Using pills or drugs to relax, Sleeping too much, Filling up every minute of the day to avoid facing problems, Taking out your stress on others (lashing out, angry outbursts, physical violence)

Healthy ways of coping with stress: You should Learn healthier ways to manage stress: If your methods of coping with stress aren't contributing to your greater emotional and physical health, it's time to find healthier ones. There are many healthy ways to manage and cope with stress, but they all require change. You can either change the situation or change your reaction. When deciding which option to choose, it's helpful to think of the four "A": avoid, alter, adapt, or accept. Since everyone has a unique response to stress, there is no "one size fits all" solution to managing it. No single method works for everyone or in every situation, so experiment with different techniques and strategies.

Focus on what makes you feel calm and in control. Go for a walk, incorporate exercise into your everyday routine, spend time in nature, call a good friend, sweat out tension with a good workout, play with a pet, work in your garden, curl up with a good book, listen to music, watch a comedy, do meditation, try Visual imagination to create soothing feelings by reading positive scripts, ensure the right amount of sleep, take a healthy diet.

Dealing with Stressful Situations: The Four A's:

Change the situation: a) Avoid the stressor

b) Alter the stressor

Change your reaction: a) Adapt to the stressor.

b) Accept the stressor.

Stress management strategy #1: Avoid unnecessary stress: Not all stress can be avoided, and it's not healthy to avoid a situation that needs to be addressed. You may be surprised, however, by the number of stressors in your life that you can eliminate:

• Avoid people who stress you out

• Take control of your environment

• Pare down your to-do list

• Do not over schedule, Learn how to say "no"

Stress management strategy #2: Alter the situation: If you can't avoid a stressful situation, try to alter it. Figure out what you can do to change things so the problem doesn't present itself in the future.

• Express your feelings instead of bottling them up.

• Be willing to compromise.

• Be more assertive.

• Manage your time better.

Stress management strategy #3: Adapt to the stressor: If you can't change the stressor, change yourself. You can adapt to stressful situations and regain your sense of control by changing your expectations and attitude.

• Reframe problems

• Look at the big picture

• Adjust your standards

• Focus on the positive.

Stress management strategy #4: Accept the things you can't change: Some sources of stress are unavoidable. You can't prevent or change stressors such as the death of a loved one, a serious illness, or a national recession. In such cases, the best way to cope with stress is to accept things as they are. Acceptance may be difficult, but in the long run, it's easier than railing against a situation you can't change.

* Don't try to control the uncontrollable

* Look for the upside

* Share your feelings

* Learn to forgive.

Dr. Sanjeev Saraswat
Assistant Professor
ABS

“ TATA’S COLOSSAL CAPEX PLAN- An Appetizing Revelation ”

In FY-23, Tata Motors, NSE 8.60 percent, boosted its capital investment by 30%, or Rs 9000 crore (900 million pounds), in order to maintain a strong recovery path streamlining the pandemic, spurred by prospects that the supply chain situation would improve.

In the current financial year, Tata Motors will make its largest ever domestic investment of Rs 6000 crore to fund portfolio capacity expansion across all of its businesses - commercial vehicles, passenger vehicles, and electric vehicles under both sectors. Jaguar Land Rover, on the other hand, will invest approximately 2.6 billion pounds (almost Rs 26000 crore). Tata Motors will invest around Rs 32000 crore on a consolidated level in FY-23, compared to Rs 23000 crore in FY-22.

The money will be used to expedite the transition to electric vehicles across the board, right from Jaguar Land Rover including the truck, bus, and automobile divisions, and in optimum capacity and supply chain to deliver more cars.

In terms of demand, the company has a record booking of over 2.5 lakh units or Rs 1.1 lakh crore in revenue, that must be delivered within the next 6-9 months. The passenger vehicle business is little over 75000 units to 1 lakh, while Jaguar Land Rover has its biggest ever bookings of 1.68 lakh units. P B Balaji, Group CFO of Tata Motors, stated to the media following the announcement of Q4 earnings, “The businesses will be well funded to transition to the EV roadmap. We will be investing Rs 5500 to 6000 crore for the domestic business and it will be used across CV, PV and EV businesses.”

