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EDITORIAL

“We are what we pretend to be, so we must be careful about what we pretend to be.”
— Kurt Vonnegut

Welcome to the latest issue of GBS FOCUS,

GBS Focus will complete its one full circle with the release if its latest issue. We have been consistent enough to bring to you interesting write ups and exciting events that were witnessed at GBS.

We have some interesting write ups from our faculty team along with the students contributing their share to GBSFOCUS. We still have much more interesting stuff served and packed in this GBS FOCUS last Issue.

As we close with the last issue we would like to sincerely thank our esteemed readers for their regular inputs and advice to make the magazine more interesting and popular. Also thanks to the editorial team for their commitment and hard work that played vital role in bringing out each and every issue in time. The editorial team extends its heartfelt thanks to the Director Dr.Ramakant Kulkarni for keeping us motivated.

Read and enjoy the latest issue of GBSFOCUS .We await your comments, criticism and appreciation.

We will be back soon with yet again revamped design and new format in the next academic session.

Till then Cheers!

Drop your feedback at vjdeshabag@globalbschool.in
Director's Message.

Dear Well Wishers.

The academic year 2013-14 comes to an end as the first year students leave for the summer internship and the final year students complete their formal studies.

GBS Focus the monthly house magazine of Global Business School, Hubli also takes the break for next few months till we come back for next academic year.

GBS Focus completes two years of its monthly publication. As we look back we have a sense of satisfaction for what we have done. GBS Focus has helped us to reach you month after month with the news and happenings at GBS on regular basis. The philosophy of GBS Focus “Connecting stake holders and building relationship” is fairly achieved over the last two years which gives us the confidence that we can stay connected.

GBS Focus has given us a sense of purpose because if any monthly magazine has to come out successfully and regularly it is the content that matters. Contents can come only if there are commensurate activities to report for. This has brought in the regularity in activities throughout the academic year so nicely spread that we have the contents every month. The regularity has also enabled us to stay in media as we have reasons to approach media.

We spent quality time at the start of the academic year and discussed what can be our approach in the year 2013-14 for GBS Focus. It was decided that the editorial team be driving the magazine rather than the Director and Librarian alone as was done last year. This brought in lot of professionalism from individualism. We also decided that intellectual contribution to be encouraged by way of staff and faculty writing the articles/papers/cases and like. We also decided that all the happenings and activities must be documented through GBS Focus. This helped us towards the documentation. Standing true to the motto that connecting stake holders we decided that all the staff would circulate the monthly issue to their contacts, to all the students, all the alumni, industry and well wishers. This helped us to widen the reach.

It is a long way to go but what has been done deserves the appreciation. The editorial team has done a great job, staff has contribute by their writings, students have contributed their writings, all the activities are reported, staff birthdays are acknowledged, alumni updates are given.
We acknowledge your support, feedback and encouragement received all the time during the year.

We promise to come back once we start the next academic year. Thank you so much till then.

Ramakant Kulkarni.
FIVE NOBEL PRIZE-WINNING ECONOMIC THEORIES YOU SHOULD KNOW ABOUT

By Amy Fontinelle | Investopedia – Wed 16 Jan, 2013
Compiled by Dr. M. N. Manik
Dean Academic GBS Hubli.

The SverigesRiksbank Prize in Economic Sciences in Memory of Alfred Nobel has been awarded 44 times to 71 Laureates who have researched and tested dozens of ground-breaking ideas. Here are five prize-winning economic theories that you'll want to be familiar with. These are ideas you're likely to hear about in news stories, because they apply to major aspects of our everyday lives.

1. Management of Common Pool Resources

In 2009, Indiana University political science professor Elinor Ostrom became the first woman to win the prize. She received it "for her analysis of economic governance, especially the commons." Ostrom's research showed how groups work together to manage common resources such as water supplies, fish and lobster stocks, and pastures through collective property rights. She showed that ecologist Garrett Hardin's prevailing theory of the "tragedy of the commons" is not the only possible outcome, or even the most likely outcome, when people share a common resource.

Hardin's theory says that common resources should be owned by the government or divided into privately owned lots to prevent the resources from becoming depleted through overuse. He said that each individual user will try to obtain maximum personal benefit from the resource to the detriment of later users. Ostrom showed that common pool resources can be effectively managed collectively, without government or private control, as long as those using the resource are physically close to it and have a relationship with each other. Because outsiders and government agencies don't understand local conditions or norms, and lack relationships with the community, they may manage common resources poorly. By contrast, insiders who are given a say in resource management will self-police to ensure that all participants follow the community's rules.

Learn more about Ostrom's prize-winning research in her 1990 book, "Governing the Commons: The Evolution of Institutions for Collective Action," and in her 1999 Science Journal article, "Revisiting the Commons: Local Lessons, Global Challenges."
2. Behavioral Economics

The 2002 prize went to psychologist Daniel Kahneman, "for having integrated insights from psychological research into economic science, especially concerning human judgment and decision-making under uncertainty." Kahneman showed that people do not always act out of rational self-interest, as the economic theory of expected utility maximization would predict. This is a crucial concept to the field of study known as behavioral finance. Kahneman conducted his research with Amos Tversky, but Tversky was not eligible to receive the prize because he died in 1996 and the prize is not awarded posthumously.

The pair identified common cognitive biases that cause people to use faulty reasoning to make irrational decisions. These biases include the anchoring effect, the planning fallacy and the illusion of control. Kahneman and Tversky's article, "Prospect Theory: An Analysis of Decision under Risk," is one of the most frequently cited in economics journals. Their award-winning prospect theory, shows how people really make decisions in uncertain situations. We tend to use irrational guidelines such as perceived fairness and loss aversion, which are based on emotions, attitudes and memories, not logic. For example, they observed that we will expend more effort to save a few dollars on a small purchase than to save the same amount on a large purchase.

Kahneman and Tversky also showed that people tend to use general rules, such as representativeness, to make judgments that contradict the laws of probability. For example, when given a description of a woman who is concerned about discrimination and asked if she is more likely to be a bank teller or a bank teller who is a feminist activist, people tend to assume she is the latter even though probability laws tell us she is much more likely to be the former.

3. Asymmetric Information

In 2001, George A. Akerlof, A. Michael Spence and Joseph E. Stiglitz won the prize "for their analyses of markets with asymmetric information." The trio showed that economic models predicated on perfect information are often misguided because, in reality, one party to a transaction often has superior information, a phenomenon known as "information asymmetry."

An understanding of information asymmetry has improved our understanding of how various types of markets really work and the importance of corporate transparency. Akerlof showed how information asymmetries in the used car market, where sellers know more than buyers about the quality of their vehicles, can create a market with numerous lemons (a concept known as "adverse selection"). A key publication related to this prize is Akerlof’s 1970 journal article, "The Market for 'Lemons': Quality Uncertainty and the Market Mechanism."
Spence’s research focused on signaling, or how better-informed market participants can transmit information to lesser-informed participants. For example, he showed how job applicants can use educational attainment as a signal to prospective employers about their likely productivity and how corporations can signal their profitability to investors by issuing dividends.

Stiglitz showed how insurance companies can learn which customers present a greater risk of incurring high expenses (a process he called "screening") by offering different combinations of deductibles and premiums.

Today, these concepts are so widespread that we take them for granted, but when they were first developed, they were groundbreaking.

4. Game Theory

The academy awarded the 1994 prize to John C. Harsanyi, John F. Nash Jr. and Reinhard Selten "for their pioneering analysis of equilibria in the theory of non-cooperative games." The theory of non-cooperative games is a branch of the analysis of strategic interaction commonly known as "game theory." Non-cooperative games are those in which participants make non-binding agreements. Each participant bases his or her decisions on how he or she expects other participants to behave, without knowing how they will actually behave.

One of Nash’s major contributions was the Nash Equilibrium, a method for predicting the outcome of non-cooperative games based on equilibrium. Nash’s 1950 doctoral dissertation, "Non-Cooperative Games," details his theory. The Nash Equilibrium expanded upon earlier research on two-player, zero-sum games. Selten applied Nash’s findings to dynamic strategic interactions, and Harsanyi applied them to scenarios with incomplete information to help develop the field of information economics. Their contributions are widely used in economics, such as in the analysis of oligopoly and the theory of industrial organization, and have inspired new fields of research.

5. Public Choice Theory

James M. Buchanan Jr. received the prize in 1986 "for his development of the contractual and constitutional bases for the theory of economic and political decision-making." Buchanan’s major contributions to public choice theory bring together insights from political science and economics to explain how public-sector actors (e.g., politicians and bureaucrats) make decisions. He showed that, contrary to the conventional wisdom that public-sector actors act in the public’s best interest (as "public servants"), politicians and bureaucrats tend to act in their own self-interest, just like private-sector actors (e.g., consumers and entrepreneurs). He described his theory as "politics without romance."
Using Buchanan's insights regarding the political process, human nature and free markets, we can better understand the incentives that motivate political actors and better predict the results of political decision-making. We can then design fixed rules that are more likely to lead to desirable outcomes. For example, instead of allowing deficit spending, which political leaders are motivated to engage in because each program the government funds earns them support from a group of voters, we can impose a constitutional restraint on government spending, which benefits the general public by limiting the tax burden.


**Honorable Mention: Black-Scholes Theorem**

Robert Merton and Myron Scholes won the 1997 Nobel Prize in economics for the Black-Scholes theorem, a key concept in modern financial theory that is commonly used for valuing European options and employee stock options. Though the formula is complicated, investors can use an online options calculator to get its results by inputting an option's strike price, the underlying stock's price, the option's time to expiration, its volatility and the market's risk-free interest rate. Fisher Black also contributed to the theorem, but could not receive the prize because he passed away in 1995.

**The Bottom Line**

Each of the dozens of winners of the Nobel memorial prize in economics has made outstanding contributions to the field, and the other award-winning theories are worth getting to know, too. A working knowledge of the theories described here, however, will help you establish yourself as someone who is in touch with ideas that are essential to our lives today.
INVOLVE TO EVOLVE

Time and again consumer research done on relationship between consumer involvement and their learning about a given brand has proved that high customer involvement in purchase decision most of the time results in fairly rewarding the brand manager efforts of building a unique brand religiously.

Although there are myriad ways in which we conceptualize & measure consumer involvement, the existing consumer research literature defines consumer involvement in several ways: product involvement, brand involvement & advertising involvement. The most sensible approach to measure Consumer involvement is using self administered surveys that assess the consumer’s mental process or behavior regarding a particular product or product category, where in the involvement is measured on a continuum than as a dichotomy.

How does good consumer involvement help the brands?

Today most of the brand marketers are jostling just to enter into the consideration / choice set of the consumer which is formed after processing information on various brands available while buying a given product in a given category. Study says that if consumers have low involvement they process little information on brands and hence end up selecting too many brands in their choice set thereby broadening their choice set without analyzing the personal relevance of those brands. It is here where comparison will not be between an apple and an apple. As the choice set size increases the chances of fair brands getting a fair chance decreases as one of the study proves that differentiated brands (Good brands) make their way in creating a favorable attitude. This in turn leads to low brand switching and strong brand loyalty, only if there is high purchase involvement.

Is consumer Involvement influenced by only price factors?

Juxtapose toothpaste and luxury cars we may find that cars are high involvement products because high prices are involved in the transaction. However toothpaste may also get consumer involvement if the perceived risk involved is high (social or physical risk in this case). Therefore the consumer involvement is determined not only by price but also by personal relevance of the product and the risk involved. This risk can be a financial risk, physiological risk, time risk, social risk, physical risk, functional risk etc.

