



Master of Business Administration

Editor

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Vision Statement

- V1-** To help build India as a world leader in Management Education.
- V2-** To establish 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 augmenting 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 in students for efficient decision making.
- M4-** To evolve the institution to the status of a deemed university.

LATEST UPDATE

DOLLAR FLYING OR RUPEE FALLING?

There are around 200 countries in the world and each have their respective currency and all currencies maintain exchange rate with currency of other countries, exchange rate of currency depends upon supply and demand of that currency. Now the question dollar is strengthening or rupee is weakening, check USD INR performance of last 1 year

Oct 2021: 1 USD = Rs 75

Oct 2022: 1 USD = Rs 82

It's due to good performance of USD or due to bad performance of INR? We can't say on the basis of that curve. To check this, we have to find -

- How Rupee is performing against other major currencies of the world?
- How other currencies are performing against USD?

If rupee is falling against other currencies also then we can say rupee is falling. If other currencies also falling against USD then we can say its dollar is strengthening. British Pound, Euro and

Japanese Yen are the other major currencies of the world.

Let's check Rupee vs. Pound

Oct 2021 - 1 GBP = Rs 104

Oct 2022 - 1 GBP = Rs 92

So in 1 Last Year Rs strengthened against GBP

Let's check Rs vs. Euro

Oct 2021: 1 Euro = Rs 88

Oct 2022: 1 Euro = Rs 82

So Rs strengthened against Euro also Lets check Rs vs. Yen

Oct 2021: 1 Yen = 0.65 Rs

Oct 2022: 1 Yen = 0.55 Rs

So Rs strengthened against Yen also

In last 1 year Rs weakened against dollar but strengthened against all major currencies. It gives indication that Rs is not falling. Let's check performance of these currencies against dollar

For that we will check dollar index. Dollar index measures relative performance of dollar against 6 major currencies of world including GBP, Euro and Yen

Oct 2021: USD value against 6 major currency = 93

Oct 2021: USD value against 6 major currency = 112

So it proves that rupee is not falling, it's actually dollar is strengthening. Rupee is fighting bravely against dollar and performing very well compares to other currencies n India really deserve appreciation of it.

Reason for this:

- Petrol import covers 30-40% of our total import, in last 1 year, due to Russia Ukraine war, prices of oil and gas is sky rocket.
- India import bill is getting higher.
- Oil is traded in USD.
- Import high, export less means demand of USD high, demand of INR less

So, despite of such negative condition, INR fighting bravely and performing well against other currencies.

Now let me tell the reason why Dollar is sky rocket. Reason is US Federal Reserve rate that was 0 in Feb 2022 and now its 3.5%. Now understand this, American banks need to maintain a fix amount to US fed bank and for that on daily basis they keep taking loan from another bank

and interest rate on that loan is called fed interest rate.

When fed increase that interest rate then all investors of the world, take out money from their current investment and invest into US fed bank because investment in Fed bank is considered safest investment in difficult situation. You can invest in fed bank only in USD so you need USD for it so demand of USD increase n prices of USD goes high and exactly this happened in last 6 months.

Why fed increased interest rate?

- To control the inflation
- As interest goes high Interest rate of saving account, FD also increase, credit card, home loan interest goes high, people stop spending and start investing, circulation of money goes down in market, demand goes down and price comes down

Basic economics, so, to control inflation US increased fed rates, due to that USD demand increased and USD strengthened against all currencies.

So final conclusion its USD is strengthening, Rupee is not weakening but I will tell you one case when actually Rupee weakened and that happened in

during 2008-14. Check the fed rates of last 40 years, Fed rates were 0 during 2010-14, now check the dollar index of last 40 years, 2001-03 and 2022 was the time when dollar was very strong. 2008-14 was the time when dollar was weak against all those 6 currencies now check performance of Rs and USD during 2008 - 2014

2008: 1 USD = Rs 40

2014: 1 USD = Rs 63

Even when dollar was weak globally, Fed rates were 0; INR kept falling and fell around 50%.

