

Amity University, Madhya Pradesh
Amity Business School

Management Vista



**August
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MANAGEMENT VISTA

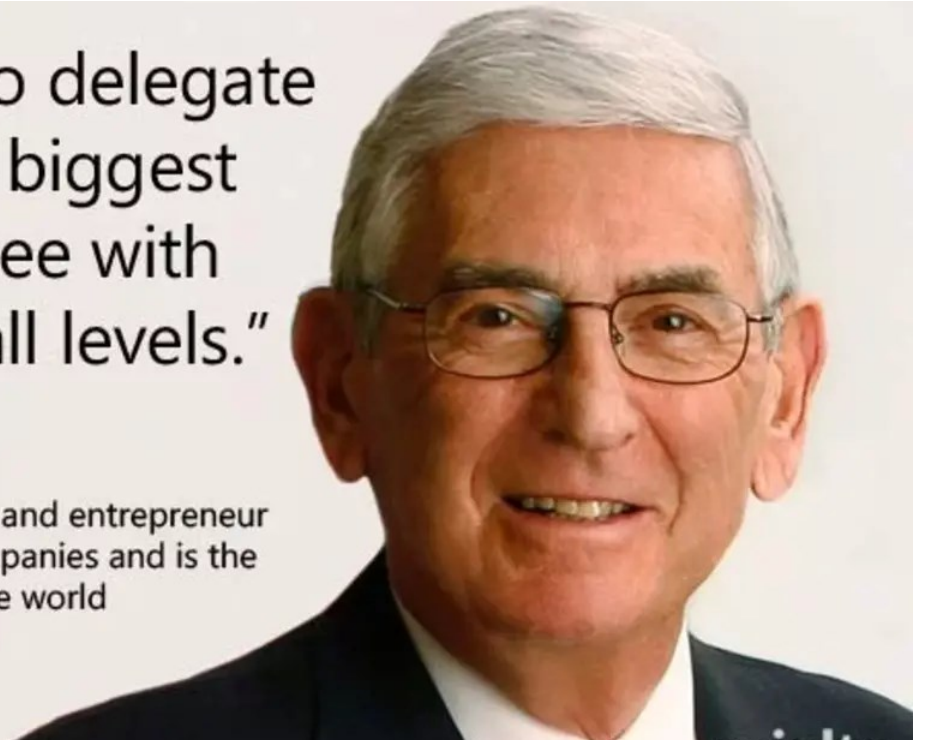
MONTHLY E-NEWSLETTER– AMITY BUSINESS SCHOOL

Management Thought

"The inability to delegate is one of the biggest problems I see with managers at all levels."

— **Eli Broad**

American businessman and entrepreneur
Built 2 fortune 500 companies and is the
185th richest man in the world



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*“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

‘Elon Musk’s Crash Course’ Takes A cursory Look At Engineering And Regulatory Failure

At a running time of 74 minutes, “Elon Musk’s Crash Course” tries to cover a lot of ground, but it ultimately seems like it spends too much time on some topics and not enough on some of the most important. Director Emma Schwartz opens the film with a look at the origins of Tesla and efforts to develop automated vehicles going back to a GM promotional film from 1956 featuring the Firebird II concept and the DARPA Grand Challenge. However, where the film seems to go wrong is spending too much time on Joshua Brown. Brown was the former Navy bomb disposal expert that was the first known fatality while using Tesla’s AutoPilot driver assist system. Significant portions of the film are given over to hearing from some of Brown’s friends about why he was so enamored with AutoPilot that he put more than 45,000 miles on his Model S in the nine months between the release of AutoPilot and his May 2016 death. While New York Times reporters Neal Baudette and Cade Metz do an able job of explaining some of the limitations of AutoPilot, most of the people who should probably be watching a film like this probably have little or no technical knowledge of how automated driving works. Those members of the general public would greatly benefit from a solid primer that cuts through the many misperceptions around automated driving, many of which have been promulgated by Tesla CEO Musk himself over the years.

