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A Monthly Newsletter of Department of Management Studies, NIT Trichy
There is one philosophy that will always prevail - Where there is a will, there is a way!

Striving for excellence should be by design and not by default. Mere accomplishment of tasks for the sake of records would fail to achieve the spirit of attaining quality. Efficient and effective planning, control and improvement of processes would lead to habituated practices. This follows the Juran Trilogy where continuous process improvement is one scope to achieve a future desired state of an organization or event.

Standardizing and bringing in uniformity, being clear ingredients of strategic outcomes, need to be stressed upon. As future managers, clarifying and conforming to standards of implementation should be made to play a pivotal role. This would ensure

With a will on hand, one must find ways to excel and conquer the goal. This amazing team of DoMS’ Xtravagate, though still at its blooming stage, has been trying to adopt the path of Total Quality Management. Although at a slow pace, this will be achieved in due course.

Until then, we’ll Plan, Control and Improve!
Writing is an art. A form of creative expression.
Sure. We all know that. Enough has been talked about it.

But here’s a hard truth that makes every writer cringe – A book is also a product for consumption.

I recently published my first book - The Tales and Musings of a Small Town Girl, a dream that I’ve been carrying around for five years now. And it took me a while to notice that people usually shy away from the topic of business in the writing industry. And as an MBA who was passionate about marketing, this certainly shocked me, and it took a while to understand the way the industry of my dreams works.

If you ask a writer to talk about their creative process, their inspiration, their muse – they will sit down and animatedly discuss it for hours, giving it every impressive philosophical insight possible – but wait until you start using words like sales, logistics, promotions – the conversation usually hits a wall.

Most of the time, it ends nastily. I’ve had enough experience with such burst bubbles and hurt egos over the past five years, that I’ve finally gathered sufficient courage and wisdom to talk about it.

For some reason that escapes my understanding, creative people look at the word ―business‖ almost as if it’s blasphemy.

As if even uttering that very word is going to contaminate the purity of their chaste work.

Now, I’ve had some people tell me, ‘Who cares about the business? Just focus on the writing, and let someone else worry about all that technical and money stuff.’

I wish I could put it more politely, but these people are simply idiots. Or they simply hate me and don’t want to see me succeed.

That’s a little harsh, I know. But thanks to popular media and opinions, I’ve been judged enough every time I say, ‘I am passionate about business just as much as I am passionate about writing!’

To every writer, dancer, aspiring film maker, musician or artist - a basic understanding of the business dynamics in their industry is not only essential, it’s also mandatory. That way, you have a full understanding of the decisions being made for your platform, your book, your work, and your career…!

We have all heard stories about young people being screwed by scams. And these sorts of heavy financial losses and heartbreaks can be avoided with some basic business education.

One of the most important decisions that helped shape my career as a writer, and helped a lot get my first book published - is me deciding almost two years ago to get an MBA degree.

MBA lead me to my second love - digital marketing.

I’ve been an avid blogger from the age of 19, and I’ve been using the Wordpress platform since 2012, but MBA shaped my strategy with my blogs. I now know how to read the stats on my blog, how to use Analytics tools to measure the visibility of each post that I make. This helps me understand my audience better. This helps me churn out better and more consistent content.

Technical education empowers the artist.

If you are an aspiring writer, musician, cartoonist or film maker, I’m just saying – read about the basic business skills that your industry needs. Talk to experts, keep yourself connected to the rest of the world. Observe industry trends, subscribe to magazines and read HBR papers……it’s 2017 guys.

Knowledge is easier to acquire than it ever was.
I hoard knowledge.
I love reading out of my prescribed academic syllabus, I love discussing these ideas and thoughts with my trusted circle of friends, and I am just passionate about knowing. Yes, I am all about creativity, the power of imagination and all that, but I also root for financial independence of artists.

Every once in a while, I will meet an aspiring writer or a creative professional or a cranky disappointed uncle who says, ‘Hey Bala, what’s the deal with facebook? or twitter? don’t you just miss the days when writers didn’t have to worry about any of this?’

No, Mr.Cranky-Disappointed-Uncle! I do not miss those days.

You do realize that back in your so called ‘good old days’ writers, poets, musicians, and artists were hardly ever paid for their work?

The most genius of minds actually just starved to death.

The Internet - the Social media to be specific, is one of the biggest changes that has allowed creators to prosper out of their talents. My online presence – is an asset to me as a writer.

It allows me to connect with thousands and thousands of potential readers. It helps me connect with other writers, find editors, agents, and publishers.

And most importantly – it’s FREE.

If you’re trying to turn your writing into a career, or even a side income, it’s in your best interest to not only create a social media presence but also learn how to maximise your influence.

What I mean is, it’s not enough to just have an Instagram account. You need to learn how to post beautiful pictures, and which hashtags to use in order to increase your reach.

Business education is equally important for those in the creative arts, in order to take their talent to different levels, and to march forward with their dream.

I am a hard-core fan of Rahman, for this very reason. I worship him for the strong professional principles that he has fought for. I will swear by his work ethic, any given time. Even if I do become a professor one day, I will talk to my students about the incredible approach that he had towards his career.