(Compiled by Dr. D.N.Rao - Professor, FMS, Director-IQAC, SRMSCET, Bareilly and Dr. Pankaj Agarwal)

IMF WARNS OF HIGHER RECESSION RISK AND DARKER GLOBAL OUTLOOK IN 2023

The International Monetary Fund said the outlook for the global economy was "darkening" given the shocks caused by the COVID-19 pandemic, Russia's invasion of Ukraine and climate disasters on all continents and it could well get worse. The International Monetary Fund will downgrade its forecast for 2.9% global growth in 2023, Managing Director Kristalina Georgieva said citing rising risks of recession and financial instability "We are experiencing a fundamental shift in the global economy, from a world of

relative predictability, to a world with more fragility - greater uncertainty, higher economic volatility, geopolitical confrontations, and more frequent and devastating natural disasters,"

Georgieva said the old order, characterized by adherence to global rules, low interest rates and low inflation, was giving way to one in which "any country can be thrown off course more easily and more often."

She said all of the world's largest economies - Europe, China and the United States - were now slowing down, which was dampening demand for exports from emerging and developing countries, already hit hard by high food and energy prices.

The IMF would lower its 2023 growth forecast from 2.9%, its fourth downward revision this year, when it releases its World Economic Outlook. The war in Ukraine and global economic risks will dominate annual meetings of the IMF and the World Bank in Washington. Overall, the IMF expects global output to shrink by \$4 trillion between now and 2026.

(Source: https://www.business-standard.com/article/international/imf-warns-of-higher-recession-risk-and-darker-global-outlook-in-2023-122100601026_1.html)

RBI TO SOON LAUNCH DIGITAL RUPEE ON PILOT BASIS FOR LIMITED USE

The Reserve Bank of India (RBI) said that it will soon commence the pilot launch of the Digital Rupee for specific use cases as it tests digital currency in India. It released a concept note on the Central Bank Digital Currency (CBDC). The RBI said that the purpose behind issuing the concept note is to create awareness about CBDCs in general and the planned features of the Digital Rupee.

As the extent and scope of such pilot launches expand, RBI will continue to communicate about the specific features and benefits from time to time.

Finance Minister in her 2022-23 budget speech earlier this year had announced the launch of the Digital Rupee – a digital currency backed by the central bank. The announcement expressed government's intention on crypto currencies and other virtual currencies. In the past, the RBI had on several occasions flagged concerns of money laundering, terror financing, tax evasion, etc with private crypto currencies like Bit coin, Ether, etc and had planned to announce its own CBDC.

(Source:<https://indianexpress.com/article/business/banking-and-finance/rbi-reserve-bank-of-india-central-bank-digital-currency-cbdc-concept-note-digital-rupee-8195669/>)

THE WORLD'S MOST INNOVATIVE COUNTRIES

The World Intellectual Property Organization (WIPO) has released its 2022 Global Innovation Index. It evaluated innovation levels across 132 economies focusing on a long list of criteria such as human capital, institutions, technology and creative output as well as market and business sophistication, among others. The 2022 index has found that innovation is still blossoming in some sectors despite the global economic slowdown and corona virus pandemic, especially in industries to do with public health and the environment.

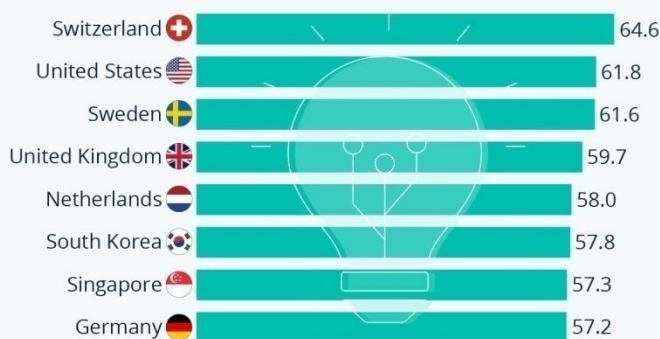
Switzerland topped the rankings with a score of 64.6 out of 100, the 12th time it has been named the world leader in innovation. The United States come second while the Sweden rounds off the top three.

