

NEWS ANALYSIS



CWS ASSIGNMENT (FUNDAMENTALS OF MANAGEMENT)

MADE BY:
ARNAV ARYAN
2K18/CO/086

ARTICLE 1

Jaguar Land Rover appoints creative chief to board as it redefines strategy

Read more at:

https://economictimes.indiatimes.com/industry/auto/auto-news/jaguar-land-rover-appoints-creative-chief-to-board-as-it-redefines-strategy/articleshow/80480106.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

CONCEPTS USED:

- **Motivation:** In the above article JAGUAR motivated his employees in the form of praise, better working conditions, job enrichment and participative decision making by promoting him as creative chief.
- **Development of Each and Every Person to his or her Greatest Efficiency and Prosperity:** FW Taylor principle can be applied here as industrial efficiency depends to a large extent on personnel competencies. Since the effectiveness and efficiency of a company relies on the abilities and skills of its employees, this principle says that worker development should be emphasized. Efficiency in the organization could be built right from the process of employee selection. Each person should be scientifically selected. Then work assigned should suit her/his physical, mental and intellectual capabilities.
- **Marketing Strategy:** The concept of marketing can be also applied as the JAGUAR promoted him for reaching prospective consumers and turning them into customers of their products or services in a different way than earlier to get more profit margins.

ARTICLE 2

SBI General Insurance to support Covid-19 vaccination drive

Read more at:

http://timesofindia.indiatimes.com/articleshow/81704854.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

CONCEPTS USED:

- **Corporate social responsibility:** The concept of corporate social responsibility is illustrated by SBI which means it is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources.
Under its CSR initiative, SBI General will cover the cost of two shots of Covid-19 vaccination, for low-income groups in Maharashtra and Andhra Pradesh.
Their mission is to serve the most vulnerable communities and people at risk with sustainable interventions that can help in transforming their lives.

ARTICLE 3

Targeting investment from around 1K companies: DPIIT Secretary

Read more at:

https://economictimes.indiatimes.com/news/economy/finance/targeting-investment-from-around-1k-cos-dpiit-secy/articleshow/81694675.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

CONCEPTS USED:

- **Political Environment:** In the above article, the concept of political environment is illustrated as India is targeting investments from around 1,000-odd companies including Tesla and there are many investment proposals in the offing which can include – government policy, political stability or instability in overseas markets, foreign trade policy, tax policy, labour law, environmental law, trade restrictions and so on.
- **Economic Environment:** In the above article, the concept of economic environment is also illustrated as India is focusing on job creation and seeking to attract foreign capital investment in India which will result in growth in overseas markets capitals and overall economic capitals.

ARTICLE 4

CBI raids over 100 locations across India in bank fraud cases

Read more at:

http://timesofindia.indiatimes.com/articleshow/81705329.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

CONCEPTS USED:

- **Corporate Governance:** The concept of Corporate Governance is applied which means it is the system by which business corporations are directed and controlled. In the above article, banks violated Corporate Governance. SEBI has made corporate governance compulsory for certain companies. This is done to protect the interest of the investors and other stakeholders. There is a need of corporate governance in an organisation because of following reasons:
 - It shapes the growth and future of capital markets of the economy.
 - It helps in raising funds from capital markets.
 - It enables management to take innovative decisions for effective functioning of the enterprise within the legal framework of accountability.
 - It improves the international image of the corporate sector and enables companies to raise capital.

ARTICLE 5

Barbeque Nation Hospitality IPO Subscribed 5.98 Times On Final Day Of Issue

Read more at:

<https://www.ndtv.com/business/barbeque-nation-hospitality-ipo-subscription-news-barbeque-nation-hospitality-ipo-subscribed-5-98-times-on-final-day-of-issue-2399763>

CONCEPTS USED:

- **Finance:** In the above article, the concept of Initial Public offer (IPO) from finance is illustrated as Barbeque Nation Hospitality offered new shares to the public. After the IPO, shares are traded freely in the open market in which the concept of primary markets and secondary markets are also applied. Primary market is for the sale of securities by new companies or issue of new securities by existing companies. Secondary market is for trading existing shares of companies.