

Creative learning, Team Building, talent search and confidence Building are initiated through club activities. 2008 saw a very innovative and highly competitive atmosphere in all the events conducted at SIDVIN.



Dazzlers - The Finance Club  
(Best Club -2008)



Albelians - The Marketing Club



Echoes - The HR Club  
(Best Manager -2008)



Psyche - The IT Club

The events of finance club were live mock stock , business plan, portfolio management and debate . Marketing events ere salesmanship, punchline contest, AD MAD show, showroom management and a mega advertisement event Resume writing , stress interviews, case role play and best manger events were conducted by the HR club IT saw events in fastest fingers first & IT Quiz

The Annual Sports events saw high competitive spirits among girls and boys in both indoor and outdoor sports activities like table tennis, carrom, chess, cricket, throw ball & volley ball. The sports day was inaugurated by the Director.



Sports Day - Cricket



Throw Ball

## Guest Lecturer were delivered from industry experts



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Feedback and responses will be most welcome at info@sidvin.ac.in

## EDITORIAL

### DO B-SCHOOLS REALLY ENCOURAGE ENTREPRENEURSHIP ?

*There is only one way to make a great deal of money. And that is in a business of your own.*

Entrepreneurship has never been everybody's cup of tea. We have icons like JRD Tata, LN Mittal, Ambani brothers, Bill Gates, Michael Dell and host of others who made it big in the world of business. Every entrepreneur needs a certain minimum amount of internal drive and a forward-thinking perspective. Without this a budding entrepreneur is most likely to remain at the thinking stage and never reach the action stage. Are there any tools that the B-Schools can teach, to make the new venture as efficient and viable as possible ?

There is a distinction between "being taught" and "learning" ? Entrepreneurship has two components – creative (imagining an unmet need and being inspired about how to fill that need) and process-driven (methodical techniques of analysis, channel development, marketing plans). Creativity, like inspiration, cannot be taught. I remember a subject called 'Management of Creativity & Innovation' being taught to us, at IIMA, way back in 1983. Many entrepreneurs recognize (probably as a hind-sight) that it would have been helpful to have had education in entrepreneurship, which could have provided a framework to work with, to start a venture.

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**Congratulations !!!**  
BBM 5th Semesters for  
100% results Dec 08



SIDVIN 4th & 6th Semester BBM Students had taken part in the BIG - DAY promotional event held in Big Bazaar from 24th -26th Jan 2009. The Students were rewarded by Big Bazaar for their excellent work

### SIDVIN School of Business 3rd Graduation Day 2006-08, 23rd Dec 08



Prof. Ashok Anand Founder Director, SIDVIN, Chief Guest MVS Appa Rao, Key note speaker Sri J.H. Mahima Patel, Guest of Honour Prof. Anitha H.S and Smt. K.Shailaja Anand Managing Trustee with the graduating students. Batch 2006-08

### Mr. Mohan Babu MBA First Rank Holder 2006-2008



Receiving the Rank Certificate from Chief Guest MVS Appa Rao  
Release of Annual Magazine - Vyoos - 08



Release of SIDVIN Annual Magazine by Mr. J.H. Mahima Patel



# Corporate Speak

**Dr. Jagdish Rajan** is Head Govt. Business at Tally Solutions. He is a PG in Commerce, MBA and Ph.D from USA with 11 years of experience in Academics & 13 years in Marketing, Training and Operations.

### How does Tally add value to students?

Over the years, Tally has scaled up from merely being an accounting package to ERP Solution. All the capabilities that one expects in an ERP solution like being integrated, handling large amount of data, being scalable, highly secure, having audit trails, high reliability, easy to upgrade, highly affordable, strong disaster recovery capabilities and high speed of execution.

### Is there any special advantage of knowing Tally to MBA students?

Tally.ERP 9, the latest version, gives a holistic overview of various inter-related processes in a business operation. A student pursuing MBA needs to become a multi-functional expert and Tally gives an excellent overview of the functioning of the entire business.

