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WORKPLACE MANAGEMENT

- Dr. Vikrant Jain, Assistant Professor, UWSB

The Institute of Company Secretaries of India (ICSI) invited Dr Vikrant Jain, Assistant Professor, UWSB to deliver a workshop on the below mentioned topics:



- Understanding the concept of and respecting the Office Hierarchy
- Understanding the concept of Organisation / Office Culture and Environment
- Workplace Management
- General Management: Planning, Organising, Staffing, Directing and Controlling
- Self – analysis, Planning and Prioritising
- Time management
- File Management
- Meeting the Daily work targets – maintaining "to do list", review, manage and report.

ICSI is a premier national professional body (imparting education primarily through distance learning) established by an Act of Parliament (Company Secretaries Act, 1980) to develop and regulate the profession of Company Secretaries in India.

The ICSI has introduced the 15 Days Executive Development Programme (EDP) as a part of curriculum. The

objective of the Executive Development Programme (EDP) is to prepare the students who have passed Executive Programme for Practical training in the Industry / Practicing Company Secretary by developing their communication skills, personality, legal acumen and fundamentals of IT skills.



ART OF LECTURING: A BROAD OVERVIEW

- Prof (Dr.) Deependra Sharma, Dean, UWSB

Delivering knowledge through lecturing is probably the most used method around the globe. Lecturing and teaching are so intertwined that even without knowing one thinks of the former while thinking about the latter. But is being very popular and commonly used, making it the best method for knowledge dissemination? There are certain 'possibilities' and 'perils' associated with lecturing (which I will cover in another article). Here, I want to discuss a few overarching issues which are critical in nature.

First, as the adage goes that God lies in detail; lecturing demands a lot of focus, attention and practice. Effective lecture does not imply mere reading of the notes nor does it mean regurgitation of facts. Lecturing is basically delivering robust topical knowledge to another person verbally. Efficient delivery with more emotional connect and with higher audience retention is a skill to be mastered. It requires planning, trial & error, self-assessment, cautious workmanship and capability to observe others.

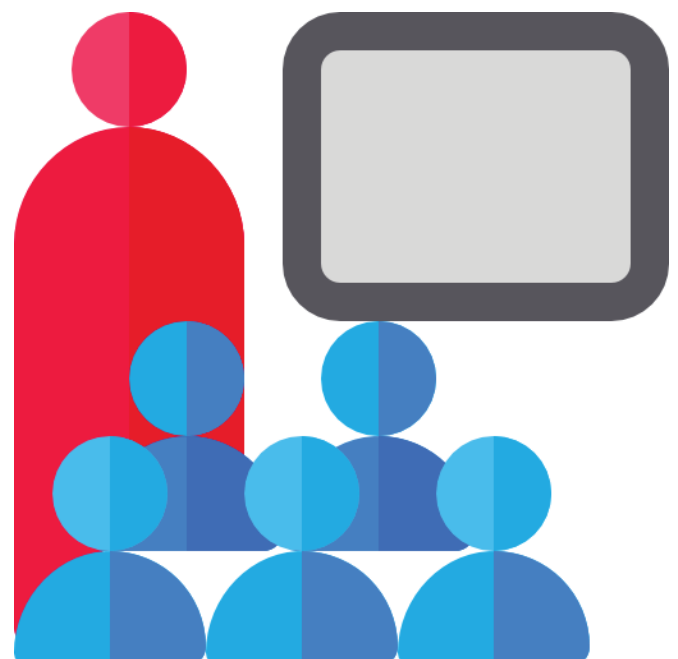
Second, a good lecturer is always cautious about the differences in the learning capabilities and styles of target students. According to NLP, there are three learning patterns namely, audio, visual and kinesthetic. There are high chances to have each type of learner in a class especially when it is moderately large. Therefore, any lecture delivered should reflect all of these patterns to ensure learning amongst each category of learner. It implies that a lecturer should select the 'words' carefully for the audio learners, Power Point slides for the visual learners and storytelling for the kinesthetic learners.

Third, some academicians do not find it important to pay much attention to the process of lecture presentation rather they find it demeaning to the content of the course. They visualize themselves as men of intellect and not as 'entertainers'. However, there is another group of academicians having different perspectives and opine that a lecturer must pay adequate attention to the process as it adds value to the content rather than diminishing it and failing to grab the atten-

tion of the students is demeaning to the content of the subject. A genuine lecturer is always concerned about students and wants to ensure learning amongst them. Therefore, lecturer should not shy away from using any or all authentic aids that will enhance the teaching-learning experience.

