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Chief Editor	:	Dr Nikhil Zaveri
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DRIVE

My SEMCOM Association – An Experience to Cherish

I am associated with SEMCOM as a Guest Faculty, for nearly seven years. It has been a journey, worth living & cherishing.

I am a Corporate Trainer & Management Consultant, based in Mumbai. Many would wonder why I cover so much of distance to visit SEMCOM, when I have a wide option of visiting Management Institutes in Mumbai. Not to keep it a secret, I have 03 primary reasons for the same:

1. I am basically from Vallabh Vidyanagar. I have been raised in Vallabh Vidyanagar. My parents were academicians with Sardar Patel University. I did my Bachelor's & Master's from the same University, before leaving for USA for the further studies. After coming back from USA, I settled in Mumbai. But honestly speaking, I am emotionally attached to this place. SEMCOM gives me an opportunity to contribute to this place.

2. Dr. Nikhil Zaveri, the Head of this Institution. Dr. Zaveri has been my mentor and I carry immense respects for him. He is a visionary and a strategist. He is a go-getter. I take it as my privilege to be with him. I am proud to be part of his vision of creating SEMCOM as "Mecca of Mgt Practices".

3. To be associated with a progressive institution like SEMCOM. I always find the atmosphere in this institution electrifying and stimulating. There is a sense of urgency in whatever they do, which appeals me a lot. I love to interact with the students and faculty members here. I admire their curiosity and the undying thirst for improvement and development.

Having said the above let me stress even on the fact that there's a lot left to be accomplished. World is moving at the jet-speed and we can't remain far behind. So much needs to be done in terms of the skills enhancement (managerial, behavioural, etc ...) We want to create the leaders of tomorrow, who would not dump their responsibilities and would create a path for others to follow. We need to create the better citizens for the society and the world. SEMCOM understands its responsibility very well in this context and I am sure in the years to come, it would become a landmark institution in its own rights. My

Best Wishes to all ...

Hiren Vakil
Corporate Trainer & Management Consultant,
MUMBAI

From the Chief Editor's Desk

The most strenuous chore for students after their Class XII is to settle on the direction of their higher studies and more significantly opt for the college in which to pursue their studies. It is the most important to pick and choose a college, which can bestow all round development to the students' personality.

Education at SEMCOM is an attempt in such direction. Apart from other excellent achievements to its credit, another feather added to our cap is that the college became the first management institute in the state of Gujarat to get certified ISO 9001:2000 standards. The emphasis is on very high standards of pedagogy. We at SEMCOM aim to endow with our students with that sharp dominance which alone will bring success in today's competitive world. We aim to generate well-rounded individuals capable of thinking independently, creatively and objectively. At the same time we aim to mould our students into excellent human beings. We let their young minds blossom.

We have broadened our educational process to promote the development of leadership qualities to instill an international perspective and to improve communication skills. Such a holistic approach to teaching and learning encourages students to take part in extracurricular activities. Great emphasis is given to co-curricular activities to groom students' qualities of leadership, taking initiative, team spirit and creativity. Throughout the year the college arranges seminars, workshops and competitions to fuel the intellectual and creative genius of the students. Fundamentally, at SEMCOM we have faith in embracing education in its universal context.

The college arranges for regular internship and training programmes to keep the students in swiftness with the fast developing world of technology. For B.Com, BBA, BBA (Honors) Information Technology Management, BCA and E-Business students, the college undertakes industrial tours at both national and international levels. For E- Business students the college has a very active placement plaza which has achieved placements for SEMCOM students all over India and abroad, in distinguished companies. SEMCOM has collaborations with two American Universities - Georgia Southwestern University and Myers University, Cleveland, Ohio. The college has a very competent organism of counseling, which ensures that every student is given individual care and attention. The young, experienced and motivated faculty not only imparts good education to the students but also serves as a family away from home.

Life at SEMCOM is a continuous pursuit of excellence. Come to SEMCOM and you will recognize that it is the first step towards the realization of your dreams. We, at SEMCOM, believe in establishing a unique identity through collective efforts and value education. Therefore, we are of the opinion that, coming together is Beginning, Keeping together is Progress, and Walking together is Success.