What can marketers do?

It is quite apparent from the above explanation that marketers need to increase the consumer involvement in purchase decision process. To do this, amongst a variety of ways, choosing appropriate media platforms would be effective and rewarding to the company.
spending huge sums every year on media buying. One effective tool that has gaining ground is gaming, through play stations and mobiles part of interactive media called digital media.

Recently Sony playstations launched gran turismo 6 – game created with Mercedes Benz, Audi, and BMW along with GM, Hyundai, and Honda etc. This game has driven the experience of consumers in a simulated environment which is an apt platform to showcase their powerful cars, taking consumer engagement to high level.

TV messages are filled with clutter. It is couch potato & lean back consumption, where as gaming is lean forward where consumers gets actively involved. If marketers are able to pass on this message, these messages amongst active consumers gets registered permanently.

Close up toothpaste though run their TV ad campaign - “PASS AHO NA”, also converted this as a game for DTH platform where it could successfully communicated its communication plan or thought.

Face book banners, campaigns, pages, ads have already become interactive but now brand managers are looking for games where external entities are not the heroes but consumer themselves are heroes.

Especially brands that target youth can get leverage through this huge gaming opportunity, with whom the brand marketers cannot get in touch through traditional Medias. Whether it is goods or service, toothpaste or bank – gaming can make things interesting.

In small geographical areas which are termed as media dark areas, gaming is preferred. There is myth that only children play games, but recent studies have found out that any person right from age 9 to 40 play games because it has content that appeals every sections.

The mobile game industry is growing exponentially, companies are increasing their investment in gaming both on social site platforms and mobile platforms. Smart phone users, android users also download applications. Around 10 million applications are accessible in smart phones. Smart phone users either see videos or play games, hence gaming is totally exploded by people with 7 crore game downloaded every month in this country - proof of the above statement.

Anybody who play these games also invites their friends and involve them as these games are socially adaptable. Reach of this platform for advertisers is increasing as every day each person play 3 to 4 games spending around eight minutes for each session.

Astute marketers would definitely like to take this advantage of such platforms which simultaneous ensure reach, involvement and engagement.
Film promotions like RA ONE and DHoom 3 also took place through gaming medium, however not all films can use the same platform, there has to be connect between the nature of films and the game.

The longing quest of brand managers to add perfection in their 30 sec commercial spending huge sum of money will now come to an end with the game medium.

Since playstations and mobile games are eventually replacing television. I think it is now time for marketers to strategies their media plans to replace traditional methods with contemporary methods.
How Much Meticulous: A Case Study in Planning at India’s Finest Automobile Giant.

1) Recently I had an occasion to meet the Plant head and HR head of India’s most reputed automobile manufacturing company with the Dean of Management Studies to discuss the agenda for the ensuing meeting with the MD of that company who was due to come there in the following month. In the entire meeting my role was very small as I was drafted in the meeting at the last moment by coincidence. This permitted me to listen and learn quite a bit as well as write the following few lines in appreciation.

2) The MD controls about few thousand employees and is on the move regularly. His visits are thus far and few to the plants. When the visit happens it is tight in terms of time and agenda. The present visit was to span over few hours with the MD reaching the location previous night and had to complete the agenda for the next day which included his address to the employees in the three units situated adjoining each other. The meeting with management staff and meeting with us, followed by lunch and reach the airport to leave.

3) The plant head was planning to take the MD in open vehicle to all the three locations to address the full strength of employees. The vehicle would take him through the shop floors while he moves thereby the shop floor visits were taken care. Why open vehicle? The idea of open vehicle was to keep the MD on the move and save his time of getting in and out of vehicle three times during which course few minutes would be lost.

4) Further as the MD was leaving for airport with just enough time to reach. The plant head planned to send three vehicles one with the MD seated and the other two as stand by in case two vehicles fail, the MD was still left with one more option. Working on the probability that all the three vehicles would not fail covering the 20 kms distance the MD had to travel to reach the airport.

5) Our delegation that was to meet the MD as per the agenda had 25 members. As a policy of the organization the visitors had to make the entry at the gate to seek the
necessary visitors’ passes and then get in to the office / board room. Keeping in mind the 25 entries would be taking its time, the instructions were given to us that we send in advance the photo identity of the visitors with their names so that the gate was informed and passes kept ready enabling thereby the visitors were allowed in the premises as soon as they arrived to the location where the meeting with MD was scheduled. Adherence to the rule was not diluted because of our meeting with MD.

6) In addition to this, the presentation that we were to make before the MD was asked to be sent in advance to the plant head for his onward sending to the MD so that the MD would come read and ready for the discussion.

7) Well before hand we were informed that all the delegates would make it a point to wear shoes compulsory and then get in the plant. The company policy stated that the visitors were allowed inside the premises with shoes put on. The company is certified for its safety and hygiene standards so compliance was always taken seriously yet without inconveniencing the visitors.

What is narrated above is just a glimpse of the meticulous planning that had gone into the MD’s visit and making his time most productive. Lot must have had been done going by what was shared during our meeting that lasted few minutes that day.

Good lesson for everybody for how one can be meticulous in planning the agenda for the high profile MD.

The person can be high profile depending on the occasion or depending on the position one held, hence this lesson can be aptly taken as applicable for all who are involved in planning.
Prospect Theory:
Illogical Financial Behaviour

“Only when you combine sound intellect with emotional discipline, you get rational behaviour”.

- Warren Buffet

In 2007, I was introduced to Mr. Suresh (name change) by one of my friend. Suresh, after knowing that I am a Technical Analyst asked me to give a view on Sandur Manganeze, then trading around Rs.50. He further said that his buying average of that particular security was Rs. 40.

After returning from holidays I analysed the chart of Sandur Manganeze and communicated back to Suresh that there was a Triangle breakout on the chart and the scrip is all set to move upwards. Further, I also expressed my concern about the liquidity since it was a small cap.

The Scrip moved from Rs. 50 (Feb 2007) to Rs. 1429 (July 2008) its all-time high giving a whooping return in just a year and half. It is worth recalling that it was one of the scrip which was moving up in first half of 2008 when markets were melting down.

In august 2008, looking at the conditions that were phasing out, I asked him to exit the issue and also explained him about the characteristics of small cap companies in the downtrend.

But later when I called him to check at what rate did he exit, I was shocked to hear the answer that no action was taken, and by Nov 2008 (just three months later) the scrip melted to Rs. 180 levels.
On Muhurat trading day, since he was an active investor, I called him up again to check on his investments and was shocked again to hear that he is no more active in the market.

I felt very bad for Suresh and started asking question to myself Why Suresh failed to book profits? Was he trapped in his own greed? Did he develop some affection toward upmove / bull market? Is this behaviour limited only to Suresh?

When I went in search for answers for these questions I came across a theory called the prospect theory.

Until 1979, Expected Utility Theory dominated the analysis of decision making under risk. But in 1979 two psychologists Kahneman and Tversky developed an alternative model called the prospect theory. The paper became second most cited ever to appear in Econometrica during the period 1975-2000 (Wu, Zhang, and Gonzalez 2004). For their work Kahneman and Tversky were awarded with the prestigious Nobel Prize in Economics for the year 2002.

Kahneman and Tversky stated that investors have an irrational tendency to be less willing to gamble with profits than with losses and explain how investors make decisions when confronted with risk. They also showed how fear of losing and greed for gains impact our decision making. Further, they empirically proved that investors are not risk averse but loss averse. In regards to losses concerned, the theory identified two behavioral anomalies viz.,

a) **Loss Aversion**: Individual’s tendency to prefer smaller gains to avoid losses. For example if an investor is asked to choose between an investment with certain return at 8% and an investment with uncertain return but maximum return can be 20%. Then the investor will choose to invest in certain return option because there is a chance of loss in investing uncertain return option.

b) **Sunk Cost Fallacy**: individual’s tendency to place their future decisions based on the money spent. Consider the example of Suresh. He had a buying average of Rs.40, the price went to a high of Rs. 1429 giving a whooping return but no action was taken. When asked why he not sold the issue since the conditions
were not attractive. The reply was "the prices will not fall from Rs. 1400 to Rs.40 and will see when the price test Rs.40 level". In other cases investors, instead of exiting immediately with smaller loss hold the loss making scrip till it bottom out and sell the scrip as soon as it reaches their buying price.

HAPPY INVESTING
MY FASCINATION WITH THE BEAUTIFUL GAME

Well a little prelude to how this topic cropped up in my mind. When we talk while giving lectures on various topics, there are often some topics, which you are able to connect immediately without exerting much effort, and that’s when I realized that when speaking on teams and groups and all that dynamics I teach to my students, the beautiful game often was on my mind.

And so when I had to pick up a choice on writing one about, this was the closest, easiest and the one which caught my fascination, and I had to pen it all down.

The world’s most beautiful game

I am an Indian, and I am supposed to be in love with cricket, and no doubt I like watching cricket matches, but it is the football that always manages to catch up with my heart. Maybe it has something to do because you as a small kid were up late night picking up your favorite team or favorite player with your dad and brother watching the Euro cup or World cup (Football of course) or maybe its simply because it is indeed beautiful to see how a game is magically played for 90+ minutes. Well whatever the reasons, it only suffices here to say that this is one of the most magical games, and as I did mention earlier, that during most of my lectures and the football sport being taken up as examples, I had to bring about the facts too, as the FIFA says, there 265 million football players and a 5 million referees constituting just about 4% of the world’s population. Now that’s really big numbers which I must confess as a writer I wasn’t aware until I really had to pack up my examples with facts in the class.

C.O.N.N.E.C.T Management to Football?

Well for starters, I mentioned it when the first time I was to telling the young minds about ‘Listening Skills’ in Communication classes, what happens when we listen or rather don’t listen or pretend to listen, and the case of Luis Suarez and Patrice Evra and their racial misunderstood slurs were the ones I could put up my mind to the consequences of how some bad listening skills lead us to. And of course with so many millions playing this game as teams, one who has to teach about team dynamics, have to know for sure how this is manager of a football club does manage his team. In one of the article mentioned in CNN(http://edition.cnn.com/2013/10/01/business/can-football-managers-coach-leadership/) , it was mentioned as to how some Harvard Business School researchers instead of focusing their research on high-flying CEO from the commercial or financial worlds, went actually to the football managers to study how they lead their teams. And eventually, invited Sir.Alex Fergusson to address the Harvard students in 2012 about long
term structures and values to foster a culture of success; and did I mention his famous interview article published with HBR (http://hbr.org/2013/10/fergusons-formula/ar/1).

So yes, there are plenty of examples of knowing, understanding and connecting the management principles to the football or soccer managers and team. The managers and their tactics of choosing the right talent, harnessing the talent, the mind games involved, and the huge business they are responsible, the revenue which they generate through sponsorships, merchandise and broadcasting.

Football/ Soccer do prove a lot of theories to come alive, such as the Social Facilitation Theory, which propounds that the whenever people are being watched by others, they will do well on things that they are already good at doing. And so is the case of football where winning the home and away games are awarded different points/ because of the presence of the 12th Man, yes if you're wondering who the 12th man is (Not the bench players, water boys, extra players etc) it's actually the audience who are termed as the 12th player who definitely make the difference in the game of football.