I worship him as a professional idol because he was one among the very first South Asian composers who talked about royalties, publishing rights and keeping the musicians out of starvation. He even took it a step forward now with his One Heart foundation that aims at keeping the lives of talented musicians financially stable.

You see, when I talk about money, I’m not being ‘materialistic’ or ‘unartistic’ or breaking the ‘spirit of creativity.’

When I talk about business and money, I am talking about DIGNITY.

I am talking about VALIDATION.

The very things that being paid for your work the way you deserve to, stands for. We need to stop looking at the words ‘money’ or ‘business’ like they’re bad words.

There’s nothing poetic about being broke and penniless.

There’s nothing poetic about being impoverished and starved - just because you decided to pursue a creative career.

I can’t stand it when someone blames the art for the messed up lives they are living.

Because being creative does not mean being weak.

Or poor.

I repeat, there’s nothing romantic or glorious about suffering.

Your art, your love for your art, must empower you.

And above everything else, don’t blame the art for the life you might be living. Blame your laziness and your lack of shrewdness.

In the spirit of Rahman’s One Heart, and the wonderful life that he is living as an example – this post is a tiny step towards breaking the mass delusion and stereotype of the suffering artist.

Being successful is pretty simple.

You have all heard this. You begin by loving what you do. You have to want it. You have to want it more than anything else in the world – you have to be ready to die for it, sure – but the legacy you leave behind shouldn’t be how much your writing or your music ruined your life. When you die doing something you love, you should have given everything you had for it, and in turn, received so much that you have empowered other people like you. You are finally in a place, because of your art, that you are able to bring changes in other people’s lives because of what you created.

Be smart about the business behind your work. Don’t shy away from it. Don’t argue against it.

The work that you leave behind must be wonderful, yes.

But the life you lived should also be one of dignity, respect, and glory.
Empower yourself with knowledge, education and right action – so that nobody can scam you out of your love for that art.

Balakarthiga. M

Author of *The Tales and Musings of a Small Town Girl*
The Economic Times defines credit rating as an analysis of the credit risks associated with a financial instrument or a financial entity. It is a rating given to a particular entity in the form of a detailed report based on the financial history of borrowing or lending and credit worthiness of the entity or the person obtained from the statements of its assets and liabilities with an aim to determine their ability to meet the debt obligations. These ratings are published by various credit rating agencies like Standard & Poor's, Moody's Investors Service, to name a few.

Moody’s rating made the headlines as their rating of India’s was the same since 1991 and this year they have upgraded India’s sovereign rating to Baa2 from the lowest investment grade. This is justified stating that the rating is done by analyzing the reforms carried out by the Narendra Modi government which, Moody’s believe, will change India’s structural credit strengths including its strong growth potential for the better, and prove to be a strong global competitor and develop India’s large and stable financing base for government debt.

Moody’s refused to upgrade India last year, despite extensive government lobbying because of the fragility of the banking system. But the recent decision to recapitalize the banks might be the reason for the upgrade amongst other factors.

Bank recapitalization is to benefit the economy in many ways such as by acting as growth capital that will enable banks to extend additional loans worth Rs.5.8-6.5 trillion, by making the resolution process of the NPAs in companies move forward more quickly which will set the stage for the capex cycle recovery, and provide provision for the creation of higher share prices which will, in turn, enable public sector banks to directly raise more capital from markets.

If all or most of the Prime minister’s reforms succeed, contradicting S&P’s report, Moody’s predict that India has a chance to move up the credit rating scale even more and suggests 2018-2019 might be the year where the GDP growth is likely to increase to 7.5% and ultimately fostering strong and sustainable growth.
After a lot of deliberation and discussion when GST was finally implemented on 1st July 2017, the trepidation surrounding it was unsurprising.

With its implementation, there would be a paradigm shift in the method adopted where taxation was concerned. This generated mixed views even before its inception.

GST was to open a system, that would give rise to a smoother way in which the business transactions would take place. The ultimate aim was to establish a mechanism that will lead to ease in doing business. When it was initially announced, the government took steps to ensure that there was a smooth transition in the process. GST will enhance the way business is done in India.

It was a unanimously acknowledged fact that there would be difficulties in the compliance process in the beginning, but over time, the issues will be resolved once familiarity kicks in, enabling an easier adherence and adaptation.

The tax collection in the first month after its introduction, surpassed its target of Rs.91000 crore with a total collection of Rs. 92,283 crores. This threw a very positive light on its future prospects.

While many have started getting accustomed to this new system, there are still many others who are struggling with the shortcomings of GST.

The problem was not so much about the structure of GST.

It is about the implementation problems that were not evaluated properly beforehand.

The main reason due to which it is floundering is because of the complexities involved in the process from the beginning till the end. When small and medium enterprises(SME’s) are taken into consideration, they find it difficult to comprehend the nuances involved.

Yet another issue that is faced by the businesses is the procedure involved while filing the returns. The emphasis made on the simplicity in doing the business is not as prominent as it should have been. There is a lack of clarity on how to go about the entire process and it is one of the main reasons as to why it has not reached its fullest potential.

