

Annual Magazine
School of Commerce
Issue 2018-2019

KCC
INSTITUTE OF LEGAL AND
HIGHER
EDUCATION

GREATER NOIDA

Affiliated to Guru Gobind Singh Indraprastha University

THE KNOWLEDGE CABLE





Director's Message

The School of Commerce is a dynamic department which has been dedicated towards perfection and has always strived for excellence in academics as well as co-curricular activities. It is indeed a pleasure to note that The School of Commerce of KCCILHE is bringing out the first edition of its annual magazine "THE KNOWLEDGE CABLE". The magazine provides an excellent opportunity through various genres of writing.

I appreciate the efforts and hard work and enthused endeavors of the staff and the students in bringing out the magazine. I wish the magazine is widely read and cherished and hope it will continue to inspire all the students and staff of KCCILHE.

Prof. (Dr.) **Pawan Gupta**
Director, KCCILHE

School of Commerce

Under the School of Commerce, KCCILHE offers Bachelor of Commerce (Honours) which is a three-year full-time undergraduate course. It is designed to provide students with a wide range of managerial skills while at the same time building competence in an area of business. The programme has been recently formulated by the university to meet the growing need of professionals in the finance and commerce sector. The novel and industry-oriented design of the course make it an enriching experience for the students. The course welcomes students who have keen interest in gaining insight into complexities of the market and what makes it click! The objective of the programme is to familiarize the students with the knowledge of Accounting, Economics, and Taxation etc in addition to Management subjects.



VISION

To impart comprehensive education to the students matching the global standards, foster socially responsible culture in the students and be globally recognised and accepted as an institution delivering world class education.

MISSION

To transform ordinary aspirants into extraordinary professionals. To eradicate the hindrance of geographical boundaries for students in obtaining world class education by having multiple campuses across India and abroad. To create and sustain professional synergies for smooth sailing career for students. To inculcate a strong sense of commitment and ethics in students. To blend theory with practice by exposing students to the prevailing industry standards.

QUALITY OBJECTIVE

To be able to contribute to society by producing top-notch managers and engineers. To keep infusing the latest in the curriculum to deliver the best to the students. To organize continuous improvement programmes for student and faculty community. To bring to the campus the latest of technologies. To always foresee the emerging trends in the industry and prepare the student to face the industry challenges and requirements well. To always encourage research centred approach towards study.

PATRON

Mr. Deepak Gupta
Chairman, KCCILHE

EDITOR IN CHIEF

Prof. (Dr.) Pawan Gupta
Director, KCCILHE

EDITOR

Ms. Parul Oberoi
Assistant Professor

STUDENT

EDITORIAL BOARD

PRAVEER DEVA
(B.COM (H.) (Batch 2018-2021))

SWEETY SAM
(B.COM (H.) (Batch 2018-2021))



FROM THE DESK OF EDITOR

I feel extremely privileged to be a part of the first edition of the annual magazine of The School of Commerce "THE KNOWLEDGE CABLE". I would like to extend my heartiest thanks to all the editors of the magazine, the students for their contribution and the staff of the School of Commerce for their efforts, the Director and the administrative department for their support.

Parul Oberoi

Assistant Professor

FROM THE STUDENT EDITORIAL BOARD

You have in your hand "THE KNOWLEDGE CABLE", the annual magazine of The School of Commerce. It captures the efforts, creativity and innovative thoughts of the student editorial board of The School of Commerce.

I would like to express my gratitude to all the students who have enthusiastically contributed for the magazine and the teachers of the school of commerce. I would especially like to thank Ms. Parul Oberoi for all the hard work and motivation that she put in for this magazine.

