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E-NEWS LETTER



Master of Business Administration

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MBA (3rd Sem.)

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Vision Statement

V1- To help build India as a world leader in Management Education.

V2- To established and develop world class institute overall growth in an era of globalization.

V3- To facilitate easy access to professional education to all section of society.

V4- To develop and provide a professional qualified management workforce for augmentingt the nation's human resources.

Mission Statement

M1- To impact academic excellence in management education.

M2- To inculcate high Moral, Ethical and Professional standard among are student and to improve their overall personality.

M3- To enable rational thinking for student for efficient decision making.

M4- To evolve the institution to the status of a deemed university.

Latest Update

Godrej Group headed for split of \$4.1 billion Business Empire:

The \$4.1 billion Godrej Group, spanning from soaps and home appliances to real estate, is headed for a split between the brothers, sources aware of the matter said, citing external advice the family has sought for an amicable division of the 124-year-old conglomerate.

At present, the group is led by veteran industrialist Adi Godrej (79), who is its chairman. His brother Nadir Godrej is the chairman of Godrej Industries as well as Godrej Agrovvet.

Their cousin Jamshyd N Godrej is the chairman of Godrej & Boyce Manufacturing Company Ltd, which is also the flagship firm of the conglomerate, one of India's oldest business houses. It was founded in 1897 by lawyer-turned-serial entrepreneur Ardeshir Godrej, who after a few failed ventures met success with the locks business.

According to a report, the group is looking for a complete large-scale division between two groups -- one led by Adi and Nadir, and the other by Jamshyd and his sister Smitha Godrej Crishna.

When reached for comments, a joint statement by the family said, "The Godrej family has been working on a long-term strategic plan for the group for the last few years to ensure best value for its shareholders." Without sharing further details, the statement added, "As part of this exercise, we have also sought advice from external partners. These discussions between the family remain ongoing."

People close to the family, including bankers Nimesh Kampani and Uday Kotak, along with well-known personalities from the legal field like Zia Mody of AZB & Partners and Cyril Shroff, are reportedly being consulted by the family for the exercise.

According to the group, around 23 per cent of the promoter holding in Godrej Group is held in trusts that invest in environment, health and education spheres.

Among the major companies of the group are the flagship unlisted engineering firm Godrej & Boyce Mfg Co Ltd and listed entities such as Godrej Consumer Products Ltd, Godrej Agrovvet, Godrej Properties and Godrej Industries Ltd.

While there are cross holdings in each of the companies by the family members, the side of Adi and Nadir run the listed entities such as Godrej Consumer Products Ltd, Godrej

Earlier in August, Adi had announced stepping down as chairman as well as from the board of directors of Godrej Industries Ltd, passing on the baton to his younger brother Nadir.

While Jamshyd's sister Smitha has not played an active role in the business, her husband Vijay Crishna is a non-executive director of Godrej & Boyce, besides being director of Godrej Industries and Godrej Agro vet.

It is understood that the exploration exercise of the division is being accelerated with the younger generation of the family getting more involved in the business and wanting more clarity over responsibility and

ownership. Oil prices rebound, edge up ahead of next week's OPEC meeting

US crude prices settled higher on Friday, turning positive after an early decline, supported by expectations that the Organization of the Petroleum Exporting Countries, Russia and their allies, known as OPEC+, would maintain production cuts.

However, Brent and US crude oil benchmarks both declined on the week after reaching multi-year highs on Monday.

Brent crude rose 6 cents to settle at \$84.38, while U.S. West Texas Intermediate crude rose 76 cents, or 0.9%, to \$83.57.

"While more Iranian supply may come online, it looks like OPEC+ is unlikely to raise production which is giving strength to the market today," said John Kilduff, partner at Again Capital LLC in New York. Prices have been pressured since Wednesday by a report that U.S. crude stocks rose by 4.3 million barrels in the latest week. Iran has said talks on reviving the international deal on its nuclear programme will restart by the end of November, bringing it a step closer to boosting oil exports.

Crude has surged in 2021 as economies recover from the COVID-19 pandemic, but prices are on track to fall this week, with Brent facing its first weekly decline in about two months.

U.S. energy firms added oil and natural gas rigs for a 15th month in row in October as oil prices soared to fresh seven-year highs, spurred by rising oil prices to its highest since count April 2020, energy

services firm Baker Hughes Co said in its closely followed report on Friday.

Exxon and Chevron are looking to add drilling rigs in the Permian shale basin after sharply cutting crews and output in the region last year, the companies said Friday. Chevron said it will add two drilling rigs and two completion crews this quarter.

On Thursday, Algeria said a crude output increase by OPEC+ in December should not exceed 400,000 barrels per day (bpd) because of market uncertainties and risks. The alliance, which is gradually unwinding last year's record output cuts, meets on Nov. 4, 2021 British and European gas prices continued to fall on Friday after Russian President Vladimir Putin said Russia could start pumping gas into European storage.