One of the biggest winners of the ranking was South Korea, which climbed up from rank 10 in 2020 to rank 6 in 2022. China is now the world's 11th most innovative nation, up from rank 14 in 2020 and 2019 and rank 17 in 2018. China was also named the most innovative upper middle-income country ahead of Bulgaria (overall rank 35), while India (overall rank 40) came first for lower middle-income

countries, followed by Vietnam (overall rank 48). India has moved up 41 positions in the GII rankings during the past seven years. In the GII 2021 rankings, India, which had been ranked 81st in 2015, moved up to position 46. It jumped 6 positions in comparison to last year.

The World's Most Innovative Countries

2022 ranking of the Global Innovation Index (100=most innovative)



Takes into account human capital, institutions, technology and creative output, market and business sophistication, among others
Source: World Intellectual Property Organization



statista

(Source: <https://www.statista.com/chart/18804/rankings-of-the-global-innovation-index/>)

IS IT TIME TO QUIT GOOGLE CHROME?

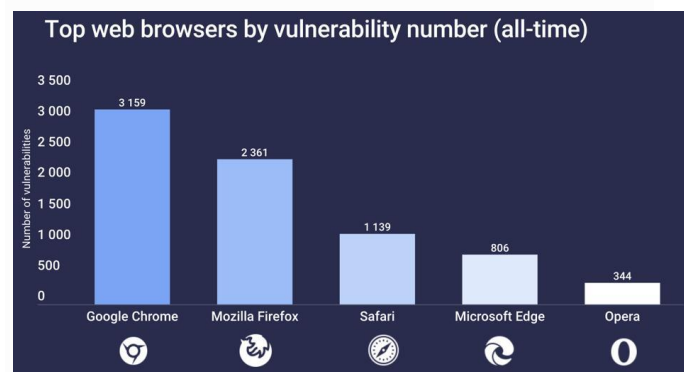
With over three billion users, Chrome is the world's most popular web browser. It also has a commanding 65% market share, over triple that of Safari in second place. But should you stop using Chrome

after new research found it to be the “most vulnerability-ridden browser in 2022”?

Between 1 January 2022 and 5 October 2022, Atlas VPN reports that 303 vulnerabilities were discovered for Chrome, compared to 117 for Mozilla Firefox, 103 for Microsoft Edge, 26 for Safari and none for Opera.

Looking at the all-time figures, Chrome also comes top with 3159 vulnerabilities since it launched in September 2008. Notably, Firefox (2004), Safari (2003) and Opera (1995) are all older than Chrome, but have significantly fewer lifetime vulnerabilities at 2361, 1139 and 344, respectively. Edge, launched in 2015, has a lifetime total of 806 vulnerabilities.

So what do all these numbers mean, and should you consider changing your web browser?



The main takeaway is size matters. In being the dominant web browser, Chrome has the biggest target on its back. Understandably, this may make some Chrome users uncomfortable. For Mac users, in particular, the relative peace and quiet with Safari could be tempting.

That said, Chrome has two critical mitigating factors in its favor. First, Google has arguably the most robust and open vulnerability reporting program. Second, Chrome's popularity means Google pays the highest bounties to its security partners (so-called ethical hackers) for reporting vulnerabilities. This means flaws can be patched before malicious hackers discover them.

Consequently, this is not purely a numbers game. Yes, much, much lower numbers — like those reported for Safari — are a good thing, but it is unknown vulnerabilities which carry the greatest threat. Vulnerabilities which go undetected and unreported, all the while being exploited.

So should you stop using Chrome? Those who choose to read the data literally will think so, and it does make a strong case for less targeted browsers. That said, Chrome's popularity brings with it a vast array of ethical hackers, which puts the

browser in a potentially class-leading position to discover and patch flaws.

In short, if you aren't wedded to Chrome it may be wise to explore your options. But for those committed to Google's browser, don't let the numbers scare you off.

(Source: <https://www.forbes.com/sites/gordonkelly/2022/10/06/google-chrome-apple-safari-mozilla-firefox-microsoft-edge-web-browser-security-vulnerabilities/?ss=consumertech&sh=19dea202a759>)

COLLEGE UPDATE

GANDHI JYANTI AND SHRI LAL BAHADUR JYANTI CELEBRATION

On 2nd October 2022, SRMSCET, Bareilly celebrated the birth anniversary of Shri Mahatma Gandhi ji, father of nation and former Prime Minister of India, Shri Lal Bahadur Shastri Ji. Flag hoisting was performed by Honorable Chairman Shri Dev Murti Ji. Students sang bhajan to pay tribute to legends. Dr. Prabhakar Gupta, Dean Academic, Dr. Anuj Kumar, Director Training, Development and Placement cell, Dr. D N Rao, Director IQAC, Dr Arti Gupta, Director, College of Pharmacy, All HODs, Faculty members, Staff members and Students graced the occasion.