### There is a feeling that HR and Marketing specialization students do not benefit from Tally? Your comments.

HR specialization students need to understand Payrolls to be able to work out "Cost to Company" (CTC). Since HR also needs to calculate manpower costs for each department or even for a cost center or SBU, knowing Tally makes it easy to develop / extract such costs on a periodic basis. Designing the compensation packages for minimum tax payments becomes easy with Tally. Another new factor is the calculation of fringe benefit taxes (FBT). This can help save income tax on the special benefits disbursed to the employee by the company, which can in turn enhance motivational levels.

Marketing specialization students can use Tally to generate MIS reports, for data analysis. Remote Access capabilities allow them to process sales and purchase orders from the clients' location on a 'real-time' basis. Accounts Payable and Accounts Receivable reconciliations become very easy. Budgeting, forecasting, Cash and Funds flow management are relatively easy

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# About ABE, UK

## A Talk with Ms. Maria Wejshag Business Development Manager, ABE, London UK



### What potential does an UK Qualification hold for an Indian Student?

ABE offers internationally recognised and affordable qualifications. The programmes are very flexible, they are mostly classroom-based, although private students can also take the units by correspondence or self-study. Hence, ABE presents Indian students with the opportunity to study a high-quality UK qualification without the cost of the UK. In addition, ABE programmes offer a seamless progression from the Certificate level (10+2) all the way up to an MBA. ABE offers a range of six high-quality list of qualifications: Business Management, Business Information Systems, Human Resource Management, Travel, Tourism and Hospitality Management, Financial Management and Marketing.

### Why should an Indian student do an internationally recognized management course?

In the globalised society in which we all live, geographical boundaries are becoming increasingly transparent. It is therefore crucial for young people today to obtain an internationally recognized qualification; both for those who are planning to live and study abroad as well for those who wish to build a career within India.

### What does ABE offer for students in India?

As mentioned above, ABE offers Indian students the possibility to study an internationally recognised, portable and high-quality qualification without the cost of the UK. ABE offers qualifications all the way from Certificate level (10+2) up to a Postgraduate level which presents the student with a fast and effective route to get on to an MBA through a QCA accredited awarding body. ABE is recognised by large cooperates in India such as Honda, as well as a number of high-profile colleges and universities. ABE qualifications will as a result open up for opportunities both within employment and education. Additionally, because of its international recognition,

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# Academic Tie-ups



ABE, a UK-based professional body, has been offering high quality management education since 1973 and has more than 100,000 students in spread across worldwide.

SIDVIN School of Business is one of the few colleges accredited by ABE in India and would be launching various management programmes in HR, Finance, Marketing, Travel Tourism & Business Management of ABE from 5th March 2009.



Partner Institute



Sidvin School of Business has tied-up as a partner Institute under the Convergence Scheme of IGNOU for providing IGNOU programmes through class room based delivery on regular basis.

# Gyan....

KNOWLEDGE AND LEARNING  
I HEAR AND I FORGET  
I SEE AND I REMEMBER  
I DO AND I UNDERSTAND

3 RULES FOR DEVELOPING COURAGE  
CONTROL YOUR FEAR  
COFRONT YOUR FEAR  
DO THE THINGS YOU FEAR

TODAY'S SELLING IS  
SYSTEM SELLING  
SOLUTION SELLING  
CONSULTATIVE SELLING

Entrepreneurship involves both a huge risk and a huge responsibility. B-Schools could help by giving a platform to take a couple of practice shots with a safety net, before plunging in head-first. Students do small live projects from which they can draw lessons. Serious students must be encouraged to develop business plans, networking with practicing entrepreneurs and like-minded peers, so that they learn from their mistakes and be inspired by their success. They must be made to realize that 'O' stands for opportunity as much as opportunity cost.