And it's not all spice and glamour with the football players, yes one can never forget the pictures swayed across millions of webpages about how they use their money to feed their self-indulgent needs; buying luxurious cars or houses, but less written are of how some also go up and support a number of charitable foundations. Like for throwaways, Didier Drogba launched a charity to help support vital health and education projects in Africa. the former Chelsea hero is in the process of building a hospital in Abidjan, the country's(read as Ivory Coast) largest city, where he was born, or Ryan Giggs from Manchester United is the Unicef UK ambassador and raised more than £100 000 for a children's hospital in Manchester. Perhaps they do this acts of charity because many of the famous players often have a story of rags to riches and that can now give you a peek about the title I chose.

**Women, Bets and Football**

Well again in one of the my class sessions this semester mentioning how business can range from anything as in a social entrepreneurship like Seva Café which to a company called as bet365, one of the world’s leading online gambling sites offering sports betting. It was then I caught up with the name of this woman behind a company of betting (eeww...) Denise Coates, Britain’s most successful business woman. I certainly was in unchartered waters of women football and betting.

In one of the articles in The Guardian, it is recorded that in 12 years she has built Bet365 into a business with a revenue of £647m. and the link of football is that the father-daughter and son trio of Coates also own Stoke City football club, well majorly owned by Bet365. Sounds interesting as to how this game can be linked to various other topics which I have decided to reveal for another day.
To summarize I thought of putting you ‘not interested in football’ readers, to share the upcoming Football World Cup, which I am sure the newspapers would keep you all frenzied; this tournament has the entire globe glued to and begins from the 12th of June ending on 13th July.

Even some of the business giants are placing their hopes that their sales would go up during this time (http://businesstoday.intoday.in/story/samsung-electronics-q1-profit-dips-smartphone-tv-sales-drop/1/205663.html) like that of The South Korean tech giant which said that the football World Cup in Brazil should help boost sales of screens and smartphones in the current quarter, as fans would be ready to splurge on ultra high-definition (UHD) TVs to watch the action.

Well my first brush with writing an article was that of the topic that was closer and easier to write and I hope I did bring about a little measures of interest in those reading this.

Did I mention, I love hearing your valuable feedback, views, counter-views, opinions, and comments, so do leave a reply at diana@globalbschool.in

Happy Reading !
Market Snapshot

S&P BSE Sensex (22417.80)

S&P BSE Sensex traded range-bound for the April month. The index closed flat at the 22417.80, a gain of 0.14% from its previous month’s close.

S&P BSE Mid-Cap and S&P BSE Small-Cap indices registered a gain of 3.40% and 5.91% respectively for the month. Since March the Mid-Cap and Small-Cap indices have been outperforming the Sensex.

Among BSE Sectoral Indices, S&P BSE Health Care Index was the top gainer for the month, with a gain of 6.68%. Whereas, S&P BSE Realty Index was the top loser for the month, with a loss of 4.88% from its previous close.

BSE Sectoral Indices Performance in the Month

Among BSE Sectors, the BSE Bankex was the top gainer for the month, with a gain of 6.68%. Whereas, the BSE Oil & Gas was the top loser for the month, with a loss of 4.88%.

**Top Sensex Gainers in the Month**

<table>
<thead>
<tr>
<th>Company</th>
<th>% Chg (M-o-M)</th>
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<tbody>
<tr>
<td>Sun Pharma</td>
<td>10.15%</td>
</tr>
<tr>
<td>M&amp;M</td>
<td>9.33%</td>
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<tr>
<td>SBI</td>
<td>8.37%</td>
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**Top Sensex Losers in the Month**

<table>
<thead>
<tr>
<th>Company</th>
<th>% Chg (M-o-M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BHEL</td>
<td>(8.16)%</td>
</tr>
<tr>
<td>Tata Power</td>
<td>(7.96)%</td>
</tr>
<tr>
<td>Bajaj Auto</td>
<td>(7.93)%</td>
</tr>
</tbody>
</table>

Disclaimer: The information contained here was gathered from sources deemed reliable; however, no claim is made as to accuracy or content. This is an informative report and does not contain specific recommendations to buy or sell at particular prices or times.
Case 6:

Application of Costing to Indigenous Business Unit in Hubli City
A case study of KVS Chips, Hubli

*Prof. Mahesh Bendigeri **Ms. Karthika.S.V ***Mr. Vijayakumar Mogali

Introduction:
India is one of the largest producers of potato. Besides being used as a daily food item in various Vegetable preparations, potato today increasingly finds use in the form of chips or wafers as snacks food. The potato chips and wafers are popular processed food items that give considerable value addition to potatoes. The main consumers of potato chips and wafers are families especially in urban and semi-urban areas. Besides, hotels, restaurants, canteens, army establishments require potato chips in significant quantities. The leading brands are Lays, Binnies, Uncle chips, Ruffles, Bingos. These are priced at around Rs 20.00 per pack of 90 gm i.e. around Rs 220/- per kg. It should be possible for tiny units in small urban areas to sell potato chips at around Rs 170/- per kg, and this would enable them penetrate in the market. With this background the present study is undertaken to understand the costing model in ascertainment of cost per packet of potato chips, manufactured tiny industries with few labors.

Students Background:
Learning is fun when theory is put into practice. Students get practical knowledge by working on live cases. In this regard a team of two students as a part of their academic requirement were given the task of application of costing to small scale industry. The students were informed to select their own firm for the study. Accordingly the students have selected Morab Mahila Graha Udhyoga, Dharwad. Ms. Karthika.S.V and Mr. Vijayakumar Mogali of Sem II class of the batch 2013-15 had personally visited the KVS chips factory situated in Hubli for their study. The students through interaction with the owner collected the information with respect to preparation of Potato chips.

Brief Profile of KVS Chips:
It is a sole proprietorship concern. It was started by Mr. Samikkannu.V in the year 1995 in Bangalore and later it was shifted to Hubli in the year 2000. It is located in Bhavaninagar, Hubli. The initial investment was Rs.50000. Mr. Samikkannu.V is an SSLC passout. Before
he started up this business he was working in a Chips company in Bangalore and later he started his own business in the year 1995. At present he has two labour under him.

Objective of the Study:
- To determine the cost of preparing potato chips
- To understand the process involved in preparing the potato chips
- To determine the cost per packet of potato chips

Purpose of the Study:
The main purpose of the study is to understand the application of costing model to Potato chips Industry and to understand to ascertain the cost per packet. In large scale industry ascertainment of cost per packet may be easier job, with the use of sophisticated softwares, but in home made chips industry it is difficult to ascertain. Most of the time it may be based on cost plus profit model of ascertain the price of chips packet. By conducting this project we would make an attempt in ascertain the cost per chips packet and suggest the owner with respect to margin he is earning on each packet.

Cost Sheet:
Cost sheet is a statement, which shows various components of total cost of a product/service. It classifies and analyses the components of cost of a product. It is a statement which shows per unit cost in addition to Total Cost. Selling price is ascertained with the help of cost sheet. The details of total cost presented in the form of a statement is termed as Cost sheet.

Data collection and Analysis
The data is collected from owner of K.V.S Chips company with respect to manufacturing of potato chips. The information is collected only for the output of 1000 chips packets. Based on this the analysis was done to determine the most appropriate way of ascertaining the cost per chips packet. The information provided by him is taken as basis for preparation of cost sheet.

Analysis and Findings:
- It is found that the total cost of manufacturing 1000 packets of chips is Rs. 3856
- Major cost being the raw material (potato) cost which is 70% of the total cost of manufacturing 1000 packets.
- The margin of profit per packet is Rs. 1.14, which is 23% on selling price and 29% on cost price.
- Since it is labor intensive work, the total cost of production is more compare to price of branded chips packet.
Profit per day from sale of 1000 chips is Rs. 1140
Since these are unbranded chips but the selling price is equivalent to the branded chips of Rs. 5 each packet.

Conclusion:
From this study it is found that we can apply the concept of cost sheet to indigenous business unit and ascertain the probable cost of a given product/service. We conclude that small business unit can also make huge amount of profit if cost are properly accounted for.

**Cost Sheet of Preparing Potato Chips @ KVS, Hubli.**

<table>
<thead>
<tr>
<th>1000 chips packets per day</th>
<th>Total</th>
<th>cost per packet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Particulars</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Direct Material</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potato</td>
<td>1860</td>
<td></td>
</tr>
<tr>
<td>Palm Oil</td>
<td>900</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>2760</td>
<td>2.76</td>
</tr>
<tr>
<td><strong>Direct Wages</strong></td>
<td>166</td>
<td>0.17</td>
</tr>
<tr>
<td>2 labors @ 2000 each per month, per day it is Rs. 166 for 2 labors</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Direct Expenses</strong></td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>Prime Cost</strong></td>
<td>2926</td>
<td>2.926</td>
</tr>
<tr>
<td><strong>Factory Overhead</strong></td>
<td>480</td>
<td>0.48</td>
</tr>
<tr>
<td>current bill</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>wood powder</td>
<td>360</td>
<td></td>
</tr>
<tr>
<td>Salt</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Depreciation (weighing machine)</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td><strong>Works Cost</strong></td>
<td>3406</td>
<td>3.406</td>
</tr>
<tr>
<td><strong>Administrative Overhead</strong></td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Cost of Production</strong></td>
<td>3406</td>
<td>3.406</td>
</tr>
<tr>
<td><strong>Selling and Distribution Overhead</strong></td>
<td>450</td>
<td>0.45</td>
</tr>
<tr>
<td>Auto charges</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Plastic Cover</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td><strong>Total cost</strong></td>
<td>3856</td>
<td>3.856</td>
</tr>
<tr>
<td><strong>Profit</strong></td>
<td>1144</td>
<td>1.14</td>
</tr>
<tr>
<td><strong>Sales 1000 packets @ Rs. 5 each</strong></td>
<td>5000</td>
<td>5.00</td>
</tr>
</tbody>
</table>
Field Visit Snaps

Reference:
**BHUMIKA- 2014**

Annual Parents Meet

GBS organized the yearly parents meet “Bhumika-14” on 12th April, 2014 at Hotel Dennison’s, Gokul Road, Hubli. Mr Abu Shaikh, Managing Trustee, Shaikh Group of Institutions Belgaum was the Chief Guest on this occasion.

Both parents and educators have a large stake in children’s success and therefore parents are an integral part for the success of any student. Global Business School, Hubli from the year of its inception in 2007, has been organizing the Annual parents meet involving the Parents of all their students. GBS has seen 7 successful years of its services to the student community and 5 successful batches that have passed out from GBS Hubli are witness to this event.

Bhumika event is organized by GBS to also award the deserving meritorious students in various specializations. The Gold and silver medals are instituted by the Board Members of GBS management. All the final year students, at the end of their course are evaluated in 5 different categories – Marketing, Finance, Human Resource, Sports and Overall with rigorous rounds and stringent parameters and are declared winners for Gold and Silver medals.
This was the 7th Bhumika in a row, a total of 9 students of the batch of 2014 were awarded for the excellence in various academic and sports field by giving the medals.

The Chief Guest for the evening was Mr Abu Shaikh, Managing Trustee, Shaikh Group of Institutions Belgaum who not only was a part of the award presentation but also gave the Bhumika address.

