

SIC

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SINGAPORE INSTITUTE
of COMMERCE

新
加
坡
商
学
院



SINGAPORE
QUALITY CLASS
for Private Education Organisations
新加坡素质级私立教育机构

→ Neilson Company (world's leading provider of consumer & media information services)
B. std. (13 Jan)

(W) total-environment.com

B. std.
(13 Jan)

→ K.P. Singh: India's no. 1 real estate tycoon.

DLF has over 224 million

sq. ft. of completed development and saleable area of over 738 million sq. ft.

- Gurgaon has become synonymous with DLF.

B. std.
(13 Jan).

→ Salim Group - an Indonesian business house ^{has} set up a petrochemical plant in Nandigram W.B.

B. Std. (13 Jan)

→ IndiaBulls' market cap has risen by R8000 crore to R 37000 crore.

B. Std. (Jan 13)

→ Online advertising mkt. is set to grow at close to 100 percent year on year,

B. Std. (13 Jan)

→ Unions of Co.'s can be used in favour of the Co. e.g.) Jaguars

Jaguar Business Operations
Council (JBOC) is objecting
the acquisition by Tata.

B. Std (13 Jan)

(W)

gingerhotels.com.

A TATA Enterprise.

B. Std. (13th Jan)

(W)

Mastercard moments.com.

Mastercard Titanium Credit Card

B. Std. (13 Jan).

(W)

connectgai.a.com

LELG SYSTEM
A knowledge Co.

B. Std. (13 Jan).

(w) Infoedge . com :- The country's
only listed dot - com company.
{ Sanjeev Bikhchandani | B.A. (Hons) Economics, St. Stephen's
CEO (44) | Stephens Col; Post Grad. diploma
Brijj . com - professional networking site modelled on
LinkedIn, } Quote : Innovate or
Naukri gulf . com stagnate }

Infoedge was launched
in his father's garage.

- ICICI venture put in
R7 crore into Info edge .

Jeavasaathi . com

99 acres . com

Quadrangle .

all checked deals . com .

B. Std 13th Jan

w

images bazaar . com

B. Std 15th Jan

→ Qualities : (Hobbies) of Centprs.) t

- ① writing
- ② Reading Mgmt Books.

→ Aditya Birla Group: (\$24 B. group)
(40)
Chairman: Kumar M. Birla (^{\$24 billion}).

Edu: Graduation from Mumbai's
Sydenham Col. & HR College,
chartered accountant from LBS.

Leadership style: believes in meritocracy.

Quote: "Multi-Tasking is critical & a CEO
needs to know every business closely".

Businesses:

Textiles: Grasim.

Aluminium: Hindalco.

Cement: Ultra Tech.

Man-made Yarn: Aditya Birla Nuvo.

Telecom: Idea Cellular.

Retail: Aditya Birla Retail.

Vanthuesen; Peter England; Louis Philippe;
Allen Solly (Cloth Brands owned)

- Hafeez Contractor (designer)
Mumbai.

Ashish Dhamani (38) (Private Equity fund)
Sr. MD Chrys Capital.

Edu: St. Xaviers Collegiate School ; BS in applied mathematics & economics,
Yale University ; MBA - Harvard B.B.

LS: Participative & apolitical.

Quote: "Discovery lies in seeing what everyone sees and thinking what no one has thought."

Vineet Jain (41) {MD, Times Group/
BCCI}.

Edu: Business Graduate from Switzerland

LS: Informal and Participative.

FQ: "When it comes to the future, there are three kinds of people : those who let it happen, those who make it happen, and those who wonder

what happened".

- Times Now ; Zoom.
- Market value of BCCL : 40000 crores.

Aditya Mittal (31)

CFO, Arcelor Mittal.

Edu: Bachelor's degree in Science and Economics from the Wharton School at the University of Pennsylvania with concentrations in Strategic Management & Corporate finance ; graduated with honours.

Arcelor Mittal → world's largest steel

maker
118 million tonnes p.a.

Investment banking - 80/90 hrs
per week.

Revenue: \$8 billion in 2006.

Family Stake 44.79 percent

Vilram Oberoi (44)

Joint MD (operations), EIH Ltd.

Edu: Economics degree from Pepperdine University in California.

L.S.: Demands perfection, leads by example, extremely approachable, works with the team to reach goals and cares for people.

FQ: "We should not look for the next big thing but make the small things bigger & better".

Ratul Puri (35)

Exec. Director, Moser Baer.

Edu: B.Tech Computer Engg; Carnegie Mellon University.

Id: Hands-on with a meticulous approach to detail and tremendous capability to remember statistics, facts, figures.

The market for photovoltaic energy is by some estimate going to be worth at least \$1 trillion in about 15 yrs. After \$100 million investment in 500 megawatts solar power plant in Rajasthan.

- Crystalline silicon wafers & concentration solar energy
- "Never say Never."

Sangita Reddy (45)

Exec director operations Apollo hospital -
MD, Apollo health street ; Directors,
Family health plans.

Ed: B.Sc (Hons), Masters of Health Admin (US)

LS: supportive, open & innovative

FQ: "Be the change you wish to see in the world".

- Indian Healthcare market \$34 billion (2007) expected to touch \$40 billion by 2012.
- Present-day health-care spend = 1360 (\$34) per capita.
- Private sector accounts for more than 80% of total healthcare spending.
- In US, for every dollar spent on healthcare, 30 cents go for administrative processes.
- \$75 Billion (2007) dollar turf available for BPO's.
- Revenues from Apollo Health Street (AHS) \$120 million in March 2008).

Mr Glenn Saldanha (38).

MD & CEO, Glenmark Pharmaceuticals

Ed: MBA, Leonard Stern School of Business NYU.

LS: Lead by example & power.

FQ: Want to be an innovation-led Indian MNC.

Chairman & Group CEO, Financial Tectonics
Vignesh Shah (40)

Ed: Electronics Engineer from University of Mumbai

LS: Hands on team player.

FQ: First deserve, then desire in life".

→ Mkt value of FT = 16000 crore.