Fourth, a lecturer must understand that his responsibility is not only to complete the syllabus but to ignite the passion for that subject. Usually, the lecturer assumes that his duty is to cover the content as per syllabus, consequently he divides the topics in a way that he is able to cover them within available time and starts 'speaking'. But, it is not appropriate, it does not ensure learning. Therefore, a good lecturer should not focus only on the timely completion of the syllabus but also on how much his students would be able to absorb from the session.

Lectures, thus, if prepared well with concern for the students learning at heart can be a very useful instrument of knowledge dissemination.



STAR STUDENT OF THE MONTH

- Divya Ramchandani, PGDM Sem II, UWSB

S.R. Bhandari-AMA Best Speakers Award- February 2021

Ahmedabad Management Association, the apex body for management profession in India, has been collaborating and inviting participation in all its educational and professional events/programs/competition across pan India. It recently organized an event for Best Speaker's Award 2020 on 25 February 2021 at AMA campus itself. The event gives opportunity to all the participating speakers to prove themselves as an able effective speaker providing them with a prestigious platform and oodles of encouragement. Speaking is an art which should be decorated through time they say.

The event was classified into two rounds, in the first round the participants were provided with 3 topics to be prepared beforehand which were:

1. Great mind have purposes, other have wishes.
2. Duty makes us do things well, but love makes us do them beautifully.
3. What lessons have we learn from the lockdown?

Each speaker was assigned with 3 mins to speak on any one of the topics, they were judged on the basis of content and style of delivery. There were around 110 participants within the age group of 18-30 from different backgrounds and from different cities who all participated, out of which only 14 participants were shortlisted for round 2.

In the round two of the program which was held on 27 February 2021 the topics were given half an hour before the actual performance of participants, in which 5 mins was allotted to each participant for delivering their speech.

The winner was awarded with Rs.10000/- cash prize and a trophy and runner up was awarded with Rs.5000/- cash prize and a trophy.

For the first round, PGDM sem II student Divya Ramchandani spoke on the topic 'Great mind have purposes, others have wishes'. She spoke very well and was selected for round two which had selected 14 participants out of 110 participants. All topics were given to



the participants only 30 mins before the round began. In round 2, Divya chose the topic: 'Man is the creator of his own destiny'. Since she was qualified to round 2 she received a certificate along with all 14 participants. The coordinators at AMA were commendable while they helped a lot and were available for all participants at all time, they created such an environment which results into practicing stress management as well, some core members who managed to make it success were: Mr. Manish Kulkarni, Mr. Narendra Pandya, Mr. Francis Lobo and Ms. Nancy Shah.

Divya personally believes that this is probably one of the best platforms to bloom and start if someone is looking for Public Speaking, it helps to boost one's confidence and to work on stage fear. Through this event she got to learn how to speak or act spontaneous, apart from speaking in front of a big audience with such modulation and creativity and instant thought process, taking a lot of courage.. but like she mentions, "when one has the spirit to fight till the end, it all becomes easy and on the moment you start speaking on the stage with a mic with 100s of people listening just you, it gives you immense confidence and surety that you are a good speaker no matter how much time it takes you to speak or reach there".

"Always try and never give up, if you fall down, you will always get up with experience and learnings".