Mr Abu Shaikh spoke about the corporate culture in education is being led by GBS. Touching up on “Success” he opined that it is an indication of happiness and awards bring the happiness. Satisfaction is an indicator of quality of life. Drawing reference to Covey Mr Shaikh looked at Stimulus and response and stated that the aim of B schools should be to use the space between the stimulus and response. Complimenting GBS for its efforts in providing good placement and the year book ‘GBS INSIGHT’ he called up on the students to take reference to Jack Welch for his introspective habit of asking such questions as Am a right person to do the job? Am I adding value to the organization? Am I giving positive return to the organization? Providing insight on these questions he said organization hire people for value addition, for their problem solving abilities. He cautioned that we tend to over step our limits as such one should be cautious of this situation. He suggested that for first 3 to 4 months one may not venture to provide any advice as this is a orientation period on the job. Referring to ‘Toyota Way’ book he informed that the new recruit in Toyota is asked to observe the job done for full day and know how the job is done and then ask questions like why the job is done that way and is there any other way that job can be done. So keen observation is essential he added. One can be forthright in his/her approach but
giving excuses is not good he said. Offering advice out of his long experience he suggested to the students to build trustworthiness, show 100% integrity, stay punctual, build network with people, develop positive attitude. He concluded by telling that the best way to predict future is to create it. So you are what you make.

Mr Shaikh was presented the life time achievement award carrying citation, by the GBS management.

Mr Ramesh Kothari, Chairman GEN Society in his address called up on the parents to encourage their children to follow their dream and help achieve it. Employment has attained important place in the present day due to the skills and expertise with which people come to work. Education and intelligence has gained in prominence as such the profession / work has come out of caste / community driven domains he concluded.

DR M S Subhas Guest of honor and Dean of Management studies, Karnataka University in his presidential address posed the question that would MBA continue and answered that as long as organizations need managers MBA will continue. Calling upon the parents and students he said to dream big, chase passions, shape the aspirations, think of 3 to 5 to 10 to 50 years as to how much you will earn and attain the same by hard and purposeful work. Ownership of the work and walking that extra mile brings success rather than doing run of the mill like work which every body does he concluded with.

Dr. Ramakant Kulkarni welcomed the gathering and shared the significance of having this annual parents meet, He said that Bhumika is one such unique event which brings all the stake holders – the Management, the Parents, the Faculty and students on one common
platform at least once a year. A student's career is shaped by all the stakeholders, and Bhumika becomes important in this regard.

Mr Nagraj Goudar- Director Placement presented the placement report and handed over the offer letters through the dignitaries to the students placed in various organizations.

Dr Manik introduced Mr Shaikh to the audience.

Bhumika Coordinator Tazin Taz proposed vote of thanks jointly with Diana Hombal.

The Management of GBS was represented by the Shri. Ramesh Kothari, Chairman, Sri Bharat Jain President, Sri Jitesh Jain, Secretary of GEN Society.

All the staff members were introduced to the audience and they were felicitated by the management.

Bhumika was coordinated by faculty Tazin Taz and Mr Uday Lawate and Diana Hombal this year.

Tazin Taz presented the brief on the selection process for the awards.

A total of 88 nominations were received for all categories including Marketing, Finance, Human Resource, Sports and Overall. Out of that 45 were short listed for the final round of personal interview. The students qualifying through various rounds and personal interview by expert panel were finally adjudged as winners.

The winners go as under:

For Marketing: total nominees were 11, Gold Medal was awarded to students Ms. Shruti Thakkar, and Silver award went to Mr. Rahul Kumbhar respectively.

For Finance category: total nominees were 12, Gold Medal was awarded for students Ms. Sneha Yardi and Silver award went to Ms Puja Barshi respectively.
For Human Resources category: total nominees were 8, Gold Medal was awarded to students Ms. Aparna Joshi and Silver award went to Ms. Akshata Kadam respectively.

For Sports category: total nominees were 12, Gold Medal was awarded to students Mr. Anup Terani and Silver award went to Mr. Manjunath C Kattimani respectively.

For Overall Leadership: total nominees were 12, Gold Medal was awarded to student Ms. Puja Barshi.

The students of first year gave the cultural programme.

The spirit of Bhumika-14 “Faith in System, Faith in process and Respect for fellow contestants.”
<table>
<thead>
<tr>
<th>Specialization</th>
<th>Gold Medalist</th>
<th>Silver Medalist</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL</td>
<td><img src="image" alt="Ms. Puja Barshi" /></td>
<td></td>
</tr>
<tr>
<td>MARKETING</td>
<td><img src="image" alt="MS.SHRUTI THAKKAR" /></td>
<td><img src="image" alt="MR.RAHUL KUMBHAR" /></td>
</tr>
<tr>
<td>FINANCE</td>
<td><img src="image" alt="MS.SNEHA YARDI" /></td>
<td>Ms. Puja Barshi</td>
</tr>
<tr>
<td>HR</td>
<td><img src="image" alt="MS. APARNA JOSHI" /></td>
<td><img src="image" alt="MS.AKSHATA KADAM" /></td>
</tr>
<tr>
<td>SPORTS</td>
<td><img src="image" alt="MR.ANUP TERANI" /></td>
<td><img src="image" alt="Mr. MANJUNATH C" /></td>
</tr>
</tbody>
</table>
REMINISCENCE - 2014

Global Education Network Society’s Global Business School, Hubli conducted its third alumni meet on 6th April, 2014 at its premises. GBS has seen 7 successful years of its services to the student fraternity and 4 successful batches who have passed out from GBS Hubli attended the Reminiscence 2014, the Alumni Meet.

Reminiscence is the alumni meet which GBS organizes annually to bring together the alumni of GBS, present students and faculty. This is essentially done to bring back the nostalgia among the passed out student. Reminiscence 2014 is the third alumni meet following the path set by the 1st Alumni meet in 2011. It provides opportunity for Alumni to stay associated with their alma mater.

The theme for this year’s alumni meet was “Simply South”, with nearly 80 alumni attending. The event was headed and coordinated by Prof. Kiran Magavi and Prof. Tejaswini Patil. The program started with welcoming the alumni in a typical south Indian style followed by introduction of alumni. Alumni provided the valuable inputs and shared their corporate experience to benefit the present batch.
Prof. Kiran Magavi welcomed the gathering, Dr. Ramakanth Kulkarni, Director of GBS proposed vote of thanks, Ms. Vinutha Pratapan anchored the event.
INTERACTIVE SESSION ON MANAGEMENT EDUCATION AND PGCET 2014

GBS Hubli in association with BLDEA's A S Patil College of Commerce (Autonomous) MBA Programme, Bijapur had organized interactive session on Management Education and PGCET 2014 on 4th April 2014. More than 80 students pursuing final year degree had attended this seminar. Mr. Venkat Ramani from varnaz spoke about importance of management education. Mr. Murgesh Pattanshetti spoke about leadership qualities. Mr. Mahesh Bendigeri spoke about PGCET 2014, purpose of forming APMINK, Education loan. Dr. Savita Toro - Director BLDEA MBA Programme gave presidential remark. Representative of IEMS, Chetan B-School, IBMR had participated in this seminar.
Election 2014 a view – GBS Global Weekly Review (16-Apr-2014)

A MBA girl cast her vote first time at a polling booth in Hubli Dharwad on 17-Apr-2014, during the 5th phase of elections. The electoral battle for the 16th Loka Sabha which kicked off on Apr-07, will wind its way around the country in nine phases and counting will takes place on May 16th

Elections in India 2014

The constitutional term of 15th Lok Sabha will complete on May 31, 2014. The general election for members of 16th Lok Sabha will be held in 2014 by public voting in all parliamentary constituencies. The two leading parties contesting are the Indian National Congress, the party leading the ruling UPA government - and the Bharatiya Janata Party with Narendra Modi as the prime ministerial. Though Rahul Gandhi appears to be the new face of the party, the INC is yet to announce its candidate. Rs 300 billion the amount likely to be spent by the Government, political parties and candidates for the Loka Sabha elections according to center for media studies. The projected expenditure makes world’s largest exerciser in democracy, one of its most expensive as well, second only to $ 7 billion spent for US presidential elections in 2012.

History of Elections

The Constitution of India was adopted by the Constituent Assembly on November 26, 1949. Drafted by a committee led by Dr. B. R. Ambedkar, it took effect from January 26, 1950, and the date is celebrated as the Republic Day of India. India was declared as a democratic republic, with Dr. Rajendra Prasad becoming the first President of India. The first constitutional elections in India were held in 1952, in which the Indian National Congress won by majority and India got its first Prime Minister, Jawaharlal Nehru. The first Lok Sabha was formed and Dr. Rajendra Prasad was re-elected as the President of India.

<table>
<thead>
<tr>
<th>Year</th>
<th>Election</th>
<th>Party</th>
<th>Prime Minister</th>
</tr>
</thead>
<tbody>
<tr>
<td>1957</td>
<td>The 2nd General</td>
<td>INC</td>
<td>Pandit Jawaharlal Nehru</td>
</tr>
<tr>
<td></td>
<td>Election</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1962</td>
<td>The 3rd General</td>
<td>INC</td>
<td>Pandit Jawaharlal Nehru</td>
</tr>
<tr>
<td></td>
<td>Election</td>
<td></td>
<td>After Jawaharlal’s demise, Gulzarilal Nanda became PM then Lal Bahadur Shastri</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>then Indira Gandhi</td>
</tr>
<tr>
<td>Year</td>
<td>Election</td>
<td>Party</td>
<td>Leader</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>-------</td>
<td>--------</td>
</tr>
<tr>
<td>1967</td>
<td>The 4th General Election</td>
<td>INC</td>
<td>Indira Gandhi</td>
</tr>
<tr>
<td>1971</td>
<td>The 5th General Election</td>
<td>INC</td>
<td>Indira Gandhi</td>
</tr>
<tr>
<td>1977</td>
<td>The 6th General Election</td>
<td>Janata Party</td>
<td>Morarji Desai followed by Charan Singh</td>
</tr>
<tr>
<td>1980</td>
<td>The 7th General Election</td>
<td>INC</td>
<td>Indira Gandhi / Rajiv Gandhi</td>
</tr>
<tr>
<td>1984</td>
<td>The 8th General Election</td>
<td>INC</td>
<td>Rajiv Gandhi</td>
</tr>
<tr>
<td>1989</td>
<td>The 9th General Election</td>
<td>Janata Dal coalition</td>
<td>V.P. Singh / Chandra Shekhar</td>
</tr>
<tr>
<td>1991</td>
<td>The 10th General Election</td>
<td>Congress</td>
<td>P.V. Narsimha Rao</td>
</tr>
<tr>
<td>1996</td>
<td>The 11th General Election</td>
<td>3rd Front</td>
<td>H.D. Deve Gowda</td>
</tr>
<tr>
<td>1998</td>
<td>The 12th General Election</td>
<td>BJP</td>
<td>Atal Bihari Vajpayee</td>
</tr>
<tr>
<td>1999</td>
<td>The 13th General Election</td>
<td>BJP</td>
<td>Atal Bihari Vajpayee</td>
</tr>
<tr>
<td>2004</td>
<td>The 14th General Election</td>
<td>UPA</td>
<td>Manmohan Singh</td>
</tr>
<tr>
<td>2009</td>
<td>The 15th General Election</td>
<td>UPA</td>
<td>Manmohan Singh</td>
</tr>
</tbody>
</table>

The Electoral Process

1. Constituencies are segregated as per the number of seats in Lok Sabha and Vidhan Sabha elections.
2. The voters’ list of the demarcated constituencies is prepared and published
3. The Election Commission declares dates of election, date of filing nomination papers and the last date of withdrawing nomination.

4. Nominations are filed.

5. Nomination papers are verified on a fixed date.

6. Campaigns are held by political parties through public meetings, distribution of posters, processions, and use of media like radio and television.