The management said that it was making all possible efforts to advance EV product launches at JLR too.

The company's confidence can be traced to the fact that it has facilitated 1 billion pounds in cash flows for the current fiscal year for both JLR and domestic operations, despite the increasing capital expenditure spending.

- Nandini Poddar

B.COM(H) IV

Amity Business School

Study Abroad Programme (SAP)

In line with the vision of our **Founder President** to provide international exposure to the students of Amity University, the prestigious SAP program has been designed. Study Abroad Programme (SAP) has been designed to provide the students of Amity an excellent opportunity to gain international exposure so as to build up their knowledge, expertise and rich quality experience.

SAP not only gives the students hands on experience of the foreign culture, industry and academic delivery module but also ensures that there is no loss of teaching to the students and develops themselves as global leaders.

This programme allows students of AUMP to undergo 4-6 weeks of extensive learning at various international campuses to earn a maximum of 16 credits abroad. They also get a chance to interact with international students in an intercultural and interdisciplinary context and to provide international exposure. Learning and understanding new cultures, improving foreign language skills, studying a discipline with an international perspective, and seeking out new challenges are significant elements of a study abroad experience.

International Programs are often the first stepping stone towards global awareness and there are many tailor-made options for students to choose from. International Programs at Amity University give students a distinct and definitive advantage, going forward.

Some of our students visited Amity London, Amity Singapore and Amity Australia for the same and had an enriching experience.

- My experience of going to Singapore as a part of Study Abroad Program has been amazing. I really feel lucky that i had chosen this exchange program. It was really a life changing experience for me. - Yash Premani- Bcom IV sem (Amity Singapore)
- SAP is the opportunity to do and see things you could of never dreamed of. It is an experience, never to be forgotten. - Divyansh Sharma BBA IV sem (Amity Singapore)
- It is one of the most beneficial initiatives of Amity University as it opens many paths both personally and professionally. I am very thankful for this opportunity. - Abhishek(MBA) Amity London
- I had a very good experience with the faculties and students there, made many friends, I cherish the time I was in Singapore and would like to go again for a SAP program. -Tanush (BJMC, V sem)



Importance of Pipeline

Tanmay Shivhare
MBA, Amity University
Batch 2017-19



The most important concept I learned in my life that is “nothing is permanent”. This YOLO (You only live once) thing sound’s nice but its not practical. You have to learn from your past, should make calculative decision in present and be prepared for future. As I have seen in market, these days because of so many start ups getting a job is not that difficult, but to sustain and growth in that field/ job is next to impossible. If you are getting paid 20k per month then there are thousands of people ready to do same job for 15k per month. If you want stability in your life, you want to be financially independent then you have to start working on two main things, first – improving your practical skills and second – creating a pipeline.

For improving your practical skills, you can take help from your wonderful professors as they helped me a lot in learning how to build my confidence, creating ppt’s, excel files, presenting myself, what other skills are required in current situations and from where to acquire them. You just need to be active enough and you will have edge over other candidate.

Now for the main concept that maximum people avoid is – Creating a Pipeline. What is Pipeline? So, pipeline is fund that grows with time, and will help you generate passive income in long term and can even help you to maintain stability in recession times (short term). I learned this the hard way, that if I have 1L rupee then it’s easier to grow that (even FD gives you around 5% interest). But if you have 0 then you can try your best but anything multiplied by 0 is zero. The main concept is saving, take calculative risk, learn how to invest (not trading).

I learned soo much in Amity about this, where to invest (Equity market, debt market), the taxation part, even the professors used to give information about concepts like block chain, crypto currency in 2017-19. This pipeline, this saving helped me a lot in Covid time (2020) when I have to search for new jobs.

In conclusion, have fun but with precautions, take calculative risks, develop skills and create pipeline and when ever you face trouble in any of these concepts, the professors / mentors are there for you.