Viewers could learn some important lessons about what it actually takes to create, test and validate an automated vehicle if the film had included interviews with the likes of Carnegie Mellon University computer science professor Phillip Koopman or Ann Arbor based-attorney Jennifer Dukarski. Instead we get a lot of words from friends of Brown explaining how interested he was in technology and why he was so adamant about testing the limits of his car.

Elon Musk’s Crash Course had an opportunity to do much more around the story and dropped the ball. More needs to be done to tell the truth about what is happening with all of the parties involved in this tragic tale.

Written By: Sam Abuelsamid

Forbes Contributor

- **Bank credit growth accelerates to 14.2 pc in June quarter: RBI data(Aug 25, 2022 Economic Times)**

Bank credit growth accelerated to 14.2 per cent in the quarter ended June 2022 from 6 per cent in the same period of the previous year, RBI data showed on Thursday. In the quarter ended March 2022, bank credit had expanded by 10.8 per cent. The Reserve Bank of India (RBI) on Thursday released the 'Quarterly Statistics on Deposits and Credit of SCBs for June 2022'.

- **RBI lifts business restrictions imposed on American Express(Aug 24, 2022 Economic Times)**

The Reserve Bank of India on Wednesday lifted the ban on American Express, more than a year after it was imposed. The central bank had restricted Amex from on-boarding new clients in April last year as it failed to meet data localisation norms. "In view of the satisfactory compliance demonstrated by American Express Banking Corp. with the circular on Storage of Payment System Data, the restrictions imposed on on-boarding of new domestic customers have been lifted with immediate effect,".

- **RBI cancels licence of Deccan Urban Co-operative Bank(Aug 18, 2022 Economic Times)**

The Reserve Bank of India on Thursday said the licence of Deccan Urban Co-operative Bank, Karnataka, has been cancelled as the lender does not have adequate capital and earning prospects. As per the data submitted by the bank, more than 99 per cent of the depositors are entitled to receive the full amount of their deposits from Deposit Insurance and Credit Guarantee Corporation (DICGC), the central bank said in a release.

- **Noida Supertech twin towers turn to soil(Aug 18, 2022 Economic Times)**

The Noida Supertech twin towers, Apex and Ceyane, were successfully destroyed in a few seconds on Sunday at 2:30 pm. The company Edifice Engineering, which was in charge of the demolition exercise, employed the waterfall implosion method.

- **Rupee rises 44 paise to 79.30 against US dollar in early trade(Aug 15, 2022 Economic Times)**

The rupee appreciated 44 paise to 79.30 against the US dollar in the opening trade on Wednesday, mainly on account of foreign fund inflows. Besides, a positive opening in the domestic equities amid moderating inflationary pressures boosted investor sentiments, according to forex dealers. At the interbank foreign exchange, the rupee opened sharply up at 79.32 against the dollar, then gained further ground to 79.30, registering a rise of 44 paise over the last close. In the previous session on Friday, the rupee depreciated 12 paise to close at 79.74 against the US dollar.

- **India likely to be fastest growing economy, says government source(Aug 11, 2022 Business today)**

A government source on Thursday said that India is likely to be the fastest growing economy in the world this year, according to news agency PTI. The PTI source also revealed that the government is taking constant measures and is monitoring and engaging with the Reserve Bank of India (RBI) to bring down inflation.

- **Forex reserves rise after falling for four weeks(Aug 08, 2022 Business today)**

The country's foreign exchange reserves rose \$2.4 billion during the week ended July 29 after declining for four consecutive weeks as foreign portfolio investors returned back to the Indian markets as net investors. "India's foreign exchange reserves were placed at \$ 573.9 billion as on July 29, 2022" said RBI governor Shaktikanta Das, in his monetary policy statement assessment, a few hours ahead of the official release time of 5.00 pm on Friday.

- **Infra assets worth over Rs 1.62 lakh crore to be monetised this fiscal: Finance ministry (Aug05, 2022 Business today)**

Infrastructure assets worth over Rs 1.62 lakh crore are expected to be monetised during the current fiscal, Parliament was informed on Monday. The government had last year announced a Rs 6 lakh crore National Monetisation Pipeline (NMP) to unlock value in infrastructure assets across sectors, ranging from power to road and railways in four years till 2025.

