SECOND EDICON

COVER STORY

"Why do I do what I do"

Thanky
for being a
wonderful
teacher &
even better
human being ...

MONTHLY JAGUAR MAGAZINE

THE DECEMBER 2018 ISSUE

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UNDEFINED: FRIENDSHIP OR LOVE? GROWING OUT OF MY WEB





by Simran Pillai

The 'Spare Me' bowling tournament was one of the most fun-filled events for the Jags. it was hosted by Avyakt Sethi & Jatin Goel of the BBA15s The tournament took place at the Kingpin Bowling Alley in North Strathfield. For the main tournament, the students were divided into 12 teams. Aside from the basic rules, the committee came up with some extra rules such as after every 'strike' the participant had to dance. Apart from the game itself, the food, drinks, and music also added to the fantastic environment that made event so successful. the

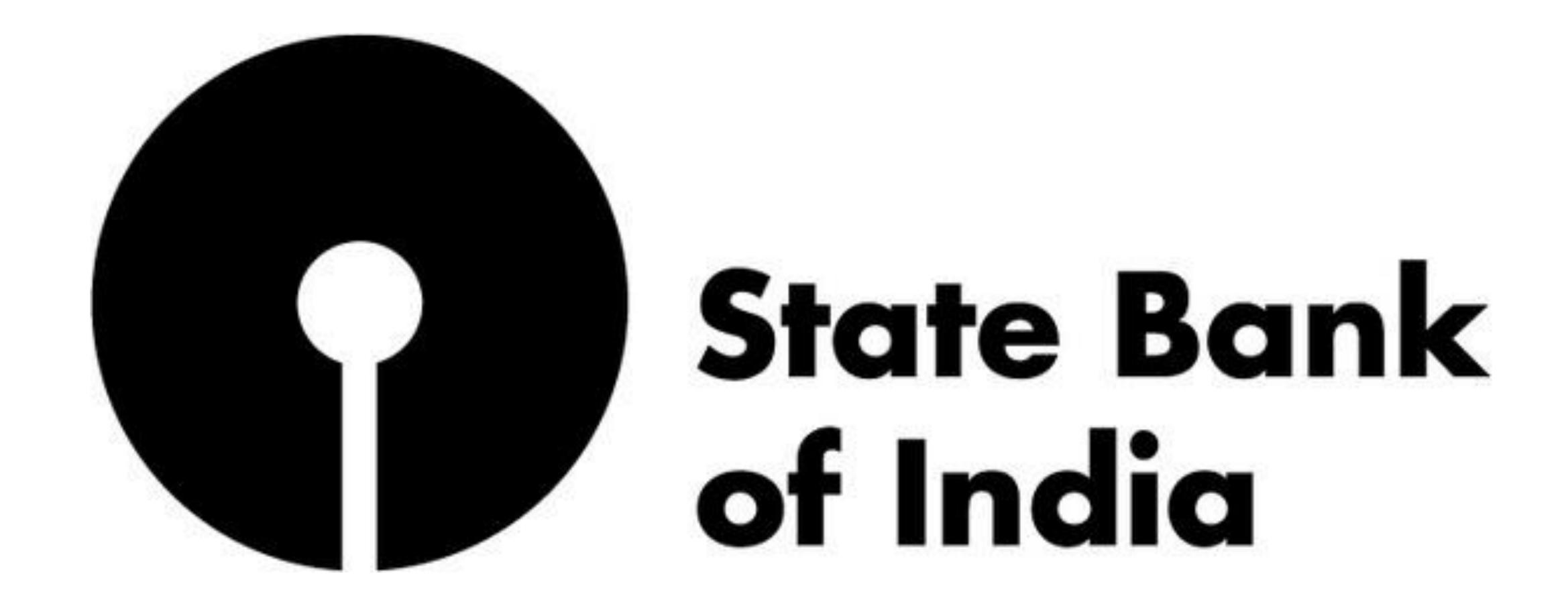
SPIRIT WEEK

by Raghav Singh

This was the final spirit week for BBA 2015. It was a fun-filled week for us. It was from 19th November to 23rd November. On the first day, the theme was to wear Pajamas, which let the Jaguars get a few more minutes of precious sleep. On the second day, the theme was to celebrate dance, we had a professional come in & teach us the basics of Salsa. On 21st November it was a day to wear the colors of the Australian Flag. On 22nd November it was a day to support your favorite teams/clubs by wearing their jerseys. On the last day, 23rd November the theme was crossdressing. Overall it was a great week filled with exciting events. What truly made the Spirit week a success would be the high participation rate from all batches currently present in Sydney campus.