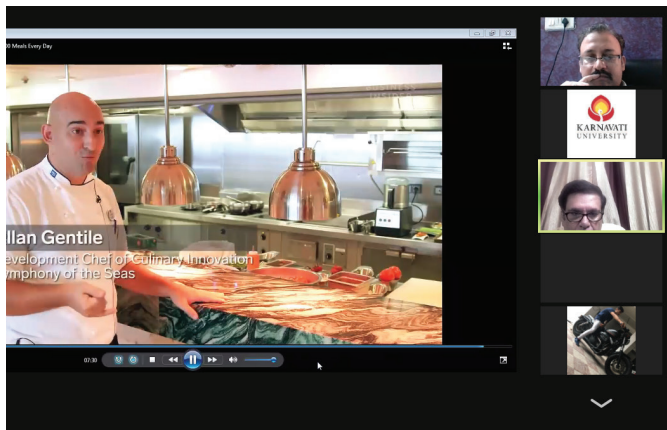
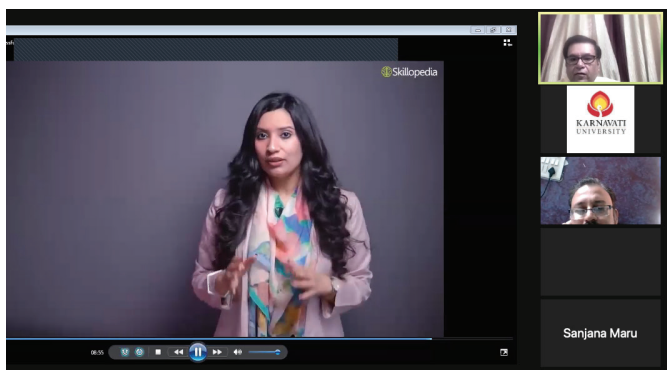
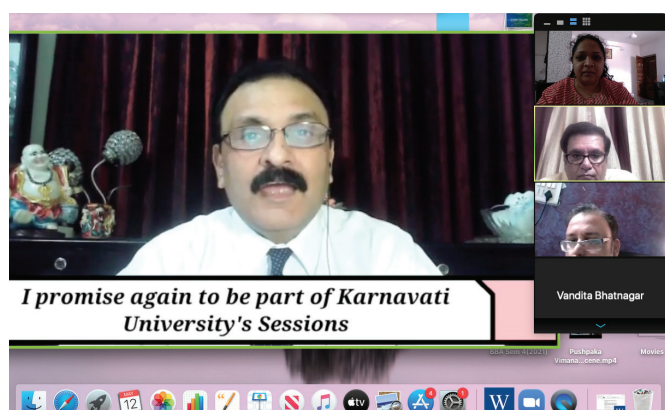
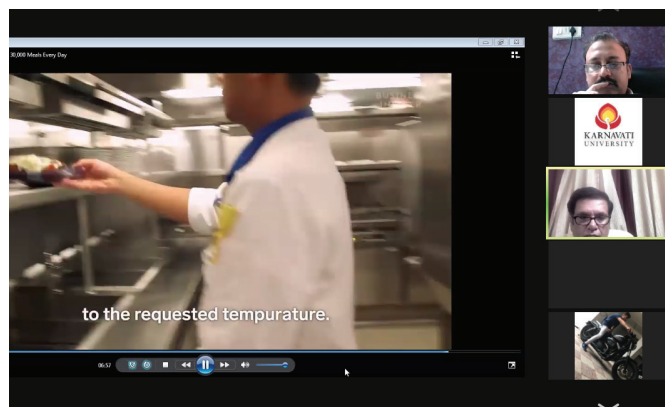
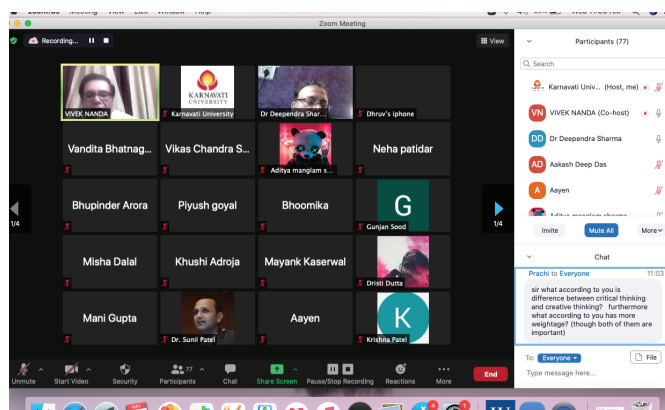
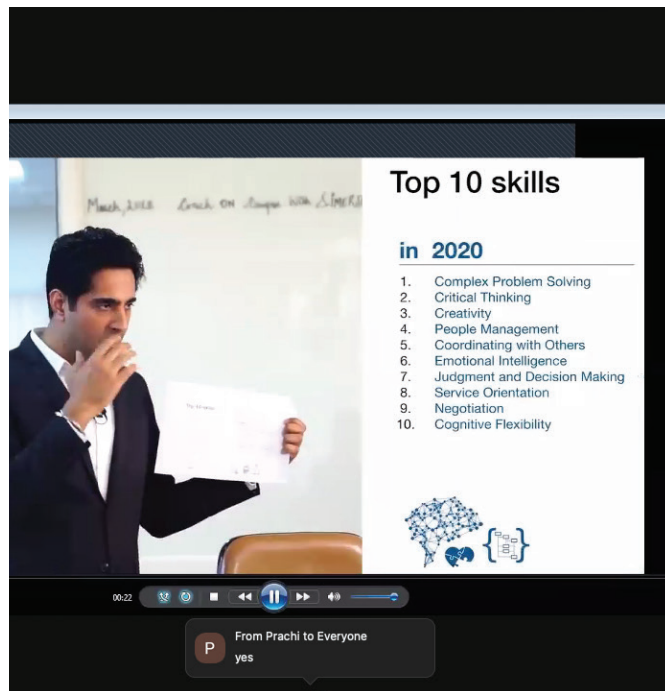
UWSB would like to congratulate Divya for achieving great success and wishing her very best for many more such competitions.