= Started the co. from a cramped 250 sq. ft. office in S. Mumbai in a flat with Rs 51acs by mortgaging his flat

→ Vikram Akula (3a)

CEO & founder, M4 SKS Microfinance

Ed.: B.A., Tufts University ;

M.A. Yale University

P.H.D. University of Chicago ;

LS: Good values have to drive business decisions .

FQ: Be the change you want to see in the world .

Mukti Datta (44)

Secretary, Jan Jagran Samiti .

Ed: Higher sec from Maharani Gayatri Devi school Jaipur , no degree .

LS: lead by honesty , example courage and transparency .

FQ: Have the serenity to accept things you cannot change , the courage to change

things you can and the wisdom
to know the difference?"

Harish Hande (40)

MD, Selco Solar Light.

Ed: Masters (Topic - Rural Electrification
in Dominican Republic) & PhD (Topic -
Rural Electrification in India &
Sri Lanka & Does Solar Power
make sense?). from university
of Massachusetts , Lowell (1995)

LS: unassuming . "He does not lead,
but moves ^{with} the team".

PQ: The maxim that has made
what he is: solar is expensive for
the rich and affordable for
the poor .

Nashiket Mor. (43)

President, ICICI Bank Foundation
for inclusive growth.

Edu: PG Diploma in Finance Mgmt.
from IIM Ahmedabad, & a Ph.D
in Financial Economics from the
University of Pennsylvania, US.

Prasoon Joshi (38).

Exec. Chairman, McCann Worldgroup
India & Regional Exec. Creative
Director (Asia Pacific).

Ed: MBA, IMT Ghaziabad.

Ex: Informal,

~~FO:~~

- global FDI in 2006 = \$1.3 trillion
- ODA = Official Development Assistance.
= 103.9 billion (\$)
- India = home to one-fourth of the world's poor. who live on less than a dollar a day.
- Ac to BRIC report, India will grow to be the world's third largest economy, next only to China & India
- 54% of the population is below the age of 25.
- World Development Report 2007, our demographic transition & the peak will come in the year 2030.

Aug-27-08 (Wedn).

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→ Geojit (driven by Trust)

Mutual funds ; Full trading a/c +
online bank a/c + Demat ; Life
Insurance ; Equities Commodities ;
Futures & options ; Margin Funding
Portfolio Mgmt. services

⑩ Geojit.com | ① 1800 4255501

(B.T. - 27 Aug).

⑩ Australia.com.

⑩ qantas.co.in.

(BT)

31-08-08
(Sun).

→ NABSHOW = National Association
of Broadcasters show.

150 no. of companies that
have entered the Indian
Capital Market since 2006.
They mobilised about Rs 50000
cr.

\$45 billion - Indian companies invested worldwide in 2007.

16 - no. of Co.'s that the Tata Group operates in US.

Rs 240'000 cr : market for credit in rural India.

\$7.5 billion : The estimated value of the growing global market for bio-engineered crops & veg's.

\$10.3 billion : net profit of Arcelor Mittal.

\$106.3 billion : revenues for the final quarter of 2007, a world record.



TATA Communications .com

Geothermal Energy has two variants - one depends on heat out of volcanic activity and the other on hot underground rocks found in different places across the world. Water is piped underground into the rockbed and piped out as steam - there is no fuel cost. The inst. needed is around Rs 10-14 crore / MW.

e.g.) Chhattisgarh - rock formation.

Cost / MW of power capacity
Coal - Rs 4-5 cr.

Hydroelectric - 6-6.5 cr.

Nuclear - 6-8 cr.

wind - 6 cr.

Solar - 20 cr.

Natural gas - 2.8 - 3.8 cr.

(BW Oct 05/08).

- Indian Banking is dominated by the public sector, which holds two thirds of the ~~sector~~ assets and accounts for close to three - fourths of the advances in the banking system.

(Bw Oct 05/08)

- One gram , One component : with this programme , Maruti hopes to reduce the weight of components .
- 44% of TCS's overall revenues come from banking , financial services and insurance .

TCS cost structure is divided into three sections / portions : manpower , which accounts for 60% , project specific costs like software (10-15%) and other

costs like travel and communication which account for a fourth.

(BT 05/08)

The Reliance Infrastructure has tied up with Shanghai Electric to manufacture power sector equipment. (When demand is huge but funds are tight).

→ Tips for Managing Slowdown:

#1: Seek out new geographies and emerging businesses when your main operations and markets are under stress.

#2: Make strategic acquisitions when valuations are sober it's a good time to go shopping.

#3: By all means cut costs, but not necessarily advertising and promotional spends

#4: Go easy on hiring. Rather, now's the time to step up productivity of your existing employees.

#5: Look for innovative solutions.
DLF is the only property player importing cement from Pakistan.

#6: Instead of cutting back capital expenditure, you could stretch it out over a longer period.

30/05/10
(Sum)

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Lynda.com.

web design fundamentals

→ Blogs, templates,

→ HTML, CSS, Javascript (minimum knowledge).

A

①

Site Design:

→ things to consider:

Visual design vs time to load

Color Typography ^ accessibility etc.

a) Determine goals:

↳ things that you need to accomplish
(Client)

& needs of the audience.

(b) Clearly define content:

Make the content central
to the site's ~~des~~ design.

Good designs - clear, concise, uncluttered.

(c) Architect the site:

How the site will be organised;
e.g, pages, navigation, content organisation.

(d) Generate mockups:

i.e., sketches or temporary prototypes,

(e) Build it -

(f) Test it:

web usability: How people use the website and their preference

- understanding how the website displays on different browsers.