SHRADHANJALI SAMAROH' ON 34TH DEATH ANNIVERSARY OF LATE SHRI RAM MURTI JI

On the occasion of 34th Death Anniversary of Late Shri Ram Murti Ji, a veteran Freedom Fighter, former Minister and Parliamentarian, a grand 'Shradhanjali Samaroh' was organized at SRMS College of Engineering and Technology on October 2, 2022, wherein meritorious students were given scholarships of Rs 3.5 Crore by SRMS Trust on the basis of their annual merit.

During 'Shradhanjali Samaroh' event, scholarships to nearly 121 students were distributed from different groups of institutions namely, SRMS College of Law, Bareilly; SRMS Institute of Paramedical Sciences, Bareilly; SRMS College of Nursing and Paramedical, Unnao; SRMS IBS, Unnao; SRMS Institute of Medical Sciences, Bareilly and SRMS College of Engineering and Technology, Bareilly. Ceremony was quite a memorable, motivational, and enriching experience for the students, and their parents present during the event.

'Pratibha Alankaran' awards were given to eminent personalities belonging to the field of medicine, education and media. The grand event witnessed the benign presence of Professor Dr Shiv Narain Kureel, HOD Paediatric Surgery, KGMU, Lucknow; Professor Dr (Pandit) Sahitya Kumar Nahar, Vice Chancellor at Raja Mansingh Tomar Music and Arts University, Gwalior; and Anshuman Tiwari, a Writer and Senior Journalist in Print and Electronic Media as well as Editor at ChannelMoney9, who were honoured with Shri Ram Murti Pratibha Alankaran awards and cash prizes for making the nation proud. The esteemed guests were honoured with an armament, appreciation certificate, and Rs. 51,000

cash for their contribution and achievement in their respective fields.

SRMS Trust is devoted to the cause of promotion of talent, for which it holds each year Story Competition and Debate Competition covering the burning and contemporary issues of the society. Winners of Story Competition and Annual Debate competition were also awarded. Winners of 'Annual Debate' competition were felicitated with Running Trophies. This year's winners are: Junior Category: Radha Madhav Public School, Bareilly and Senior Category: Bareilly College, Bareilly



BLOOD DONATION CAMP

National Voluntary Blood Donation Day was celebrated on 2nd October 2022 on the occasion of Gandhi Jyanti in SRMSCET, Bareilly. The session initiated by the guiding footsteps and inauguration by Mr. Dharampal, Member of Legislative assembly from Aonla, Uttar Pradesh and was graced by the presence of Chairman Shri Dev Murti Ji, Shri Aditya Murti Ji, Dr. Milan Jaiswal Head of blood bank and transfusion medicine and various dignitaries.

Blood Donation is the most important social service to humankind, by donating blood we can give others a life support. Blood donation at the right time can save millions of lives all over the world every year. Same legacy was followed by SRMS in which various students as well as faculty members participated towards the virtue.



69th STAG UTTAR PRADESH STATE TABLE TENNIS CHAMPIONSHIP

Shri Ram Murti Smarak Trust organized and sponsored a 3-day long '69th STAG Uttar Pradesh State Table Tennis Championship' (UPSTTC: 2022) in the memory of Late Shri Ram Murti Ji from October 28th - 30th, 2022 at SRMS Indoor Stadium, SRMSCET Campus, which kicked-off today. The tournament is promoted by UPTTA Stag International, Meerut, and conducted by District Table Tennis Association Bareilly under the aegis of UPTTA, Lucknow.

