

Operation & IT Management

Executive Coaching- An answer to today's scarcity

- According to Daniel Goleman, "Great leaders move us. They ignite our passion and inspire the best in us". It is obvious that leaders are the guiding force in any organisations. One doesn't become a leader overnight. They think and act in a different way with respect to others. Let us see what makes the leaders different from others. Somebody who is not a leader, the success is all about him. He is more focussed about his own performance, his contributions and his visibility. However, the same person once becomes a leader, his role changes. It does not matter whether he is performing or not but it matters that his team should perform. The definition of success changes for the same person. Now success for him is all about growing others in a team. The transition in his mindset can clearly be visualised. However, it is never easy for anyone to lead the team. One can see many good managers failing in becoming a good leader. According to one of the surveys of McKinsey & Company, leadership is going to be scarce in few years. Fewer qualified leaders are entering into the workforce and replacing the aging people. This is the concern for many of the organizations. In addition to this, there are unique leadership challenges in India. One of the reasons may be transition in Indian culture. Managers need to understand the emerging need of a new generation. The new generation have grown with new technologies advancement. They aspire for something new out of their workplace. The concept of satisfaction has been diluted and a new era of employee engagement and employee enablement has evolved. Gone are those days where people do not raise their voice against their peers. In this social media era, people can voice their opinion irrespective of their age or qualification. Thus, they want to enjoy the equality in the workplace too. It is sometimes very difficult for the organizations to orient them towards the mission and vision of the organisation. Nowadays organisations are finding it very important to build pools of managerial talent internally in order to overcome shortages of talent and thus leadership. The coaching and mentoring of freshers by senior staff executives is a common method for developing the workforce in Indian organisations. The fresh minds are always the target of the organisation. The organizations orient them, enrich them with required skills, and thus create very strong bench strength. But, is that only the freshers, who require mentorship and coaching? Isn't that the organisations are more focussing on future leaders but overlooking on the scarcity of present leaders? As per the data by Dr. Carl Robinson, Failure rates for senior executives have climbed up to 33 percent. A recent research shows that executives who are rated high on Interpersonal Effectiveness outperform low rated executives by 15 to 20% on yearly revenue targets. In this cut throat competitive business environment, it is obvious to capitalise on the cutting edge values. There is no denying the fact that, as the economic environment continues to challenge organizations, it depends on the capabilities of middle level managers to bridge the gap between strategy and execu.. Is executive coaching a good option to bridge the gap or to develop the managers? How one who has worked hard throughout his career, demonstrating a level of drive, vision and determination that sets him apart from others, can be helped by coaching. Coaching is a separate business entity.
- If somebody wants to change his behavior to improve the performance.
- If somebody wants to identify the ways to overcome the hurdles and obstacles, and is looking for new solutions to success path.

KAIZEN

ITS ALL ABOUT COGNIZING

AN I-LETTER OF JNTUA DEPARTMENT OF MANAGEMENT

PRESENTERS: SHALINI, GANGHADHAR, VIJAYSREE
DESIGNED BY: S. GANGHADHAR, K.SIREESHA
I MBA, JNTUA.

UNDER THE GUIDANCE OF
DR. M.L.S. DEVA KUMAR,
Officer Incharge, DEPT. OF MANAGEMENT.

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BRAND SPEAKS

TITAN

Titan Watch division was started in 1987. At launch it was the third watch company in India after HMT and Allwyn. Titan formed a joint venture with Timex, which lasted until 1998, and set up a distribution network across India. As of 2010, Titan watches account for a 60% share of the total Indian market and are also sold in about 40 countries through marketing subsidiaries based in London, Aden, Dubai and Singapore. In October 2012, Titan partnered up with Zee Watch Group, becoming the sole distributors of Titan watches in the U.S. Titan watches are sold in India through retail chains controlled by Titan Industries. Titan Industries has claimed to have manufactured the world's slimmest wrist watch branded as Titan Edge. Produced indigenously after four years of research and development, the Titan Edge has a total thickness of 3.5 mm and a movement of 1.15 mm. Apart from the Titan Edge, Titan also offers Steel, Regalia, Raga, Fastrack, Technology, Nebula, Bandhan, Sonata, Octane. Fastrack is a popular brand among youth in India.



