



Management@DME

December 2016

SEASON'S GREETINGS

Delhi Metropolitan Education would like to wish all of its readers a very Merry Christmas and a Happy New Year.

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FROM EDITOR'S DESK



After the festive exhaustion of November month, the advent of December is bringing along the winding up of the current semester, the planning for new semester and many more activities enfolded. The department is busy in preparing and scheduling regular curriculum as well as add on activities to enhance students' skills. November has witnessed wad of events and the maiden event MODEL UNITED NATION was organised successfully at DME. All departments participated in the event enthusiastically. Now DME is spreading its wings to take a new journey towards capacity building and faculty empowerment, so department is planning to arrange faculty development programmes in upcoming days. The students are busy in writing their external examination and we wish them all success. We, management department at DME look forward to more participation and suggestions from everyone for the furtherance of the department. The theme of this month's newsletter is Ethics in Business.

Editor@management department

Bindu Sharma

Editorial Board: Ms Bindu Sharma, Ms Bandana Bawri

Prof. Dr. Azad S. Chhillar Joins Us



Prof. Azad S. Chhillar, an alumnus of Delhi School of Economics, Delhi University, Delhi, has an experience of more than forty four years in teaching and research including four years abroad. He has actively involved himself in course teaching and structuring of five PG programmes (M.B.A, M.Com, M.F.C., M.C.A and M.Phil. Commerce) besides U.G. Programmes (B.Com, B.B.A. etc.). He has been equally active in research work and fourteen students were awarded Ph.D. under his guidance and supervision. He has completed one major research project and also a minor research project funded by U.G.C., Delhi. He has published 3 books and many research papers. He has been in the panel of experts of various committees and visiting teams of AICTE and U.G.C. He has worked at senior positions in academic administration at university level and also at college level. He had been member of Academic Council of I.P. University, Delhi and M.D. University, Rohtak. He is a life member of various educational bodies and associations.

Prof. Chhillar has now joined the worthy academic team of D.M.E. as Professor-Department of Management. We welcome him aboard.

Delhi Metropolitan Education Successfully Organises Its First Model United Nations

-- Hardik Saluja, BALLB, First Year

The maiden edition of DME MUN was unveiled on the morning of 5 November 2016. The occasion was graced by our Vice Chairman, Mr Aman Sahni, Director General, Hon'ble Mr Justice Bhanwar Singh, Principal Academics, Prof. (Dr) Vikram Dutt, and Advisor, Dr Rakesh Sharma. Ms Youdon Aukatsang, elected member of the Tibetan Parliament in Exile and Senior Programme Officer with the Tibetan Centre for Human Rights and Democracy, was invited to be the guest of honour. Ashok Sajjanhar, former ambassador to Sweden, Kazakhstan, and Latvia, honoured us with his presence as the chief guest.

Following the felicitation of the distinguished members of the dais, Hon'ble Mr Justice Bhanwar Singh addressed the delegates and impressed upon them the need for an international organisation like the United Nations. Both Ms Youdon Aukatsang and Ambassador Ashok Sajjanhar emphasised on the significance of productive dialogue in resolving disputes between nations.



Ms Youdon Aukatsang and Ambassador Ashok Sajjanhar

The Model United Nations was divided into five sub-committees, each of which held separate sessions on specified topics of contemporary relevance throughout the two-day event. Additionally, the International Press was tasked with observing, and reporting on, the proceedings of both days.

The United Nations General Assembly Committee on Disarmament and International Security engaged in heated discourse on humanitarian intervention. Delegates attempted to strike a balance between state sovereignty and the UN's responsibility to protect those in need. The UN's inaction during times of crises, wars and genocide was soundly criticised.

The UN Human Rights Council, meanwhile, was grappling with the issue of protecting privacy in the digital age. Mentions of autocratic states, where freedom of speech is restricted and access to information is heavily regulated, abounded. However, the new found penchant for mass surveillance in advanced democracies like France and the UK caused even greater concern. The talks concluded on the second day with an emphasis on globally monitoring states' foray into the people's private lives.