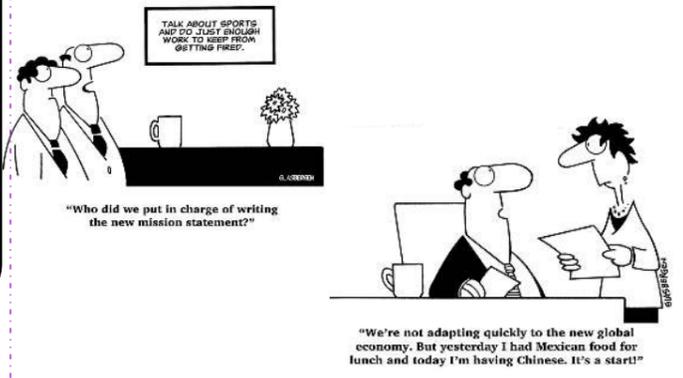
Top B-Schools have entrepreneurship cells, business plan contests, elective courses and entrepreneurship centres. Question is - how effective are they and how many entrepreneurs do they create? Indian B-Schools usually offer an elective in the second year. Some invest in state-of-the-art incubators "to help entrepreneurs launch their business plans into commercially viable products and services".

Students don't take such courses seriously, as they come in the fifth or sixth term by which time placement is over. Harvard Business School requires all its semester 2 students to take a course called 'The Entrepreneurial Manager'. Are our courses delivering the required skills and insights to be a successful entrepreneur? 'Laboratory in Entrepreneurial Motivation' (LEM), an elective at IIMA, is a favourite with such students. The course is taught by an alumnus, who is also a successful entrepreneur. The course has no textbook, no readings, no quizzes, no test, no exams, no fundas. Especially the last factor - fundas like making a project report, financial forecasts, applying for loans, etc. LEM targets the 'fear factor' involved in giving up a cushy, well-paying job with good perquisites. The foremost fear is "Can I afford to fail - financially and psychologically?". Second fear is "Am I willing to fail?". The hard cold fact is most innovators fail (a lot) before succeeding.

Entrepreneurs require not just the 4Ps of marketing, but also the 4Rs of entrepreneurship, namely, Risk taking, Ridicule handling, Revolutionary thinking, Relationship building. These four 'R's not only need to be taught, but also to be developed, encouraged, inculcated, cultivated and internalised. Management Fests are conducted in almost amateurish ways. Most Business Plans here talk of an investment of Rs. 50 lakhs. It is foolish to assume that a budding entrepreneur, who has not earned a rupee yet, can start thinking of investing at such a level. I even saw a prize winning plan which took Rs. 40 lakhs from a 'friend' which required no paybacks, interest or dividend !! Banks seem to be giving loans without any collaterals !!!

The entrepreneur needs to learn to 'walk alone'. To realize his dream, he cannot wait for someone else to join. Can this ability be developed? Most often this is the key to a successful venture. Entrepreneurship cannot be one of the dreams along with several others at the back of our minds. For an entrepreneur, the only dream would be business, business and business .....

Are the courses and cells developed by B-Schools doing these?