Exporters are also facing the issue of refunding the taxes under the GST regime.

Despite these initial glitches, GST is expected to be a crucial factor for shaping up India’s economy. It is only reasonable to hope that there will be substantial benefits in the near future. GST holds a lot of promises and the results would be achieved slowly but surely.
It’s no secret that Social media advertising has become a key part of most of the marketing campaigns. Gone are those days when advertisements were Television oriented, which used to be flashed between TV shows.

Today, if the whole world is on social media, why can’t the advertisers be?

Some companies have used Social media to launch itself. On the other hand, some companies have used this platform to relaunch and reinvent themselves. When I talk about reinventing themselves, the best company that comes to my mind is Woodman Labs, INC. (now known as GoPro)- a company that deals with action camera, video editing software and mobile app. GoPro was founded in 2002 by Nick Woodman. A company that started in a very low pace is today, one of the world’s most innovative and top rising company. Its share price raised from $16.79 on Sept. 27, 2016 to $86 on Sept 27, 2017 (more than 5 times). So how did the magic spell happen?

Here comes the role of social media – the spell that saved the sinking boat of GoPro. They used the social media in the best possible way. What GoPro did right was they segmented their market. They knew their products will be liked by teenagers and early adults who are adventurous. Next, they asked themselves where they would find such a crowd at one place. The answer came out to be social media, and so, they entered social media with their edited videos and they took social media by storm.

It showed the world what it can capture. It proved that a tiny camera, in the hands of right people, can create captivating content that will gain an audience no matter what purpose it is used for. It makes adventurous and sporty videos mixing the content submitted by users and its own videos. These videos usually go viral on all social platforms it is uploaded on like YouTube, Facebook, Instagram and Vines. The cameras are fixed on helmets of Cyclists, Ice skaters or any stunt artist to provide quality experience and adventure to the viewers.

The success of GoPro is one of its kind which inspired many companies and will keep inspiring many more. It also showed the new dimension of social media which was less or unexploited.
During his recent visit to India, Bill Gates, who was the richest man on the globe for almost two decades and is still its foremost philanthropist, told the English national daily, TOI that while India is improving in most sectors and bringing in a host of reforms, the biggest disappointment when it comes to India is its education system. In one of his quotes, he says, ‘Malnourished Indian children perform two to three times worse than nourished peers’. With innovation in the fields of artificial intelligence and machine learning, Gates said that India cannot have a thriving workforce if it does not boost public investment in health.

However, on the other hand, Facebook recently introduced its digital and start-up training hubs in India, aimed at helping small businesses and people grow, by giving them the digital skills they need to compete in today’s digital economy. It said it plans to train more than half a million people in the country by 2020 through these online training hubs, which are being rolled out first in India. “We believe the best way to prepare India for a digital economy is by equipping people with the tools, knowledge, and skills they need to succeed,” said Ritesh Mehta, Head of Programmes, Facebook, India and South Asia.

However, Gates believes that with automation reducing the amount of low-skilled labour, the health management system needs to be improved to boost India’s economy. On his collaboration with the Indian government to build toilets as part of the Swachh Bharat campaign, Gates said the real challenge was to get people to use the sanitation facilities available. “Part of our Swachh Bharat partnership with the government is to try and make sure that the toilets that are built are not so bad that you’d rather not use them,” the Microsoft co-founder said. Gates praised Nadella, saying he understands the difference between managing people and having a scientific intelligence quotient (IQ). Calling him a "Zen person", Gates said Nadella always extracts maximum value of his time whenever he visits Microsoft.

Whereas Facebook said digital skills unlock opportunities, empower people to dream big, build products, grow businesses and foster communities. They want more people to have the opportunity to hone their skills, build businesses or create something for their community because investing in people can lead to incredible things. Its digital training hub would provide free social and content marketing training for anyone — from students to business owners — who is looking to develop their digital knowledge and skills. On the other hand, the start-up training hub will help developers and tech start-ups build better products and businesses. The curriculum covers how to build a business plan, how to build a product and how to grow a business. This includes vital aspects of setting up a company – idea protection, regulations, business planning, market research, hiring, funding and company expansion, the firm said.

All the major steps taken by Facebook will obviously help in the growth of the country on the business front, however, the critical points cited by Gates are true to some extent. India does need to improve on several other factors which will, in some way or the other, help in the growth of the economy. Citing China as an example, Gates said investments in fundamentals such as health and nutrition accounted for almost 40 per cent of the country's phenomenal growth rate since the early 1970s. Hence, this is something which is to be focused upon in the upcoming years.
Social Media Advertising: The Key to Success

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The Virgin Group

The Virgin group business conglomerate, that sprawls across a diverse array of industries which include businesses ranging from airlines to cosmetics was built by one of the most unconventional entrepreneurs of all times, Richard Branson. Ever since his early teens, Branson had a good acumen for business. At fifteen, he started a magazine named “Student”, a mail order record business. It went on to become so successful that he opened his own recording label and recording studio and named it “Virgin Records.”