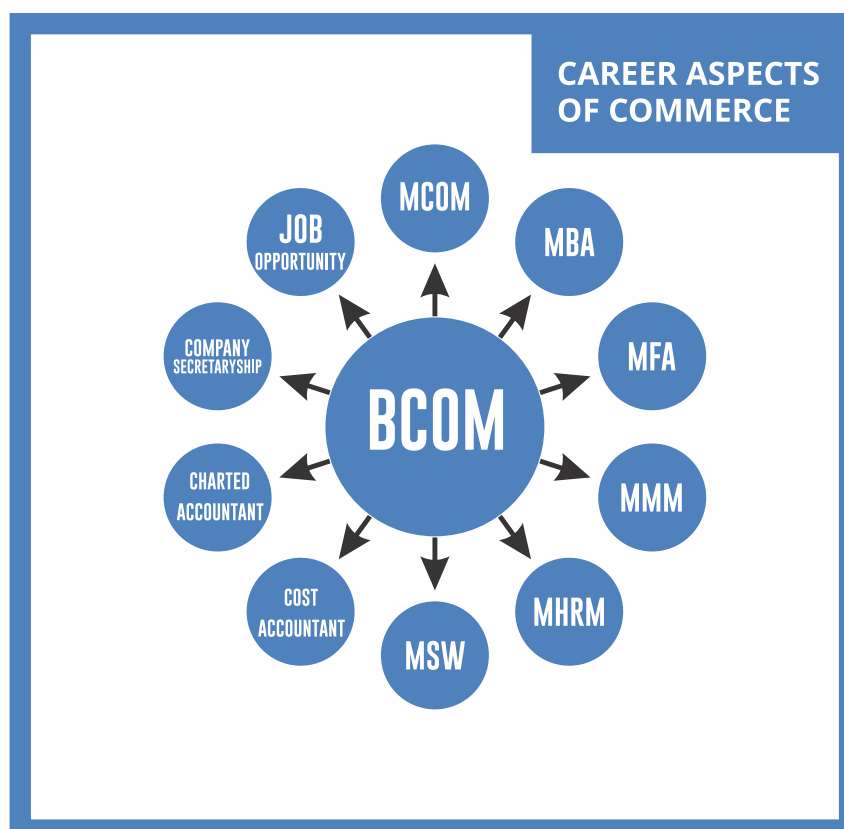
Praveer Deva

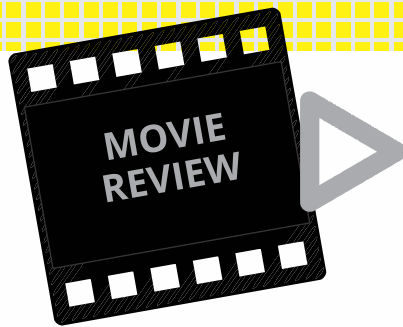
B.COM (H.), Batch 2018-2021



S.NO.	TOPICS	NAME
1.	FUTURE PROSPECTS OF COMMERCE	PARUL OBEROI
2.	MOVIE REVIEW-1	PRACHI CHAUHAN
3.	MOVIE REVIEW-2	KRITIKA ASIJA
4.	AWARD WINNING BUSINESS	ROHIT SHARMA
5.	DEMONETIZATION	PARUL OBEROI
6.	BUSINESS QUIZ AND PUZZLE	AKSHIT SHAJI
7.	INTRODUCTION TO HRM	SANJANA VATS
8.	INTERNSHIP EXPERIENCE	BCOM (H) BATCH, 2018-19

FUTURE PROSPECTS OF COMMERCE STREAM





The Social Network

Directed by David Fincher & written by Aaron Sorkin, this movie is a 2010 biographical drama film adapted from the book "Accidental Billionaires" by Ben Mezrich. The film is based on the real life story of social networking site Facebook, the lawsuits it had to face and the difficulties it had to go through in adoption of new ideas and new technology. The plot being very interesting revolves around Mark Zuckerberg (Jesse Eisenberg), a Harvard university student & the computer programmer, who invented Facebook explores the virtual world where people can become friends or unfriends at the click of a mouse. The movie begins and ends with a subtle reference to Mark's love for Erica Albright, giving the movie a poetic character. The movie is fast paced and shows how life and relationships can change dramatically over a short period of 18 months, by success.