- **Finance Ministry refutes plans to levy charges on UPI transactions(Aug21, 2022 Business today)**

The finance ministry on Sunday said that the government is not considering any charges for Unified Payments Interface (UPI) payment services and that service providers' cost recovery will have to be met through other means. Last week a discussion paper put out by the Reserve Bank of India sought suggestions on whether charges should be levied on transactions through UPI and other payment systems and interchange fees on cards.

4 Hormones of Happiness

It's always debated whether we can control our happiness or not. There is a body of literature which states that we cannot create happiness. We can create small pieces of happiness but when it comes for longer duration of happiness; it's illusive. "Happiness is Temporary" hence goes the saying.

Despite all this philosophy, everybody in the world is searching for long term happiness. Whatever our acts or objectives are, be it money, power or love; In the end all we want is happiness from them. A person will be foolish to aspire for a goal or destination which does not generate happiness in the end. Do we have to search for happiness outside or we can create it from our actions?

Recent studies in Neuroscience have come up with theories which clearly state that our happiness is in our acts. It's our habits and acts which can generate both long term and short term happiness in us. It's not only temporary rush of Adrenaline which we generate during disco parties or thrill adventures but its long term happiness which we can generate in ourselves for a long time.

Contrary to current popular fad that happiness comes from just thinking positive; Neuroscience takes a different view on happiness. Our habits dictate our happiness and Wellbeing. Happiness is not just about our perception but our acts.

Neuroscience has identified four hormones as happy hormones.

These happy hormones generate positive Emotions in us. These are

1. Dopamine - The Reward Hormone
2. Endorphin - The Calm Hormone
3. Oxytocin - The Love Hormone
4. Serotonin - The Sharing Hormone

All these 4 bring different types of positivity in us. Together combined they give us greater sense of happiness and satisfaction.

Dopamine - The Reward Hormone: Dopamine comes with achievement. It is secreted when we achieve our goals. The quantum of goal is not very important. What is important is that we complete our goals. Even if we set a very small target of brushing teeth before bed daily or finish reading a book; we release Dopamine. It boosts our happiness levels. This gives us a sense of satisfaction and confidence.

Endorphin - The Calm Hormone: Endorphins are pain killers. They are secreted in our body when we exert ourselves physically. These hormones don't give us happiness directly but they act as pain suppressor. Exercises give us endorphins which in turn act as a natural pain killer for us. Again quantum of exercise is not that important. Frequency is important. Daily 10 minutes of exercise on consistent basis can give us enough level of endorphins to tackle pain. An exercise or physical activity where sweat is generated releases best quantity of Endorphins.

4 Hormones of Happiness

Oxytocin: Oxytocin is known as love Hormone. Whenever we feel love this hormone is secreted. It gives us a feeling of pleasure. Relationships like family, friends or Romantic Relationships all gives us Oxytocin. This hormone is very powerful and biggest victim of it are youngsters. People who have been though the spell of Oxytocin never wants to get out of it. This is why love is regarded is the most powerful drug. Figuratively speaking it feels like to get drowned in Oxytocin. In fact, people who have been under the effects of Oxytocin wants it again and again. People fall in love, break heart, fall in love again and keep doing it till eternity. Basically its Oxytocin they get high on.

Acts of love, creating good relationships, hugging friends, touching loved ones keeps our Oxytocin level normal and regular. this is why Extroverted people are happier than compared to introverts. They are involved in more relationships hence have more instances of involved in bonding, being loved and release of Oxytocin continuously.

4. Serotonin - The Share Hormone: The last hormone is released when we do things for others. It is the feeling of gratitude. When we give and engage ourselves in acts of giving-sharing then serotonin is released. It is released when we thank others or thank almighty. Serotonin is found to have most long lasting impact among all the four hormones. Serotonin is released in large amount during pregnancy. In-fact successful childbirth released all four hormones of Dopamine, Endorphins, Oxytocin and Serotonin in large levels. A woman feels a sense of achievement, love and gratitude all at the same time. Hence child birth is the happiest moment in a Women life despite all the hardships.