When he was in his late twenties, Branson was on a trip to Virgin Island. Due to some reason, his flight got cancelled. It was the last flight for the day and he was really desperate to make it there.

The only way to reach his destination was to charter a flight. He picked up a small blackboard and wrote “Virgin Airlines $29” on it. He sold the tickets to the people who too wanted to go to the Virgin Island.

He used that money to pay for the chartered plane and everybody reached their destination with the help of “VIRGIN AIRLINES.”

This was the first airlines company to provide long-haul air service between the United States and London and it was a huge success. Virgin Atlantic Airways wowed the world by posting profits within a short span of two years.

Instead of seeing as a plan that would be potentially ruined, he just saw an opportunity presenting itself. This was the spark that went later on to become one of the greatest ideas of his business career.

Before he started the airlines venture, he had no idea about the intricacies involved in the business, yet he went ahead with it. He didn’t wait for the perfect time to arrive with a guaranteed business plan. He just used the opportunity to the fullest.

You don't learn to walk by following rules. You learn by doing and by falling over. is the motto with which he worked throughout his life and it has led to one of the greatest success stories the world has ever seen!
When did you hear somebody speak on “Woman Empowerment” the last time? I am sure, not too long ago. It seems as if this is the top most agenda in everybody's mind. So, let's examine if women around us are really empowered. The US Census Bureau reports that women earn 80 percentage of what men are paid for. In India, Women’s Reservation Bill (108th amendment), first introduced in 1996, is yet to see the light of the day, thanks to our political parties at the helm of successive governments since then.

Here comes another question— with such patriarchal mindset, will we uninterruptedly make way for women entrepreneurs to excel and be at par with men counterparts? A recent survey by Mastercard has revealed that India, which is yet to step up overall conditions conducive to the success of women entrepreneurs, ranks among the lowest on “Women Business Owners” index globally. Surprisingly though, some women still have managed to make their presence felt in business arena despite inadequate opportunities fostering women entrepreneurship in India. As Audre Lorde rightly said: “When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.”

This article is an interview with embodiment of Audre's thoughts, Ms. Diksha Deo (Founder & CEO, Incubsence).

• First of all, please accept our heartily congratulations for your firm's success. I am sure it's just a start. You have a lot more to achieve.

Ans: Thanks a lot!

• Please tell us about Inception of your B-idea and the immediate challenges that you had to face to make your dream a reality.

Ans: Idea is to use technology for mankind. meeting UN sustainable goals and quality education for all, especially differently abled and under privileged.

• What were the driving forces which transformed you into a "little encyclopedia"?

Ans: I have seen condition of Women in the field of technology. People knock you down if you are a girl. I have been bullied, as being the only girl in most of the Hackathons. Hence, I decided to learn and explore as much as I can and contribute a bit towards society as a woman entrepreneur. I want to reduce that biasness we have for girls. So, I started Freelancing when I was in 10th standard. Today, because of the contribution and knowledge, people call me "Little Encyclopedia".

In your interview with highonstartup.com, you said "We need to create a platform where education should be free". How do you plan to make that happen? And to what extent (if it is so) is Artificial Intelligence involved in your plan?

Ans: Education is supposed to be free for all. People who can’t afford the basic learning, should be provided with some alternative. That alternative is what we are working on. Again, this is also a sustainable growth challenge according to UN Sustainable goals. So, we started with Ckho.org for the same. Powered by Technology that we are building. Yes, Deep learning, AI is what all we will do after we release a basic model and scale to millions.

• How did the partnership with Amazon happen within just 18 days of your firm's launch?

Ans: We are a technology partner of Amazon AWS. We Need to demonstrate a solution using the existing and newly released AWS stack like LEX. Hence, now our products will be supported and scale using Amazon launchpad.

• In the end, in all MBA colleges (including Department of Management Studies, NIT Trichy), there are students with some innovative business ideas. What they lack is self-belief to go ahead with their plans. What is your message to them?

Ans: The only message I would like to give all is that, Have faith in you. Remove Fear, it’s easy to say remove fear because it will take a lot to actually implement the same. But, my friends, it’s easy. It’s just the mindset that applies, 80% mindset, and 20% skillets. Meet the right people and avoid negativity / negative people.

Department of Management Studies, NIT Trichy, salutes Ms. Diksha for overcoming all the odds against her and setting an example for budding women entrepreneurs.
India is one of the most entrepreneur-friendly nations in the world. Over the past few years, we have seen a number of startups emerging and shining in the country. To encourage and flourish entrepreneur ventures, one such initiative was taken in 2008.

India is always called a nation of foodies. In fact, it wouldn’t be unreasonable to call “eating out” our national pastime. There is a one stop solution to all our cravings for food, alcohol, pubs etc. or in other words, an online temple where we end up going every now and then. Yes, it is Zomato, a restaurant discovery guide providing information on home delivery, dine out and cafes. It was started by two Gurugram-based employees of Bain & Co.- Deepinder Goyal and Pankaj Chaddah - in July 2008 when they saw people waiting for long hours in the food court to get a glance of the menu card. Therefore, one day they thought of finding a solution to this and the idea germinated in the form of ‘Foodiebay’. The first restaurant menu they uploaded on their portal was those belonging to Haus Khas, Delhi. From the time of its inception, the headquarter remains to be in New Delhi. Foodiebay was getting enough recognition as the services it was providing was unique, prompting the founders to take this project to an international level. It was then that they chose to revamp the name in order to make it more captivating, easy to remember and also avoiding any confusion with the popular website eBay. Therefore, in November 2010, Foodiebay came to existence as Zomato (Never have a bad meal), a name that fits the bill perfectly.