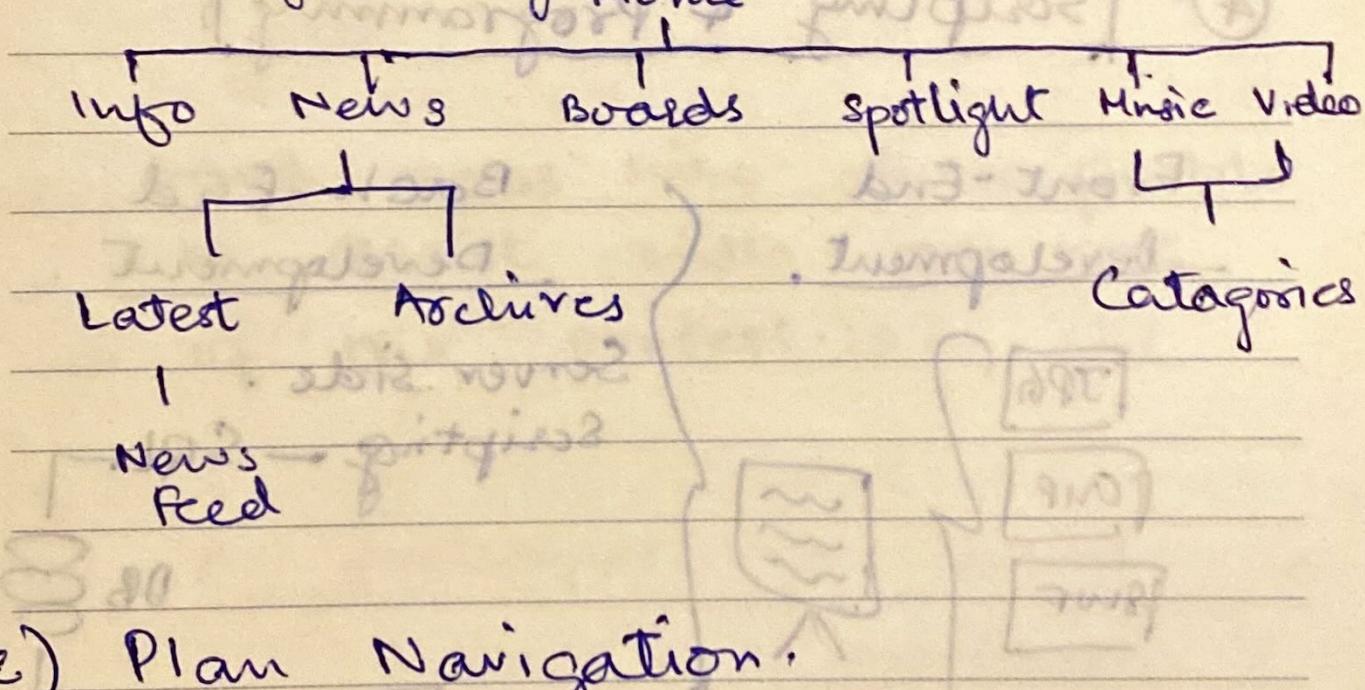
② Information Architecture

i.e., everything in its right place.
science or art, ^{to} organising or structuring sites

→ Tasks of Information Architect:

- Define and prioritize site goals e.g., (sell music, videos, build a community, marketing tie-ins - revenues etc)

b) Organising Content & flow:



c) Plan Navigation:

→ Find info, buy, browse ?

③ Interactive Design:

i.e., creation & integration of feature-rich interfaces, video and blended media.

→ Flash, Ajax etc

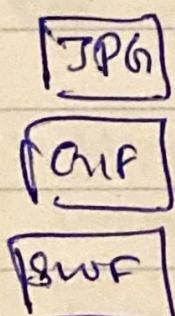
Best practices:

- Make it meaningful.
- Know your audience.
- Provide alternate content.

④ Scripting & Programming:

Front-End

Development.

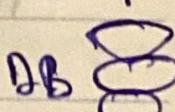


Back-End

Development.

Server side.

Scripting - SQL



Client side

(Any scripts that run in browser environment)

XML

JS

(5)

The Multidiscipline Approach to web design

a) Start with what you know:

- Graphic designer - Be responsible for visual design.
- Project Management: oversee the information management.
- Programmer: web development programming of the site and build a back-end of your site

And ~~also~~ hire other people to assist with the rest of the process.

(B)

① How the web works.

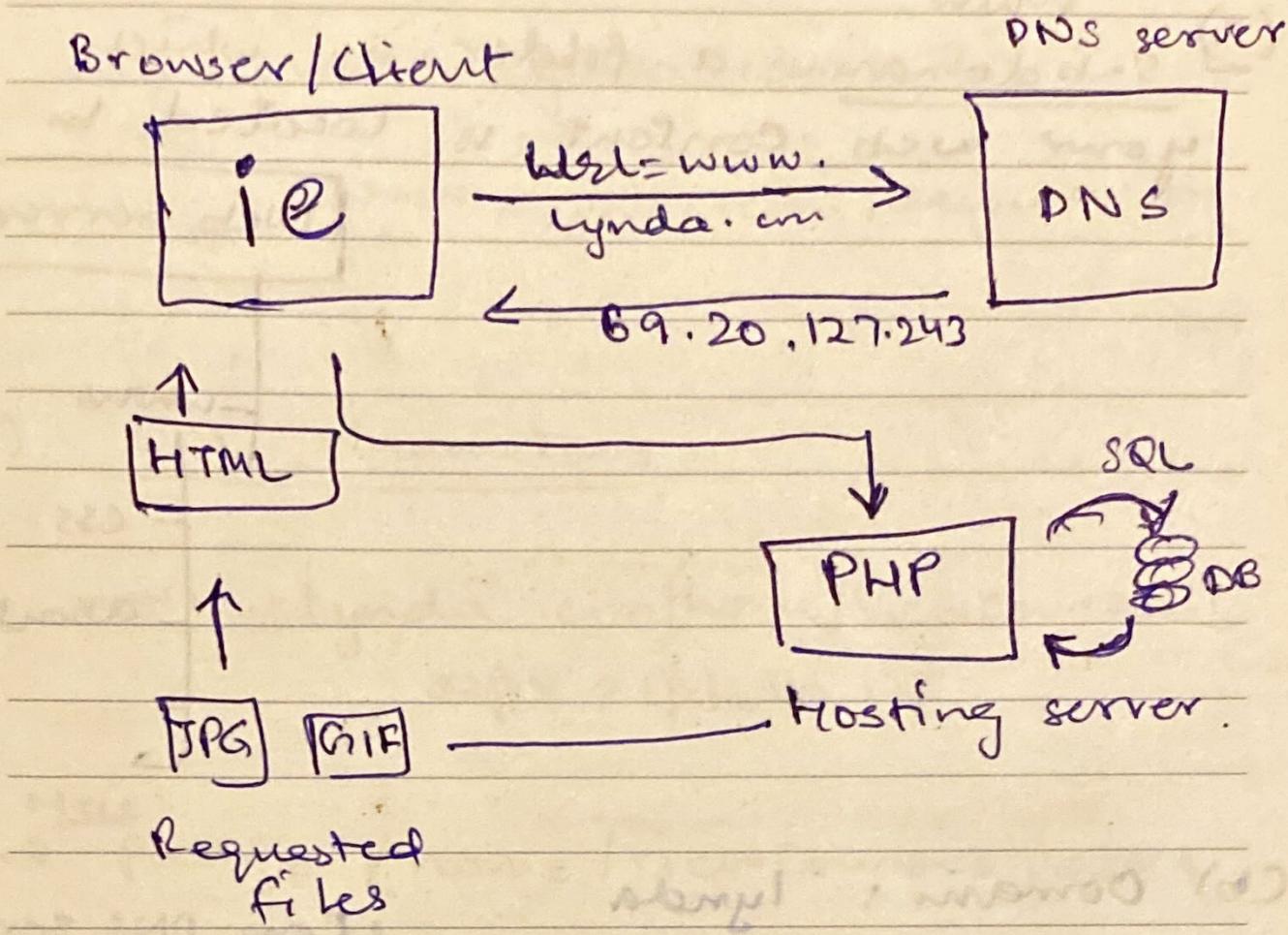
The web can be summarised as a series of interactions between two types of systems - Clients & servers.