The UN Commission on the Status of Women deliberated upon the sensitive topic of the gratuitous objectification of women by the media and its impact on the mind-set of society. It discussed the ramifications of the fourth pillar of democracy perpetuating and reinforcing ideas that women are nothing but empty, sexual shells. The second day saw delegates relying upon third wave feminist ideologies to urge people to see the benefits of women's sexualisation. No longer the chaste, meek puppets of patriarchy, women could exercise and flaunt their sexuality at will. The debate never did reach resolution, but both sides agreed that the media needed to be purged of gender stereotyping.

Finally, the All India Political Party Meet gathered to examine the pros and cons of Article 370 of the Indian Constitution, which

confers a special status upon the state of Jammu and Kashmir. Taking turns to call the state 'pampered' and 'oppressed', the AIPPM was unable to reach consensus on the issue.

On 6 November 2016, the closing ceremony for the DME MUN was held in the Nelson Mandela Auditorium. We were joined by our Chairman, Shri Vipin Sahni, Chairperson, Mrs Kiran Sahni, and other dignitaries. The former IFS officer, Mr Anwar Haleem, and MLA Mr Anil Bajpai graced us with their esteemed presence. The chief guest of the event was Mr Salman Khurshid, former Minister of External Affairs, advocate of the Supreme Court, and our esteemed Adjunct Professor. He began his speech by praising the role of the UN in maintaining international peace. However, he advocated for a change in its structure, calling out the inherent inequality in a system that allowed five permanent members of the Security Council to throw a spanner in the works with a cavalier veto. His speech admired the efforts of Indian peacekeeping forces and the skill of diplomats such as Krishna Menon. He then moved on to highlight the challenges faced by India in its international relations. He concluded his speech by prophesying that the torch of our imperfect generation would be passed on to a wiser future generation.



Our student volunteers with DME dignitaries and guests of honour (from left to right): Prof. (Dr) Vikram Dutt, Mr Anil Bajpai, Mr Aman Sahni, Mr Salman Khurshid, Mr Vipin Sahni, Mr Anwar Halim, and Mrs Kiran Sahni

DME@Varchasva

Delhi Metropolitan Education strives not only to make students professional but also to bring out their hidden talent. Right from the first year, students are encouraged to participate in various contests and competitions. This semester our students participated in 'Varchasva', the annual college festival of Tecnia Institute of Advanced Studies (TIAS) held on November 4 at Dilli Haat, Pitampura.

The euphoric moment for DMEians was winning the first position in Group Dance. The students also participated in the Fashion Show and were acknowledged for their efforts.



Mr Salman Khurshid addressing the delegates



Students posing for photo

Business Ethics and Values

“Business ethics in short can be defined as the systematic study of ethical matters pertaining to the business, industry or related activities, institutions and beliefs. Business ethics is the systematic handling of values in business and industry.”

... John Donaldson

Ethics in business is an important issue to be discussed. Ethical behaviour affirms a person's ability to differentiate between right and wrong. Business Ethics are the need of the hour. Our nation is suffering due to unethical practices in business and unethical behaviour at work place. Our economic and social situations are the reason to influence the ethical behaviour at work place. The unethical practices are detrimental to the development of society and business. The business houses need to frame code of conduct for the workplace.

Ethics incorporate culture, values, religion and above all our legal system. Religion is a major source of ethics. It enunciates the right and wrong in business and other arenas of life. So we can say religion guides many to decide about what is ethically and morally right. Ethics are the spur of our culture, values and morality. We know that every business needs to be abide by the law and law enforces ethical behaviour. Businesses not following any kind of ethical code or carrying out their social responsibility leads to wider consequences.

Business Ethics, if not followed, can affect the natural course of action. If a business does not take care of environment while disposing the garbage or emitting the harmful gases. How can it be ethically correct? In the same manner for a business to consider its duty towards society while providing goods and services, unadulterated products and proper use of natural resources are the issues to be considered. Corporate social responsibility is a right step in favour of ethical sustenance in the business. But how many companies are

seriously involved in this. In my point of view the companies must come forward as a group and take action against such businesses that are unethical or creating hindrance in the development of the country.