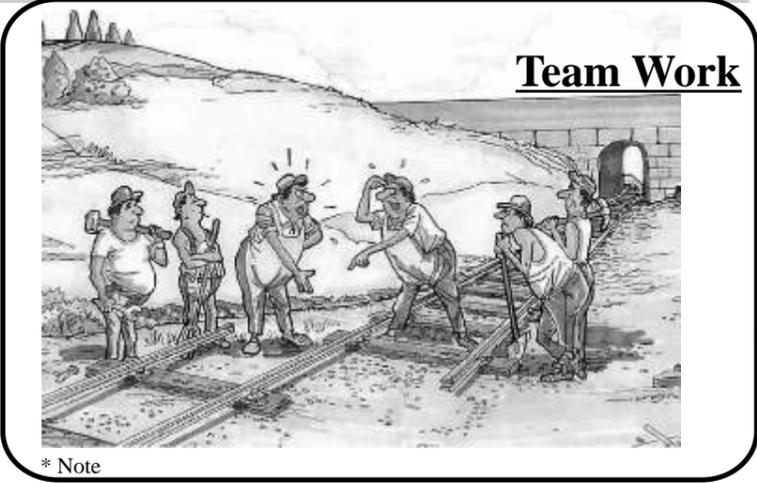
# World University Forum

The 2009 World Universities Forum, which was held 16 to 18 January in Mumbai, India.. The Forum attracted delegates from Australia, Japan, Botswana, Canada, Turkey, the United Arab Emirates, China, Ecuador, Iran, Saudi Arabia, Malaysia, Taiwan, New Zealand, Singapore, South Africa, Thailand, The United Kingdom, The United States of America, and from numerous locations in India. Delegates included administrators from colleges and universities and governmental agencies, policy makers, business people, researchers and scholars from all sectors of academics.



Prof. K. Ashok Anand Director with Delegates of theWorld University Forum

The delegates discussed various current and future issues of academics, administration, university and government policy. The forum also enabled the various delegates to interact and understand the different educational systems, teaching practice, and the future challenges facing higher education in the world.



\* Note  
\* Write back to us at info@sidvin.ac.in a short story on the attitude of the workers in the above picture

# Value based education at SIDVIN

# Celebrations

### Isn't Tally merely an Accounting package ?

Tally in its latest avatar, Tally.ERP 9 is a complete ERP solution for any organization and also is the most easy and affordable ERP solution in the world. Tally Solution's complete ERP package is due to be released by 2011, though 60 % of the ERP functionality is already a part of the product.

### How does Tally compare with true-blooded ERP packages in the market?

ERP solutions are expensive due to additional hardware investments, re-engineering of existing business processes, expensive consultants for training and implementation. All this increases the total cost of ownership apart from taking a minimum of 2 - 3 years to implement. Tally.ERP 9 overcomes these hassles and can be implemented in a few hours, without the need for any advanced training or business process reengineering.

### Is Tally only popular in India only ?

Tally is used in 103 countries across the globe. It is mainly used by businessmen of Indian origin, more so in Gulf, UK and Africa.

### Is it true that Tally is more suited for SME sector ?

Tally is better suited for the SME segment as it is easily affordable. Large Businesses do their operations on ERP solutions and use Tally.ERP 9 for the accounting and an inventory module at the back-end.

Indian students wishing to pursue a career overseas will have the opportunity of doing so.

### How are ABE courses recognised in the world?

ABE is widely recognised around the world, from the Qualifications and Curriculum Authority (QCA) in the UK to Ministries of Education and Employers in other countries. Currently, ABE has a student population of over 100 000 spread across 100 countries worldwide and over 500 tuition providers offering ABE qualifications.

### What is the level of acceptance of ABE programmes by large corporations?

ABE is not just for people who want to get to university. There are many learners who either do not want to go down that route or who are in fact already working and want to consolidate then develop their skills to achieve professional development. ABE qualifications are recognised as a good way of gaining a promotion and they are recognised by Indian corporations (such as Hero and Modi). ABE students work in many companies large and small including:

1. United Nations
2. HSBC
3. Barclays
4. Standard Chartered
5. Johnson & Johnson
6. DHL
7. KPMG
8. World Bank
9. World Health Organisation
10. British Foreign and Commonwealth Office

### Can an ABE qualified student do his bachelor or masters in any other university ? Does the student have to take a test of admission?

ABE has enjoyed a good relationship with universities for many years, in the UK, US, Australia, Canada, India, Kenya and Malaysia. Currently, ABE has got over 70 articulation agreements in place which will allow ABE students progression on to various levels of degree programmes around the world. There is no test of admission required. For a full list of our university partners, please visit the After ABE section on the website.

### Are ABE Management courses adoptable to the Indian Corporate environment?

At ABE we are committed to offering qualifications that are relevant, recognised and respected and we always aim to work with businesses, take a professional approach to learning and create the professionals of tomorrow. The qualifications offer general management skills which are adoptable to businesses all over the world.