a) Clients: the devices that request ^{your} and render ^{the} web content.

e.g., browsers, mobile devices, screen readers, email programmes and chat clients.

b) Servers: applications that deliver web content or services to the clients. e.g., FTP, POP, DB, DNS, PHP.

→ Process of requesting & receiving web content.

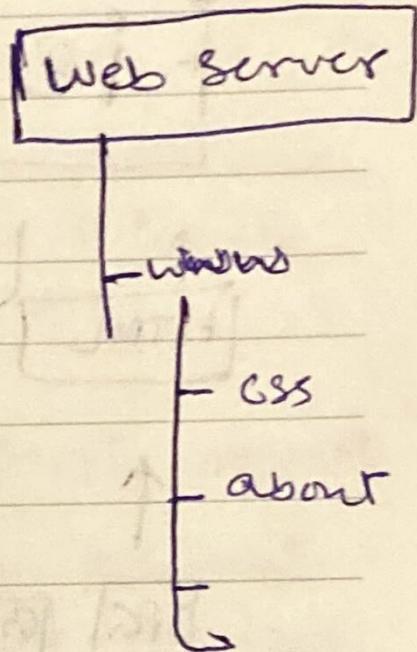


② What is a URL?

- Made up of different parts
 - subdomain
 - domain
 - top-level domain
 - resource name
- http:// www.lynda[com] → com

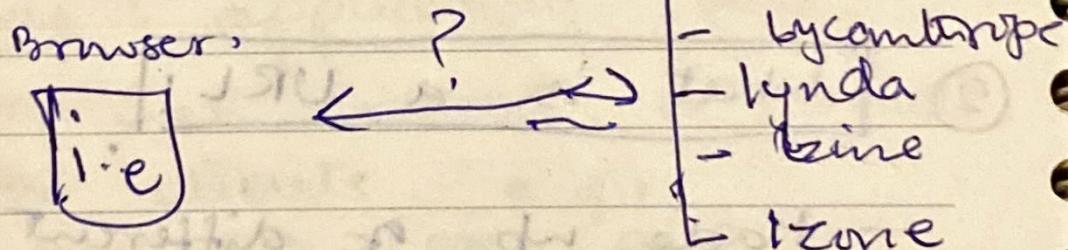
(a) www

Subdomain: a folder in which your web content is located in.



(b) Domain : lynda

• Com DNS server



(c) URL Path/Port:

URL should specify the path or port that you should connect to

e.g., www.lynda.com : 80 .

or

www.lynda.com/default.htm,

(c) URL Parameters:

www.lynda.com/home/ViewCourses.
aspx ?lpk = 128.

Here:
→ Path: /home/ViewCourses.aspx

parameters: ?
author or code
↓
[lpk] = 128
Value
↑
name ↓

(d) Absolute and Relative URL:

http://www.lynda.com/news/newsletter.
.aspx

Absolute URL → unique URL that
contains the entire path including
the www.protocol.

news / newsletter. aspx

[relative] ↑

③

DNS: Domain Name Server,
(phone book of internet)

IP Address

69.20.127.243

Domain Name

lynda.com

Browser → lynda.com

~~hosting~~ DNS

DNS

69.20.127.243

digg.com
facebook
etc.

lynde

Important points:

- Make sure the DNS is assigned ^{properly} to lynde
- Additional domain names should point to same IP
 - e.g., lydatraining.com should direct to lynda.com.
- Only the site's owner can change the DNS.
- Ownership should be established early.

- When transferring sites, it can take up to 24 hours for the DNS cache to refresh.

④

HTTP & Web Protocols

Hypertext transfer protocol - Http.

- protocols enable devices to communicate to each other

a) Other protocols :

FTP SMTP RTP —

Real time
transfer protol

File transfer
protocol

(uploading or
downloading)