Dr Nikhil Zaveri
Director & Principal, SEMCOM

SEMCOM Updates

1. Academic Collaboration with Malaspina University, Vancouver, Canada.

To enable the students to withstand the global competition SEMCOM has entered into a Memorandum of Understanding with Malaspina University, Canada. With this collaboration students are able to pursue their Masters programme in Business Administration and International Business at the same time. This dual Canadian and British programme is designed to give students an opportunity to combine knowledge and practical experience through the integration of theory, research and practice that can be applied at regional, national and international levels.

The details of the programme are as follows:

1. Students will undergo a 14 to 16 months of intensive programme.
2. Students will have the option of dual concurrent Canadian and British degrees.
3. The programme consists of the Foundation programme, Core programme with 4 levels.
4. Students can complete an internship integrated with an applied business project in the final 4 months of the programme.

Objectives:

1. To provide students opportunities for higher studies at the international level.
2. To foster global learning environment.
3. To enhance multi-cultural education.
4. To provide practical exposure to the students in their areas of specialization.
5. To provide a rich learning environment.

Areas:

- ❖ Integration of BBA with Masters Programme.
- ❖ Joint seminars and Workshops
- ❖ Faculty Exchange Programs
- ❖ Cultural exchange programs
- ❖ Sharing of Resources.

2. Preliminary Examination:

The preliminary examination was successfully conducted between 14th and 26th February 2008. The exam covered the full syllabus as its aim was to well prepare and equip the students for the university exams.

3. Farewell to Final Year Students

There was a beautiful and inexplicable bond that bloomed and blossomed to give a very sweet fragrance to friendship, human relationship and the farewell party was a silent witness of the unfolding of this. The principal Dr. Nikhil Zaveri gave his heartfelt blessing to the students and exhorted them in a positive way in order to have a flourishing career. He stressed on the quality of sensibility whereby the students can accomplish great feats and he threw light on the fact how sensibility helps one to understand the people and situations at workplace.

Many students' shared experiences and snapshots were shown which enabled everyone to have a glimpse of the student lives during their stay at SEMCOM.

4. Faculty Tour to *Kabirvad*.

Encumbered with the a load of activities, both academic and no- academic, it becomes an indispensable necessity to give room for the teachers to relax, to freshen up and to rejuvenate their energy and potentials and more importantly a conducive atmosphere must be created where they are at ease. For this the teachers must be bonded with one another and this is the purpose behind the faculty tour that was arranged on 16th March to *Kabirvad*. This tour gave the image of a close - knit family.

Editorial Team

Research Article:

Mobile.Stress..Youngsters...

Background:

"I have computer in my study room, a laptop in my living room, a desktop in the bedroom and another in the basement. I check e-mail about 100 times a day and my cell phone accompanies me everywhere." reveals Vivek Wadhwa, a 49-year-old founder of two software companies and an adjunct professor at Duke University, Durham, U.S.A., in The Times of India.

To add further, the director-sales, India, McAfee, Inc. says, "Technology has turned us into 24x7 robots and we are married to our companies."

These are a few of the many illustrations related to the technology trap faced by many.

Thanks to computers, cell phones and e-mail, we have come to inhabit an on-demand world and work stalks us wherever we go.

The reality is that ubiquitous computing woven into everyday life is increasing stress levels. Research has also revealed that most people don't explicitly perceive technology as a solution to communication and coordination problems, yet they continue to use them.

Living in an information society, we are bombarded with information technology. Technology is spreading both vertically and horizontally and so also the stress. Two major challenges of the century of science and technology are **pollution** and **stress**. They have become the true triggers for the new revolution. If pollution is working at the

material front to direct man towards better ecological and appropriate technology, the challenge of stress is shaking the very foundations of matter based objective approach of sciences.

Mobile...stress...and... youngsters..

Technically speaking Stress is a dynamic condition in which an individual is confronted with an opportunity, constraint, or demand related to what he/she desires and for which the entrance is perceived to be both uncertain and important.

In simple words, it is the pressures that people feel in life. The pressure or stress is almost inevitable in today's life style.

When pressure begins to build up it can cause adverse strain on a person's emotions, thought process and physical condition. When stress becomes excessive, it can harm the health of a person and may even become a threat to life.