College Update

Time : 10 am – 1.30 pm

Venue : Centennial Auditorium, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

With the emotions of Nationalism and Patriotism, Gandhi Jayanti is celebrated every year as a National festival of India by the Indians with the same enthusiasm. This day is for remembering his teachings and values, which he contributed to the society, and to understand the sacrifices he made for the freedom of our country by arranging different struggle movements.

The event begin with lighting of lamp and some religious songs which filled the Auditorium with positive energy. The chief guest for the event was Dr. Umesh Gautam – City Mayor. Ashish Kumar sir orated on

the marvelous life of Late Shri Ram Murti Ji on his 33rd Tribute Ceremony. After that, Aditya Murti – Secretary, SRMS Trust presented the accomplishments and Performance of SRMS Trust over the years.

Hon. Chairman of SRMS Trust, Shri Dev Murti Ji bestowed with the scholarship prize money to all the Scholarship Recipients for their excellent academic performance. It was a moment of pride for all the deserving students.

Total 480 Scholarships were awarded to the meritorious students of various courses of IBS, IMS, SRMSCET Bareilly, SRMSCET&R Bareilly, SRMSCET, Unnao and Nursing College & Paramedical College.



Departmental Activities

NBA Accreditation Visit

NBA team visited the SRMS CET Campus both off line and online starting from 22nd of October to 24th of October. They studied the curriculum of the MBA program along with the various activities being conducted for the MBA students to fill the GAP between the curriculum and the Industry requirement. They evaluated the various extracurricular and co-curricular

activities being practiced by the MBA Department



They appreciated the presentation given by the Head of the department Dr. Ruchi Jain Garg. They also appreciated the team work of the MBA department. The team also provided some valuable suggestions so as to improve the course outcomes.

Management Club

Sales Mania

Date: 7 October, 2021

Time: 2pm - 4pm

Venue: College Campus

The Management Club of Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly organized a Sales Activity for the students of MBA batch of 2020.

The Activity taken place was "Sales Mania" in which 5 teams were formed, 5 students in each team. All the Groups put their efforts and innovative ideas for devising the product and sell those products in the

Campus through effective Communication Skills and Management Skills and shoot the videos for the same.



This activity helped in implementation of the theoretical knowledge imparted during the MBA program.

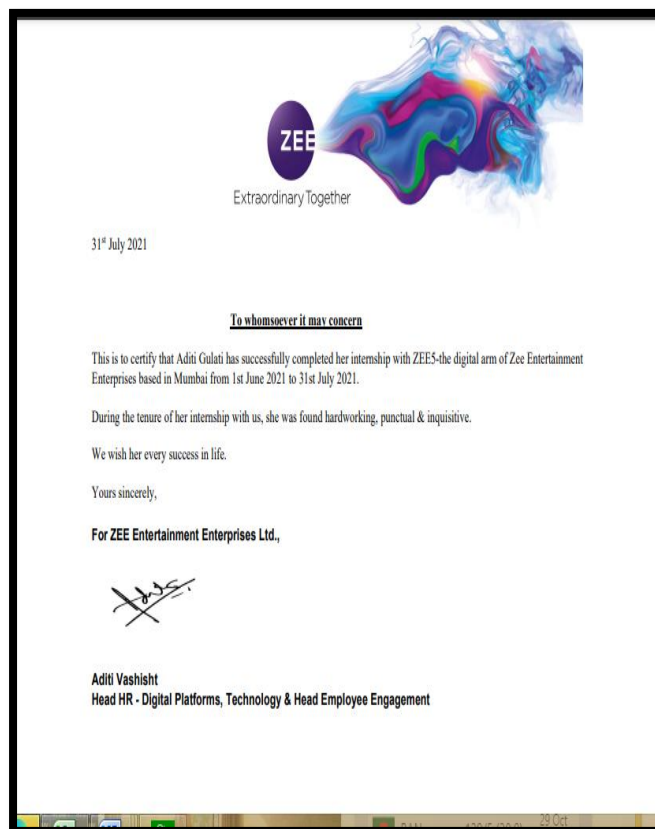
Through this Activity, students learn the importance of establishing effective selling strategies and learned how to develop selling skills which can be used productively on a wide variety of people. Everyone displayed active participation and enjoyed the activity while performing it.

Live Project

MBA IInd Year students were involved in the live projects at ZEE5 which was arranged by Placement department of SRMSCET, Bareilly. The students learnt how to conduct a research. They were asked to research on the popularity of the OTT Platform being run. The students developed the questionnaires and conducted the survey for the same. They completed their live project at 31st July, 2021.

The students who completed their live projects were:

1. Aditi Gulati
2. Bhavesh Mahlan
3. Aman Anand
4. Priyanka yadav



Students Achievements

Scholarship Distribution

Time : 10 am – 1.30 pm

Venue : Centennial Auditorium, Shri Ram Murti Smarak College of Engineering and Technology, Bareilly.