So, if one wants to be happy in life than we have to develop habits to maintain our happy hormones level. Habits and acts by virtue of which we can maintain a healthy balance of these hormones. We should tailor our life with activities which can release these four happy hormones on continuous level.

We should set some small tasks which gives us a sense of achievement. Daily achievement like diary writing, reaching office at time can give us our daily dose of Dopamine. For endorphins we should exercise daily. 10 minutes is enough to keep it up with endorphins. For Oxytocin we should spend time with friends and family. Hug and cuddle our loved ones, spending time with pets also releases Oxytocin. And lastly we should engage in act of giving. Self-less service is the best way to release Serotonin. We should develop a character of yielding easily and helping other. Engaging in charity is one of the easiest way for Serotonin. Again amount of charity is not that important.

Happiness requires happy hormones and these hormones requires activation. We keep these four hormones in check they will keep our happiness in check.

Dr. Abhishek Singhal
Associate Professor – ABS

Women entrepreneurship in India

“You don’t wait for choices to appear, but you move on by making your own way”

- Srimathi Shivashankar, HCL



The virtue of women in India has been subject to many changes over the span of recorded Indian history. Today the women have shifted their indulgence from household to the economic activities of the country. India currently has 13.5–15.7 million women-owned enterprises, representing 20% of all enterprises. While large in absolute numbers, these are overwhelmingly comprised of single person enterprises, which provide direct employment for an estimated 22 to 27 million people. However, the failing rate of women entrepreneurship in India has not been much higher. They are disadvantaged despite the policies to promote gender equality. Men dominate more than 50% of entrepreneurial system of India and generally control the sectors which are more profitable like manufacturing, construction etc.

Also in India, limited mobility is one of the most basic problems which women entrepreneur face. They are mostly restricted to travel alone or stay at hotels for the purpose of business, many hotels in India don't allow women to check in if they are not accompanied by men.

A very large number of Indian women do not have property or asset to their name. Hence, they face problems while applying for loans due to lack of collateral. They are also generally asked to take break from their career and prioritise their families to fulfil the requirements of children and other family members. The roles and responsibilities of women are often unappreciated and there are so many of them in India.

One such example tells us about the life of Kalpana Saroj who is the first women entrepreneur of India. Kalpana Saroj's journey to the top is the ultimate rags to riches narrative of a woman who overcame poverty, domestic violence, and injustices, even attempted suicide, to become the CEO of a multibillion-dollar corporation. Kalpana's life is nothing short of super inspiration for women not only across the country, but across the globe.

Hence, the road to success is paved with losses, mishaps, and mistakes, but it can still take you where you want to go as long as you don't lose sight of your ultimate destination.

Vaishali Talwar
Vartika Gangwani
BBA sec – C, Vth sem

NATIONAL WORKSHOP ON
“YOGA FOR HEALTH AND MINDFULNESS”
FUNDED
BY
INDIAN COUNCIL OF PHILOSOPHICAL RESEARCH(ICPR)
{Ministry of Education, Government of India}

The one-week workshop on “Yoga for health and mindfulness”, funded by Indian Council of Philosophical Research, Ministry of Education, Government of India, was conducted by Amity Business School, Amity University Madhya Pradesh from August 24, 2022 to August 31, 2022.

The workshop started on 24th August 2022 at 15.15 hours. The inaugural session was chaired by the Hon’ble Vice Chancellor of Amity University Madhya Pradesh, Lt. Gen. VK Sharma (AVSM) and graced by Prof.(Dr). Anil Vashisht, Deputy Pro. VC, Amity University Madhya Pradesh.

The workshop started on 24th August 2022 at 15.15 hours. The inaugural session was chaired by the Hon’ble Vice Chancellor of Amity University Madhya Pradesh, Lt. Gen. VK Sharma (AVSM) and graced by Prof.(Dr). Anil Vashisht, Deputy Pro. VC, Amity University Madhya Pradesh.

Dr. Narendra Yadav Assistant Professor Department of Health Sciences at Lakshmibai National Institute of Physical Education, Gwalior. He was an expert in nutrition and he explained the importance of taking proper nutrition and avoiding over eating. All the participants enjoyed the session.