UNIVERSITY-INDUSTRY INTERFACE (UII) SERIES

Students of UWSB along with faculties and mentors recently attended a session as part of University-Industry Interface series hosted virtually. The speakers for the day were Mr. P.K. Rajput, Vice President, Cadila Pharmaceuticals Ltd and Mr. Vivek Nanda, Ex-National Sales Head, Sharp Business.

The session focused on New Skills for New Normal-Corporate Expectations. The inspiring talk was accompanied by videos that gave a clear picture of what is expected from the new corporate lifestyle. The various soft skills which are just as important as just any other theoretical knowledge. The question-answer session with students highlighted about the different corporate lifestyles one has to adapt in various countries.

The UII series at UWSB focuses on interacting with various industry leaders who have real life experiences and expertise in managerial fields.



ROLE OF ACADEMIA IN IP CREATION

A FDP on role of Academia in IP Creation was conducted on a virtual platform hosted by Karnavati University & organized by the IPFC-KU and SSIP/i-HUB. The FDP was parted into two sessions. The initial session was conducted by Mr. Amit Patel, Managing Director, PATectual IP Law Services LLP, who briefed the academicians about the basics of IPR & IP, what is IP, where its used, who can apply and what are the benefits amongst other topics that were covered in the hour long session.

The second session for the FDP was conducted by Ms. Shiva Mehta, Patent Agent & Managing Associate at Y.J.Trivedi & Co. who briefed the academicians on various aspects of intellectual property rights and critical issues surround filing and IP creations citing real life examples. Both the sessions were filled with various examples making it very easy for the academicians to understand the differences and helping them etch a map towards filing patents.

The FDP ended with an encouraging talk by the CEO of iHUB, Mr. Hiranmay Mahanta. Karnavati University plans to file 100 patents in a day and create a different history in the field of academics.

The FDP was attended by more than 100 educational-ists from various fields of Business, Law, Design, Communication and Medicine.

IP is Useful For.....

- Researchers
- Academia
- Industry
- Society
- Government

▪ ALL TECHNICAL DOMAINS & IN ALL INDUSTRY TYPES

Intangible Property



11-05-2021

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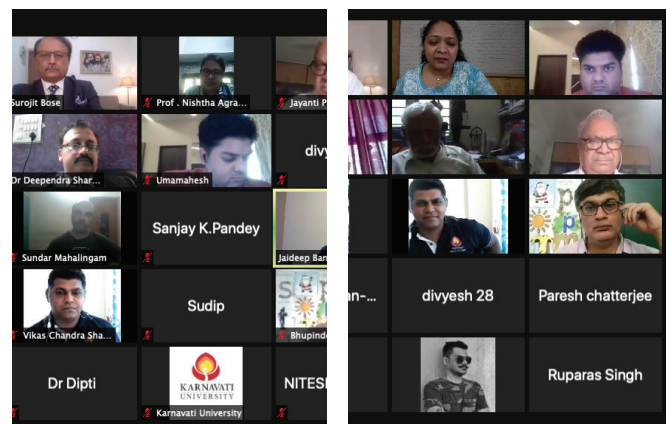
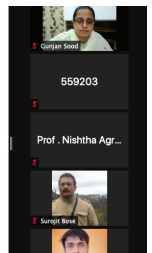
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PATENT SPECIFICATION

The patent specification is a **techno legal document**, which is also called **the disclosure**, is a written description of an invention.

The patent specification is drafted both to satisfy the **written requirements for patentability**, as well as to **define the scope of the claims**. While the layout of a specification varies from place to place, the required contents relatively consistent.



Intellectual Property Rights (IPR)

- ❖ It usually gives the **Creator** an **Exclusive Right** over the **Use** of his Creations for a **Certain Period of Time** and these are granted **by the government**.
- ❖ IP Rights are **Territorial in Nature**.
- ❖ In the current **knowledge-driven, private sector oriented** economic development paradigm, the different types of **intangible assets** of a business are often more important and valuable than its tangible assets.

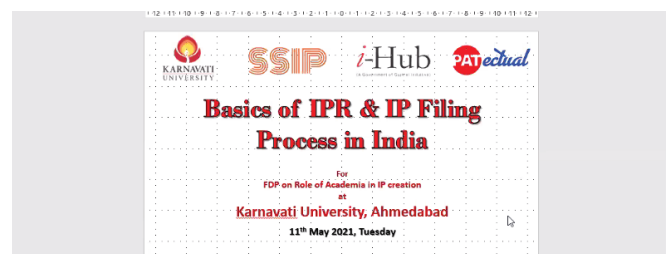
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