American shale gas boom spells trouble for Eurozone Recovery

The shale gas boom in North America has led to a fall in natural gas and electricity prices in the United States. However, natural gas export restrictions in the US have prevented a similar fall in prices in the Eurozone. This price discrepancy will reduce the competitiveness of European manufacturers compared to their American counterparts, resulting in lower corporate profits and slower growth in the Eurozone. Moreover, Europe's inability to successfully tap its own shale gas reserves will leave it with no choice but to suffer from the fallout of an extended recession. The shale gas boom in North America is causing a persistent and growing discrepancy in the prices of natural gas between the United States and Europe.

This trend threatens to derail the nascent recovery of the Eurozone by making European exports less competitive in international markets. According to the U.S. Energy Information Administration, shale gas accounted for less than 1% of US domestic gas production in the year 2000. By 2010, however, this share had grown over twentyfold. The resulting supply glut caused natural gas prices in the US to drop sharply from \$15.78 per million British thermal units (mBtu) in 2005 to less than \$2 per mBtu in 2011.

As natural gas accounts for over 25% of all electricity generation in the United States, there has been a significant knock on effect on electricity prices as well. The drop in natural gas and electricity prices has been a boon for US companies in energy-intensive industries such as metals, chemicals and manufacturing. According to a December 2011 Price Waterhouse Coopers report titled "Shale Gas: A renaissance in US manufacturing", shale gas will reduce energy expenses for US manufacturers by \$11.6 billion annually through 2025. These cost savings will make US manufacturing exports more competitive in the international markets. Lower energy costs are also attracting new investments in energy-intensive industries in the US. However, cheaper natural gas prices in the US have not found their way to European and Asian countries yet.

CAREER OBJECTIVE

Internship During Your MBA

One of the most crucial phases for a student life is when he/she decides to take up an Internship during the MBA program. Many top B-Schools along with other prominent colleges of the country unarguably provide elevated opportunities for Internships. But there are even some students in that lot who kind of fail in that funneling process to acquire good Interning opportunities. Many of us are in the pro-longed impression that being a student of a top B school college or from top private university can easily get us a sparking Internship offer in hand. Eh! Think again. With the fading economy, even some of top pass outs are finding it difficult in positioning themselves in the market.

However, whoever gets through accomplishing a good internship prospect during its MBA programme undoubtedly lands with a good job offer. Most of the top notch industrialists and entrepreneurs believe that real world experience is the most soothing tunnel to reach towards a good job offer. And, Internship is that one word which can allow you to get that real world experience. By working during these 2 months period, one can actually enrich his knowledge and can create a sharper vision for the future goals. They are platforms which enable us to get the best of the corporate experience. So, when it comes to Internship one should be as aspiring as they are for their jobs after completion of MBA.

Internships are simply not about running errands for seniors all day and get them coffee or printouts for company's collaterals. It's just that some of us get that odd jobs and we land up doing much less than what we were accepting ourselves to do. Well, everyone doesn't fall that unfortunate Internships on a larger space have much more to offer than what we just delimit in our minds. So, just stop thinking about what the odds of Internship are, and try rekindling its positives aspects that can reflect in our professional life in future. Internships call for all kinds of job, like you can get to assist in an ad agency for their new commercial or you can get your hands in research and analysis in some of MNC bank. Or, you may just land up product designing for a website. The opportunities are ample, it's just that where you want to see yourself placed. Internships on their own give you enough reasons to work with a company for a while and draw a reasonable amount of stipend as well.

Quoting words of George Bush or Porky Pig, that's not all, folks. Here are some quite good enough reasons for which you should take your internship seriously and diligently.

Internships allow an individual to get hands on experience in a private or MNC office setting. You can become an integral part of the organisation and also gain tremendous uplifting knowledge from the projects assigned to you. It bestows an opportunity to sharpen the quality of work. Soft skills like leadership and team work enhances even further while interning in an organisation. All the knowledge acquired in classroom practically falls in a much wider way in your office setting.

Interning in a company augments you with more self-confidence. And you, invariably come up to that boost level where you become competent enough to face this challenging world. In this whole process, remember what you learn in your first year MBA programme and implement your learning as and when required. An Internship helps you understand your strength areas and also facilitates you to identify your weakness. It's wiser to take up internship in the field in which you later want to specialize as you imbibe a lot of learning about that particular field during your Internship tenure.