People who are stressed may become nervous and chronically worried. They are easily provoked to anger and are unable to relax. It also leads to physical disorders because the internal body system changes to try to cope with stress. Stress over a prolonged time also leads to degenerative diseases of heart, kidneys, blood vessels and other parts of body. When stress is experienced by an individual its symptoms can surface as physiological, psychological and behavioral outcomes- frustration related to interventions, one of the most common reactions to frustration is aggressions, withdrawal, physical disorders, etc.

Many people think they understand stress. In reality it is complex and often misunderstood.

Stress and anxiety in children and teenagers are just as prevalent as in adults. Individuals differ greatly in terms of what they do and how they feel. Individuals in today's culture, especially urbanized one, express themselves with greater freedom and less tolerance. This builds a degree of pressure or tension- some are able to handle it, while others carry them as excess psychological "baggage".

This baggage can also be the result of being techno-savvy. It may sound different that sitting on internet for prolonged hours, watching T.V, talking on the mobile, can unknowingly give you stress. As we all know mobile is basically a means of communication supplemented by many other facilities like VIDEO CAMERA, SMS, MMS, MUSIC, GAMES and the like, but by many it has been replaced as a means of enhancing status-,demand pressures and financial stress and causing disturbance in daily life.

Majority of the youngsters do not use their mobiles in a judicious way. The productive time of this group goes in giving missed calls, messaging, talking, etc. Frequent calls during exams lead to a lot of disturbance and causes stress among undergraduate students. Depending on the type of personality and nature, some are able to face that stress, some keep their mobiles switched off, but some are not able to, on account of peer pressure and expectations there on. When they are not able to balance the two, their own expectations and other's expectations, it leads to frustration.

Most of the youngsters, instead of taking this gadget as a means of technology and communication and using it productively, with proper management of need and time, are rather getting addicted to it and spend most of their productive hours in just talking, messaging

and playing games. It won't be an exaggeration to say that our youngsters are married to mobiles. They have become inseparable. The result is that they become unorganized and are unable to manage time for other routine and important tasks, which further results in accumulation of work followed by pressures of completing too much in too less time..

Some important findings

It is found that majority of the students spend approximately 2 hrs daily on mobile i. e. 60 hours a month is being spent by them on this gadget. It is further observed that they spend a major part of their time in talking and messaging. This needs to a serious attention because the students are confronted with the problem of time management on account of not using the instrument judiciously. They also undergo the burden of getting their mobile recharged. This states that they are under constant pressure of managing finance. In one of the frank interviews with the group of students, they revealed that they sometimes compromise on food to get the mobile recharged. They have become habituated to the instrument to the extent that they can manage without food but not without a mobile.

They experience irritation, disturbance, anxiety etc. on receiving calls from unknown numbers. They feel nervous, frustrated, angry and disturbed when they do not receive the expected calls. They also feel insecure about the relationship that it would be at stake if they do not attend to a call or make a call. Talking regularly over the phone during the late night hours on account of different schemes that the giant players bring in, affects the no. of hours of sleep one is required to have and subsequently acts as a stressor.

There is a constant conflict with the family members on account of the use of the mobile. It is very important to participate in physical exercise for everyone because stimulating the body refreshes the mind. Exercise builds physical resistance and makes one feel better. But with the advent of technology like T.V, computer, mobiles people are more with their gadgets and are not able to find time for this important activity which works as a stress reliever as well.

Technology has also adversely affected the 'recreation', Previously recreation meant playing, socializing, reading, drawing and painting, music, etc. but now unfortunately majority have substituted the same with watching serials/soaps, playing games over the computer, T.V, mobiles , watching movies etc. Studies say that all these activities lead to a lot of physical and emotional stress in the individual and in the relationship as well.

It is time to take action as the problem is more prevalent amongst the youth of the country. Awareness can be generated amongst them through guest talks at the college and higher secondary levels.

Vigorous advertising or a kind of a campaign like TOI initiates to confront different problems like "save the girl child" and "save the lion" can be of immense help to educate the youth in relation to the judicious use of the gadget and their precious time.

Dr SALMA PALEJA

MAYANKA SHARMA

SWATI PARAB

Faculty, Commerce & Management.

Communication for Relationship

The term communication has become very important since people have started becoming aware of having healthy interpersonal relationship at workplace. In simple terms communication means exchange of ideas, thoughts and emotions. People are evaluated by what they speak because human instinct that comes while interacting is to doubt the intention. "What does he mean?", "Why does he or she say like this?"