simple Mail

transfer

protocol -

send
(email) mail

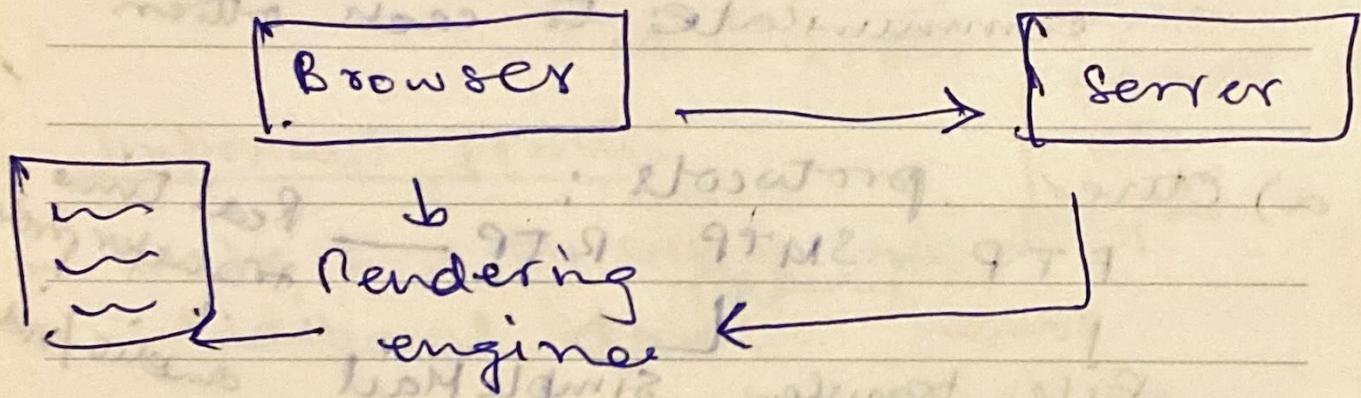
- POP (post office
protocol -

receive
mail

→ Stateless nature of HTTP.

i.e., the message is discarded & forgotten by both the client & the server once it is sent & received.

⑤ How does a Browser work:



Common rendering Engines:

Trident	Presto	Gecko	WebKit
Microsoft	Opera	Mozilla	Safari
IE	Chromium	Firefox	Chrome

⑥ What is HTML : Hyper text Markup language .

HTML - contains tags

<P> I am a paragraph </P>

⑦ HTML Document Structure:

- i, Tags identify content.
- Most tags have opening <tag> and closing </tag> tags
- ii, HTML contains relatively small tag set.



```
<html>
  <head> ]
  </head>
  <body> ]
  </body>
</html>.
```

28/06/10
Chong

- ⑦ What is a DTD?
- Document type Definition
(XML, HTML, etc)
- * Document type declaration.
<doctype>

* DTD Structure:

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
<http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd>

HTML 5 - no need of DTD.

- ⑧ What is CSS?

CSS: Cascading Style Sheets -
- A style-sheet language developed
to control the presentation
of HTML documents.

CSS Rule:
(Property), (Value)

P { font-family: Arial; font-size: 1em;
color: #ff0; }

Selectors

⑩ What is XML? : eXtensible Markup Lang.

- A semantic markup language containing rules for defining document structure & data.

Common uses:

RSS feeds.

AJAX Apps.

Flash. - XML is used to move data

External API's:

⑪ What is RSS feed? : Real Simple Syndication

② JPG, GIF & PNG: Standard image formats for web graphics.

i, JPG: Joint Photographic Experts Group.

- supports millions of colors
- uses "lossy" compression to reduce file size.
- JPG's are compressed each time they are saved.

ii, GIF - Graphics Interchange format.

- most common
- Limited to 256 colors,
- Typically used for logos or icons.
- GIF's support transparency & limited animation.

iii, Portable Networks Graphics. (PNG)

- supports lossless compression & uses transparency,
- supports millions of colors,
- larger size than GIF's & JPEG's

⑬ What is JavaScript? -

- Scripting language used to add interactivity & functionality to web sites (nothing to do with Java),

Common usages:

- i, Build interactive elements
- ii, Create dynamic menus.
- iii, Open new browser windows.
- iv, Update data within the browser.
- v, Client side form validation.
- vi, Manipulate page elements.
e.g., (JavaScript Framework).
jQuery, Prototype, MooTools,
Spry. (all free).

(ii)

what is AJAX?

- ✓ Asynchronous JavaScript & XML:
 - Interactive interfaces or applications built using all or some of the following technologies:
JavaScript, XML, HTML, CSS & Document Object Model.
 - HTML, CSS, ~~JavaScript~~, XML & DOM script in for AJAX development

29/06/10.
12:00

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(15)

PHP, .NET, JSP & Coldfusion] -

“Server side application”

- ✓ Tips for choosing a server platform:

i) choosing your hosting company wisely... → Hosting companies may only offer one or two platform choices.

ii) Budgets can drive decision-making:
Hosting plan costs may vary based on server platform.

iii) Existing technology can drive platform.

Plugins, blogging platforms, and CMS choices may drive platform

PHP: Hypertext Preprocessor

- Open source. e.g., Apache, SQL,

↓
database

JSP: Java Server pages. (- Sun) developed by

- Scripts are a combination of XML & JSP
- flexible and can be used on large or small sites.

• .Net: • .NET actually refers to the entire Microsoft application framework.

ColdFusion:

ColdFusion is added to the page through its own markup language - CFDL.

⑯ [SQL]: Structured Query Language

- Structured Standard query language for managing & retrieving information from databases.

(17) Content Management Systems (CMS):

Application that helps control the creation, publishing and archiving of site content

How to choose CMS?

- i) ~~Badly~~ Understand site goals & future needs.
- ii) Match site focus to CMS focus.
- iii) Look for quality plugins.
- iv) Look for robust support.
- v) Compare CMS to budget needs.
- vi) Make sure site admin is simple.
- vii) Does the CMS allow custom layouts?

Popular CMS:

- i) Expression Engine, Movable Type
- ii) Frog.
- iii) Drupal.
- iv) Joomla.
- v) Radiant
- viii) Wordpress.

(1) API : Application programming interface:

- An exposed set of functions that allow other applications to access features & functionality.

(D) : Getting Started:

① What should I learn first?

a) Area of specialisation
+ Current Strengths

Initial focus:

(b)

Step 1: Learn HTML & CSS.

Step 2: Learn how to make content accessible

Step 3: Focus on web usability.

②

Getting Online Quickly:

a) Consider a blog.

Blogging option 1: free blogging platforms:

- i, blogger.com
- ii, livejournal.com
- iii, typepad.com
- iii, wordpress.com.

Blogging option 2: Host the blog yourself.

b) Using a template driven site,

- i, Register a domain, choose a host, and download your template.
- ii, Customise your template by adding your content.
- iii, Only choose templates that offer thorough documentation.

③ Web design Applications:

a) Choosing the right tool matters.

→ Things to consider when choosing an HTML editor.

- i. Budget
- ii. Personal preferences
- iii. Workflow tendencies.