7. Campaigning closes 48 hours prior to election date.

8. The election law in India prohibits a candidate from:
   a. Threatening or bribing a voter
   b. Campaigning using government resources
   c. Influencing or appealing voters on religion and caste
   d. Spending over Rs. 25 lakhs and Rs. 10 lakhs for one-time Lok Sabha or Vidhan Sabha election, respectively.

<table>
<thead>
<tr>
<th>Population</th>
<th>Electorate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Female</td>
</tr>
<tr>
<td>539,344,962</td>
<td>508,604,500</td>
</tr>
</tbody>
</table>

Finally.....

The team GWR elaborated above subject discussion and finally students conducted the mock election pooling one day earlier of 5th phase of 16th General election – the analysis of mock pooling found 100% voting by staff and students of the session.

Thus, the GWR team created the awareness of 16th General election with very motive “right to vote and vote to right”.

Courtesy: Shivakumar Odsumath, Nagayya, Shivakumar Hiremath, Praveenkumar T, Veena J
GLOBAL WEEKLY REVIEW – IN ACADEMIC YEAR 2013-14

SEMESTER- II

THE VERY BUZ WORD GWR- GLOBAL WEEKLY REVIEW; STARTING FROM RADIO WORLD IN THE 1920S TO NEARLY 86 MILLION ACTIVE MOBILE INTERNET USERS IN INDIA AND BUSINESS WORLD AROUND WAS BROUGHT TO PLATFORM OF GWR BY GBS SEMESTER-II STUDENTS WITH AN ATTEMPT TO BRING ALL POSSIBLE INDUSTRIES ELABORATIONS IN GIVEN SESSION WITH GROUP DISCUSSION, DEBATES, FACULTY INTERACTIONS, INDUSTRY INTERACTION ETC.

CONGRATULATIONS TO TEAMS:

<table>
<thead>
<tr>
<th>INDUSTRY / TOPIC</th>
<th>STUDENT TEAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 AUTOMOBILE</td>
<td>BHAGYASHREE, KOMAL B, IRAVVA H, MONICA</td>
</tr>
<tr>
<td>2 JOBS AND ENTREPRENEURSHIPS</td>
<td>RUBEN, SHWETANK J, SHILPA N, ASHISH GOYAL, SAIF PATIL</td>
</tr>
<tr>
<td>3 FILM</td>
<td>SANTOSH, AVINASH, VIJAY JITURI, PADMAJA, PRABHVATI</td>
</tr>
<tr>
<td>4 TOURISM &amp; BANKING</td>
<td>GOURAV, BADESAB, NITESH, SHANAWAZ,</td>
</tr>
<tr>
<td>5 SPORTS</td>
<td>RANJITA NAYAK, DARA RICHARD, NAMEETA HANJI, ABHINAV K, MAHESHKUMAR M.S</td>
</tr>
<tr>
<td>6 ELECTION 2014</td>
<td>SHIVAKUMAR ODSUMATH, NAGAYYA, SHIVAKUMAR HIREMATH, PRAVEENKUMAR T, VEENA J</td>
</tr>
<tr>
<td>7 APP WORLD</td>
<td>FARHEEN, BASIL, POOJA KANAVALLI, KUBER, SHARAN B,</td>
</tr>
<tr>
<td>8 MASS COMMUNICATION &amp; JOURNALISM</td>
<td>RAMESHCHANDRAHAS, NAMITA, RANJITA, ABHINAV, RAKESH</td>
</tr>
<tr>
<td>9 AGRI-BUSINESS MANAGEMENT</td>
<td>SIMRAN, PRITHIVI, SHRIDHAR, ARUN, SUPRIYA</td>
</tr>
</tbody>
</table>

BACK TO CONTENTS
Allocate and Allow.
(How we did so many events/activities at GBS this year.)

Introduction.

In the educational institute besides the academic activity, the co-curricular and extra curricular activities have their respected place. These activities contribute to the overall development of students’ personality and help build the character. Besides establishing a bond with the staff who lead these activities, the students carry the memories with them to cherish for long time. Further as the formal class room education ends at PG level the events and activities leave a strong memory with the students.

Bird’s Eye View.

Realizing the vital role this aspect plays, we at GBS have instituted year long activities and events through out the academic year. The Teacher’s day, three day Ganesh Festival, intra-pinnacle sports meet, orientation to the new batch, management fest Galacto, Women’s day, UG placement drive (TCS drive) inter-collegiate sports meet Pinnacle, alumni meet Reminiscence, parents meet Bhumika, In all in 2013-14 we organized 14 events. All these events/activities over a period of last seven years have become iconic in their existence and have become brands in themselves. This indeed is a firm step in institution building and GBS is proud of its staff and students not only in their seeing a common goal and vision but also working relentlessly to accomplish the goal and vision.

Approach.

How we do this and have been doing all these years deserves a look. Post facto the accomplishment gives satisfaction to all. The relook and recording of how we did and have been doing would serve as a guiding path for future.

In a span of eight months (inclusive of examination) of academic year split into four months of a semester keeping the academics in tact and unaffected, conducting about 14
events amounts to two events per month. This calls for dedication, commitment, involvement and sense of ownership on the part of staff and above all a clear thinking.

During the lull time of academics in the months of May to August lot of work is done by us. In the month of June-13 we had a detailed and long staff meeting during which time the calendar was drawn with three aspects (namely type of event to be organized, the time/month in which the event is scheduled and who is to lead the given event) are clearly settled. Once frozen, the calendar was circulated to all the staff. The advance planning of this nature enabled the staff leading the event to start thinking about the event with ample time at his/her disposal. Further during the weekly staff meeting the events were discussed by the staff leader of the event with his/her plan, the thought process that helped all the other staff members to contribute their inputs, the end result being the consensus driven event.

Bringing the external factors under control is a crucial area in any event. The staff meeting and the inputs contributed helped a great deal.

**Early Communication Helped.**

When the teacher’s day event we took up, as early as in June we decided upon who that senior teacher GBS would felicitate on 5th Sept, 2013. After a brief discussion on few names, Prof Tigadi’s name was finalized. But this was half the job done. Is Prof Tigadi available and willing? Faculty leader Dr Manik next day met Prof Tigadi and checked his availability and finalized the time and schedule for 5th September. Now what was left was nothing except wait for the day. Almost three months ahead of the event we were ready.

Similarly we did a good home work to keep Dr Chachadi informed that he was required at GBS for the felicitation on the eve of his retirement realizing that many institutes would be seeking his time as also the invitees who were to be the part of the felicitation function. The event met with its desired outcome as we could get most of the invitees and for many it was a happy reunion. Mr J M Subramanya (who has the distinction of taking the very first class in Kousali Institute for the first batch of MBA when the course was started in Karnataka University in 1976) was able to meet Prof Tigadi after a gap of many years. Prof Abdul
Kareem was able to refresh his association with Prof Tigadi (both Prof Tigadi and Prof Kareem happen to be in their eighties).

**How Students Got in.**

Galacto was the major event in all the true sense because that required commitment of resources, complete student support, sponsorship generation, games planning, mobilizing the participating college teams, aligning the students of both the batches (1st year and 2nd year as the 1st year students being freshers). As soon as the students joined back after their two months of project work faculty leader Adarsh Navale conducted an opinion poll as to should students and GBS conduct Galacto.

This made the event not just institute driven but student driven. The student involvement was there from day one. This helped the fresh batch to take up the event from the day they joined because by then a Galacto buzz was already there in the campus. The event was always kept fresh in the students’ mind. The end result 20 teams, Rs 5 lakhs sponsorship, three days of festivity, three locations, road rally and so much buzz in media and in town.

**Success Through Confidence Building.**

We had to handle a bit of discontent spread in students as we had scheduled sports meet intra-pinnacle (intra pinnacle is inter class sports meet) ahead of Galacto but had to reschedule it after Galacto because of the enormity of Galacto event. Realizing the seriousness of the situation and its impact on the ensuing Galacto Prof Bhargav and Prof Nitin More faculty leaders quickly held meeting with the sports committee students and reassured them the event is just rescheduled and not put off. This enabled them to take the students into confidence which not only enabled Galacto but also conduct of intra-pinnacle with in a week of Galacto. The sports committee was in action and the discontent was quickly dissolved. Importantly during the meeting with sports committee quite a bit of discussion and planning happened for the inter collegiate sports meet Pinnacle that was scheduled in Feb/March.
We have been conducting pinnacle but this year it was different. There was a formal unveiling of trophies before all the participating team captains at GBS followed by oath taking by all the captains of fair play when the action would start.

**Thinking on Feet.**

The international women’s day event looked moving smoothly as faculty leader Diana had finalized the guest for the occasion well before hand and started working on the event but just before one day of the event a crisis developed when the guest backed out citing professional reason which prevented her( guest) from accepting the invitation. A quick brain storming session did not yield any outcome and the situation looked a bit grim. But Diana’s presence of mind and thinking on feet solved the crisis. We had been inviting Dr Savita Raichur for quite some time to GBS to speak to female students but all our previous efforts went in vain. Diana gave a try and this time Dr Savita Raichur had to yield having expressed her inability on all the previous occasion.

**Transparency as Value System.**

Bhumika event is most waited one for the final year students as they stand to receive the awards for their two year contribution. But this is a serious exercise for us to make sure the selection process is flawless so that the deserving students get the rightful award. We have instituted the balance score card mechanism as a basis to select the students as a first step where all the students are eligible to participate. This makes the faculty leader to stay in regular contact with the students particularly in the last semester. As the subjects are limited in the final semester with only one subject as compulsory which brings all the students together in a class, the faculty contact with all the students so essential can become a major concern.

Realizing this vital thread faculty leader Tazin shared the only compulsory subject by engaging the regular class in that subject and thereby maintaining the vital regular contact with the students to get the balance scored card filled.

To bring in the fairness the claims made by the students in the balance score card were scrutinized to short list the students for the next level of selection. The Bhumika team
consisting of Tazin, Diana and Uday Lawate meticulously did the work of selection to the next round. Suggestion put up by the committee that the personal interview round be done by experts by external sources and no staff or faculty be part of the interview was well accepted in the faculty meeting. In short time getting the experts was a task by itself, so in the faculty meeting each one contributed by his/her network and we could get in all 20 external experts with track record in their domain area to interview in finance, HR, marketing, sports and overall leadership area.

Further to avoid the temptation of knowing the results due to the privileged access the staff/faculty has, as a principle we decided from the very first Bhumika in 2008 that only the faculty leader to have the access and none else including the director or board. The excitement is thus preserved till the end. This value system is followed religiously year after year.

The personal calculations and perceptions that get built naturally in terms of who are the likely award winners and actual winners in end leaves some scope for discussion. To overcome and avoid such discussion we have put the transparency in the system. The entire fact sheet of all the students leading to the award is circulated to all by email. This makes everyone to bridge the perception/expectation and reality gap as much as it conveys why and how the final winners got the award.

**Team in Place That Knew All The Students.**

Reminiscence is the home coming event for alumni. When we thought of this event it was essential that the faculty who has connect with all the batches was the right person. We gave this event to faculty Kiran Magavi and Tejaswini Patil, together they fulfilled the requirement. How to reach the alumni was the next issue. Both the faculty through the student team of alumni committee did the fine job using the telephone, sms, face-book and worked out the reach. Result about 90 alumni turnout and a good home coming occasion for past students.
Social Responsibility Well Executed.

