



Year 2  
Volume 8  
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# insight

RMD Sinhgad School of Management Studies, Warje, Pune

## Happy Thought

Two thing define you...

Your attitude when  
you have everything...

Your patience when  
you have nothing...



## Read for...

Investor Acumen

Student Development Initiative

Lean Six Sigma

Institutional Achievements

Placement week Training Session

Leadership Conclave



**RMD Sinhgad School of Management  
Studies Campus, Warje, Pune**



Dear Students,

Last couple of months have been really exciting in terms of events, seminars, research paper presentations, industry visits, placements and so on. Everywhere your participation was appreciated. Now, what is awaiting is your performance in academics.

Soon, university examination will begin. You have participated in various activities so far. Now its turn to focus entirely on study and academic performance. Be honest to yourself and start your studies. Assuming that we know everything in this subject and little of that subject may put you in trouble. Don't have assumptions and study for every subject with equal enthusiasm and concentration. Be honest to yourself and thankful to your parents who are helping you to get education at Post Graduate level. Honesty and thankfulness plays vital role in long run. Let me prove this to you with this small story.

There was a farmer who sold a pound of butter to the baker. One day the baker decided to weigh the butter to see if he was getting a pound and he found that he was not. This angered him and he took the farmer to court. The judge asked the farmer if he was using any measure. The farmer replied, your Honor, I am primitive. I don't have a proper measure, but I do have a scale." The judge asked, "Then how do you weigh the butter?"

The farmer replied "Your Honor, long before the baker started buying butter from me, I have been buying a pound loaf of bread from him. Every day when the baker brings the bread, I put it on the scale and give him the same weight in butter. If anyone is to be blamed, it is the baker."

What is the moral of the story? We get back in life what we give to others. Whenever you take an action, ask yourself this question: Am I giving fair value for the wages or money I hope to make? Honesty and dishonesty become a habit. Some people practice dishonesty and can lie with a straight face. Others lie so much that they don't even know what the truth is anymore. But who are they deceiving? Themselves!

According to scientists, the bumblebee's body is too heavy and its wing span too small. Aerodynamically, the bumblebee cannot fly. But the bumblebee doesn't know that and it keeps flying.

When you don't know your limitations, you go out and surprise yourself. In hindsight, you wonder if you had any limitations. The only limitations a person has are those that are self-imposed. Don't let assumption / competition put limitations on you.

I am sure you will do justice to yourself and your family and make them feel proud with your performance!

**Dr. J John Peter**

**Dean**





### Industrial Visit - SEBI

Wouldn't we like to be a businessman without ever having to show up at work? Imagine if we could sit back, watch our company grow, and collect the dividend checks as the money rolls in! "Stock Market" is the place where this can happen!



भारतीय प्रतिभूति और विनियम बोर्ड  
Securities and Exchange Board of India

This fabulous category of financial instruments is, without a doubt, one of the greatest tools ever invented for building wealth.

SEBI is apex regulator of capital markets. Hence our students were keen to get an insight about the functioning of SEBI. The visit to SEBI was scheduled on 12th FEB, 2015 and Forty two students visited along with five faculty members (**Prof Pravin Bodade, Prof Poorva Pachpore, Prof Moni Ray, Prof Sweta Jain and Prof Dnyaneshwar Ghuge**).

The session was conducted by Investor Awareness cell of SEBI. The session was addressed by **Mrs. Sourbhi Gupta & Mrs. Sarina**. The key take away from the session were

- The role of SEBI in the complex world of capital markets.
- The initiatives SEBI takes to safeguard the interest of retail investors.
- SEBI ensures the managements' credibility before permitting any IPO in the market.

- The students understood the broader horizon of financial services & the possibilities of career opportunities in this domain.
- The speakers briefed about mutual fund, pension fund & insurance funds & micro finance.
- The speakers interacted with the students about the recent cases of frauds & financial mismanagement in the corporate world.

### Stock Mind-Quest for best budding investor

As the saying goes "Practise makes Man perfect" We had organised Stock market simulation session for all students of MBA 1st year & 2nd year. **Mr. Amit Kadam** Regional Marketing Manager of ICICI Direct interacted with student about the day to day functioning of stock market & how investors & traders hunt the for the opportunities in the market.