The event saw an inaugural function on October 28th performed by Er Subhash Mehra, Member of Advisory Committee, SRMS Trust, Dr Prabhakar Gupta, Dean Academics, SRMS CET Bareilly and several other dignitaries, by lighting the ceremonial lamp and presenting garlands as well as planting samplings, to promote the concept of green and clean

environment. The prize distribution and closing ceremony of the championship took place on October 30th, 2022 in the presence of Chief Guest, Honorable Shri Dev Murti Ji, Founder and Chairman, SRMS Trust and Shri Aditya Murti Ji, Trust Secretary.



INTERNATIONAL GUEST LECTURE ON “RISK ASSESSMENT IN PROJECT MANAGEMENT”

A guest lecture on “Risk Assessment in Project Management” was conducted in the New Seminar Hall of Shri Ram Murti Smarak College of Engineering and Technology, Bareilly on 15th October 2022. The online guest lecture was organized by the MCA Department and was delivered by Mr. Mamadou Mouctar Diallo, a teacher and researcher in CS department at University of Gamal Abdel Nasser De Conakry, Guinea.

Faculty members and students of several departments namely MCA, MBA, B. Tech – CS and IT attended the guest lecture through online mode. Mr. Mamadou spoke about identifying, assessing and controlling hazards and risks in the process of project development. The lecture provided international exposure to the students and also a deep



insight into the risks involved in management of projects and how to prioritize, mitigate or avoid risks ahead of time. The lecture concluded with a vote of thanks.

SHRI RAM MURTI SMARAK
COLLEGE OF ENGINEERING & TECHNOLOGY
BAREILLY (U.P.)

SRMS

ONLINE GUEST LECTURE ON

Risk Assessment in Project Management

15th October, 2022 (Saturday) | 03:10 PM - 04:10 PM
at
Google Meet

Venue: New Seminar Hall, SRMS CET, Bareilly
Target Audience: MCA | MBA | B.Tech. (CS & IT) students

Guest & Keynote Speaker :
Mr. Mamadou Mouctar DIALLO
Teacher & Researcher
Computer Science Department
University of Gamal Abdel Nasser De Conakry
Country : Guinea

Organized by :
Department of MCA, SRMSCET, Bareilly

Coordinator :
Prof. (Dr.) Sanjay Kumar # 8094600300

Google Meet Link : <https://meet.google.com/zdb-uhbx-whw?authuser=0&pli=1>



DEPARTMENTAL UPDATE

4TH INTERNATIONAL CONFERENCE [EICBI'23]

Faculty of Management Science - Shri Ram Murti Smarak College of Engineering and Technology, Bareilly is organizing 4th International Conference [EICBI'23] on Emerging Challenges & Strategies in Post-pandemic and Regional Conflicts Era, 17th -18th March-23, in association with National Taipei University of Business, Taiwan, United Nations Global Compact Network India and Dr. A.P.J.Abdul Kalam Technical University, Lucknow.

SRMS

4th INTERNATIONAL CONFERENCE

EICBI'23
on
Emerging Challenges & Strategies in Post-pandemic and Regional Conflicts Era
17th -18th March, 2023
In Association With

National Taipei University of Business Taiwan
United Nations Global Compact Network India
Dr. A.P.J. Abdul Kalam Technical University Lucknow

Organised By : Faculty of Management Science, Shri Ram Murti Smarak College of Engineering & Technology, Bareilly (UP)

VALUE BASED SEMINAR

Value Based Seminar was organized on the topic Russia & Ukraine War: Its Socio-Economic Impact on Asian Counterparts, on 21 October 2022, Students of MBA 3rd Semester, batch 2021-23, Shewatak Saurabh, Nancy Yadav, Vaishnavi

Parashari presented on the topic. Major issues covered were what is that Conflict?, Socio Economic Factors and Impact on Education and other sectors.

Value based seminar activity is being coordinated by Dr. Shobhit Kumar, Assistant Professor, FMS. Value-based education aims at training the student to face the outer world with the right attitude and values. It is a process of overall personality development of a student. It includes character development, personality development, citizenship development, and spiritual development.