We are conducting the placement drive for UG students in association with TCS for last four years and this year too we had the same as TCS was on campus. We take this as our social responsibility. On an average 1500 UG students are pooled up and TCS closes up to 200 placements. This is a very big number for us to manage on the campus from security, canteen, infrastructure, aspiring student discipline, accompanying parents hospitality, staff support to TCS and various related issues.

But before that, reaching the aspiring students drawn from various nearby districts of Bijapur, Belgaum, Bagalkot, Koppal, Gadag, and Hubli-Dharwar is a task by itself and needs a careful planning and judgment. Team Leader Mr Nagraj Goudar (director placement) handled the project very well. The communication to the principals of the UG college was routed through postal, telephonic and personal means. Using the small gap between the semesters students tend to go home. These students were trained to meet the college principals/ concerned staff and hand over the communication material. The personal visit by the students carried a right message besides our commitment to the cause of placement for UG students.

While the task of reaching and pooling the students was done, the internal arrangement were carefully attended to by regular staff meeting where the tasks were clearly spelt out by using the flow chart method. The confidence gained over the last few years has stood us in good stead in handling the TCS drive. Over 500 UG students have been benefited by this initiative of GBS in last few years.

An Event By Chance.

The three day Ganesha festival has a small history at GBS. One of the founder members did not have the tradition of this festival at home hence to fulfill that unmet desire when we started GBS in 2007, he ventured into this tradition. The festival become a regular event. The student enthusiasm is as much given scope as much as the reverence the festival commands. This year faculty leader Prasad Kulkarni mobilized the students well and led the event/festival.
Ball Was Set Rolling For A Smooth Passage.

The proper orientation to the new batch as well as to final year batch after their two months project work almost sets the ball rolling for the academic year ahead of them. Faculty leader Mahesh Bendigeri devised a well crafted plan for orientation giving the title as Parichay and OFFER respectively. This enabled the proper orientation to the new batch to assimilate the culture and various academic and GMG related matters.

Finally It Is One Stop Shop.

The international visit excites all especially if one is going abroad first time. GBs having committed to its students the international visit has had its challenges on students' passport, police verification, date of birth and so on. This needed both patience and perseverance. Soon it became like one stop shop for students. Faculty leader Kiran Ambekar left no stone unturned to help the students to get their passport. He worked on the project coordinating various agencies, travel agent, and all the concerned. Keeping aside his personal pleasure on the tour he spent full day to help out a student to get over a small problem cropped up there.

Conclusion.

Apart from these we have done quite a few other activities adding value to the students’ learning. The staff who was allotted the given activity stood up to their task and worked diligently for the desired outcome.

So many activities over a period of one academic year spanning eight/nine months was possible due to the clear planning during the academic lull, allocation of responsibility as well as allowing the staff to spend enough time on their area/activity, resources planning including the budget and allowing the free hand to the staff to carry out the activity, while believing in team work by including all the staff in the discussion yet adopting the least interference approach by the higher ups.

GBS is deriving good deal of mileage out of this. Enough scope is given for exhibiting the leadership qualities in the staff connected directly or on periphery. The perfect example of
building the leadership. Besides the platform for leadership development it is helping to practice the delegation because once the responsibility is allocated enough authority is given to the staff in the matter of execution. We also followed one more discipline that staff who had done the activity previous year is retained for the same activity in the next year to bring in scaling up and improvement as well as bringing in the consistency in thinking.

Allocate and Allow approach has paid GBS full dividend in its institutional building efforts.
Leaders of the world and of any country particular plays most important role to achieve genuine happiness of its people. Good and capable leader leads its people and country to a peace and prosperity, while the cruel and incapable leader bring people to the world of sufferings and ultimately ruin country. Leader must not only be educated and experienced but it is important to be a compassionate and sensible to the problems faced by their people.

In my view most important character of a good leader is that they must be compassionate. Having a personality of caring about people is important. You can’t be a good leader unless you generally like people. That is how you bring out the best in them. No matter what credential they have and how much experience they have in administration but without being compassionate they can’t ever become a responsible and successful leader. For example Hitler is known for his cruelty and he had no feelings for his own race. He failed to understand the feelings of Jews and thus persecuted them. He also failed to know the fact that the strength of his country lies in them, while opposite is Mahatma Gandhi, a major political and spiritual leader of India, followed nonviolent actions, avoiding any bloodshed in the country during their struggle for Independence. Because of his compassionate nature many leaders in today’s world has looked him upon. So leader must be compassionate first without being influence by any ulterior motive. Secondly, with compassion, leader must be far-sighted and able administrator. He must be able to organize his government in a way that it would reach the grass root level.

Lastly, when you step up and answer the call to lead others, you also accept the responsibility to serve the people you represent, to protect their interests and to promote the cause you have committed yourself to. To my mind, good leaders have a vision. A leader with vision has a clear, vivid picture of where to go, as well as a firm grasp on what success looks like and how to achieve it. They must be driven by a set of values that serves them and their followers, accept the responsibility that comes with leadership and set goals that are committed to achieving them.

When we select our commanders, we expect them to create a vision, motivate and inspire their people towards that vision. We expect our commanders to be more than the head of a unit. These are the most important qualities you need to be a leader. Some characteristics may be more naturally present in the personality of a leader. However, each of these characteristics can also be developed and strengthened. A good leader whether they naturally possess these qualities or not, will be diligent to consistently develop and strengthen them in their leadership role.
LEADERSHIP

Remember the difference between a boss and a leader, a boss says, “GO!” -
A leader says “Let’s Go!” --- E.M. Kelly

Leadership is the process of influencing an organized group and motivating towards
accomplishing the goals. A leader is a leader when he has followers. A leader has a vision.
He makes his followers believe in his dreams and motivates them to make the dream a
reality. He has a clear thought of where he must reach. He knows what to do to achieve his
goals. He directs and motivates his followers to achieve the goals.

Leadership is both science as well as art. The scope of leadership is reflected in number of
studies, theories etc. However, some managers are effective leaders without any training.
Leadership is an act. Leadership is both rational and emotional. It includes actions and
influences based on reason and logic as well as based on inspiration and passion.

Leaders are thought to do the right things whereas managers are thought to do things right.
Leadership vs. management is two overlapping functions. All thought some function
performed by leaders and managers may be unique, there is also an area of overlap.

There are certain myths related to leadership...

1. Good leadership is all common sense
2. Leaders are born, not made
3. The only school you learn leadership from is school of hard knocks
The skills of leader are

1. Lay the foundation
2. You get only one chance to make a first impression.
3. Strategic thinking
4. Communicate and drive change
5. Learning from experience
6. Creating opportunities to get feedback
7. Learning from others
8. Having developmental plan
9. Building technical competence
10. Building effective relationships
11. Seeking opportunities to broaden experience
12. Adapting the change
13. Understanding peers
14. Practicing theory Y attitude
15. Recognizing common interest and goals

These are different skills which one should develop to be an effective leader.

A leader’s values, ethics and morals play an important role in the process of influencing his followers. It is important for leaders to realize that individuals in the same work unit can have different values. We can only make inferences about people’s values based on the behavior, but leaders must have an influence on the followers with his values. He must be able to bring in change for better of an individual as well as for the mission.

A leader uses different styles in different situations. He may use more than one style according to the need of the situation. An effective leader uses more than one style. He uses autocratic style where he needs to take quick decisions and when his employees are not capable enough to do the work on their own without any directions. A leader may use participative style where his employees/followers are knowledgeable and takes their
views in decision making. He may also use delegating style when he knows that his followers are capable enough to handle the work. He just delegates the work and authority, and the followers achieve the goals. Free-rein style is the one in which followers are given full authority to make their decisions on their own. Here the followers are given complete power.

So an effective leader is the one who develops his leadership skills and uses more than one style according to the situation to influence and motivate his followers.
JOURNEY OF MBA....!!!!!!

Hi readers,, Hope you all are doing great and enjoying the humid and warm temperature. Wished to write a last article for GBS Focus. Last time I took you through my Friendship world but this time I am here to take you through My Journey of MBA of two years.

Today was my last exam of last semester and now my college is officially over and I am a Post Graduate now. I don’t know whether to smile or to feel sad. But I choose to be happy

It was a great experience being here. Two years, I learnt many things, now when I look back I feel the changes. How time changes and how life keeps on moving without a pause. People come and go. We laugh, cry. Some really low moments and some really high. Life is so beautiful in its own way.

In my 2 years of MBA I met many people. I was attached to many and worked with many. Enjoyed with everybody I came across and discovered a different me every time.

All that I can recall now is the first presentation when I was shivering with stage fear, That first interview for Organizing committee, those events we organized, those proxies, talks, Bunking classes, Rehearsals, Practices, Improvements, Exams and so on. Life was always fun and exciting here.

I have learnt very good problem handling skills and stress management. How to meet deadlines by completing a week long assignment overnight. All those group tasks which compelled us to stay up all night with our facebook, watsapp on. All those frequent semester exams.

These two years of my life were really good. I know what I have learnt. I can sense the changes in me. I met many who contributed to my life in one or the other way. I was encouraged, appreciated, criticized and discouraged time to time. But it always added towards my learning and helped me to learn and become better with every step.

I feel that I am kinda detached soul. But still I miss people from my past. Places, time, memories, tears and smiles. I can relate to everything I left behind and touchwood I feel blessed because whenever I look back I find my people standing there for me.

Now, I am going to start with my professional life. I just wish all my friends and acquaintances all the best for their future endeavors. I hope to stay connected with you all.

God Bless you all....
QUIZOMANIA

Numerical Ability

Q1. What Value will come in place of the question mark? 48% of ∫?=456÷38
A. 225      B. 345      C. 565      D. 625      E. None of these

Q2.  5/16 of 65.01% of 639=?
A. 130      B. 150      C. 170      D. 190      E. 200

Select the correct alternative from the given choices

Q3. In a Triangle ABC, the angles A,B and C are in the ratio of 4:5:6 What is the difference between the largest angle and the smallest angle of the triangle
A. 12 degree    B. 18 Degree    C. 24 degree    D. 30 Degree    E. None of these

Q4. Five Ninths of a number is equal to the difference between the squares of 18 and 13. What is the number
A. 249      B. 279      C. 309      D. 339      E. None of these

VOCABULARY CHECK

Q1. Form synonyms for the following words. The Number in the bracket denotes the number of letters in that word.
A. Lively = Sk----h(8 Letters)
B. Weary, Hoggard +P----d(6 Letters)
C. Shrubbery + H---e( 5Letters)
D. Burn =S---e(5 Letters)

Q2. Match the following
1. Imposter    A. Hands
2. Life Guard    B. Witchcraft
3. Manicurist    C. Deception
4. Ontology    D. Swimming
5. Voodoo    E. Existence
Q3. Select the word that is most similar in meaning to the word printed in bold

**A. PHENOMENAL**

a. Minute  
b. Glorious  
c. scintillating  
d. devout  
e. tremendous

**B. SCATTERED**

a. Located  
b. Diluted  
c. Diffused  
d. Concentrated  
e. Gathered

Q4. Select The Word that is most opposite in meaning to the world printed

**A. UNEQUIVOCAL**

a. Clear  
b. Certain  
c. Cogent  
d. Ambiguous  
e. Substantive

**B. VIABLE**

a. Thorny  
b. Unfeasible  
c. Genuine  
d. Unfetterred  
e. Unflappable

**GENERAL AWARENESS**

**Q1.** The Suez Canal is under the administration of

a. Egypt  b. Great Britain  c. France  d. Arab League  e. Israel

**Q2.** India and which other country has formed Green energy to enhance and accelerate activities in clean energy

a. USA  b. UK  c. France  d. Russia  e. Israel

**Q3.** At the 31st meeting of WHO southeast Asian Region held in New Delhi in September 2013, Health Minister of 11 South east Asian Countries Pledged to accord high priority to the prevention and control of


**Q4.** Which city will host the 2020 Olympics

QUIZOMANIA ANSWERS

Quantitative Aptitude:
Q1: 5/68
Q2: 45/136
Q3. Rs.5958
Q4. 29 Kgs

Finance and Accounting Quiz
Q1. Borrowers contribution to the venture/loan
Q2. EMI
Q3. Home Loan
Q4. Stags

GENERAL AWARENESS
Q1 South Korea
Q2. Israel
Q3. Qatar
CELL PHONE MARKET IN RURAL PART OF NORTH-WEST KARNATAKA
–AN EXPLORATORY STUDY

Dr. Bhargav Revankar
Global Business School, Hubli-26
bhargav@globalbschool.in
9449804372

Nikhil Mitti
MBA Student, GBS Hubli

Rohan Kothari
MBA Student, GBS Hubli

ABSTRACT

As a “Buz world” of the 1990s a milestone in the Internet’s development; as well the growth of radio in the 1920s led more focus in advertisement for the businesses world. According to recent statistics, there are nearly 740+ million mobile phone subscribers as compared to just around 30 million PC’s in the country, with 85.6 million the number of active mobile internet users in India as of March, 2013.