HTML Editors:

① (I) KOMPOZER:

- Open source / free.
- Mac / PC / Linux versions available
- WYSIWYG & Code editors.
- Site management tools , CSS & Javascript editor.
- Built in FTP client.
- Documentation & support are sparse.

(II) BBEdit - Mac only.

(III) Coffee Cup HTML Editor.

- i. PC only.
- ii. WYSIWYG & Code Design Views

- iii, code snippets , completion & validation features .
- iv, Powerful site management tools.
- v, Pre - built in Themes to jump start designs.
- vi, low cost compared to others coffeecup . com / software .

(IV) Microsoft Expression

- only . Net server side support .

(V) Coda - Mac only .

(VI) Adobe Dreamweaver:

- industry standard web editing tool .

④

Additional web development tools

- (I) Tools for creating web graphics.
- a) Photoshop
 - b) Illustrator
 - c) Fireworks
 - d) Corel Draw
 - e) GIMP.

- Tools for testing web pages
- (II)
- a) Firebug.
 - b) Webkit Web Inspector.
 - c) Google Analytics.

⑤ Designing for Multiple Browsers:

i, Write valid HTML & CSS markup.

ii, Understand how layout works in CSS & write it correctly.

iii, Research browser differences and their level of CSS support.

quirksmode.org/qf/csstest.html

iv, Create & plan.

v, Know your audience.

vi, Avoid CSS hacks when possible.

- browserlab.adobe.com
- [Browser Shots www.sic.edu.sg](http://www.sic.edu.sg)

Learn to Program (Ruby)

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⇒ CHAPTER - 1. - NUMBERS

a) ~~puts~~ **PUTS** : puts simply writes onto the screen whatever comes after it.

b) Integer & Float:

Integers : Numbers without decimal points are called integers.

FLOATS : Numbers with decimal points are usually called floating-point numbers or simply floats.

* spaces do not matter in Ruby. They are used to make the code readable.

CHAPTER - 3 : LETTERS .

a) Strings : Groups of letters in a program. Strings can have punctuation, digits, symbols and spaces in them. Strings with nothing inside are called empty strings. Strings are enclosed in ' ' or " "

b) Escape : \ (backslash)

is used to escape the normal way of writing characters.

e.g., puts 'You're swell!' output - You're swell!

CHAPTER - 4 . Variables & Assignment :

Assignment : To store a string in the computer's memory for later use in the program is called assignment. The process is done by assigning a name to the string called variable.

Note : The first character of the variable should be a lowercase letter.

"Name or look" slug

"Name or look" - suggestion

Chapter - 5. Mixing it up!

a) Conversions: To get the string version of an object, we simply write

• `.to_s` after it,

e.g., `var1 = 2`
`var2 = '5'`

`puts var1.to_s + var2`,
output 25.

Why, `.to_i` \Rightarrow integer version of an object

`.to_f` \Rightarrow float version of an object,

b) `Puts`: `Puts` stands for put string.

c) `Gets`: `'Gets'` gets what you type in.

`chomp`: takes off any enter characters hanging out at the end of your string

- d) Fixnum : Fixnum are smaller integers &
- e) Bignums : Bignums are larger ones

* Chapter-6 (More About Integers).

a) Methods: Methods are things that do stuff.

Note: If objects (such as strings, integers and floats) are the nouns in the Ruby language, then methods are like verbs.

Every method is being done by some object, even if it does not have a dot in front of it.

$5 + 5$ is actually $5 . + 5$

Chapter 7 - Flow Control:

a) Comparison Methods:

> greater than

< less than

= = are these equal

!= are these different.

b) Branching: If what comes after the 'if' is true, we run the code between the if and the end. If what comes after the if is false, we don't.

e.g., puts 'Hello, what's your name?'

name = gets.chomp

puts "Hello, ' + name + '!"

if name == 'Sarib'

puts "what a lovely name!"

end .

|| = or

& = and

! = is not,]

• always

Chapter - 8 - Arrays & Iterators .

Array : An array is just a list in your computer.
[1, 'sakib'].

Iterators : Methods that act like loops are called 'Iterators'.
each do .

Chapter-9, Writing your own methods,

?

Search. def ? in ruby.

chapter-10.

There's nothing new to learn.

Chapter-11

Reading & Writing - Saving & Writing

Learn Rails :

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Chapter- 1 : ✓.

Chapter- 2 (Concepts) :

a) what is ROR.? Rails is a software library that extends the Ruby programming language

Chapter- 3 (Plan Your Product).

User Stories: In software development and product management, a user story is a way to discuss & describe the requirements for a software application. The process of writing a user story helps a product owner identify all the features that are needed for an application.

As a < role >

I want < goal >

so that < benefit >

Agile Software Development, (Manifesto).

- i, Customer satisfaction by rapid delivery of useful software.
- ii, Welcome changing requirements, even late in development.
- iii, Working software is delivered frequently (weeks rather than months)
- iv, Sustainable development, able to maintain a constant pace
- v, Close, daily cooperation between business people and developers.
- vi, Face-to-face conversation is the best form of communication
- vii, Projects are built around motivated people*, who should be trusted & (individuals)
- viii, Continuous attention to technical excellence & good design.
- ix, Simplicity - the art of maximizing the amount of work not done - is essential
- x, self organising teams.
- xi, Regular adoption to changing circumstances.

b) Wireframes & Mockups

Chapter 5 (Manage Your Project)

i) Kanban: is a method of managing projects that has been adapted from lean manufacturing for use in software development.

In Japanese, "kan" means

"visual" & "ban" means card ~~box~~ or board

Imagine putting a big whiteboard on your wall & creating columns for series of to-do lists. The columns, called swimlanes are labelled

'Backlog | ready | coding | Testing | Done'

Chapter-6 (Accounts You may Need)

- a) GitHub.
- b) MailChimp.
- c) Heroku.
- d) Nitron.io.

Chapter-7 (Get Started).

- a) Nitron.io
- b) Sublime Text 2.

Singapore Institute of Commerce
"Creating Learning Opportunities"

10:00 -

2008.