INDUSTRIAL VISIT



By Shashank Bakliwal

One of the first things the Jaguars learn in Sydney are the inner workings of the Financial Markets. You soon realize that utilizing the theoretical knowledge to the real-world markets is a completely different ball game. Which is why the students of S P Jain were fortunate enough to visit the State Bank of India, Sydney in November. It was here that we were exposed to first-hand knowledge of the challenges faced by banks in Sydney, which are not faced by SBI in India.

The industry visit started with the managerial aspect of how they communicate and coordinate with their head office in India, followed by regulations and services provided by the bank. The first speaker, Mr. Sanjeev (Head Treasury), shared information about the various derivatives used in the industry to trade money, and how their prices were determined across the world. The Jaguars even got to see the interface of Live Market while the lecturer explained how he dealt with the rapid change in prices.

Further, the second speaker, Mr. T Subramanian (Operations Head), shared his expertise on several methods of marketing the team uses to attract more Indian customers and promote them to use the remittance facility offered by SBI. The speaker shared how they use marketing tools such as SEO to increase their footfall (Site Traffic).

Last, but not the least, the third speaker was the Head of Trade at SBI Sydney, Mr. Pankaj, who shed some light on International Trade Finance. He shared his daily job of finding a match of clients to hedge their Forex risks and provide them with the best forward prices possible. Mr. Pankaj explained the details of how a contract was drawn for a client and what are the conditions and requirements that are investigated before the bank finalizes a deal.

The industry visit concluded with a short Q&A session with the CEO of SBI Sydney, Mr. Pranay, who shared his thoughts on the trends in the financial market of Sydney and guided the students on what kind of skills should they pursue to succeed in this thriving market. Towards the end, the students came out of the office having to learn how to use their theoretical knowledge of financial markets from class into the real world, and that's what made the difference. Having a short experience in the application of the teachings, made the concepts clearer and more interesting.





The Quest to Conquer Happiness

by Divya Shishodia

The quest to become the first ever Master Marketer begun when the case study to solve one of the world's leading MNC's problem was unveiled on the 19th of November. Coca-Cola has stolen the hearts of many; however, it also robbed the lives of a plethora of marine wildlife with its ever-increasing number of plastic bottles. The soft drink giant faced major backlash due to this and had to come up with a quick solution to reinstill the trust of their consumers.

This was the overwhelming challenge our Undergraduate and Postgraduate teams were faced with. They had just two days to not only come up with a complete re-branding strategy for Coca-Cola including an effective action plan and ground-breaking advertising campaign but also battle against other teams to showcase their campaign as the perfect solution for Coca-Cola in front of our esteemed panel of judges.

The conquest to pitch the perfect campaign began on 21st November, with over ten teams competing for the coveted prize and the opportunity to impress our guest panelist Mr. Brett Morgan, Senior Marketing manager of Sydney Olympic Park. All teams pitched spectacular ideas with oodles of confidence but at the end it was the creative strategy, impactful message and clear re-branding that led team Happiness consisting of Abhilash Rout, Saumya Gupta, Karan Verma, Yash Tulsiani and Joanna T (1st place, MGB) and team Eunoia consisting of Amartya Majumdar, Simran Gandhi and Tanushree Kumar (2nd place, BBA16) to the final win.

The runner-up Amartya said, "It was amazing to see what all the teams had come up with. The diversity in ideas was amazing! What's more most of it was done in a short period. It was exciting. We need to hold contests like this more often." Overall the first ever Master Marketer held by the CIIE club was a complete success with an abundance of innovation-driven ideas and creativity filled campaigns that everyone that everyone could take back home!

COVER STORY

Why do I do what I do?