‘ABS Farewell – 2022’

“Amity Business School, Amity University Madhya Pradesh” organized “ABS - Farewell 2022” on 20th May 2022 in the Auditorium (Block B), where the students of Amity Business School bid farewell to the outgoing students of final year with great enthusiasm. The function was started with the welcome of the chief guest Lt. Gen. VK Sharma, AVSM (Retd.) Hon’ble Vice- Chancellor, Amity University Madhya Pradesh.

Hon’ble Vice Chancellor Lt. Gen. VK Sharma, AVSM (Retd.) delivered a heart touching motivational speech and wished good luck to the final year students. He also expressed his hopes that passing out students will always keep the Amity flag high in the different fields they will serve in future.

Students presented interesting performances which entertained the audience to the fullest. A beautiful classical dance, two group dances and two band songs mesmerised the audience. Many interesting and tricky games were played to pep up the environment. All the performances were thoroughly enjoyed by the audience. Students of the final year participated in ‘Ramp Walk’ which was judged by Dr Astha Joshi (Faculty ABS) and Dr Naresh Kedia (Faculty ABS). Different titles were awarded to the students.

Ms Ananya Agarwal (B.Com VI) was crowned with the title of ‘Ms Farewell’ and Mr. Ritesh (BBA VI) was awarded the title of ‘Mr. Farewell’.

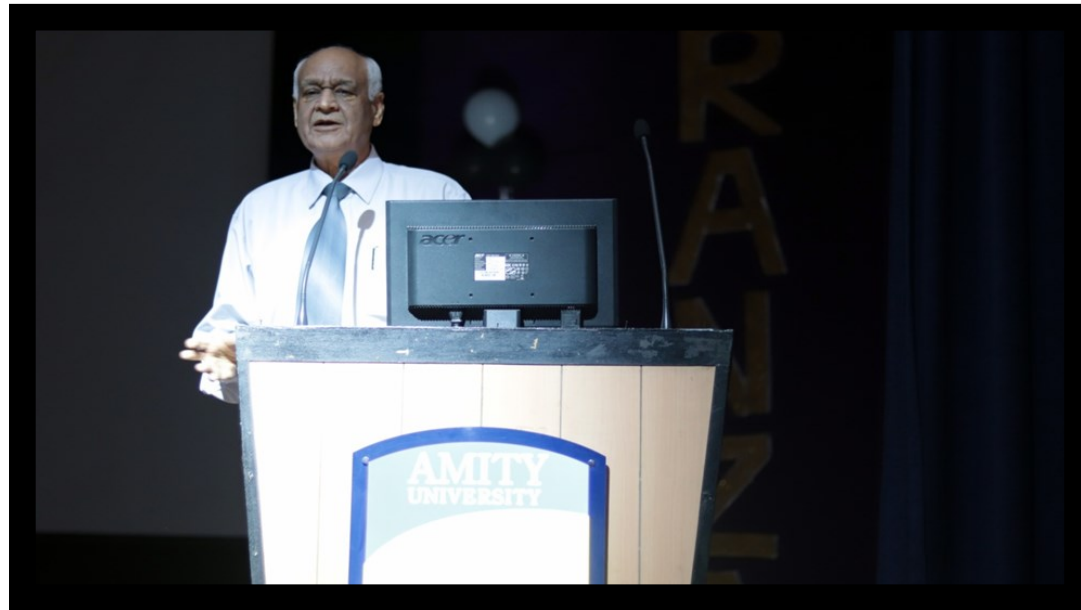
Ms ABS was awarded to Ms Aashi Shrivastava (BBA VI) & Mr ABS was awarded to Mr Vansh Dubey (MBA IV), Mr Rachit Agrawal B.Com (H) VI & Mr Jatin Soni (BBA VI). Mr & Ms ABS were awarded on the basis of overall academic and extracurricular performance of the student during the entire duration of the course.

Title and Memento representing token of love were given to the seniors by their juniors. The function was concluded with a sumptuous dinner and mixed feelings of heavy heart and ecstasy.

Hon’ble Vice Chancellor Lt. Gen. VK Sharma, AVSM (Retd.), Pro Vice Chancellor Prof. (Dr.) MP Kaushik, Dy Pro Vice Chancellor & Director ABS Prof. (Dr.) Anil Vashisht and esteemed faculty members of Amity Business School marked their presence for the occasion.