It was honored with the Academy Award for Best Picture of 2010.

It was also nominated for the following categories at the Oscar awards: Best Picture, Best Director, Best Actor (Jesse Eisenberg), Best Original Score, Best Adapted Screenplay and Best Supporting Actor. It received the Golden Globes award for Best Motion Picture for a drama and its director David Fincher has received the award for Best Director.

Prachi Chauhan

B.Com (H), Batch 2018-2021

Something Ventured



It is a documentary film that explores the emergence of American venture capitalism in the mid-20th century by following the stories of the venture capitalists who worked with entrepreneurs to start and build companies like Apple, Intel, Genentech, Cisco etc. Directed by Daniel Geller and Dayna Holand in 2011, the full independent movie was filled with interviews with prominent American venture capitalists like Arthur Rock, Tom Perkins, Don Valentine, Dick Kramlich, Reid Dennis, Bill Draper, Pitch Johnson, Bill Bowes, Bill Edwards, and Jim Gaither and entrepreneurs like Gordon Moore (co-founder of Intel), Jimmy Treybig (founder of Tandem), Nolan Bushnell (founder of Atari), Dr. Herbert Boyer (co-founder of Genentech), Mike Markkula (second president/CEO of Apple), Sandy Lerner (co-founder of Cisco), John Morgridge (early CEO of Cisco), and Robert Campbell (founder of PowerPoint). The movie uncovers the ups and downs of the building of some of the greatest companies of the twentieth century, and the hidden dramas behind some of the most famous names in business. It was nominated for the audience award at SXSW Film Festival in 2011.

Kritika Asija

B.Com (H), Batch 2018-2021



EY ENTREPRENEUR OF THE YEAR 2018

Siddhartha Lal, the CEO and Managing Director of Eicher Motors is awarded with the **EY Entrepreneur of the Year for 2018** award on 12th February 2019 in Mumbai. The EY Entrepreneur of the Year is held annually in India to honor entrepreneurs who emerged as Builders of a better India with their creative ideas and exceptional enterprises and Mr. Lal will represent India at the EY World Entrepreneur of the Year Award (WEOY) in Monte Carlo from 6 – 8 June 2019.



Siddhartha Lal, born in October 1973 attended The Doon School for his secondary education. He attended the St. Stephen's College of University of Delhi for a bachelor's degree in economics in the 1994. Between 1996-1998, he attained a postgraduate diploma in mechanical engineering from Cranfield University, and a master's degree in automotive engineering from the University of Leeds in England. He joined Eicher Group in 1999, working in various capacities in the Eicher tractor division, and he became CEO of Royal Enfield in 2000. From 2000 to 2004, he worked out of Royal Enfield's headquarters in Chennai, introducing cost-cutting measures and product upgrades to bring out the company from losses. In Jan 2004, he was appointed as the chief operating officer (COO) of Eicher Motors. In May 2006, Lal took over as the CEO and MD of Eicher Motors.

He led an impressive transformation at Eicher Motors since he took over the reins in 2006 by helping the company resurrect the Royal Enfield motorcycle brand in India and establishing it as a global brand icon.

His reply in an interview "Honestly, at age 26, it seemed a fun thing to do. I could eat, sleep, ride and talk motorcycles." clearly shows his will and passion towards his work which led him to such great heights.

Rohit Sharma

B.Com (H), Batch 2018-2021



DEMONETIZATION: A REVOLUTIONARY MOVE



“What distinguishes a developed country from a developing one is the degree of consensus in its politics, and thus its ability to take actions to secure a better future despite short-term pain.”

-Raghuram Rajan
(Ex-Governor of RBI)



Mr. Suresh (a workman) was Panicky that day! When I asked him about the issue, he immediately said-“I had to pay my daughter's school fees today. I was unable to pay it on time because of Delayed Salary but today is the last day of the extension time they had given me, so I came here to exchange my Old Currency, but now , with such long queues in the ATM'S, it seems to be a distant dream.” He Sighed!