By Richard Coller

Director of Professional Readiness Programs and Lecturer at the S P Jain School of Global Management

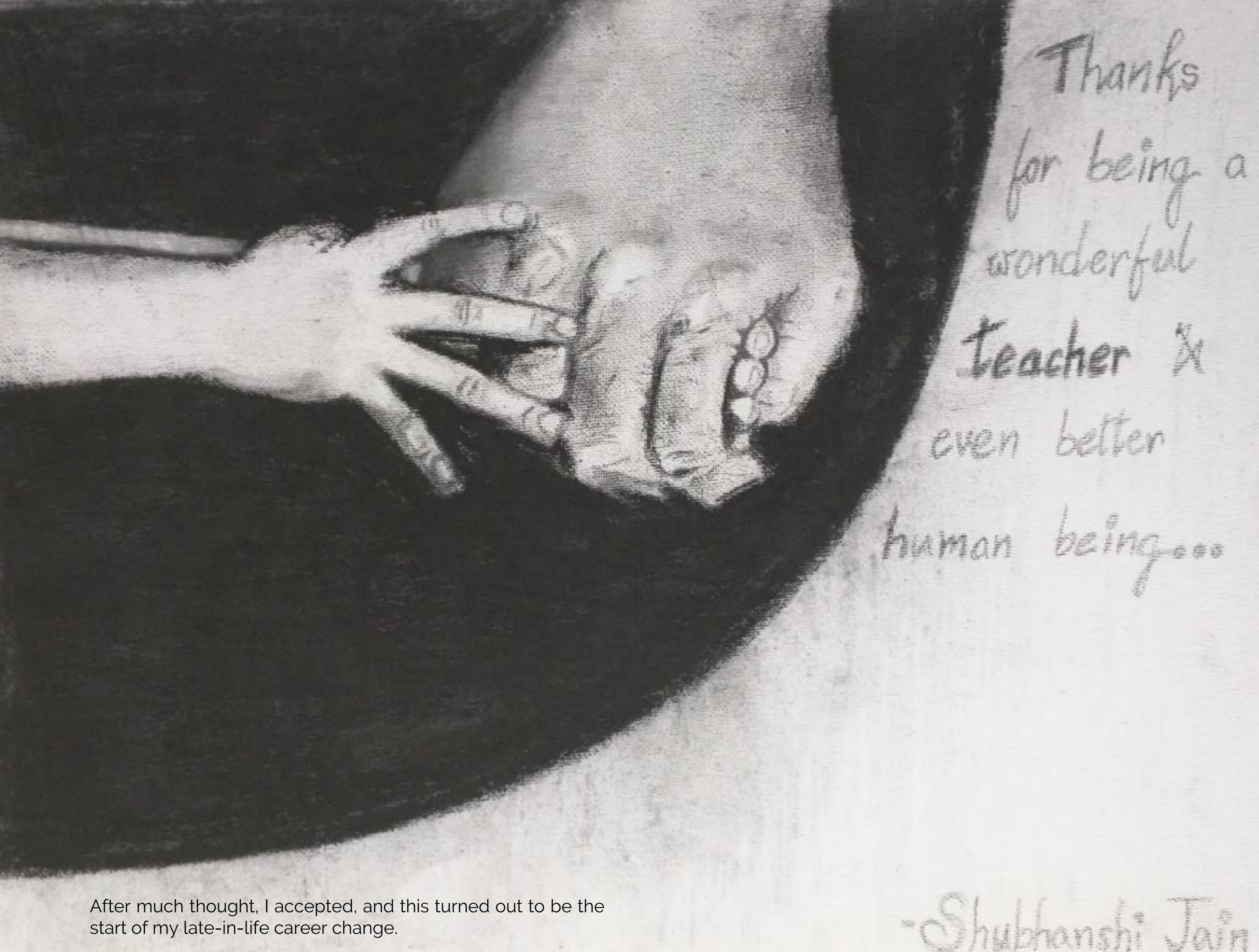
Why do I do what I do? Well, this is a question I often ask myself. The answer always comes to me by adopting the Steve Job's philosophy: "To make sense of where you are, you must go back and join all the dots and then it will all make sense." If someone had said to me thirty years ago, Richard you are going to end up in life being a teacher and mentor, I would have said, "You are kidding, aren't you!".