Colleges might just be an excellent place to understand the ever changing world. It's a place where we certainly learn about work and its culture. But, an internship is an opportunity to use those qualities to the fullest with efficiency. An Internship during your MBA journey more or less prepares you with what's next that this world has to offer you. As aforementioned, Internships are platforms for you to improve your oral and written communication. You might just land up writing your first official mail through your Microsoft outlook during your internship. Your skills as a whole improve as most of us have stage fear or are just not comfortable in interacting with new people around. Your communication skills eventually perk up because you might land up meeting new people from all spheres of life. An Internship is an imperative occasion in a student's life. Your internship may ask you for all sorts of Interaction and communication. In this whole process, you may end up meeting lawyers, officers, other senior employees, designers, chartered accountants and even other interns. Each person might be able to enhance your personality with their share of knowledge. This kind of interaction with people will help you to know more about the real world experiences faster than he contacts you can gather. Your networking can improve size-ably after an Internship programme. Your LinkedIn account can now have better networks after your successful completion of an Internship programme. Such opportunities can be a career builder.

Live experience of MBA STUDENT in Marketing

Networking - A Necessary Course for every Curriculum

The Day I started My M.B.A Journey, the first word I heard was Networking. After my Induction Program me, I was certain that even after entering into the industry, whether I learn something or not, whether I will put efforts or not, if I can make good contacts then I can definitely survive and earn name in the industry.

Networking which in Hindi is popularly known as "JUGAAD" means, to maintain long term relationship with someone by obliging them with or without any consideration in lieu of getting favor in return from the other person in future, if and when required. In the industry networking in is also interchangeably used with more sophisticated term known as "Lobbying". There are both advantages and disadvantages of networking. On the positive side, it gives more opportunity to an individual to develop and achieve, but you also cannot ignore the darker side i.e. in Industry, some people after establishing themselves use this at their will and wish, and the best example is, "Casting Couch" in Entertainment industry. **As per one school of thought, there is direct co-relation between Alcohol and Networking.** As per one survey resurvey 80% of the people network faster and effectively with others over a drink. Thus, one can say to make healthy network, you must have guts and you must be ready to sacrifice. Contrary to the above thought one school of thought believe, if you have talent and skill, then you will definitely survive well in long term even without large network. As per few psychologists, a person who enjoys benefits of networking from the very early stages of his life, definitely lives more healthy and peaceful life as compared to the a person who makes his own way through hard work and talent. **Here is the comparison of the life-cycle of a less talented person with Network and a talented without Network:**

Life - Cycle	Average Person With Networking(Assuming parent's network, till he/she is grown up)	Talented person Without Networking
Toddler	Can Study in one of the finest schools of the county. Benefits Good Communication skills, and overall personality development.	Can get admission in Avg. School, but will definitely personality development.
Teens	Can be an all-rounder (ex. Sports, singing, dancing etc.) since he/she has no pressure for grades as well as full option to make career in any field.	Even after having a lot of talent in a particular field, to concentrate toward academics.(Due to parental well as lack of options)
Graduation	Will get admission in world class colleges/ universities.	After getting merit in state/national level competitive get into top Govt. colleges/ Universities.
Post- Graduation	Again can study into the college of their own will and wish	After a lot of hard-work, this person gets admission into of the country.
Placements(Final)	Will get his/her dream job, or even can start his/her venture through lobbying.	After spending a bomb on studies till post- graduation pressure for ROI and end up in a mediocre job with not his/her wish.

Even after the last stage of the above mentioned table the playing field does not equalizes for people from both the categories. A person in the former case always enjoys an added advantage over the later even after entering into the industry and throughout his lifetime.

Let's look at the less brighter picture of Networking. Few recent and popular instances of lobbying which created destruction in recent times like 2G Scam, Coalgate, LIBOR, DLF etc To mitigate or survive from Lobbying, few suggestive steps that are expected from the government of a country are: More Laws like Right to information Act should be passed Lobbying is possibility only for those who have extra Vitamin M, So steps like:

- √1. Taxing More to Super Rich,
2. Increasing Tax on Luxurious Goods,
- √3. Strict Auditing Norms for HNI's etc. Should be imposed etc.

Thus, I feel that if, Networking is the most effective way to survive without struggle in life, then this trait must be injected into a toddler even before he learns numbers and alphabets, because who knows he even doesn't require that also, with proper efforts and hard-work in making good contacts from his/her initial days.