Things which lead to success of any startup is- Focus at one thing rather than collective goals, create world class products and look for a better team with more innovative ideas. It is never too late to give a head start, to be a part of this ecosystem, to contribute towards development. For any startup to succeed funding is required. Zomato got its funding easily as it is so far, a very successful project. Zomato today has a presence in 23 countries including India, Australia and the United States.
Employers are increasingly finding fresh ideas and insights by recruiting workers with Autism Spectrum Disorder and other cognitive disabilities. Gary Pisano and Robert Austin discuss their case study, “SAP: Autism at Work.” There’s a new frontier in diversity programs focused not on race or gender but on cognitive ability. The growing interest in neurodiversity, hiring people with cognitive disabilities like Autism Spectrum Disorder (ASD), is motivated by companies looking to tap into a largely unnoticed labor pool at a time when many bemoan the lack of skilled workers.

ASD is an umbrella term for several cognitive impairments, including Asperger syndrome. Globally the estimate is one in 100 children being diagnosed with ASD. Social difficulties are one of the hallmarks of ASD, making it hard for those with ASD to make it through a traditional hiring process. Roughly 60 percent of people with ASD have average or above average intelligence, yet 85 percent are unemployed.

“Their intellectual horsepower is quite high,” Harvard Business School’s Gary P. Pisano says of the ASD population. “They do things differently and they behave differently, but the question is, can you turn that into a virtue? That’s part of the thinking on this idea of neurodiversity; that we do better when we mix people who think differently or are wired a bit differently.”

AUTISM AT WORK

Pisano, the Harry E. Figgie Jr. Professor of Business Administration, and his former HBS colleague Robert D. Austin, Professor of Information Systems, Ivey Business School, delve into the growing neurodiversity initiative undertaken by SAP Labs in India, in their case study. Started in 2011, the Autism at Work program grew from what was a side project by the head of SAP Labs, into a companywide effort to have 1 percent of its workforce comprised of individuals with ASD. V. R. Ferose, the then managing director of SAP Labs, was inspired after hearing about Specialisterne, a Danish software firm with 75 percent of its workforce diagnosed with ASD. Ferose, like the founder of Specialisterne, has a son diagnosed with ASD.

Specialisterne is what Austin calls the “gold standard” of neurodiversity. The software testing and consulting firm was founded in 2004 by Thorkil Sonne after Sonne’s young son was diagnosed with the disorder. From inception, it was a for profit business, relying on employees’ talents, not diagnoses, to attract clients. “Software testing is extremely exacting and requires a lot of precision, but it’s also kind of mind-numbingly repetitious,” says Austin. “It’s important to do it correctly, but it’s very difficult to keep your attention on it well enough to do it correctly.”

NEURODIVERSITY IN PRACTICE

Sonne and Specialisterne have helped several companies set up neurodiversity programs, including SAP Labs, India. Partnering with Specialisterne almost implies a seal of approval, offering reassurance for companies worried about accusations of exploiting a vulnerable population, Austin says.

Anka Wittenberg, SAP’s head of diversity and inclusion, was so impressed by Ferose’s effort that in 2013 she worked to build on that success across the company. The program expanded beyond India to Germany, the United States, Brazil, Canada, the Czech Republic, and Ireland. So far about 100 people have been hired for jobs including software developer or tester, business analyst, and graphic designer, and pay is commensurate to what others in those jobs earn.

Many participants came to the program with advanced degrees and even holding patents but little, if any, work history. Pisano explains that many of those candidates wouldn’t make it through the interview process or wouldn’t bother applying because they didn’t think they’d get hired. Because people with ASD often don’t sell themselves well, the SAP program begins with a less intimidating hangout, during which candidates work individually on ‘Lego Mindstorms’ projects escalating in difficulty. They then move on to team challenges, followed by a five-week training period developed by Specialisterne.

So-called soft skills training, like social interaction and professional norms, is a crucial piece provided by public or private organizations already working with the ASD population. Issues other new hires might
when the CEO sends out a companywide email, are you supposed to reply? That’s where the soft skills training comes in.

After landing a job, Autism at Work participants are given mentors and team buddies, existing SAP employees who volunteer as well as a job and life skills coach usually provided by a partner group. SAP employees also received autism awareness training in what Pisano calls “a lot of internal selling.”

Other companies that either have programs or are starting one include Towers Watson, Hewlett Packard Enterprise in Australia, E-Y, and Microsoft, Austin says. SAP and other tech companies have agreed informally to share qualified candidates in situations when an individual has completed training but the company doesn’t have a job for them.