A 30 minute yoga practice session was conducted every day by Dr Malkhan Singh & Ms Bhoomika (Sport officers, Amity University, Gwalior)



Training Program Britannia Nutrition Foundation

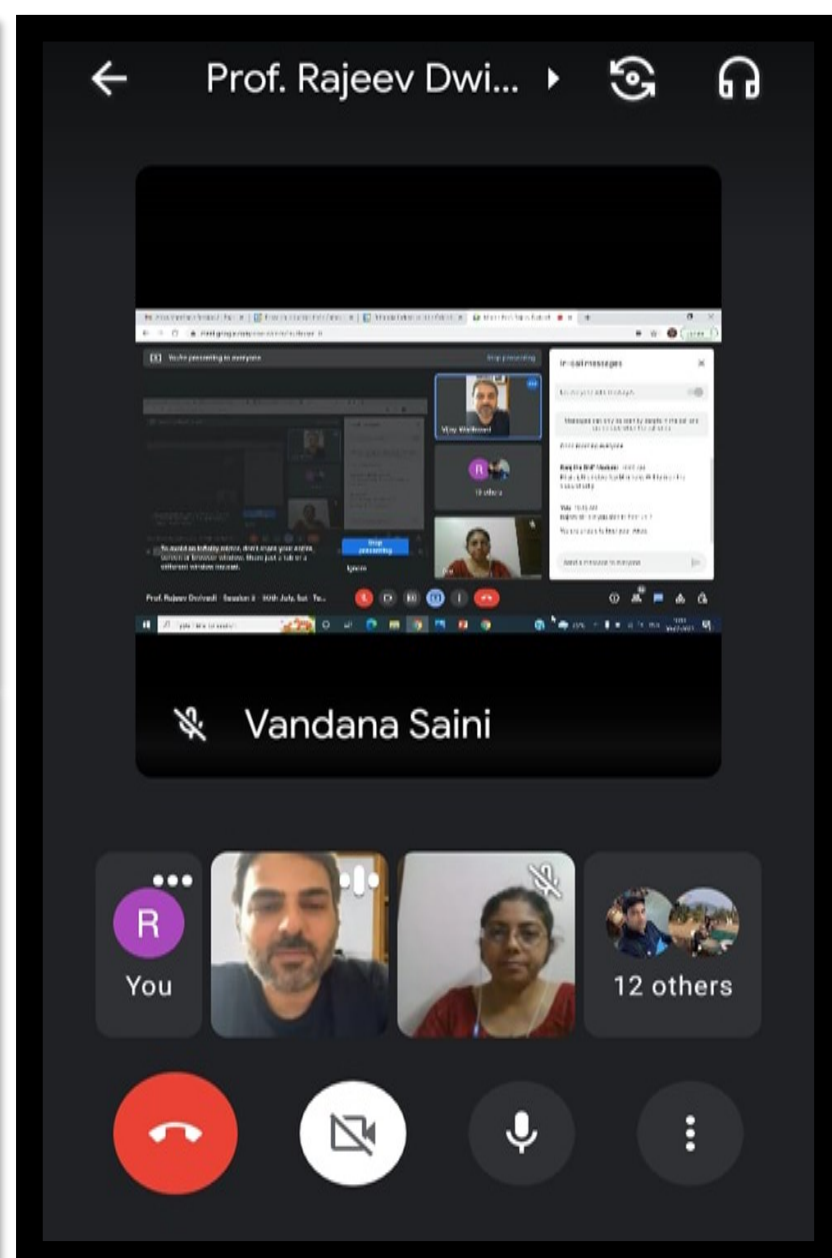
Amity Business School, AUMP organized a Training Program on “Team Building” for the CSR officers of Britannia Nutrition Foundation on 30/07/22. The objectives of the workshop were

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).