With the intent of experiential learning ICICI Direct had given access to a virtual stock

market trading portal to trade. The students were given the virtual cash of Rs. 15 lacs and they were ask to invest these funds in the market. Students enjoyed the driving forces of Bull & Bears. The volatility in the market made students understand the impact of business news on stock prices. The contest had a Grand Prize of Rs 1 lac for the highest wealth creator through trading.







## Equity Masters



**Prof Pravin Bodade**

Faculty  
MBA

There is always a phobia about the stock market. The session of “equity masters” is designed by **Prof Pravin Bodade** with 38 students. The session is conducted once in a week in two batches. The objective behind these sessions are:

- Introducing the concept of Stock market
- To gets knowledge of fundamental analysis, the commodity markets & derivative products used as hedging tool.
- How the market factor in the stock prices based on the news related to business expansion, successful launch of new product which leads to more profit for the company.
- How to analyse a stock based on their performance parameter like PE ratios, EPS, Dividends, moving averages, technical break out.

The session begins with the basics about financial instruments like primary market, secondary market, IPO market capitalisation, capital appreciation. So far students experienced the opening of stock market and its movement during the day. This is serving dual purpose of creating financial literacy amongst the student and making students competent to pursue the career in financial services and getting them ready for certification in capital markets which will enhance their employability.

## Book Review

‘Books are our best friends since they instil a different idea, different views in us & expose us to various walks of life. With the same intent our students participated in a book review session.

Their preparation started with the reading of the book & immersing in the views put forth by

the author. Students critically reviewed the best seller book” who moved my cheese “. It conveys idea of adopting to change can lead you to success. If you remain adamant then you are bound to lose the opportunities.

The second team reviewed “secret” which talks about law of attraction. Thoughts becomes things. Hence take care of your thoughts. Universe will fulfil your wish.

“Stay hungry stay foolish “ tells the story of 25 successful entrepreneurs who have passed out of IIM Ahmedabad and built great organizations with passion and persuasion like naukari.com , make my trip, educomp.

This “book review “will help to inculcate the liking for books.





**Suzi Veeram**

Student  
MBA 2<sup>nd</sup> Year  
(HR Specialization)

Lean Six Sigma is a management system that helps any organization to improve their profitability. In recent years, adoption of Six Sigma Management System has increased phonemically. Today 53% of Fortune-500 companies are using Six Sigma and that figure rises to 82% when you look at just the Fortune-100.

Following 5 students from RMDSSOMS successfully completed the "Lean Six Sigma: Green Belt Certification Course" from the Asian Institute of Quality Management with appreciable grades.

- Gaganpreet Kaur
- Abhilash Acharya
- Ganesh Waghmare
- Joanna Samuel
- Ashwini Kakade
- Suzi Veeram