I went back one day, a while back, and joined all the dots. I was happy to discover: it did make sense! And it all started, would you believe, around twenty eight years ago - when I met a group of students just like you who were doing an ALP Project. They were having great difficulty in finding a host company and mentor and as it turned out they approached the company I was working for at the time and as it was a marketing based project the enquiry came to me. So I met this bright, young bunch of keen students and really enjoyed the interaction and subsequently agreed to host them and mentor them through their project, and that is where it all started.

At the time I was the Marketing Director of an international property development company who were building a major part of the Darling Harbour rejuvenation project in Sydney and the students were doing a project on the changing retail dynamics in major cities. It was a great experience for me and them and we really enjoyed working together and they received second place for their project. So where is all this going you ask? They invited me to be the keynote speaker at their graduation and I accepted and in the audience was the Dean of Business and Marketing at UTS Sydney who approached me afterwards offering me a position as a part time marketing lecturer.



Artwork by Taurus



start of my late-in-life career change.

It was a big deal for me as I had to hold down a very responsible full time position and juggle this with teaching two nights a week. As it turned out, the experience grew on me and the more I immersed myself in it, the more I began to think about it more and more. Fifteen years I ended up juggling my full time career with a part time career in teaching until it came to a point one day when I finally addressed the key issue, "Why do I do what I do?" and the answer astounded me... "Because I guess that is what I do!"

This made me think, what do I really want to do? It became abundantly clear: not what I am doing now! I realised I had had enough of the grind of corporate life, and that life is too short not to be pursuing what it is you really want to do. So with the help of joining the dots I got my answer.

"When you find something you love doing and are passionate about it, you no longer have a job, you have a purpose."

That's when the light came on for me - I had a job but no real purpose and my life was moving forward too fast.

When the time was right, and I stress it has to be right, I moved to education and have been immersed in it now going in to my eighth year - five and a half of which have been with S P Jain. It is what makes a mature dude like me get motivated every day, because I have a purpose, a role, responsibility to share my learnings and life experiences throughout a wonderful corporate career with young people

destined for the same or similar journey. But always remember, as I found out, where you start may not be where you end up.

So go ahead and be great at what you do, become successful, become someone people regard as a solid human being, always be willing to share, never stop learning and occasionally ask yourself, "Why do I do what I do?" and if you answer, "Because I guess this is what I do" then let me encourage you to reconsider what you do, rediscover your journey by going back and joining the dots because the answer to what you should be doing may well be hidden among those very same dots!

Remember, a sense of curiosity and discovery is nature's original school of education!!!

From the Editors' PC

An Economic Carol

By Vaibhav Bhatnagar

"Christmas is the Spirit of Giving without a Thought of Getting."

The Holiday season is here. The Merriment of the upcoming festivities already seems prevalent in the air. It's that joyous time of the year where we can sit back and relax for a bit and embrace the time away from our desks. We look forward to spending time with our friends & family. And lest we forget, neatly wrapped gifts that have, over the years, become a central part of the year-end festivities.

Now on such a joyous occasion, I would hate to sound like Mr. Grinch. But there's a major economic problem that occurs around this time of the year. we will be looking at the Wonders of the "Economics of Christmas." to better understand the issue. Now in layman terms, Economics of Christmas refers to the Significant Economic Shifts that are affected by the fact that Christmas is a peak selling season for retailers in many nations around the world. Sales increase drastically as people purchase gifts, decorations, and supplies to celebrate.

The marketing & advertising for the Christmas sales began in most countries, in mid-October. This phenomenon is referred to as "The Christmas Creep." It's the busiest season of the year for a majority of retailers. It successfully disrupts the calendar for many retailers, as products become out of stock too early, and reduce the takings in the weeks that follow. The opposite is also true for a lot of retailers. They tend to over-estimate their sales & order larger quantities of all products,

some of which may not be as popular. It is difficult to forecast demand from previous sales as you must investigate the popularity & trends of each line item. Hence it would be fair to say that Christmas serves as a make or break it season for a lot of brands.

Let's look at what economic value is defined as, the value of an object is the maximum amount that its owner would be willing to pay for it, or simply put, how much it's worth to you. For instance, you bought a pair of sneakers worth \$100 for you, but you were fortunate enough to buy them at a discount of 50%. Well, it's worth a hundred to you, and you only paid 50. In economic terms, when you bought it, you literally created \$50 in value... which means you're 50 bucks richer. That is basic economics, now how this relates to the concept of gift-giving is the fascinating part.