RETHINKING TALENT MANAGEMENT

Just published, the SAP case study hasn’t made its way to the classroom yet. Both professors believe it holds valuable lessons for MBAs. Pisano focuses on organizational issues, given the complex and multi-layered process required. He wants students to think beyond the feel-good nature of the program and dig into how to build a successful, scalable program.

“One of the things that we’ve done historically in human resource management is, we’ve asked people to trim away the parts of themselves that are irregularly shaped, and then we ask them to plug themselves into standard roles,” Austin says. “SAP is asking itself whether that might be the wrong way to do things in an innovation economy. Instead, maybe managers have to do the hard work of putting the puzzle pieces together and inviting people to bring their entire selves to work.”

That approach can benefit other forms of diversity like race, gender, and sexual orientation. “Innovation is about finding ideas that are outside the normal parameters, and you don’t do that by slicing away everything that’s outside the normal parameters. Maybe it’s the parts of people we ask them to leave at home that are the most likely to produce the big innovations,” Austin says.

Review

In this article, the author intends to highlight the importance of employment of people with Autism in business enterprises. Those with autism have skills, creativity and unique ideas to contribute to the workforce. The stress is given on the fact that it is not about giving them simple jobs because of pity for them or to meet diversity goals, but it’s about hiring them because they truly meet a business need in a company and possess the right skills to excel in their job. Software powerhouse like SAP Labs is actively searching for people with autism for jobs that require high attention to detail such as software testing.

Autism is a lifelong disorder. April 2nd, 2015 was designated “World Autism Awareness Day”, celebrated with ribbons, fundraisers, and blue lights exhibited in cities all over the world. However, for parents of children with autism, everyday is “Autism Awareness Day”. While much consideration is paid to rising autism rates in children, the number of adults on the autism group is increasing rapidly and our nation is not equipped for the special challenges that come with this segment of the population. One of the desperate focuses is employment and the unemployment rate for adults on the spectrum exceeds 85%.

Autistic people’s minds are wired differently, and their imaginations can be tremendous. The individuals habitually have intense, specific interests and the best jobs are those that allow them to be involved with those interests. An employee who is rightly suited to a position because of a passion results in a win-win condition. He will love working in his area of expertise and be hyper-focused and ultra-productive. Managers should take advantage of their skills when looking for creative ideas or new ways to solve problems. If they give autistic team members’ opportunities to share their ideas, those ideas can lead to brilliant new ventures.

The crisis is that many employers don’t see the benefit in hiring individuals who can be considered rigid and moody with poor communication skills. We need new approaches that let enterprises tap into the potential of this unique population division. Not only should employers be conscious of autistic employees’ strengths, they should also learn about some of their challenges, and how to accommodate them for healthier productivity.

People with autism need obvious instructions so they know exactly what is expected of them, along with detailed job descriptions they can refer to often. They are literal thinkers, so language like “Be ready to start working at 9” works well than “Don’t be late.” They are not less intelligent, but they process information differently and are usually visual learners, so the clearer the instructions, the better their involvement.

As leaders, creating an environment where high-functioning autistic employees can thrive is more than demonstrating social responsibility and diversity. It yields the maximum results that entrepreneurs not only need to just survive, but thrive. Hence, the employment of skilled autistic people in jobs requiring high concentration is like appointing the right individual for the job and as portrayed in the article, it is not charity, but it is their right to be employed and work as well as an absolute necessity to further the development of the business and our nation. I would like to conclude with a quote by Martin Luther King, “To deny a man his job is to say that he has no right to exist.”
Machines are all around us -- driving, conversing and making decisions. With 55 percent of mature organizations planning to invest in artificial intelligence by 2020, it's only a matter of time before most jobs involve some form of AI interaction, so it's important for us to learn how to work in harmony with our robot co-workers.

Research has shown people make better decisions when our human cognition is augmented by machines. Some people describe this interaction as working "side-by-side" with machines, but more often than not, AI is working for us -- automating and augmenting the tasks that we don't want to do or don't have the time to do ourselves. Automation tends to remove the repetitive tasks from our day-to-day, so we humans can focus on tasks that require creativity, emotions and strategic thinking.

Working side by side among robots is inevitable, so both parties need to learn how to get along to perform optimally. While robots have the benefit of machine learning, the way robots process information is very different from how humans do, so there are things to be cognizant of as we support our robot work buddies:

**Improve any external factors outside of your robot's control.**

Machines are incredible at maintaining focus and efficiency but they're not so great at course correcting when things outside of their scope go awry. Bots can only do what they're programmed to do, so they're not going to understand if an external factor is making them perform their function incorrectly. A great example of this is if you've ever had an awkward conversation with a chat-bot, or when Tay, Microsoft's infamous Twitter bot, quickly picked up on hate speech.

This is where humans need to step in. We can make accommodations that support our robot co-worker's automated functions. For instance, if your chat-bot is off-brand or saying things that are irrelevant, you can adjust the messaging of your chat-bot. Another example is Zendesk's own Answer Bot that automatically directs customers to help articles. If the articles the bot is directing customers to are old and outdated, they won't be much help to anyone and the Answer Bot can't effectively do its job. Help out your bot buddy by looking at the external factors that will improve their functionality.