Insider Lessons for Surviving the Corporate World

Surbhi Sharma

B.com(H) Amity Business School

Batch 2015-2018



“Every expert was once a beginner.”-Helen Hayes

Back in college, we have always had somebody who would be pushing us to get the job done. The sudden independence that is associated with the job world is something freshers find difficult to understand. As a result, they often end up messing up their corporate lives in the very first months of the same. However, corporate life is a highly competitive world and unless and until you put your best foot forward right from the very first day, you are likely to lose out in the rat race for success. More often than not, it is seen that freshers make mistakes not because they are lazy, but because they are not aware of the correct way to carry out a task. This article talks about 5 such tips that will help freshers start their corporate life on the correct note.

Be Punctual: It is important for you to realise that you are the junior most in office and that you have absolutely no right to keep anyone else waiting. No matter what the traffic in the city is or how far away from your workplace you live, it is your primary duty to turn up to work on time. By sticking to the clock and being punctual, you are proving your dedication and interest to the work that is allotted to you.

Dress Well: Now that your college life is over, you can no longer go ahead with pulling off those funky tee shirts. Once you join a firm or organisation, you not only speak for yourself but for your organisation as well. That is why it is all the way more important for you to be well dressed at work. Depending on the organisation that you are working for, you may choose to wear either formals or smart casuals.

Build A Good Rapport With Your Boss: One of the most efficient ways to secure your place in the office would be by building a good rapport with your boss. Doing this will take you places and help you build a workplace environment where your work is valid. This will not just ensure job satisfaction, but will also help you ascend the corporate ladder better

Learn To Draw the Line: Everyone likes the company of a bubbly fresher who is full of life and eager to make friends. However, make sure that you do not become over friendly with people around. The reason why you go to the office is to build a successful professional career and not just to make friends. Thus, while it is important to maintain cordial and professional relationships with everyone around, you do not really have to take all of them as your best friends. If you try to be a good friend to everyone around, you will end up finding yourself being used by people.

Avoid Gossip: Office politics is one of the most common reasons for the downfall of employees. As a fresher, when you enter the job scene, you may be tempted by its gains. However, it is important for you to understand that all of those gains are short-term and will eventually do you more harm than good.