The general purpose of telecom Technology lies for communication, and more focus is towards rural market. Speedy advances in mobile technologies have allowed marketers to dispose of best practices for traditional media.

Rural areas in developing countries present difficult challenges to the development of cell phone networks and sustainable business projects. These challenges include limited or non-existent telecom infrastructures, poor road infrastructures, unreliable electricity, diverse topology, and low village density. These challenges are coupled with limited skill sets and limited financial resources among members of the communities.
REDUCED TELEVISION USAGE MIGHT EVENTUALLY LEAD TO ITS EXTINCTION

Shwetank Johri
MBA student, Global Business School, Hubli
Email: shwetankpalmistry@gmail.com , Cell No: 8951568344

Abstract: With advanced technology and continuous innovation, people have started using alternative ways for viewing television ie Desktop computers, Notebook, ipod and tablet. If the trend continues it would be very difficult for the television industry to survive in its existing form. Hence it would either get extinct or will have to innovate into a totally new product.
MY DAYS AT GBS

AKSHATA KADAM

Silver Medal Winner HR (Bhumika 2014)

“Education is what transforms the life from dull lead to dazzling gold which not only shines in itself but brightens the beholder too...” Life at GBS was filled with learning and fun. I consider it God’s grace that I spent my time at GBS where I received every possible kind of encouragement and learning to develop my talent. In every person’s life this moment comes when one steps into another world altogether different from the college days. Time always flies, so is life. I was mesmerized with my old college days memories when I cleared my entrance exams and chose GBS. Slowly and slowly things changed and today I feel very proud when I see the achievements of college. Soon I will be a part of big corporate world which every MBA student dreams of.

Every day is a new beginning of a new experience which I enjoyed at GBS. Being in HR stream apart from Academics, I have been a part of many college events organised by my college and have also represented my college in national level management fests which were more exciting and challenging. I was part of the Academic Committee which really helped me to gain more knowledge, learn new things and undertake sessions on weekly reviews to know world better. I was the college co-ordinator for almost all events, and each moments we spent are really cherishable.

The management fest ‘GALACTO-2013’ was one of the great learning experience for us, as well as all the students who have participated in. We showed stupendous innovativeness in activities outside the academic murals as well. The other in house activities conducted in our college were of great learning and other activities like the annual fest, cultural events, sports, workshops, guest lecturers speak added value for our learning with a good exposure. The Industrial visit makes us feel more enjoyable and learn things in a new way and the International tour conducted by GBS is memorable and know more about other’s culture and awesome experience.

I would like to give special thanks, for my stay in GBS has been a wonderful experience. I have grown in many ways here and will always treasure the opportunities provided to me by GBS. While I will miss you all here at GBS, but I feel that it is time for a new challenge and experience. I want to thank you for your love, affection, support, guidance and for all you have done for me here at GBS. It’s really been a pleasure to be with such a good Institute.
To my Faculty: I thank you for the initial effort that you had put-in to assess my capabilities and for assigning me tasks which matched my strengths. You have always been a source of encouragement. I thank all the staff members of GBS for their support and the cooperation that they have extended to me during my tenure at GBS.

I specially thank the Director, Dean, Management and supporting staff of GBS.
MY DAYS AT GBS

APARNA JOSHI

Gold Medal Winner HR (Bhumika 2014)

MBA is like a dream come true and there is so much struggle and back story to it. But for many reasons I landed up at GBS, biggest one being my financial constraints and being a girl I had to remain as close to home as possible. I was very glad being here fulfilling my dream. This college has given me so much that I can’t begin to count them in numbers or show my gratitude to the fullest extent I want to.

I was so happy and nervous on the first day and it’s amazing I can smile and laugh about it today. I had not been a student for the last 5 years and it was like first day of school all over again. I am glad I made so many good friends here. It was a good start for me winning the first prize in Parichay’12 for cultural events. It boosted my confidence and gave me a jump start. As the group of friends grew bigger I was getting more like comfortable at home. GBS became my second home. The faculty is amazing and so helpful. I would spend long hours in the library reads subject books, journal, magazines, articles, novels and what not. I tried to participate in all the events possible. My motto was to participate and learn from the experience. Time passed by in the blink of an eye and from freshman we had become seniors. I was now the member of cultural committee and I was organising events, co-ordinating fests and participating in events in other colleges. I got so much exposure from all these events and the experiences were really life altering. They gave me so much confidence that I even started co-ordinating events in other organizations and also organising promotional activities as a part time job. The faculty hammered whatever was thought in class with a lot of homework and assignments but it was all worth it. Our faculty chiselled me and gave me my present form. I did an internship at NWKRTC which was further more enriching my skills and knowledge. Whenever I needed any help I could always rely on my mentor or other faculties. The best experiences were events like Galacto’13 and Bhumika. I also did a lot of MOC’s for events in college. I kept winning prizes here and there which was a steady influx of confidence booster especially in OFFER’13. I also wrote few articles for the college magazine GBS focus which helped me improving my writing skills. I learnt so much like team work, working for deadlines, managing individual team members etc. while co-ordinating and organising events for college. I did well in academics too. I wasn’t the topper but I did well considerably with all the extra-curricular at college as well as outside. The international trip gave me so much exposure to some other culture of the world. It was a lot of fun experience and furthered my confidence. I won again during funweek organised in college also conducted MOC for Parichay. I organised a trip to a local school called Kellkerisangeetvidyalaya which was another wonderful exposure on Women’s days. These
were some experiences which help builds one character and lifestyle. All credit goes to GBS for teaching me so much and making me who I am today. With all these achievements in hand I landed 3 job offers. Now it’s time to get off the mother ship and explore the world of never ending possibilities.
MY DAYS AT GBS

MANJUNATH C K

Silver Medal Winner Sports (Bhumika 2014)

MY DAYS AT GBS WAS FABULOUS, NO WORDS TO EXPRESS!!!!!!! I HAVE ENTERED GBS WITHOUT KNOWING ABOUT IT BUT NOW I FEEL PROUD TO BE A PART OF GBS AND I KNOW EACH AND EVERYTHING..

GBS SUPPORTED ME IN ALL WAYS. NOT ONLY ACADEMICS, EVEN IN SPORTS AND EVENTS. BEFORE TAKING ADMISSION I WAS NOT KNOWING ANYTHING ABOUT GBS, AND NOW I FEEL I MADE A WRITE CHOICE BY JOINING GBS.

AM THANKFUL TO GBS ALWAYS FOREVER!!!

AM VERY THANKFUL TO MANAGEMENT BECAUSE THEY MADE US FLY ABROAD AND MORE THAN US OUR PARENTS WERE EXCITED THAT OUR CHILDREN ARE GOING IN FLIGHT. AND THEY MADE ME TO TRAVEL IN TRAIN AND IT WAS MY FIRST EXPERIENCE AND IT WAS GOOD AND FANTASTIC.

AM THANKFUL TO EACH AND EVERY PERSON OF GBS THEY WERE WITH ME WHEN I WANTED THEM AND COORDINATING WITH ME.

MY SPECIALS THANKS TO ALL TEACHERS FOR THEIR BLESSINGS AND MAKING ME TO FLY IN CORPORATE LIFE.

THE EVENTS WHICH HAPPENED IN GBS DURING THE PERIOD OF TWO YEARS LIKE GALACTO, PINNACLES WAS A GOOD EXPERIENCE FOR ME.
MY DAYS AT GBS

MS. PUJA BARSHI

Gold Medal Winner Overall & Silver Medal Finance (Bhumika 2014)

My days at GLOBAL BUSINESS SCHOOL are the most remembering days of my life. I never felt i was away from house. It's just like the home away from home. The environment here always motivates and encourages me to give my best. GBS always provided me the forum/stage to exhibit my talent. Getting started from the academic committee coordinator to till the most memorable moment that is Galacto. Each and every event conducted here always helped me to improve my knowledge, capabilities and skills. I can say the “LIFE IS AT ITS BEST AT GBS”. The memories that GBS gave me will be cherished forever. I have learned things here that will be most helpful in life ahead..... thank you... GBS
MY DAYS AT GBS

RAHUL KUMBHAR

Silver Medal Winner Marketing (Bhumika 2014)

The days spent at GBS will always be the best part of my life and the memories will be cherished always. The journey of MBA 2 years are very memorable part where in we laughed, we enjoyed, we cried, we organized, we won, we fought and today we miss each other a lot.

The best part was my first trip to abroad i.e. Malaysia and the annual parents meet “Bhumika 2014” these two moments I really cannot forget. The Malaysia trip was really awesome where in not only i enjoyed but i learnt the culture and people behavior over there.

And the most awaited moment that is “Bhumika 2014” where in i nominated for marketing and won the silver medal. That day my parents were really very happy and I was more happy than them because I was the reason behind their happiness and for that I wholeheartedly thank my GBS family for adding such a moment full of happiness to my life as well as to my parents life

The journey was actually very difficult but it went on so much of ease I could not realize that i was on end of my journey. It became easy because of support and guidance I got from my faculties and friends over there.

I thank all those people who were part of this journey and helped me to achieve all goals that I had at the beginning of my mba.

I thank my mentor prof. Kiran Ambekar for his constant support, guidance, and encouragement to take things and deliver it with full responsibility.

At the end I thank all members of my GBS family for helping me to make my journey such a best and memorable part of my life........

Miss u always

Thank u alllllll......
MY DAYS AT GBS

MS.SHRUTI THAKKAR

Gold Medal Winner Marketing (Bhumika 2014)

I had a great time in GBS. At GBS, I found true inspiration. It gave me many opportunities to learn many new and professional things. It helped me in overcoming my fear, thereby helping me in building self confidence. GBS helped me to enhance my true potentials. I had a great learning experience in GBS.