With the emotions of Nationalism and Patriotism, **Gandhi Jayanti** is celebrated every year as a National festival of India by the Indians with the same enthusiasm. **Hon. Chairman of SRMS Trust, Shri Dev Murti Ji** bestowed with the scholarship prize money to all the Scholarship Recipients for their excellent academic performance on this day

The name of the Scholarship recipients in MBA department were:

1. Ms Pankhuri Saxena
2. Mr. Rajul Sharma
3. Ms. Priyanka Yadav
4. Ms. Mantasha Sabir
5. Ms. Anshika Maurya

Badminton Competition

Mr. Arun Kumar, Student of MBA 2020 batch from Faculty of Management Science, Shri Ram Murti Smarak College of Engineering and Technology participated in Mr. Miss and Mrs. Bareilly 2021 which was organized by **Rotary Club of Rohilkhand, Bareilly**. The event held on 2nd October, 2021 at Nirmal Resorts, Mini bypass road, Bareilly. The chief guest was Dr. Arun Kumar – MLA, Bareilly. In this

Competition, Arun Kumar was declared as “Mr. Photogenic” for his aspiring Modeling Talent.



Faculty Arena

Dr. Zubair Ahmad conducted a three day training session of Government officials who were Joint Director Industries, General Managers or Assistant Commissioner Industries from 22 districts of Uttar Pradesh. The topic / theme for this residential training was EASE OF DOING BUSINESS. Training was held from 22-24th October 2021 at Alaya Resort, Ramnagar.

In total there were three trainers who conducted training from 9 am - 5 pm on 22nd and 23rd and on last day we conducted training through outdoor activities. This session will help in developing the entrepreneurial skills along with innovation which will benefit the society by generating the employment and increasing the opportunities for the future generation.

Feedback given by trainees was overwhelming with lot of appreciation and praise.



Student's Corner

If you are strong enough from your heart, you will never believe in pulling others down. Instead, you would be the kind of person who puts others at the first place and make sure that you help others grow. Strong people take part in the competition and they participate in the battle fearlessly. They do not fear about others winning the race.

They know about their own potentials and perform the best according to their capabilities for solving their tasks and perform their utmost. Strong people will never put others down. They will always believe in lifting others up.

They do good and believe in doing good to others as well. Strong people are never



jealous of others. They know that others' performances would never stop trying them to fetch success. They are the kind of people who think that lifting others will help them to grow better in their own field. They are not of the kind who thinks that helping others would cease them to grow. Strong people do not put others down. They always believe in doing good and helping others to do greater.

They lift others up and do good in their own lives as well. Life isn't easy, and it's hard for all of us. A strong man will never think of doing bad to others. He would remain honest and wise from the inside, as well as help others cope up in the worst of the situations. Strong men will believe in growing with others.

They will motivate and inspire the people around them. They will try to help others and solve their critical affairs no matter how worse the situation is! They are of the mentality who thinks that helping others to stand up when they are low is the identity of

the real men. They would always ready to help when one are not doing good in their life and assist them in the times of crisis. Strong people would lift others up when they are led down and help them stand straight on their own feet until and unless they are capable of walking on their own paths.

Komal
MBA IInd year

The Three Corporate Time Traps

Let me share an interesting topic today from the corporate perspective.

The Telephone, Computers & Internet were supposed to make life easier; instead, all of us are busier than ever. We conduct meetings at office for better planning & implementation of things but now a days we are always busy with meetings. I fear, we all got into three major corporate time traps - E-mail Distractions, Phone Interruptions & Poorly Run Meetings!

Can we avoid, E-mail distractions, Manage our Telephone calls & Meetings? I am sure this can save us lot of time to do things we love at work & home. Here are some tips for creating a little more time in your life each day:

1) Avoiding E-mail Distractions

Delete junk E-mails right away
Don't read every E-mail right away.
Read the ones which needs immediate action
Designate a specific time of the day to read E-mails
Respond to E-mails promptly
Don't let E-mails accumulate & clutter

2) Managing Telephone Calls

Plan your telephone strategy in advance
Don't answer the telephone until you're ready to
Return the telephone calls at a pre-designated time of the day
Ask callers politely to get to the point
Write out your talking points before you call

3) Managing Meetings

Don't call a meeting unless you have a good idea of what you want to achieve
Consider carefully who should be invited to the meeting
Cancel the meeting if key decision makers can't be present
Don't plan the agenda at the beginning of meeting; prepare & distribute it in advance so people arrive focused.
Start the meetings on time
Don't wait for latecomers to begin the meeting.
Do keep a track of time and ensure all items in the agenda are discussed
Do end the meeting on time

"Time is the substance of our lives," writes Alexandra Stoddard in her book, Time Alive. She explains that, we don't create time in our lives but instead "create our lives in time." It goes without saying; managing our time will positively affect our daily output, our career, financial goals, and, ultimately, our success.
Time to manage our time, sorry manage ourselves!

Aditi Gulati
MBA IInd Year

Motley