### What is your message from ABE to management students in INDIA?

ABE feels extremely excited about welcoming new Indian students onboard and to make their career the next success story. Taking everything above into account; internationally recognised, portable, affordable and flexible, there is no doubt that the ABE qualification will open up for great opportunities for management students in India. With the country experiencing rapid economic development, now, more than ever, is a crucial time for students to study for ABE Qualifications.

Excerpt : Like the time he helped out an acquaintance who was indebted to him and couldn't repay the money because he had a drinking problem. Instead of writing him off, Dhirubhai doubled the loan so that could recover from his losses, straighten himself out when he realized the gravity of his plight and become self-sufficient to repay the entire amount. Which he did !



Ganesha Chaturthi

Onam

Home away from Home, students & Staff at SIDVIN celebrate all the major festivals in full pomp and glory dressed in their best Indian traditional colours.



Durga Pooja



Ifthar Party



Christmas

### Book Review

## “Dhirubhaism”

Author : A G Krishnamurthy, Publisher : Tata McGraw Hill, Price : Rs. 145



This book on the work philosophy of Dhirubhai Ambani, is a fantastic attempt to understand how he managed to build such a huge empire in such a short time. There are lessons for all managers, especially those wanting to work in the India. The author has observed Dhirubhai from close quarters and insights are learnt at a direct level. Dhirubhai had the ability to manage mammoth projects in environments that seemed not only hostile but sometimes outright impossible to handle.

The reader is struck by the attitude of Dhirubhai towards work. His advice looks simple but is not simplistic. It is the ease with which it can be applied, across the globe that makes them stand out like gems of management truth. Each is easy to assimilate but I am sure difficult to implement.

One of the Dhirubhaisms is “Bet on your people”. Yet we find that many organizations hire the best people at the best package, only to guide them step-by-step on what they need to do, thereby completely defeating the very purpose of taking them. Dhirubhai advocated complete faith in the person's ability to execute a project, accommodating his weaknesses, and providing him the space to perform.

The book has 15 chapters, each one a gem of in-depth knowledge. The one thing that I found interesting is that all his principles can form an excellent basis for how to manage in India. Indian management is strongly influenced by American thinking. Dhirubhai's principles stand out like a whiff of fresh air in the Indian ethos. Each of his principles, if seriously applied will greatly enhance a manager's performance in India. A deep reflection of the principles will make one realize that nothing is truly unattainable for those who dreamed big.

Management is efficiency in climbing the ladder of success : Leadership determines whether the ladder is leaning against the right wall - Stephen Covey

### OVERSEAS STUDY TOUR 2008



The 2008 Overseas Study Tour was undertaken in the month of May '08 were the students visited Singapore, Thailand, Malaysia & Sri Lanka.

The Tour covered visits to various industries and visits to the University of Malaya, University of Thailand and



Asia Pacific University. Guest Lecture and Seminars were also attended. The tour was full of learning and fun.

### NEW INITIATIVE

WSDP – Student Development Programme was set up to help students develop, a holistic programme has been created as a platform to discover and express. They get to build upon their strengths and overcome their weaknesses, leading to overall development of student. The effort is led by Mrs. Sunita Bedi with a dedicated team of professionals.

**INDUSTRIAL VISITS:**  
SIDVIN students visit industries regularly. Companies visited are like Mico Bosch, TTK prestige, Toyota Kirloskar, Mother Diary (KMF)



### INDUSTRY ORIENTATION

TTK visit was one of the great experiences in our academic life. We were briefed about the manufacturing processes which took place in three different units. We had interactions with the HR manager to learn in detail about the organisation.

Senthil Kumar A S and Muneer. P MBA Final Semester



“Rusty, you’ve been my dog for three years now and I’m afraid you’re getting stale. I’d like you to be my parakeet for the next six months.”



“If at first you don’t succeed, shift the blame, change the rules, redirect the focus of your critics, spin the media, redefine success, and there won’t be any need to try, try again!”

“No Man is rich enough to buy his past” - Oscar Wilde