The fact is one communicates even when he doesn't speak. When message is bound to be received by others through non verbal clues, it is better to be conscious while interacting with others.

When one becomes conscious of one's communication, the relationship flourishes. To be conscious in communication is to listen to silence and to float in the space of relationship. This is interpersonal communication. It is one of the many aspects of relationship. Of course relationship consists much more than communication but relationship without communication is next to impossible.

Communication helps people *agree somewhere* when they *do not agree*. People are bound to *differ* because people *are different*. Each one has got different perspective to view life. Relationship doesn't mean people are same when they are in relation, nor does it insist that people in relation should agree. Here comes the communication that connects the people together who view things differently. This happens only when there is a bridge of communication in relation.

Sometimes people in relation do not communicate thinking, nothing happens even when they communicate. This assumption is built after several experiences. Sometimes this is also true. You may not get the immediate response but when you communicate, something is changed at the other side that even though they do not agree, the relationship will continue for a longer time and the bond made stronger.

As I said before, interpersonal communication is not only speaking. It is a state where silence too speaks. When we advise someone and then also he mistakes, we say "I told him not to do so!" well, that was mere speaking and not communicating. There is no charm in communication if it serves no purpose. In most of the relationships, people mistake lecturing as interpersonal communication.

For parents it becomes very difficult to distinguish lecturing and communicating. A child does not listen to his parents because many a time he understands the hollowness of the words. It is easier to lecture than to undertake the task of communicating. Very few parents can understand this. What happens when you play 'Catch Ball' game with a child? You throw the ball and the child catches. Again the child throws the ball and you catch. Communication is like the same – throw and catch at both sides. If parents go on lecturing, the child will understand that here is someone who doesn't play catch with him, but only throws and makes him run after the ball. Why would anyone – child or adult - want to play the game if the element of seriousness mars the enjoyment of the game of relationship?

Listening is as important as speaking. Others' emotions, opinions, concerns are matters that need to be given due consideration. When this happens words, time, distance do not matter. Telepathy does exist, it needs to be experienced!

Reference: Stanford, John. Between people: one –to –one communication.

Nishrin Pathan
Lecturer, SEMCOM

My Voice:

Regionalism threat to Integrated India

India is a unique country inhabited by people belonging to various religions, castes using different language with their distinct culture. It seems each state is a small nation. India's diversity is its advantage.

If India has to be economic success and future super power, then there should be no regionalism. I remember dialogue of movie Chak de when Hockey coach of women's hockey team gets angry when players give their introduction on regional basis. We should be proud of our region, religion, caste, and state but we should not forget after all we are proud to be Indians.

Sardar Vallabh bhai Patel's efforts of seeing integrated and strong India should not be allowed to get lost in regionalism. Let's hope that there is no further politics of divide and rule. Let's hope after seeing partition of India into Pakistan we are not required to see further partition. At the end I will only say United we stand, divided we fall.

Sunil V Chaudhary
Lecturer, SEMCOM

POEM: SEMCOM

There is lot of might,
In every SEMCOM'ite
He is living dynamite,
For every fight.

Ideas are supported,
And jewels are created.
Inspirations are motivated,
And innovations are crafted.

A blend of IT and commerce
Which depicts core the competence.

The myths are removed
And truth is revealed.
Where Life is a pleasure,
And all that we treasure.

Bright is the faculty,
As it delivers variety.
I bet that, we could be mold,
Because what we think, others don't.

Hardik Bhatt
Student, Master of E-Business (Semester II)

Forth Coming Events

1. Alumni Meet

On the completion of its 11th year, SEMCOM is organizing an Alumni Meet on 27th April 2008 at SEMCOM. It will be a get together to bring alumni members together and to rekindle the memories of SEMCOM life. It will provide the alumni with a platform to share their success stories. The purpose of this meet is to have group dynamics, report alumni's progress and accomplishments and select new office bearers for the alumni association.

2. Admission 2008 – 09

Admission Competitive Test for the BBA and BBA – IT management courses will be held on Sunday, 18th May 2008. For further details please log on to our website:

www.semcom.ac.in

Suggested Readings

1. <http://www.articlediner.com/articledetail/184/99/Broadband-Internet/Communications/11>
2. <http://www.business-marketing.com/store/article9.html>
3. <http://www.business-marketing.com/store/abknowledge.html>