I pondered over his problem for a while and was suddenly struck by the thought “NO PAIN, NO GAIN!” At that time, I concluded that despite the problems being faced by the common people, DEMONETISATION is indeed a beneficial step for the Economy.

When Prime Minister Narendra Modi announced his decision of demonetizing higher value currency notes in November last year, the entire nation was astounded. This was a major step taken by the Government of India to curb Black Money and to uproot Corruption. Everyone is having their own perspectives regarding this revolutionary move, some are supporting it, others are criticizing it, but I personally feel that this has been the change that India needed.

This has been a revolutionary move that has paved the way for a Global Economy. Although it has been tough for people initially to stand in long queues and to wait to exchange their currencies, then some people were upset with the limit that had been set for Currency withdrawal yet I am pretty much sure that the results would be worth waiting for! Certainly, these kinds of problems must be faced in order to have a Healthy Economy afterwards!



DEMONETIZATION: A REVOLUTIONARY MOVE

People,
who change after change,
will survive.

People,
who change with the change,
will succeed.

People,
who cause the change,
will lead.

India is on the brim of change and Mr. Narendra Modi has proved it yet again that he is a True Leader by taking this step.

Union Finance Minister Mr. Arun Jaitley has termed Demonetization as a **“Bold and Decisive”** measure. He says that it would help to boost the economy of the nation. According to him, there are certain long-term benefits of this Step which includes **higher GDP growth** and **Tax Revenue**.

“Any reform has short-term costs but ultimately reforms will bring long-term gains.”

-Ayhan kose

Mr. Ayhan Kose, Director of Development Prospects Group at the World Bank says that the adverse effects of these changing of notes will disappear in the medium term. The long-term Objective of Demonetization was to convert our cash-based economy into a digital one. This conversion will turn India into an Efficient Economy with higher tax revenues.

The Government had also introduced **Lottery Scheme** for **Digital transactions** along with the **Bhim App** (an initiative to make cashless India). Up until this campaign, 86% of the Indian Population was dependent on cash. It was only after this initiative that people had to switch to Digital Financing.

There are millions of other people, like Mr. Suresh, who had problems initially by standing for hours in the ATM queues but now they are the ones highly supporting the move. Mr. Suresh is now a Happy Man! He has paid his daughter's school fees and has even switched to Digital transactions. He also has his own Bank Account now, all thanks to Demonetization! He says that though there were troubles being faced by people like him in the beginning days of this revolutionary move, yet he sees the bright future of India as a Global Economy! Great things take time! I am pretty much sure that this move would be a great success and we would be able to curb black money and uproot the evil practices of Corruption and Terrorism.

We are neither Hawks, nor Doves. We are Owls. The Owl is traditionally a symbol of wisdom. We are doing what is necessary for the Economy.
- Raghuram Rajan

Parul Oberoi
Assistant Professor

BUSINESS QUIZ & PUZZLES



BIG BUSINESS WORD SEARCH PUZZLE



ADVERTISING
CAPITAL
COMPETITION
CONTRACT
CORPORATION

CUSTOMERS
FINANCE
HEADQUARTERS
HEDGE FUND
INVENTORY

INVESTMENT
MANAGEMENT
MARKETING
MERGER
MONOPOLY

NASDAQ
REAL ESTATE
STOCKHOLDER
TRADE SECRETS
WALL STREET

Akshit Shaji

B.Com (H), Batch 2018-2021

A STREAM ON MANAGING HUMAN RESOURCE

Human Resource Management is the process of recruiting, selecting, inducting employees, providing orientation, imparting training and development, appraising the performance of employees, deciding compensation and providing benefits, motivating employees, maintaining proper relations with employees and their trade unions, ensuring employees safety, welfare and health measures in compliance with labor laws of the land. Human Resource Management involves management functions like planning, organizing, directing and controlling.