-- Bindu Sharma, Faculty

Ethical issues with celebrity endorsement

Recently, we came across a news about former James Bond, Pierce Brosnan for endorsing Pan Pasand, a tobacco based product. It is a product considered injurious to health and ostracized by society. This raises a big question to endorsers on being ethical and more responsible before endorsing a product. Endorsement is not just promotion of the product but lending the faith and trust of consumers on the endorser. This makes it more important for being accountable and responsible before endorsing a product. We never know if Salman Khan walks wearing Lakhani or Sharukh Khan bathes with Lux but they endorse these products. Ethical insinuations can be very serious if product is not reliable.

The harmful impact of unethical endorsement is further amplified if the product is consumed by children. Children are too young to understand benefit or danger and easily get attracted towards the product. This phenomenon happens more quickly when the product is endorsed by their favourite celebrity. They persuade their parents to buy something which their parents may not otherwise approve. Therefore, in such cases the endorser has to be more accountable and responsible before agreeing to promote any product.

Finally, it is quite possible in some instances that celebrities are not fully aware of the product and they do it naively. Sometimes endorser may not know the audience to whom it can be displayed. Sometimes monetary benefits or career benefits compel to ignore important onuses and accountability. One should be ethical and must understand moral obligations towards society.

-- Pooja Tripathi, Faculty

WISHES FOR EXAM



Mr. Aman Sahni
Vice Chairman

Exam results reflect how students performed on one particular day and hence they cannot be the be all and end all of university education. Having said this, exams must be viewed as precious opportunities to work hard and in turn excel and achieve.

My best wishes for the exams.



Hon'ble Mr. Justice Bhanwar Singh
Director General

The key to success is sincerity and hard work. As the end term exams are approaching, it is crucial to devote time to your studies. Proceed ahead with confidence in your abilities and strengths. Forget gossips, malls and food court for the time being. Wishing you good luck.



Prof. Vikram Dutt
Principal Academics

It is examination time. Let us celebrate the victory of knowledge over ignorance. Let such a victory lead to wisdom and a balanced manner of leading our lives.



Prof. Dr. Azad S. Chhillar
HOD BBA

Dear students of DME, it is my pleasure to introduce myself as Prof. Azad S. Chhillar. I have recently joined the Management department, DME. I extend my best wishes to our young and talented students for the ensuing examination in November and December 2016. Do hope you will come out with flying colours.

Good luck!

QUOTES ON BUSINESS ETHICS

- *There is no such thing as business ethics. There is only one kind -- you have to adhere to the highest standards. -- Marvin Bower*
- *If you don't have integrity, you have nothing. You can't buy it. You can have all the money in the world, but if you are not a moral and ethical person, you really have nothing. -- Henry Kravis*
- *It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently. -- Warren Buffett*
- *If ethics are poor at the top, that behavior is copied down through the organization. -- Robert Noyce*
- *We have to shift our emphasis from economic efficiency and materialism towards a sustainable quality of life and to healing of our society, of our people and our ecological systems. -- Janet Holmes a Court*

CAMPUS SNAPSHOTS

- On 30 November 2016, our FLY initiative organised an afternoon filled with fun, food, and lots of balloons to continue its tradition of celebrating birthdays that fell in the past month. The event saw humorous speeches by Hon'ble Mr Justice Bhanwar Singh, our Director General, and Prof. (Dr) Vikram Dutt, our Principal Academics, alongside musical and dance performances from the DME family.



The DME family comes together for its November birthday stars

UPCOMING EVENTS AT DME

**NATIONAL CONFERENCE ON
EMERGING TRENDS IN
MANAGEMENT PRACTICES
24th January, 2017**



Delhi Metropolitan Education

(Affiliated to Guru Gobind Singh Indraprastha University)

Presents



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**2nd ANNUAL INTER-COLLEGE STUDENTS'
DOCUMENTARY AND SHORT FILM FESTIVAL**

March 17th, 2017

Last Date of submission : January 30th, 2017

Email : vritika2016@gmail.com



**DME INTER COLLEGE MOOT COURT
COMPETITION
2017**

24th - 26th March