GROUP DISCUSSION ACTIVITY

Group Discussion Activity was conducted for the students of MBA 3rd Semester, it was held as a part of Placement Preparation for facing Interviews. Topics for Groups Discussions were MEDIA

TRIAL: RIGHT OR WRONG and ROAD ACCIDENTS IN INDIA: WHO IS RESPONSIBLE? Students put forward their viewpoints beautifully and supplemented their arguments with real time examples. At the end of both the GDs, students were provided valuable tips by faculty members, Dr. D. N. Rao, Dr.Saurabh Gupta, Dr. Ruchi Jain Garg, Dr. Danish Mohd. Chisthi, Dr.Shobhit Kumar, Mr. Deepak Batra and Ms. Happy Sinha, of FMS. Faculty in charge of Group Discussion Activity is Mr. Raghawendra Kumar, Assistant Professor, Faculty of Management Science.



PLACEMENT ACTIVITY

PLACEMENTS AT ICICI BANK

The following students have been finally selected by ICICI Bank through the Campus Drive held on 15th October, 2022:

Name	Course	Batch	Company
Mr. Madhav Agarwal	MBA	2021-23	ICICI Bank
Ms. Nancy Yadav	MBA	2021-23	ICICI Bank
Mr. Shivam Mishra	MBA	2021-23	ICICI Bank
Ms. Simran Saxena	MBA	2021-23	ICICI Bank
Mr. Uday Vrat Johri	MBA	2021-23	ICICI Bank
Mohd. Intikhab	MBA	2021-23	ICICI Bank

Pool Campus Recruitment Drive held on 17th October, 2022 at PSIT, Kanpur. He gets CTC of Rs 6 LPA salary package.

Name	Course	Batch	Company
Mr. Uday Vrat Johri	MBA	2021-23	ANZ Bank

SRMSCET congratulates him and wish him success in his future endeavors.

STUDENT ARENA



SRMSCET congratulates them and wish them success in future endeavors.

PLACEMENTS AT ANZ

The following student has been finally selected by Australia and New Zealand Banking Group Limited [ANZ Bank] in the

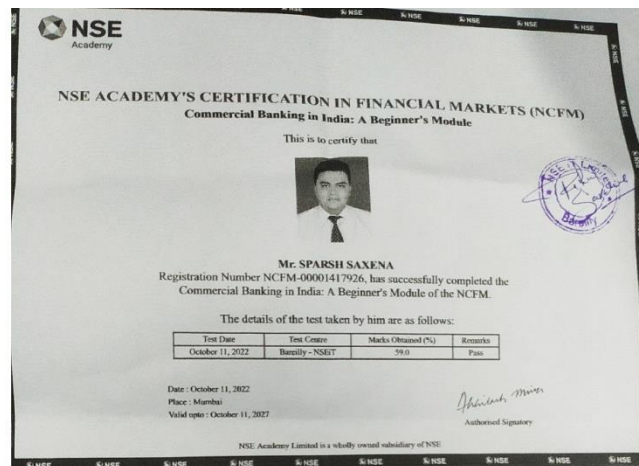
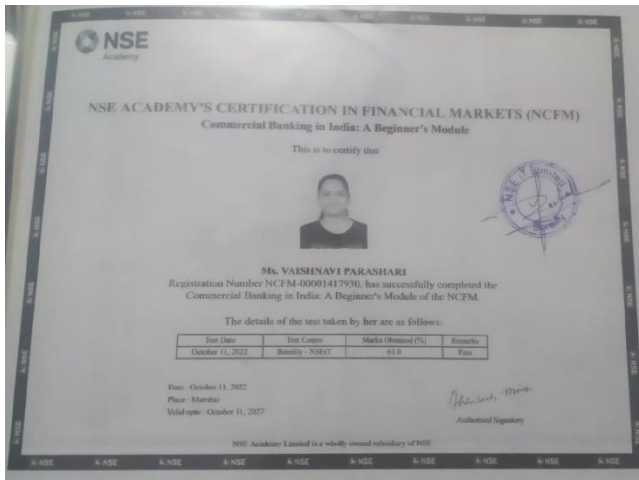
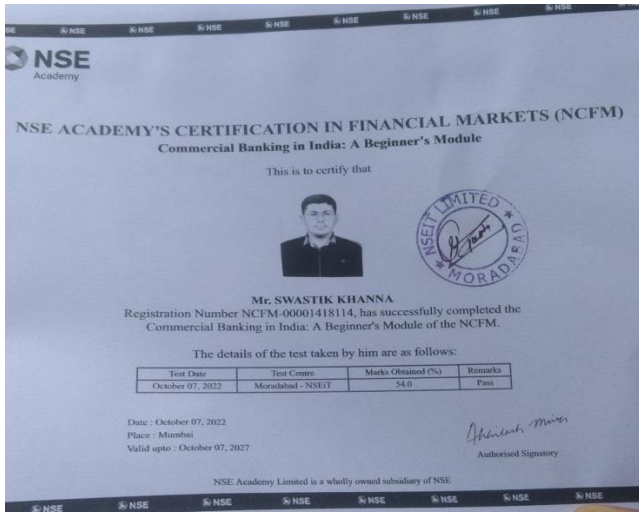
NCFM CERTIFICATION