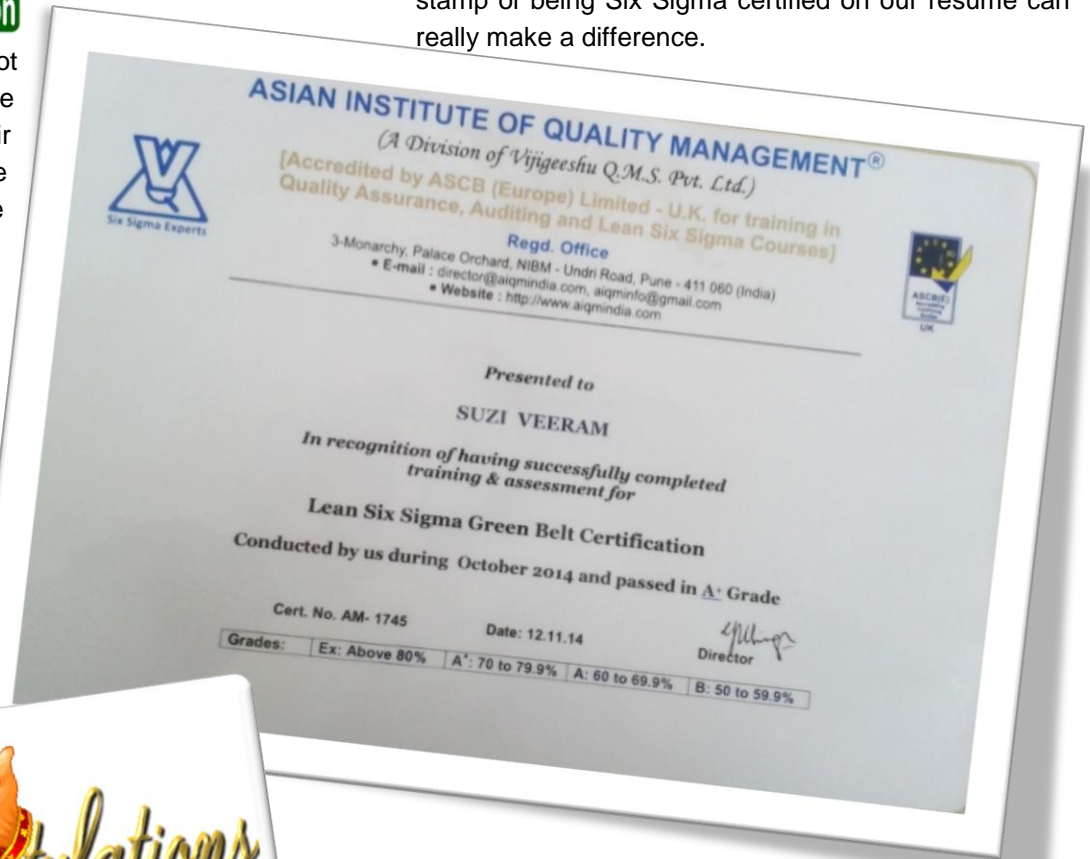
This institute is accredited by ASCB (Europe) Limited-U.K. for training in Quality Assurance, Auditing and Lean Six Sigma courses. The training for the course was conducted from the 8<sup>th</sup> December, 2014 to the 11<sup>th</sup> December, 2014 at SKNSSBM.



candidates who are not just willing to be employed in their organization but are also willing to give the organization every bit of their knowledge and help in the growth of the organization in the best possible way. To be that perfect candidate, really need to learn more and more, improve our skills make complete use every opportunity coming our way.

In today's world where competition to get the best job is increasing every day, companies are looking for

One of the best opportunities is the SIX SIGMA course which is being provided to us by our institute. Most companies desire a Six Sigma certified candidate, hence this can improve our chances of getting a job. The stamp of being Six Sigma certified on our resume can really make a difference.







### Best Research Paper– Prof Amar Narkhede

Prof Amar Narkhede has been awarded “Best Research Paper” award in National Level Conference “Revolutionizing e-Business: An Addiction or sublime!”, organized at MCCIA, ICC complex, Pune

The research Paper titled “A study of Consumer behavior towards e-shopping in purchasing travelling bus tickets in Pune city.”

Focused on the various factors which impact on the consumer behavior when they book bus ticket online. The growth rate of India’s e-commerce industry is engrossing.

India’s e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013. About 70% of the India’s e-commerce market is travel based.

With the advent of the era of information technology the number of Internet users taking advantage of online shopping has been steadily growing. Such tendency is also applicable to the travel industry and its part – online Bus ticket bookings, which has rapidly adopted Internet technology and online services. Having its enormous population and huge number of traveler’s shopping online, Indian online bus ticket market presents great potential for domestic firms.



In this study consumer behavior of Pune based bus ticket buyers is examined in a cross-cultural perspective. This research was studied perceived usefulness, perceived ease of use, subjective norm, marketing efforts are independent variables.

The findings reveal what sources of information are mostly used and what attributes of online bus ticket offer are mostly valued by bus passengers in Pune city. This paper will give a brief picture of growth of e-commerce industry and also provides some insight on consumer behavior and attitude on e-shopping of travelling bus tickets in Pune city.