**Provide backup for your robot.**

Sometimes there's just no replacing human ingenuity. A clear shortcoming of artificial intelligence is that they're not so great at picking up on social cues. This can be consequential if left unsupervised. If a customer had a poor experience with a chat-bot, the repercussions could lead to a dehumanization of the brand or, even worse, customer churn. Gartner predicted that around 72 percent of customer interactions will be handled by robots by 2022, so this could actually become an exponential issue.

Know when to take over for your robot co-worker if a customer is becoming increasingly frustrated or if a process is yielding inaccurate results. This can also be a good opportunity to review your organization's AI capabilities and how they stack up to your business needs.

A successful company = a successful robot.

At the end of the day, machines are only successful when they make those around them successful, so an evaluation of your own organization's efficiency can provide insight into how well your new robot employees are doing. You may find your business isn't quite ready for AI, and that's okay! Those discoveries are the ones that can lead to constructive adjustments. Luckily, our emotionless co-workers are fabulous at taking any criticism we need to throw their way without becoming disheartened, meaning these machines can take on critiques and still carry out their primary functions.

All of these best practices are important to keep in mind as we start to work side by side among robots. Who knows? They could end up being the best co-workers we've ever had aside from the inability to partake in office happy hours.
Review

With the rapid development of robotic technologies and artificial intelligence and the undeniable effect of automation on the global workforce and economy, the impact that they will have on the lives of regular people needs to be explored. Though automation tends to remove the mundane, repetitive tasks from our lives, enabling us to be more creative, the fear of losing out jobs has led to humans being dissatisfied with this development. If we begin to perceive robots as just an augmentative device to our cognition and brains, we would be able to co-habit and co-work with robots in an easier manner. Robots are basically tuned to perform what they were supposed to do and thus malfunction when the inputs go beyond their scope. In such cases, humans have to improve the functionality of the machines. Also, in many cases that require the application of a human touch, it is not possible for a machine to process on its own, thus requiring intervention. The advent of chat-bots has led to query processing and handling by them, leading to the necessity that the brand does not get tarnished by the performance of the chat-bots. In such cases, human intervention is absolutely essential to salvage the situation and also to identify customer satisfaction levels and predict inaccuracies. Thus, this article leads to a conclusion that while it may appear that robots have taken our entry level jobs, in the short run at least, it is apparent that these robots cannot function without the help of human intervention. This leads us to safely ascertain the fact that in the near future, the probability of us losing our jobs is minimal. But in fifty to hundred years of time, machines will be super-human. So it’s hard to imagine any job where humans will remain better than the machines. This would mean that the only jobs left will be those where we prefer humans to do them, leading to the ironic state that our technological future will not be about technology but all about our humanity.
The way of doing business is changing on a fast pace. A significant number of companies are now dealing with huge amount of data which requires bigger data bases for storage. As a result, the necessity of managers to make data driven decisions are plentiful and increasing on a daily basis. Thus, it has become important now, more than ever, for the managers to have an edge over technical skills along with managerial skills. DoMS NITT is one among the few colleges which provide Business Analytics, Business Analysis and IT consulting as minor specializations. The Analytica Club, which is an exclusive club for Business Analytics of DoMS NITT, has rightly recognized the current trends and selected two powerful tools -- R programming and Excel -- to organize workshops for first year students.

R, an open source programming language, is emerging to be a great tool for statistics, data analysis and machine learning. The club organizers had chosen the right mentor Mr. Raj Srinivasan, Director of New Age Analytics and Software Solutions Private Limited who had previously worked at Sigma Infosolutions as Program Management Consultant. The two-day workshop of R programming covered fundamentals i.e., from basic data types to writing functions in R. The platform used for coding was RStudio. The program witnessed a large participation and it provided hands-on-training experience to the students. Also, the willingness and friendly attitude of the mentor to respond to the doubts made the students even more enthusiastic. By the end of the workshop, students were good with the fundamentals of R.

In an attempt to promote student mentorship initiative undertaken by Analytica Club, a student with remarkable expertise in Statistics for Data Analytics was selected to guide the MS Excel workshop. The lead was voluntarily taken up by a first-year student Soumyarup Modak. Since the inception of Excel, it continues to be the most powerful tool that has established itself so firmly in workplaces around the world. So, being a professional in Excel is important. The workshop mainly focused on creation of dashboards using pivot tables and charts. This initiative by the club members turned out to be a great learning experience for all the students.
The Social Network is among the best of the excellent filmography of David Fincher. It is semi-autobiographical in nature, detailing the founding of the tech giant that is Facebook and the relationship among its top brass, namely Mark Zuckerberg, Eduardo Zaverin and Sean Parker. The authenticity of the events shown have been subject to much contention, with Zuckerberg and Parker expressing their dissatisfaction on it numerous times. Nevertheless, the movie provides insights into entrepreneurship, intellectual property rights, creativity etc. in a very coherent manner.