We are brilliant when it comes to purchasing gifts for ourselves. But we're terrible at guessing what other people would economically value our gifts. Suppose I give a Harry Potter mug to a friend that doesn't quite like Harry Potter. The go-to response for a bad gift usually is that it's the 'thought that counts', but that isn't entirely true for economics. This would imply that my friend might value the mug I gifted them at \$15 even though I paid \$50 for it. In this case, I have successfully burned \$35 worth of value. This phenomenon is called the "The Deadweight Loss of Christmas." Joel Waldfogel first theorized this in 1993. He found that of the \$65 billion spent on winter holiday gifts in 2009, about 20 percent was wasted, in the sense that the gifts were worth that much less to the recipient than they actually cost. And indeed, it is an inescapable fact of life that people who receive holiday gifts often don't much like what they get.

FROM THE EDITORS' PC

AN ECONOMIC CAROL

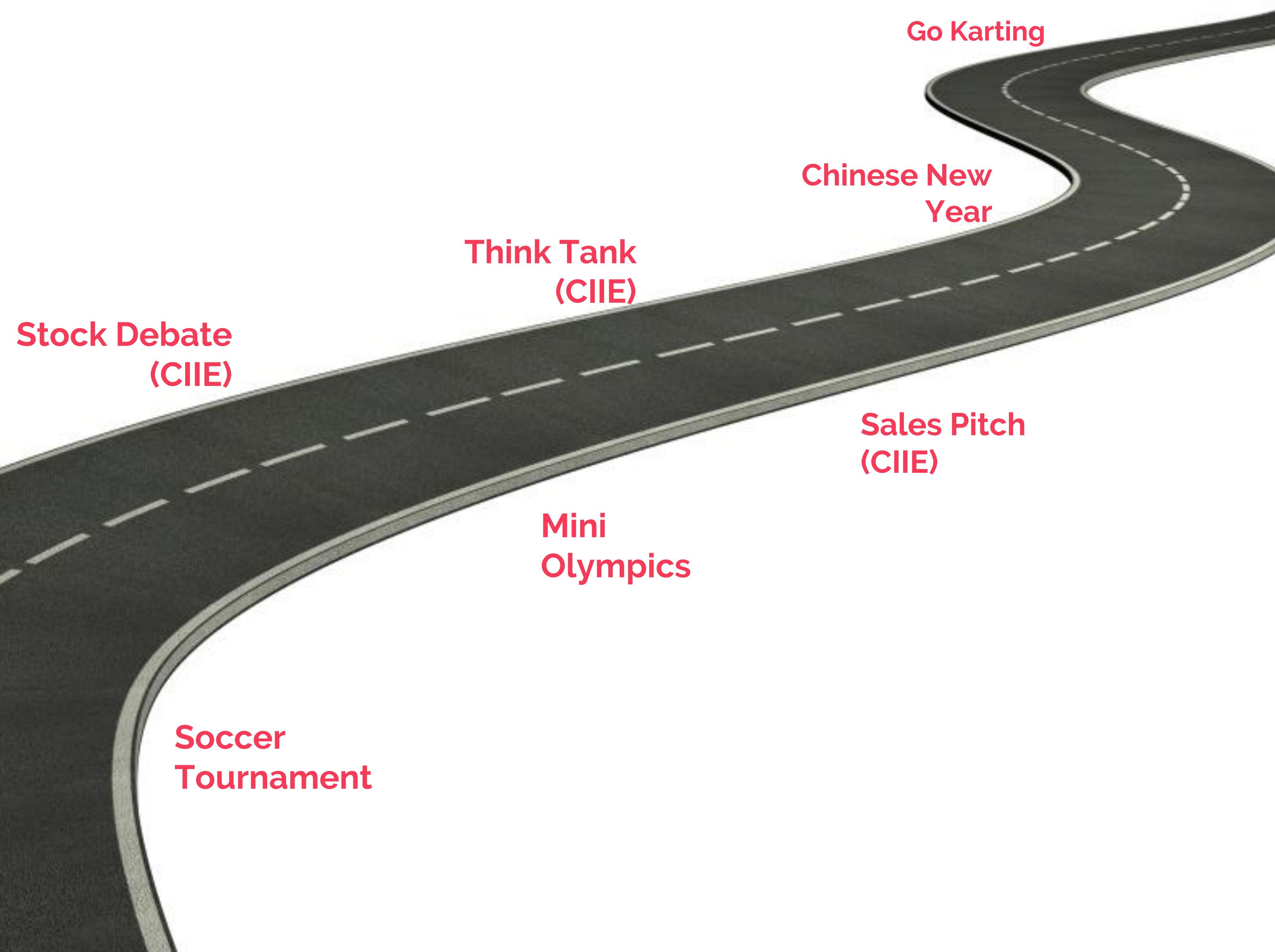
If you've ever been presented with a sweater that you would never wear in public or lived the very real horror of receiving whiskey stones, you're probably able to understand Joel's Point of View.