Hon’ble Vice Chancellor, Pro VC & Dy Pro VC watching the performances



Hon'ble Vice Chancellor addressing the students



GAAP	Generally accepted accounting principles (GAAP), are a set of rules and practices having substantial authoritative support. GAAP is the standard that companies use to compile their financial statements such as the income statement, balance sheet, and statement of cash flows.
Line Manager	A line manager is a person who directly manages other employees and operations of a business while reporting to a higher ranking manager. The line manager term is often used interchangeably with direct manager.
Vision	Vision is the dream of what the owners want the organization to be. It should not be confused with strategy, which is the large-scale plan the company follows to make the dream happen.
Agile	Agile is an approach particularly used for product and project management. Sprints are used in terms of short bursts of work typically in an iterative way to deliver software projects. Agile is an approach particularly used for product and project management. Sprints are used in terms of short bursts of work typically in an iterative way to deliver software projects.
Contingency plan	Contingency plan refers to the second plan if your plan A doesn't work. It includes the situations which may or may not occur in future.

Test Your Knowledge

#1080

ANSWERS: 1079

- Which of the following country has the largest exporter of arms during 2017-21, as per the SIPRI report?
 - China
 - Russia
 - France
 - United States
- Which company launched 'Savdhan Rahein, Safe Rahein' a public awareness campaign on financial fraud risks?
 - DCB Bank
 - Bajaj Finserv
 - SBI Capital
 - ICICI bank
- The report titled 'Connected Commerce: Creating a Roadmap for a Digitally Inclusive Bharat' has been launched by the NITI Aayog in collaboration with which company?
 - GPay
 - Bill & Melinda Gates Foundation
 - Mastercard
 - Paytm
- Which Indian PSU regained market capitalization of Rs 50,000 crore and entered 100 most valued Indian firms?
 - SAIL
 - BHEL
 - NTPC
 - BEML
- Which country has surpassed China as India's biggest trading partner in FY22 at \$119.42 bn ?
 - USA
 - Australia
 - Saudi Arabia
 - Russia

- D
- B
- C
- A
- A

VANDANA LUTHRA**FOUNDER: VLCC HEALTH CARE**

Vandana Luthra is an Indian inspirational entrepreneur who is the founder of VLCC Health care Ltd. The company sells beauty products and wellness conglomerate. The company is dispensing in the Middle East, Africa, Asia, and Europe. In 2014 she became chairperson of the Beauty and wellness sector skills council that is not a profitable organization, the B&WSSC gets financial support from NSDC which comes under the Ministry of Skill Development and Entrepreneurship. Vandana Luthra was born on 12 July 1956 in Delhi. According to Wikipedia, she grew up in an educated family, her mother was running charitable Trust and her father worked as a mechanical engineer. She completed her graduation in Delhi and decided to go to different countries (Germany, UK, and France) to gain expertise in beauty, skincare, fitness and food and nutrition. In 1988 she got married to Mukesh Luthra. She has two daughters. VLCC has employed more than 5000 people including medical professional and nutrition experts and cosmetologists and beauty professionals. In the present time, VLCC has set up manufacturing plants in Haridwar India and Singapore. The company produces and sell the product like skin care, body care product, and hair care. As per Wikipedia, These products are also marketed by 100,000 outlets India and more than 10,000 outlets across the middle east and Africa.

VLCC is providing a vocation training course that is known as the VLCC Institute of Beauty & nutrition. Presently the institute has become one of the renovated vocational education academies in the beauty and nutrition training segment. She elected as chairperson at BWSSC. The organization is not profitable and has a moto to teach the skills to those women who have financial issues. BWSSC has opened so many skill centres. In 2013, Vandana Luthra received India's fourth-highest civilian honor Padma Shri award from President of India Pranab Mukherjee.

FEEDBACK AND SUGGESTION FORM

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

NAME:**CONTACT No:****FEEDBACK:**

SUGGESTIONS:

For Suggestions:
managementvistaabs@gmail.com

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