Working from Aaron Sorkin’s screenplay, which he originally adapted into a Broadway play, Fincher employs a fast-paced narrative, giving the impression of his other great works such as Seven and Fight Club. Each character is flushed out to the maximum and no scene is wasted in exposition. Fincher employs intercuts between the present where Zuckerberg faces lawsuits from Zaverin and the Winklewoss twins and the past.

We see Zuckerberg in 2003 as a Sophomore at Harvard, with all the social awkwardness associated with a techie. Upon breakup with his girlfriend, he starts a website which rates the images of the female students in the campus by hacking into the Harvard database. This gets the attention of the Winklewoss twins, who are from an affluent background and have a business idea to start a dating website for the campus. Zuckerberg agrees to work for them, but he had a better idea: a social networking platform called thefacebook.com for the students of the top universities in USA. He manages to get seed funding from his friend Eduardo Zaverin and the platform becomes a huge success. This irks the Winklewoss’ and they unsuccessfully lobby the Harvard board to shut down the website.

The exponential success of Facebook attracts Sean Parker, famous for founding Napster, an online music sharing portal. He advises Zuckerberg to remove ‘the’ from thefacebook.

Hepushes Zuckerberg to think big and expand to universities across other countries and continents. Impressed by him, Parker gets a top management role in the nascent facebook.

As Parker and Zuckerberg started growing close, it strains the relationship with Zaverin. He goes on to freeze the accounts of facebook and relents only when a huge investment is given by the Thiel foundation. But the damage has been done and Zuckerberg dilutes Zaverin’s share in the firm and eventually fires him. His relationship with Parker deteriorates after he is caught in a drug bust.

Meanwhile, Zuckerberg gets sued by the Winklewoss twins for intellectual property theft and Zaverin for unfairly diluting his shares. Zuckerberg remains callous to the whole process, disconnected from the consequences. He eventually settles with them out of court as the law firm representing him understands that his attitude will not brush off with a jury in a favourable way.

What does the movie offer to prospective managers? Having innovative ideas for lucrative business ventures, whether online or offline, is increasingly becoming a strenuous process. While pursuing dreams of entrepreneurship, it is important that credit for the idea is given where it is due. In this case, facebook is miles ahead of the simple networking model proposed by the Winklewoss twins. But still, they should have been consulted before going ahead with the development of facebook. The result is the loss of millions in settlement.

It is also important not to let personal vendetta get in the way of business. All the three main characters, Zuckerberg, Zaverin and Parker are highly intelligent. But personal angst gets the better of them and lead to a meltdown of the leadership, which spelt disaster for the firm. It is highly imperative to have a cool head and deal with problems in the workplace, without alienating anyone.
**Master Production Schedule:**

A master production schedule (MPS) is the anticipated production schedule for the company expressed in specific configurations, quantities, and dates. It is stated as specific finished goods. It details how operations will use available resources and which units or models will be built in each time frame. This allows marketing to make informed commitments to customers. The MPS and the detailed sales plan are reviewed weekly or even daily.

Source: informit.com
On Sunday, Pragyan conducted InHots, which is, basically, a series of activities exclusively conducted for the B.Tech first year students. The event under DoMS is *The Ultimate Manager*. The team organised the event which consisted of 3 events, namely, the Business quiz, Adzap and Stress Interview. The event was a huge success and it created a huge hype for the major Pragyan Tech-fest.

The DoMS family was privileged to have two eminent guests from the Bangalore based Blockchain company, Akasa Labs. The company is an early mover in the application of blockchain technology in the supply chain domain. The guest lecture was given by Mr. A. Aravind Bharathi and Mr. Cibilan James. Mr. A. Aravind Bharathi is an IIM Ahmedabad graduate and Mr. Cibilan James is an alumnus of DoMS, NIT Trichy. The session was quite interactive, the topic being extremely new and a hot-cake. The DoMS family is looking forward to many more sessions by such eminent guests.

A thought-provoking interactive session with the first-year students was taken up by Dr. R. Victor Lazarus on ‘HR practices in Indian Railways’ as well as on the upcoming Dedicated Freight Corridor Corporation of India Limited (DFCIL) project in railways. He enlightened us on decision making, resources handling and also cleared the cliched ideas and notions that have been imbibed in us about the functioning of Indian Railways. He also focused on the Management student's social responsibilities. Gratitude to Dr. Thiyagarajan Ramathan for arranging this session.

National Institute of Technology Tiruchirappalli bagged the University of the Year award at FICCI Higher Education Summit, making it the third year in a row that the Institute has won the award.
DoMS Family was delighted to have conducted INACON’17, a two-day General Management conclave, with some eminent and enthusiastic Industrialists, who had left us students enthralled and full of excitement. The conclave focused on how the role of a Manager has changed over the years and also on the upcoming scenarios and the current expectations in the corporate world. The conclave was also an opportunity to clear various doubts we had regarding what exactly the industry wants from the fresh graduates.

DoMS family had Mr. Pranav Prasoon, HR at Renault Nissan Technologies on Friday. All the MBA first year students were enlightened by his thought-provoking lecture on the needs and requirements of MBA and particularly HR management. Being an ex-army officer, he shared some of his experiences. The entire session was extremely interactive and engaging.