13030 (29th)

Date

March 2001

{ Oct 02 - 10th
Oct 03 - 11th.
Oct 04 - 11th.
, Oct 05 - ~~11th~~ 12th
June 06 - 1st
{ June 07 - 2nd
08 - 3rd ..

→ June 08 - 3rd Th

→ June 07 - 2nd.

→ June 06 - 1st

→ 'n' 05 - ①:

KAT ID : 621462

Password 279 centra - 17:

SNAP ID > 1052701.

Seethibashai @ gmail.com

Tasks

- Airtel Bill .. ②
- Nokia 3120 - service ③
- Gas Cylinder. ①
- ~~Sugar~~. Sugar . ④
- Rice .
- Watches wrist . ⑤
- Mouse . ⑥
- Passport .

Call V. singhal.

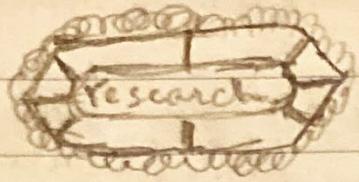
Complete SIP Report.
Refrigerator..

- ① Nokia Service
- ② Watch
- ③ Mouse
- ④ Passport
- ⑤ Professionals
- ⑥ " " " "

College:

- ① Summer Internship Report.
- ② Meet Surathi Mam / Jyoti Mam.
- ③ Fee Receipt.
- ④ Card library.
- ⑤ Registration Block(s).

- Plan . 30th ?
- first ticket - 9th .
- (From - word format)



Teaching

(Behavioral Questionnaire) *

Company study.

Page - 05 - wikipedia.com

i) Multiple social Networks Available. & Business efficiency

ii) Business Collateral Development
Co's conference Management
→ Sponsorships, sales presentations,
etc.

iii) Conclusion. ✓ . Social

more summary! *

→ Part II *

→ Part III: ✓

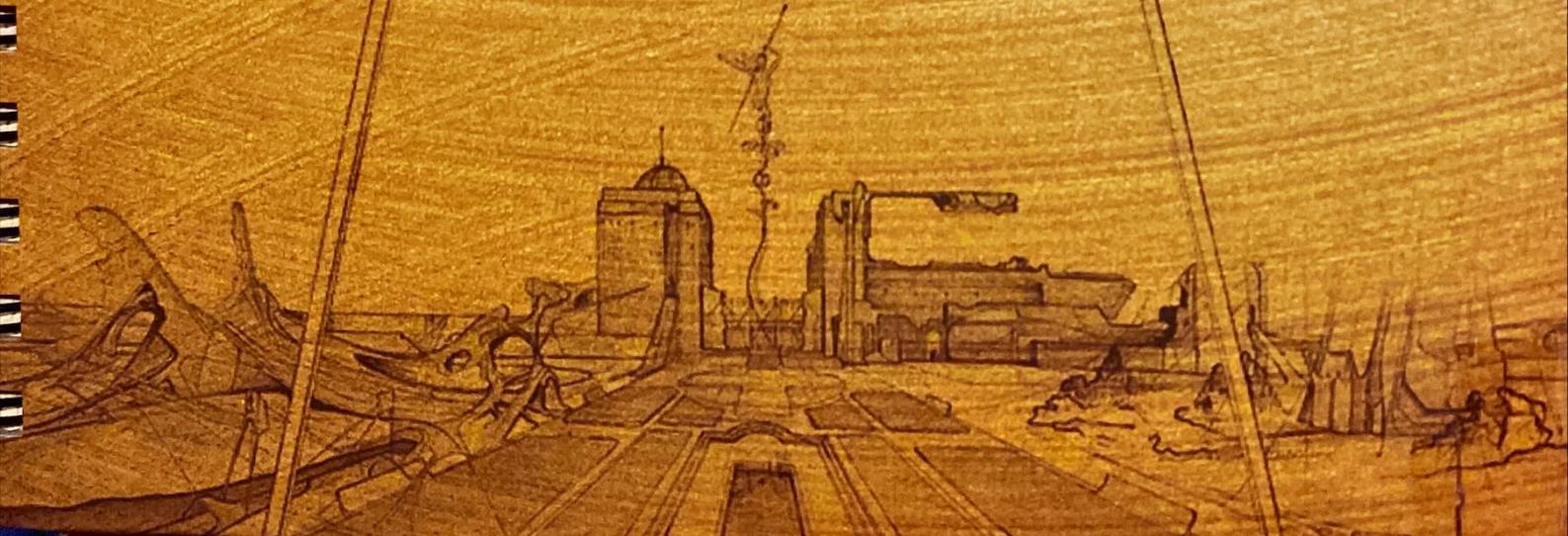
Marketing

- 1 - Product & Brand Mgmt \checkmark (Block 4)
- 2 - CRM \checkmark (Block 4)
- 3 - Consumer Behavior \checkmark (Reg)
- 4 - B2B Sales \checkmark (Reg)
- 5 - Selling to New Age Cust \checkmark (Block 4)
- 6 - ERP \times
- 7 - BIDM \checkmark (Block - 2)
- 8 - E-Business Strategy \checkmark (Reg) \times
- 9 - Project Mgmt. \checkmark (Reg)
- 10 - Entrepreneurship \times (Block 5) \times
- 11 - M&A.
- 12 - Global Logistics.

- 1) BIDM - Block 2. ✓
 - 2) ASP - B - 3. ✓ M.
 - 3) ~~Telecom~~ - RM - ✓ ~~digit~~.
 - 4) PBM - Term VI. M.
 - 5) SCM -
 - 6) Entrepreneurship - Term VI. X.
 - 7) ~~Business Analytics~~ -
 - 8) Digital selling.
 - 9) CRM.
 - 10) DBMS.
 - 11) Consumer behavior.
 - 12) B2B Sales - Term VI. M.
 - 13) International Mktg.
 - 14) E-biz Strategy. - Term VI.
 - 15) Project Mgmt.
 - 16) DBMS - Term VI.
-
- ✓ - Consumer behavior. - M - ..
 - ✓ - Digital selling. - M. X.
 - ✓ - CRM. - M. - .
 - ✓ - PM -
 - ✓ - Mktg.
 - International Mktg

	<u>Point</u>	
①	Passport Application (Buy)	① 34
②	DBMS project	3 2
③	EBS project	2 1
④	ET. project	8 3
⑤	Chinese language	5 8
⑥	Shanghai Form.	4 34
⑦	Jobs Apply (Monster etc)	10 9
⑧	Magazine Design.	6 6
⑨	QTB / MES - Result.	9 5
⑩	TIE / IAN - Event.	11 12
⑪	Read ET book / HBR / Mag.	14 11
⑫	Saudi Embassy / Cult. Mission	13 13
⑬	I-Fest Poster	7 7
⑭	Clothes (Pack)	12 10
⑮		

The elements of **TRUST**



Date 31/05/2018; Thursday.