- It involves procurement, development, maintenance of human resource
- It helps to achieve individual, organizational and social objectives
- Human Resource Management is a multidisciplinary subject. It includes the study of management, psychology, communication, economics and sociology.
- It involves team spirit and teamwork.
- It is a continuous process.

Human Resource as Capital

Behind production of every product or service there is a human mind, effort and man hours (working hours). No product or service can be produced without help of human being. Human being is fundamental resource for making or construction of anything. Every organization desires to have skilled and competent people to make the organization competent and best. Among the five 'M's of management, i.e., men, money, machines, materials, and methods, HRM deals about the first M, which is men. It is believed that in the five 'M's, "men" is not so easy to manage. "Every man is different from other" and they are totally different from the other 'M's in the sense that men possess the power to manipulate the other 'M's. Whereas, the other 'M's are either lifeless or abstract and as such, do not have the power to think and decide what is good for them.

Why do we call it as Human Resource Management?

Human: refers to the skilled workforce in an organization.

Resource: refers to limited availability or scarce.

Management: refers how to optimize and make best use of such limited or scarce resource so as to meet the organization goals and objectives. Therefore, human resource management is meant for proper utilization of available skilled workforce and also to make efficient use of existing human resource in the organization. The best example in present situation is, construction industry which is facing serious shortage of skilled workforce. It is expected to triple in the next decade from the present 30 per cent & will negatively impact the overall productivity of the sector, warn industry experts. Today, many experts claim that machines and technology are replacing human resource and minimizing their role or effort. However, machines and technology are built by the humans only and they need to be operated or at least monitored by humans and this is the reason why companies are always in hunt for talented, skilled and qualified professionals for continuous development of the organization. Therefore, humans are crucial assets for any organization, although today many tasks have been handing over to the artificial intelligence but they lack judgement skills which cannot be matched with human mind.



STUDENT INTERNSHIP EXPERIENCES



I had an amazing experience working with Benzara E-commerce India Pvt Ltd. The organizational culture gave me a boost to enhance my skills and developed me as an individual. It even boosted the inner urge to be a steward. It gave me a practical exposure of the corporate world.

Dipanshu Singh - B.Com (H), Batch 2018-2021



Working as finance and business administrations Intern at Step Egypt has changed my life completely. It was the first time; I was flying alone that too out of the country. The fifty days I spent there have transformed me from being a dependent and needy child to an independent and self-sustaining one. Apart from that my knowledge for marketing management and the corporate culture in general has increased gently. Someday, maybe, I also want to be entrepreneur too.

Praveer Deva - B.Com (H), Batch 2018-2021



Cosmos Infra Engineering India Ltd gave me an opportunity to work as an Assistant CA in their esteemed organization. During the internship, I have got hand on experience by working on accounting software. Most importantly, I learned the importance of management and the application of my course in the real world.

Sonal Goyal - B.Com (H), Batch 2018-2021



As a part of my career development, I did my internship in Benzara E-commerce India Pvt Ltd for a tenure of 1 month. I was a part of the sales department team on their way fair channel where I was involved in the marketing process of the products before they are ready for sale. The internship was very enlightening and an eye opener for a fresher.

Sneha Jain - B.Com (H), Batch 2018-2021



I did my 1-month internship at Benzara E-commerce India Pvt Ltd. I was a part of the sales department team on their way fair channel. I was involved in the procedure of marketing before the products are made available for sale. I worked with an experienced and qualified team and I observed how various departments in an organization work together. My work also helped me to hone my MS Excel skills. Overall, the experience for me was a knowledge grasping one.

Anubhav Vats - B.Com (H), Batch 2018-2021



I have been a part of Benzara E-commerce India Pvt Ltd as an intern for 1 month from July-August. My work was mainly dependent on excel and this gave me an excellent opportunity to have an expertise on the features of MS Excel like VLOOKUP, HLOOKUP. The friendly and healthy environment at the company was a major advantage that made learning easier.

Mansi Rawat - B.Com (H), Batch 2018-2021