



News Digest

Topic :	News Digest for the students of MBA Semester I
Date of event :	26 August 2011
Aim of the Event	<p>Knowing the news is considerably important for MBA students. It makes them aware about the happenings in and around the world which would help them in decision making in the future. The news digest aims at:</p> <ul style="list-style-type: none"> • Enhancing the communication skills of students • Developing interpersonal skills. • Enhancing the confidence in students. • Generating awareness about the current happenings in the world. <p>Inculcating decision making skills.</p>
Description of the event	<p>Basically five groups gave the news digest which was divided on various generic such as IT sector news , Human resource news , financial sectors and Marketing news and general news</p> <p><u>GROUPS AND THERE FIELDS ARE AS FOLLOWS:</u></p> <p>Group ONE : topic was based on “IT sector news “ Group TWO : topic was “Marketing news “ Group Three : topic was “ financial news” Group four : topic was “International business” Group five : topic was “ human resource news” Group six topic was “general news” Group seven topic was “finance news</p>

GROUP ONE:

Topic: **VIRTUAL CAMPUS REAL GAIN.**

Conclusion:

- “Partners have to prepare themselves for such projects as the future is in virtual classrooms. It would be advisable for them to provide end-to-end solutions but they can also specialize in data centers, video conferencing or security solutions,”
- Indeed, as more universities realize the benefits of virtual campuses and as broadband connectivity in India improves, there will be even more opportunities for different players in the market.
- In the end the benefit goes both to students as well as IT sectors

GROUP TWO

TOPIC: **SOCIETAL MARKETING**

Conclusion:

- ECONOMIC IMPACT:-
 - Profitability
- SOCIAL IMPACTS:-
 - Corporate Social Responsibility
 - Goodwill
 - Creating awareness among customers
- ENVIROMENTAL IMPACTS:-
 - Global warming
 - Environmental protection

GROUP THREE

TOPIC: “FOOD INFLATION”

The CONCLUSION Part includes following key points:

- India should Invest heavily in expanding storage capacity.
- Needs to set up a strong institutional mechanism
- Exported stock of food should be part of Domestic stock

GROUP FOUR

TOPIC: EQUITY MUTUAL FUND STAY PUT AS MARKET FALL

CONCLUSION

1 Slow growth of investment

2 During this crisis, discourage the long term investment and affect the economic activity of the economic adversely

3.Reducing saving

4 Adversely affect saving and capital accumulation also sudden change in income and influence the volume of investment

After viewing the impact of reduction in investment the economy fall down due to which the ultimate business is suffered

GROUP FIVE:

TOPIC: “STRIKE AT MANESAR PLANT OF MARUTI

SUZUKI.”

CONCLUSION

After all the strike came to an end and all the workers were taken back as per Agreement and demands of them were considered.

IMPACT OF THE NEWS

Economic Impact:

- Maruti has suffered heavy loss by the end of the strike.
- It noted downfall of more than 8 percent.

GROUP SIX :

Whatever Apple has in the works -- from the widely rumored iPhone 5 to future products the outside world cannot imagine -- analysts said the company typically plans three to five years forward, so the near term future is set. As Mr. Steve Jobs has resigned from the post of C.E.O., let's see how the new C.E.O., Tim Cook, will bring changes to the company.

GROUP :SEVEN

Topic: INDIA'S BPO FIRMS INCLUDING INFOSYS, WIPRO SHRUG OFF GLOBAL SLOWDOWN FEARS.

CONCLUSION

India's back-office services industry sees no undue cause for concern from a possible recession in the United States and Europe.

They continue to earn profit and help in country's economic rise.

Infosys Ltd, one of India's largest software services exporter, expects revenue growth of 15 to 20 per cent in its business process outsourcing (BPO) arm this

fiscal year despite of the slowdown.

Outsourcing has many advantages such as cost savings, focus on core business, improve quality, etc.

The BPO industry provides employment to a large number of people with good salary and better working conditions.

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ANALYSIS

This session was a good learning experience for the students and helped them to overcome their fears and flaws. It is another step towards their holistic development.