List of Text Books (R-2)

- ① Principles and Practices of Cost Accounting,
Third Edition - Ashish K. Bhattacharyya
(PHI Learning Pvt. Ltd. - www.phindia.com)
- ② Financial Accounting - A managerial Perspective.
Third Edition - R. Narayanaswamy
(PHI Learning Pvt. Ltd. - www.phindia.com)
- ③ Financial Management - Prasanna Chandra.
(McGraw Hill Custom Publishing - www.tatamcgrawhill.com)
[For IIM only]
- ④ Principles of Corporate Finance -
 - Richard A. Brealey.
 - Stewart C Meyers
 - Franklin Allen
 - Pitabas Mohanty.
(McGraw Hill Custom Publishing)
[For IIM only]
- ⑤ Statistics for Management -
 - Richard I. Levin
 - David S. Rubin
(Seventh edition - Pearson - www.pearsoned.co.in)
- ⑥ Operations Management - Edition 9 (India Ed).
 - Norman Daftier.
 - Greg Frazier.
(Cengage Learning - www.cengage.co.in)



Date 31/05/2018 : Thursday.

⑦ Operations Research - Concepts & Cases.

Eighth edition - (Special Indian Ed.)

- Frederick S. Hillier

- Gerald J. Lieberman.

(McGraw Hill - Higher Education - www.tatamcgrawhill.com).

⑧ Marketing Research - An Applied Orientation.

- Naresh K. Malhotra

- Satyabhusim Dash.

(Pearson - Fifth Edition, www.pearsoned.co.in)

www.peicamp.in/nareshkmalhotra.

⑨ Introduction to Computers - Peter Norton.

Sixth Edition - Special Indian Edition.

(McGraw Hill - www.tatamcgrawhill.com)

⑩ Contemporary Business Communication.

Fifth Edition - Indian Adaptation.

- Scot Ober

(Biztantra - www.biztantra.in)

⑪ Mercantile Law - Avtar Singh.

(Eighth Edition - Eastern Book Company - Lucknow).

⑫ Management Information Systems.

- James A O'Brien

- George H Marakas

(McGraw Hill Custom Publishing - www.tatamcgrawhill.com)



Date 31/05/2018 : Thursday.

⑬ Sales & Distribution Management

- Tapan K. Panda
- Sunil Sahdev

(Oxford Higher Education - www.oup.com)

⑭ Marketing Management - A South Asian Perspective.

13th Edition - Pearson Education - www.pearsoned.co.in

- Philip Kotler
- Kevin Lane Keller
- Abraham Koshay.
- Mithileshwar Tha.

(www.prenhall.com/kotler | www.pearsoned.co.in / philipkotler | www.pearsoned.co.in / marketingmanagementindia.

⑮ Services Marketing - Sixth Edition.

- Christopher Lovelock
- Jochen Wirtz
- Jayanta Chatterjee

(Pearson - www.pearsoned.co.in).

⑯ Strategic Marketing - Oxford University Press.

- Douglas West
- John Food
- Essam Ibrahim

(Indian Edition - www.oup.com).

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(17) Crafting & Executing Strategy - For IIM Only.

- Arthur A. Thompson, Jr.
- A. J. Strickland III
- John E. Gamble
- Arun K. Jain

(McGraw Hill Custom Publishing - www.tatamcgrawhill.com)

(18)

Strategic Management - For IIM Only.

- John A Pearce II
- Richard B Robinson, Jr.
- Amita Mital.

(McGraw Hill Custom Publishing - www.tatamcgrawhill.com)

(19) Principles of Macroeconomics - Fourth Edition.

- Mankiw (Indian Edition).

(Cengage Learning - www.cengage.co.in).

(20) Managerial Economics - Sixth Edition

- Dominick Salvatore
- Ravikesh Srivastava

(Oxford University Press - www.oup.com).

(21) Human Resource Management

(Pearson - eleventh edition)

- Chaney Dessler

- Biju Varkkey

(www.pearsoned.co.in).

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→ LIST OF Books :

① IA's Terror Trail

By: Anil Sharma © 2013.
Shekna Books.

(Gifted By: Shishir Bhamot (FIL).

②: Introducing the Quran.

By: DR. HASANUDDIN AHMED.
Goodword Books, 2005.

www.goodwordbooks.com

③ : A History Of God. (1999)

By: KAREN ARMSTRONG.

Vintage Books, London

www.vintage-books.co.uk

www.randomhouse.co.uk

④ : The A-To-Z of Hinduism (2001, 2014)

By: Bruce M. Sullivan

Vision Books Pvt. Ltd.

www.visionbooksindia.com

⑤ : Lateral Thinking. (1970)

By: Edward De Bono

Penguin Books. www.penguin.com



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⑥: The Trachtenberg Speed System of Basic Mathematics.

By: ANN CUTLER and RUDOLPH MCSHANE.

Rupa & Co. By Arrangement with Souvenir Press Ltd. UK

⑦: The Greatness Guide

BY: Robin Sharma

JaiCo Publishing House, Published in arrangement with HarperCollins Ltd. Canada.
www.jaicobooks.com

⑧: Factfulness

By: Hans Rosling with Ola Rosling and Anna Rosling Ronnlund
Sceptre Books www.sceptrebooks.co.uk

⑨: Best Quotations For All Occasions

By: Lewis C. Henry
Random House Publishing Group.
www.ballantinebooks.com



⑩: The Qur'an.

By: Saheeh International.
Al-Muntada Al-Islamii Trust.

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www.quranfall.org.

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