

# THE A.M.A. REVIEW

Aloysian Management Association

*St. Aloysius College (Autonomous) Jabalpur*

Reaccredited 'A+' by NAAC (CGPA – 3.68/4.00)

College with potential for excellence by UGC

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Quarterly News Letter

Issue: September – December 2020

## From the Editor's Desk



Ekta Saksena  
BBA III Year

### CORONA 'POSITIVE': THE DARK BEFORE THE DAWN.

The year 2020 started off just as any other year. But this time it was different, we had plans, we had resolutions, we were so dedicated to getting our lives back together we were going to be just so packed. We were so sure about everything, but were we?

The year begins and it looks like a scene out of the '2012' movie. From the rumors of world war III to forest fires and then a pandemic. Everything that could possibly go wrong did and suddenly the world was at a standstill and although people were restricted to their 'cages', nature and animals were set free and this is just one of the silver linings we refused to see in the beginning. We are always so engrossed thinking and believing that the world revolves around us and just us, believing that these material things and money are everything and this pandemic was just an eye-opener.

People only show the ugly. They only show that we had to isolate, people were laid off, schools were closed but with a little change in perspective maybe we could see the bigger picture.

And yes it's ugly to see people getting laid off but there were many who realized that they don't like what they are doing and many others who finally started working on their long-awaited business plans be it a home bakery, a YouTube channel a podcast, and whatnot. We got our creatives out and started doing the things we love, and I think that's beautiful.

Staying at home taking a break from our hamster routine just made us introspect better. It made us realize that many things can actually be made and recycled at our own homes with just a

little bit of creativity and also that the services of people like our newspaperman, milkman, grocery

We were meant to isolate but we never did connect this well with our family, friends and pets.

Schools and colleges were closed too but who knew we would manage it all so well and now one thing for the future is clear that no matter where you are, you could connect with any institute in the world. It's just a link away.

shop worker, maids, etc. are actually just so undervalued.

It also made us realize about the wrong we have been doing and though we were 'Winning at Life' we weren't actually living it.

The Pandemic was a pause that we did not know was needed to push the restart button on our lives and even though the things were falling apart but maybe they were just falling back into place.

And thanks to modern science soon it will all be over and when it does, I hope we come out of it as stronger and better human beings.

### THE NOT SO 'HAPPY MEAL'

While we all know how crucial customer service is in the corporate world, we do tend to forget it at times. This time we are going to take a case that was much in the news and impacted a lot of people, directly and indirectly, related to the corporate and hotel management world.

We all know and love McDonald's' and it's been with us for years now. Be it, kids or adults, everyone loves a happy meal now and then.

During May 2019, McDonald's decided to temporarily shut down 165 of its outlets in North and East India which was the result of a six-year-long feud with its Indian franchise partner, Vikram Bakshi.

Now another factor of utmost importance in the business world is professional relationships and agreements between partners which in this case Mr. Bakshi clearly failed to keep with McDonald's. He refused to pay royalties to the company which forced them to cut off his supply of recipes and raw material to the 165 outlets of North and East India. This resulted in a decrease in the quality of food at these outlets which led to a number of unsatisfied and disappointed customers.

After everything went down, the company took control of those outlets from Bakshi and closed all the restaurants to renew and train the staff and bring back the old McDonalds for its customers.

The same technique was also once adopted by Starbucks once to improve their customer experience.

In conclusion, to run a successful business and to keep your customers you have to maintain a constant quality with your products and services.

By: Vasundhara Rai BBA II Year

## **THE USE OF GROWING TECHNOLOGY DURING THE PHASE OF PANDEMIC COVID-19**

We are living in the 21<sup>st</sup> century where most of the things are done through technology. But first, we need to understand what actually is meant by the word "Technology"?

Technology is the science or knowledge which is further converted into practical aspects to solve problems and then invent it to produce new tools.

Technology will not be able to avoid the effect of a pandemic but we know the fact that this covid-19 pandemic badly impacted our lives both personally and professionally.

During this period of pandemic, technology played an important role in professional life and other aspects too.

(Aarogya Setu App) tracking app was launched by the government which works with the help of GPS and Bluetooth which tracks the coronavirus infected patients.