GBS faculties as well as visiting faculties provide theoretical as well as practical knowledge & by this, they helped me in enhancing my practical knowledge & guided me to the right direction. They made me believe in myself & my strengths. They treat us as, Future Managers & keep on motivating us. They call experts from corporate as well as teaching field, which helps us learn about the current market scenario. This knowledge helped me in upgrading myself. GBS gave me an opportunity to improve my competencies in various areas. Through assignments, presentations, GWR sessions & many other activities, it helped me to groom my personality.

The inputs that I have received at GBS, have been a strong foundation in building my career. I believe that, GBS is the only platform to excel in your career and in your life. Thank You GBS for showing me the right path towards my bright career and making me equipped with the required skills which are necessary while stepping in the corporate world. I have truly been benefitted by this institute. I feel proud to be a part of GBS.

Thank You GBS for encouraging me in each & every step of my life & making it so meaningful.
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CONGRATULATIONS TO THE FACULTIES

Mr. Prasad Kulkarni for clearing the Phd entrance exam of Davangere University held recently and as well as based on his NET score and shortly enrolling for Phd.

Ms. Tejaswini Patil for clearing the Phd entrance exam of KUD held recently and enrolling for Phd.

Mrs. Kiran Magavi
Congratulation on being invited to join the board of studies at CMR Institute of Management studies, Bangalore. Your experience and knowledge will surely benefit the education field.
GBSFOCUS FEEDBACK

GBSFOCUS thank all its esteemed readers for their feedbacks and regular inputs

March-14 Issue

Thank you for sharing. The issue is good. Alka’s story was interesting. I assume her business is still going strong despite her absence.

Best regards.

Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.

Dr. Ramakant Kulkarni,

I personally liked your GBS focus March issue. The article Alka’s Business gives motivation to many ladies who want to do something in the life. Even though Alka could not succeed in teaching profession she was the best business women.

Congrats to you and your team.

Regards

Rajani Kulkarni, Faculty, V P Polytechnic, Belgaum

Dear Dr. Ramakant Kulkarni,

Thank you so much for your email dated 14-04-2014 and thoughts expressed there in.

I have received e-copies of the photographs of 14-04-2014 & your monthly GBS Journal. Thanks again.

Abu Shaikh

While the issue is termed GBS FOCUS, I like the fact that it covers not only topics related to GBS, but also things about topics related to management using day-to-day examples we can relate to. Using such examples drives the point home quite nicely. Reading about the activities GBS does, and the achievements of the students of GBS is always a pleasure for its well-wishers. In one sentence, GBS focus is an eclectic collection of interesting things.

-Sachin Kulkarni, Software Development Engineer, Microsoft Corp., Seattle, USA.

Feb-14 Issue

Issue was full of nice articles. Arif, the doctor’s story was special.

Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.

Dear Sir

Congrats on a creative and informative initiative at GBS. I found the quality of articles very good, it definitely inculcates lot of values of communication in students.

Regards

Dr Shankar Bijapur. Practicing Gynecologist, Hubli

Jan-14 issue

Dear Ramakant,

I am impressed with the width and purpose of the activities. My congrats and best wishes to your team.

J M Subramanya. Ex-Director SDM IMD Mysore.
Dear Sir

GBS Focus Jan-14 issue has come out very nicely.

I felt very happy when I read article on Malaysian tour of the students.

The article is written with full involvement and complete knowledge.

Feel proud to be part of the trip.

All other articles are very useful and nice analysis on mess at GBS.

Thanks for sending the issue

**Basavraj Hanagandi, Managing Director, Joha Adventures**

Dec-13 issue

Good afternoon sir,

Howa are you sir? Happy to see all the events' photographs ... nice to see ... I am missing all those events.

**Sneha Sapare. Ex Office Superintendent-GBS**

Dear Sir,

Thank you. Went through the contents. Nice articles. Quality of photos could be improved.

Truly,

**Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.**
Thank you for sharing your December issue of GBS focus.

Regards. Ravi Deshpande. Managing Director, Trikal Leasing and Finance, Dharwad

Nov-13 issue

Thank you. Will get back to you soon on this.

Regards

Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.

Dear Ramakant,

I thoroughly enjoyed going through issue of GBS FOCUS Nov. 2013 issue. Interesting topics coverage and lot of insights into happenings at GBS and knowledge creation in Management domain. Congratulations to entire GBS team

Nitin S Dhopeshwar, Dean, IMSR Hubli

Oct-13 Issue

Hope you are doing good. I took some time off to read a substantial portion of GBS FOCUS. Found it interesting. Feel happy about your regular write-ups.

All the best for Galecto-13!

Best regards

Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.
Dear Sir,

Greetings!

GBS Focus has come out very well

Regds


Dear Dr. Ramakantji,

Thanks a lot for sending the college newsletter and the invitation for Galacto-13.

I wish success for the event and for your efforts.

Hope to see you soon.

Best, Ajay Suman. Deshpande Foundation Hubli

Dear sir

Congratulations on your October-13 issue as I went through in detail and happy know so many events are happening at your institute.

The GBS Focus has come out very nicely since its inception with lot more improvements.

Congrats to you sir and your team.

Basavaraj Hanagandi, MD, Joha Adventures.
Dear Dr. Ramakant,

Hope you are doing good and thank you for sending over the GBS Focus newsletter. Interesting reading and good work done in various fields. In the days to come, I would really like to go into understanding of the making of this great input.

Thank you,

Regards,

Uday Lawate. Senior Manager, Global Delivery Center of IMS Health, Bangalore

Thank you Dr. Ramakant for sending me the issue. Appears grand.

I will go through the same and come back to you.

With best wishes,

Prof. CC Dixit

Consulting Psychologist & HRD Trainer.

Sept-13 issue

GBS Focus in a new 'avatar'. Its indeed better with multi dimensional articles. Great that many from the faculty are writing. I liked your article ..origin of names! Made interesting reading.

Great going! My congrats to Mr.Vijay and his team.

Regards

Sandhya Vasudev. Freelance writer and Visiting Faculty. Ex- Manager, Syndicate Bank.
Keep up the good work. All the best.

**Subhash Madiman**

------------------------------------------------------------------------------------

Thanks and wish you the same sir, thanks for the magazine hope to get it every time with better information and betterment of our life.

Thanks and Regards

**Sanjeev Kittur  GBS Alumni.**

------------------------------------------------------------------------------------

Dear Dr. Ramakant,

The issue is really interesting, well laid out and informative. While some of the write ups such as the one on Savita Shiggaon and role of Discipline are inspiring and interesting, the ones such as the activities in the Institute are really informative.

Good to see a well laid and creative piece.

Thank you for sharing it.

Regards,

**Uday Lawate. Senior Manager, Global Delivery Center of IMS Health, Bangalore.**

------------------------------------------------------------------------------------

Dear Dr. Ramakant Kulkarni,

Congratulations to you and your team for the attempt to strengthen the relations between GBS and your stake holders. Keep it up.

Regards,

**Rajani Kulkarni. Faculty, V P Polytechnic, Belgaum**
Dear Ramakant

Thanks for the update. I have been keeping abreast of your activities. Good job please keep it up.

Subhash Madiman.

Dear Dr. Ramakant,

I read through the issue of GBS Focus. A massive work and picturesque representation of the College as a whole. Congrats.

Prof. CC Dixit,

Consulting Psychologist & HRD Trainer.

Dear Sir,

I enjoy reading your updates through GBS Focus. This is a best way not only update the world about happenings at GBS but also motivate internal team.

Excellent job

Thanks,

BOOK REVIEWS

The Power of Your Subconscious Mind

*The Power Of Your Subconscious Mind* is a self realization and improvement tool that will help readers tap into the immense power of their subconscious minds and help them lead a happier and more productive life.

Summary of the Book

*The Power Of Your Subconscious Mind* will teach individuals that their habitual way of thinking and creating mental images forms the basis of their destiny. In other words, you are what you think. Dr. Murphy maintained that the subconscious mind is such an almighty force, that it has the power to heal the body, and to obtain positive results in all spheres of life. Most people operate on autopilot or with a habitual way of thinking. As a result, they have difficulty in understanding and even accepting the transformational ability of the subconscious mind, even discarding it as a passing fad.

Murphy’s text comprises 20 chapters, each dealing with an aspect of understanding the subconscious mind. In the first three chapters, Murphy discusses the workings of the mind and the scope of the human subconscious. From chapters 4 to 6, Murphy presents his research on how the mind was healed in the ancient times. In chapters 7 to 12, readers will learn how to use the power of their subconscious to acquire wealth, success, and to achieve happiness in general, and will also be provided with information on various techniques in mental healing. They will also learn how scientists are able to harness their subconscious and achieve success in research.

From chapters 13 to 17, readers will learn how to use their subconscious mental energy to deal with mundane issues such as sleep difficulties, marital problems, human discord, and forgiveness. In the last 3 chapters, Murphy offers practical guidelines to remove hindrances to happiness such as fear and mental blocks. Murphy ends his discussion laying stress on staying young with one’s spirit. With numerous case studies to lend support to his theory, Dr. Murphy teaches readers how to tap into their subconscious and gain control over their thinking. After training the mind, an individual can channel positivity into their health and wealth.

Since the book’s initial publication in 1963, *The Power Of Your Subconscious Mind* has sold millions of copies.
The Accidental Prime Minister: The Making and Unmaking of Manmohan Singh

A revealing title into the inner politics of the Congress Party, The Accidental Prime Minister deals with Manmohan Singh and his conflicts with the president of the Congress Party.

Summary of the Book

The life of the 13th Prime Minister of India is fraught with constant conflict from both the opposing party and his own party. In this book by his former spokesperson, the author puts forth the argument that Mr. Manmohan Singh is in a constant battle for power, as the principal portion of it rests with the Congress Party President, Sonia Gandhi. Portraying an empathic image of the Prime Minister, Baru's book interprets the relationship between the two juggernauts of the Congress party as a tug of war, and portrays Mrs. Gandhi as the constant victor. Revealing several controversial details about the Congress Party, this book is sure to catch the eyes of readers and make them ask questions it tries to answer.

It Had to Be You

What if you don’t get what you want from your life? Do you learn to live life with its terms and conditions?

Anuj, a young professional, is just getting by from day to day when the beautiful and vivacious Pakhi walks into his life and turns it upside down. Love blossoms and Anuj is convinced that she is the one for him. But when all is going well Pakhi leaves unexpectedly and shatters Anuj’s faith in love and happy endings.

To shake off his depression and restart his life, he heads to Mumbai where he meets new people—the stunning Meera, rom-com specialist Vishal, the man of reasons, Rahim Chacha and the lovely Anushka. With their help, he begins to put his past behind, but Fate intervenes. Will Anuj be able to find the answers he desperately seeks and finally find closure? Or does life have other plans?

'It had to be you' is a story that, in its simplicity, shows us the importance of love, life, family and friendship.
ALUMNI UPDATE

WEDDING BELLS
Wishing you all the happiness there is and as you both live out your lives together may they be entwined as you grow old together.

Ms. Alvina Clara
Batch 2007--2009

Mr. Abdul Rotiwale
Batch 2008--2010

Ms. Alvina Clara
Batch 2007--2009

Batch 2010-2012

Chetan Kulkarni
Batch 2008--2010

Mr. Shreevallabha Joshi

Mr. Sikandar Mulla
Ms. Arpita Keshav

Ms. Shruti Raja Jtds

Ms. Zainab Farzeen Shaikh

Mr. Gangappa Pujari

Ms. Seema Revankar

Batch 2011-2013

Ms. Sushma Dalbhanjan
Batch 2013-15