### Research Paper Publication / Presentation



**Prof. Priyanka J. Bachhav**  
**Student: Chetan K. Patil**

**Title:**

Next Generation Network: Increase 4G/LTE Speeds

**Journal:**

Chronicle of the Neville Wadia Institute of Management Studies and Research  
**ISSN No.:**

2230-9667 Vol. IV



**Prof. Prashant T. Patil**

**Title:**

Critical analysis of SME perceptions around government industrial strategic moves to become Superpower by 2020

**Conference:**

Revolutionizing e-Business: An Addiction or sublime!

**ISBN No.:**

97881926763-0-2



### MOU – Industry Academia Relationship Enhancement

RMDSSOMS have signed MOU with following organizations in order to explore opportunities for mutual development:

- Dreamz Technology
- Embionics Technologies Pvt Ltd
- Sharangdhar Pharma Pvt Ltd
- IMRB
- IBM

### Ph D Enrollment

4 of the faculty members from RMDSSOMS have successfully qualified PET of North Maharashtra University and have enrolled for the course of PhD.



Prof Amar Narkhede



Prof Prashant T. Patil



Prof Pravin Bodade



Prof Ravi B. Achaliya



<b>Resume Writing</b>	Prof. R. K. Singh
<b>Aptitude Test</b>	Prof. Amar Narkhede / Prof. Prashant Patil
<b>Domain Test</b>	HR - Prof. Anima Rathod
	Marketing - Prof. Pravin Bodade
	Finance – Prof. Sweta Jain/Prof. Moni Rai
<b>Group Discussion</b>	Panel 1 – Prof. R. K. Singh
	Panel 2 – Prof. Stella Samuel
	Panel 3 – Prof. Pravin Bodade
<b>Personal Interview</b>	Panel 1 – Prof. R. K. Singh
	Panel 2 – Prof. Stella Samuel
	Panel 3 – Prof. Pravin Bodade







**Prof Anima Rathod**

Faculty  
MBA

He gave an example of how Dhirubhai has made money even in the situations of recession.

Dr. Keshab Nandy told us about the vast experience he is having in the corporate world with the help of different examples. The most important and valuable lesson he told us is what actually customer delight -ness by giving his real life example of the spice jet. He told us that if you want to be a successful entrepreneur, start taking risk in your life then only u will able to face the hard challenges of the entrepreneurship. The panel discussion session was conducted with the group of eminent industry leaders viz, Mr. Neeraj Mardhekar, Executive president at Yes bank, Mr. Sangram Kadam, Head of Marketing at KPIT,

Mr. Bhalchandra Joshi, General Manager at ATI, had a discussion on leadership in different sectors of banking, E-Business, IT industry and they even discussed on how to apply knowledge in the different areas of market. They all are the alumni of Sinhgad Management College.

The Panel emphasized on the importance of having knowledge and applying the knowledge effectively with different examples from all sectors of the industry so as to sustain in VUCA times. The session ended with the vote of thanks. The take away from these sessions is to increase the practical knowledge rather than having just information in order to apply the knowledge in varied areas of industry and to sustain in the environment of VUCA.

A seminar on Leadership Conclave, managing Challenges in VUCA Times was conducted on 21st Feb 2015 at the corporate training center, SIBACA, Lonavala. RMD SSOMS Faculty Members Prof. Anima Rathod and Prof. Priyanka Bachhav along with 6 MBA-I students, Mayuri Tawade, Deepali Rai, Parag Shinde, Nitish Kumar, Amol Satav and Sandeep Singh were selected to attend this seminar. The session was inaugurated by Dr.Parag Kalkar, who introduced the agenda of the seminar. The chief guest of the event Dr. Keshab Nandi, Director of Tilak Nagar Industry Inc and Mr .D .M. Katre, Site president, Reliance foundation focused on leadership and the current industry scenario. The main content on which they focused was the leadership styles to be adopted in different situations and to face challenges in uncertain environment of an industry which is termed as VUCA. VUCA stands for Volatility, Uncertainty, Complexity and Ambiguity.

Mr. D.M. Katre started the session focusing on industry scenario, where he mainly focused on people and space and the kind of leadership they are following. He then focused on size and speed of industry, that if you can't take up a speed we can't sustain in this fast growing industry sector.