Mr. Swastik Khanna, Mr. Sparsh Saxena and Ms. Vaishnavi Parashari students of MBA 3rd Semester, 2021-23 batch, Faculty of Management Science, SRMSCET, Bareilly have qualified, Commercial Banking in India: A Beginner's Module of NCFM, NSE Academy's Certification in Financial Markets (NCFM).

Faculty of Management Science, SRMSCET, Bareilly congratulates them and wishes best for their future ahead. Getting certified in NCFM will make you a highly skilled professional in the financial market.

SWAYAM CERTIFICATION

Ms. Amisha Tomer, student of MBA 3rd Semester, 2021-23 batch has qualified the exam of Effective Business Communication, Course Code: imb22-mg12, organized by Swayam, Study Webs of Active-Learning for Young Aspiring Minds, MOOC Platform, developed indigenously by AICTE, Ministry of Education Government of India. She secured 82% marks in the exam. Faculty of Management Science, SRMSCET, Bareilly congratulates her and wishes best for her future ahead.



Ministry of Education
Government of India

Study Webs of Active-Learning for Young Aspiring Minds (SWAYAM) January 2022 Semester
Score Card for Final Proctored Exam

Roll Number	3468820172	Application Number	99199081	
Candidate's Name	AMISHA TOMER	Date of Birth	02-06-1999	
Gender	Female	Nationality	Indian	
Person With Disability (PwD)	No	Category	General	
SCORE DETAILS				
Course Code	imb22-mg12	-	-	-
Course Name	Effective Business Communication	-	-	-
Mode of Exam	CBT	-	-	-
Date of Exam	30-08-2022	-	-	-
Maximum Marks	100	-	-	-
Marks Obtained	82	-	-	-
Marks Obtained (words)	Eighty Two Only	-	-	-

Date of Declaration of Result: 10-10-2022


Senior Director (Exams), NTA

Note

1. Particulars of the candidate have been indicated as mentioned by him/her in the online application form, which are subject to verification later.
2. Candidate, if found submitting incorrect information or tampering with the Score Card, will be considered as using unfair means and his/her candidature will be cancelled.
3. Candidates must preserve this Score Card till the result process is complete.
4. Final scores & certificates will be given by respective National Coordinator

[Print](#) [View Answer](#)

QUIZ BY MANAGEMENT CLUB

On 6th October, 2022, Management Quiz was organized with the objective of training the students to actively

participate in various intercollegiate and state level competitions. The main purpose of the Quiz Event is to update the knowledge of the students in various fields like academics, general knowledge, analytical abilities, quantitative reasoning, etc. Quiz programs are conducted in each academic year at regular intervals for the betterment of students. The faculty coordinator for Management Club activity is Mr. Deepak Batra, Assistant Professor, FMS.



The activity was indeed a great fun and learning experience for both the students and faculty, who participated with great zeal and gusto. The festive handcrafted products included diyas, candles, decorative frills etc. Group members Muskan Rana and Parkhi Singh secured the top position in 'Sell, Learn & Earn' activity by earning a profit of 222%, which was quite appreciative. The Moderator of the activity was Ayushi Singh.



'SELL, LEARN & EARN' ACTIVITY

Management Club Activity, 'SELL, LEARN & EARN' was held on October 20th, 2022, wherein the students group were formed and they were supposed to sell out the handmade Diwali decorative items and festive related stuff to the faculty members of SRMS CET.