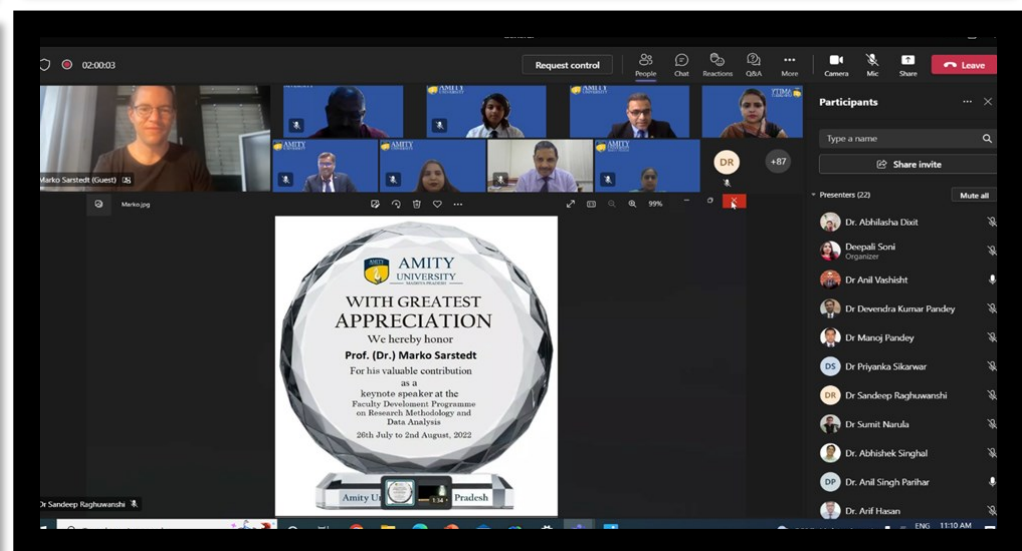
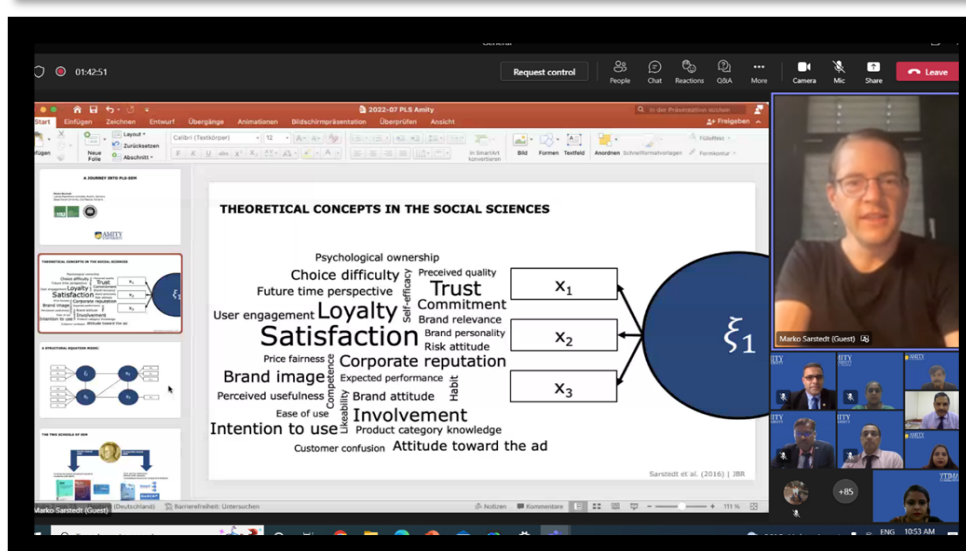
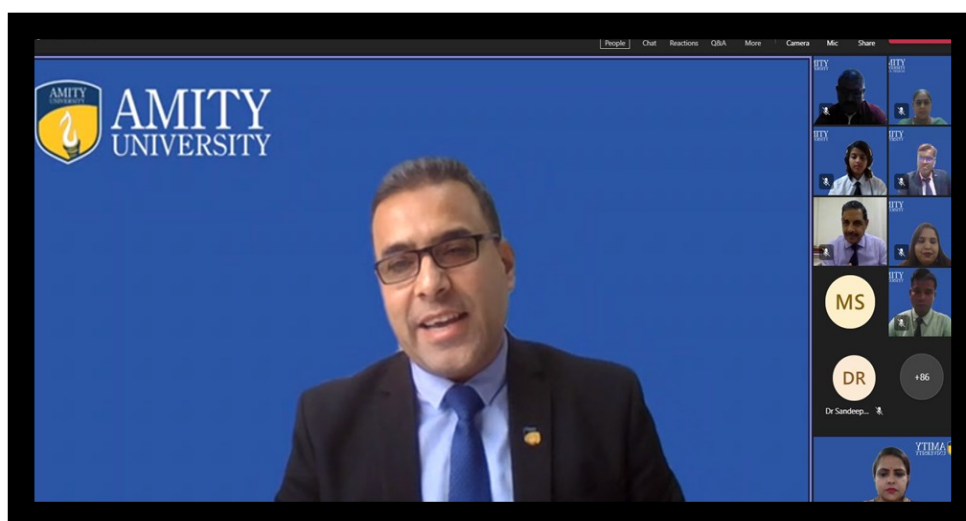
“You may feel sometimes that it is impossible for a person to survive in a corporate world with so much competition everywhere. However, that is not true and with a little bit of tact, you can ace your way through.”

FACULTY DEVELOPMENT PROGRAMME ON RESEARCH METHODOLOGY AND DATA ANALYSIS Using:SPSS, Smart PLS, R Programming, NVivo

The one-week faculty development programme (FDP) on Research Methodology and Data Analysis Using : SPSS, Smart PLS, R Programming, NVivo was conducted by Amity Business School, Amity University Madhya Pradesh from 26th of July, 2022 to 02nd of August 2022.

Research is a form of systematic enquiry to developed deeper into the subject and produce socially relevant results in different forms like a product, research paper, patent or thesis. There are varied forms of research each characterized by different methodologies. At every step involved in heading towards a problem solution, a set of tasks are outlined. Every such task which may be collection of data, searching literature review, deriving a mathematical or computational solution or presentation of the results, requires support from several tools and technologies. These tools are not only assistive but also helpful in improving the quality of the research outcome.