- Distance Learning, Business Meetings, etc were started to offer, their courses and information through online apps like Google meet, Zoom app, cisco webex meeting to make sure that education is not disturbed due to this pandemic and challenging situation.

In this challenging period, most of the families preferred to place their grocery orders online. There has been an increase in the number of new users who started resorting to online apps for grocery deliveries like Amazon, Flipkart, Myntra and etc.

Several fitness and health apps started conducting live workout sessions on social media platforms. It has been a great help to the people during this pandemic as it had given a new alternative to people to maintain their fitness regime.

Thus, technology innovations have been a great help in managing the epidemic in a calm and systematic manner. It has made us the human being. A lesson learned from COVID-19 is that we have to stay prepared well in advance against any crisis coming in the future collectively.

By- Prateek Khanna  
BBA I Year

## **WORK-LIFE BALANCE**

During this time when the whole world is suffering from the COVID-19 crisis people need to maintain a balance between their work and life.

But what is exactly work-life Balance?

Work-life balance is the state of equilibrium where a person equally prioritizes the demands of one's career and the demands of one's personal life.

Today from students to teachers and employees to employers everyone is under the great pressure of work from home and everyone is facing lot many competing challenges in their daily life which is affecting them very badly. Work life disbalance is a serious problem and it seems that it is increasing over time due to a lot of stress, frustration and heavy workload on workers which not only hamper employees ability to harmonize work and family life but also are associated with health risks, such as increased smoking and alcohol consumption, weight gain and depression. Work life conflict has been associated with numerous physical and mental health implications.

Here are some tips which to cope up with this problem:-

#1 Analyzing the use of your time and deciding what's really important. Set up a new daily regime ensuring the main things remain the main things.

#2 Leaving work at work. Turn off your cell phone, shut down your laptop and set a clear boundary between work and home. Ask your family to make you accountable to ensure you don't slip back into old habits.

#3 Managing your time effectively by putting family events in a shared calendar and keeping a daily to-do list. Make sure you complete the important things and don't worry about the rest.

#4 Taking a good sleep. Before going to bed you can give your mind a command that the next day you won't waste time on useless things which can lead to stress and will complete my targets on time.

Put good plans in place now to ensure you will still be enjoying your career for many years to come.

## Conclusion-

Improvements in people management practices, especially work time and work location flexibility, can contribute to increased work- life balance and help them to work effectively and efficiently. Setting up priorities and following a happy, positive and healthy lifestyle is always a good way. Finally, self- management is important; people need to control their own behaviour and expectations regarding work-life Balance.

By: Nandini Shrivastav  
BBA I Year

## Upcoming Events of Department of Management

- Commencement of Diploma course in International Business in Jan '2021
- Guest lecture by Mr. Abhishek Agarwal on Marketing Strategies in Post Covid Era.
- AMA Activities-
- Business Model Contest
- Group Discussions
- Business Quiz
- Case Study Competition
- Digi Ad-mania 2021

## Editorial Board

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Jabalpur, Madhya Pradesh, India



## Department of Management

*Organizing*

### ***DIPLOMA IN INTERNATIONAL BUSINESS***

**Duration**

**One Year Program**

**Two Semesters with specialization in International HR/ Finance/Marketing**

**Starts from 1<sup>st</sup> January 2021**

**Eligibility -12<sup>th</sup> Pass in any stream with 50% marks**

**Open for all**

Patron  
**Rev. Dr. G. Vazhan Arasu**

Head & Course Co-Ordinator  
**Dr. Pearly Jacob**

Program Fees- Rs.10,000/-

Registration Fees -Rs. 500 ( Non -Refundable)

Registration Link- <https://forms.gle/owBUjN2SBui85Esa6>

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Branch : Gorakhpur, Jabalpur  
Account Type : Current

#### **Course Module**

##### **Semester I**

- Principles & Practice of Management
- International Business Environment
- Global Culture and Business Ethics
- International Marketing Management

##### **Semester II**

- Global Strategic Management & Case Dynamics
- International Financial Management
- Internship/ Project Work

For Further inquiry contact: [mng.sac@gmail.com](mailto:mng.sac@gmail.com)