This FDP was specifically designed for the faculties and research scholars to provide them insights about research methodology and data analysis using various statistical tools. Total 98 faculty members, research scholars, industry professionals and students across India registered for the workshop. The objective of this workshop was to provide a comprehensive understanding of statistical concepts relevant to scientific research using appropriate language. The aim of the FDP was to give hands-on experience in applying SPSS, Smart PLS, R Programming and NVivo software to solve research problems. Participants has been trained on statistical tools and techniques with emphasis on research applications. The FDP was conducted under the guidance of Lt. Gen. V. K. Sharma (AVSM, Retd.), (Hon'ble Vice Chancellor, Amity University Madhya Pradesh); Prof. Dr. M.P. Kaushik (Pro. VC, Amity University Madhya Pradesh) and Prof. (Dr) Anil Vashisht (Dy Pro VC & Dean Students welfare, Amity University, Madhya Pradesh) and organizing committee of this FDP. Dr. Deepali Soni, Dr. Sandeep Raghuwanshi, Dr. Abhilasha Dixit, Dr. Dinesh Gupta, Dr. Anil Singh Parihar, Dr. Arif Hasan and Dr. Abhishek Singhal were the conveners & resource person for the FDP associated with Amity Business School, Amity University (M.P.).



KPI	KPI is an acronym that stands for Key Performance Indicators. KPIs are usually numbers that tell you how effective your business is in a specific area.
Core Competency	A core competency is a defining capability or advantage that distinguishes you from your competitors.
Responsive Design	This term refers to a website that changes based on the type of device (tablet, phone, laptop, desktop) used to view it.
A/B Testing	Testing two versions (an A version and a B version) to see which one performs better.
CTR	Click Through Rate tells you how many people are moving through your website toward purchasing your product or service.

TEST YOUR KNOWLEDGE– 1083**ANSWERS: 1082**

1. Name the first businessman who found place in the cover story of forbes magazine?

Azim Premji

Dr. reddy

Anil ambani

Narayan murty

1. A

2. B

3. B

4. D

5. C

2. Which news paper has the motto- journalism of courage?

A. The Hindustan times

B. The Indian express

C. The Washington post

D. The guardian

3.Rahul Dravid is associated with the advertising campaign of which bank?

A.HDFC

B. Bank of Baroda

C. Bank of India

D. HSBC

4.Which company uses tagline ‘drive your way’?

A. Toyota

B. Yahama

C. Erickson

D. Hyundai

5.‘Let your heart fly baseline’is associated by which airlines company?

A. Fly emirates

B. Luftansa

C. Indian airlines

D. Jet airways

RADHAKISHAN DAMANI(FOUNDER- DMART)

Radhakishan Shivkishan Damani was raised in a Marwari family in a single room apartment in Mumbai. He studied commerce at the University of Mumbai but dropped out after one year. After the death of his father who worked on Dalal Street, Damani left his ball bearing business and became a stock market broker and investor. He made profits by short-selling stocks that were inflated by illegal means by Harshad Mehta in the 1990s. Damani was reportedly the largest individual shareholder of HDFC Bank after it went public in 1995. In the year 1992, after the Harshad Mehta Scam came to limelight, he saw a major rise in his income due to the short-selling profits during the time. In 1999, he operated a franchise of Apna Bazaar, a cooperative department store, in Nerul, but was "unconvinced" by its business model. He quit the stock market in 2000 to start his own hypermarket chain, DMart, setting up the first store in Powai in 2002. The chain had 25 stores in 2010, post-which the company grew rapidly and went public in 2017.

Today he has 234 DMart stores across India. Damani keeps a low profile and rarely gives any interviews. He has also taught his Stock Trading Techniques to Indian Billionaire Rakesh Jhunjhunwala.

In 2020, he became the fourth richest Indian with a net worth of \$16.5 billion. He was ranked #117 on the global list of billionaires. He was ranked #87 on the global list (Forbes) of billionaires 2022 with a net worth of \$18.9 billion.

FEEDBACK AND SUGGESTION FORM

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