As cynical as this simple economics problem may sound, it's not that complicated. To solve this issue, we need to change the Mindset of the People. Rather than giving gifts that the person may or may not value, we have to allow room to shift the paradigm to giving the corresponding amount of money in cash (or a voucher) and leave up to them what to buy with it. While giving out cash and vouchers is often associated with being unthoughtful and unromantic, we have to remind ourselves that our simple Act of Kindness & Goodness is inversely harming the economy.

I hope that this thought piece has promoted awareness: the intention of the article is not to hurt the emotional sentiments of the readers, but to help break a common misconception that can potentially save billions of dollars that can be put to better use. So, this Christmas, consider swapping the standard salt-and-pepper shaker set you were about to give Aunt Tessa for a nice \$40 gift card from her go-to homeware store. I do wish all my readers Merry Christmas and a Happy New Year.









By Aditya Sood

TEQSA is Australia's independent national quality assurance and regulatory agency for higher education.

On 27 November 2018, TEQSA held the inaugural student engagement workshop in Melbourne, involving members of our Student Expert Advisory Group and students attending the third annual TEQSA conference. The workshop, facilitated by Derfel Owen Director of Academic Services at University College London, provided attendees and TEQSA staff with an opportunity to discuss student engagement activities from across the sector, and the world.

Attendees were given an overview of TEQSA, their role and how their work protects student interests. The student representatives were then divided into groups to share their experience with student engagement practices, how quality assurance could improve their course and what support they felt was required to make them better student leaders. The discussions between TEQSA staff and students from across the sector will allow TEQSA to continue their student engagement activities while ensuring that their work in the area reflects what students need. A report on the day's activities will be published online shortly.

The conference from 28 November to 30 November was attended by almost 800 delegates, including 100 students hearing from thought leaders, policy makers and students on a range of issues facing the sector.

The conference provided attendees with a unique opportunity to gain insights from higher education professionals from across the sector and meet TEQSA staff. The attendance and active involvement of students at the conference was a

tangible demonstration of TEQSA's commitment to involving students in both their work and sector-wide discussions about issues impacting them. Presentations over the three days covered everything from student perspectives on excellence and diversity in higher education, online higher education trends and whether a degree will be worth it in a future workplace.

2019 promises to be a significant year for HE policy. The session What's in a name and what's in a qualification featured Professor Peter Coaldrake and Professor Peter Noonan, leading the review of the Provider Category Standards and the Australian Qualifications Framework (AQF) respectively. The discussion covered whether the current provider categories are fit-for-purpose and how the AQF review can address the innovation and technology changes that are impacting learning and teaching methods.

The third and final day of the conference featured over 60 concurrent sessions in line with the conference's themes of innovation, excellence, and diversity. The prize for the best paper for the conference was awarded to Dr. Tim Rogers, for his submission titled "The ties that bind are quality assured: Complexity and teaching innovation", which explores the premise that a central brake on innovation in higher education may be the unintended outcome of the interaction between academic autonomy and system integrity.

I want to thank Dr. John Lodewijks vice president of academics and Ganeshram, the former president of the student council who entrusted me with this unique opportunity. It was a pleasure to be a part of TEQSA's annual conference, and I would like to urge the students to follow what TEQSA does and read their assessments and reports online.

Art of the Jaguar

POETRY WITH POL

by Yashaswi Dugar

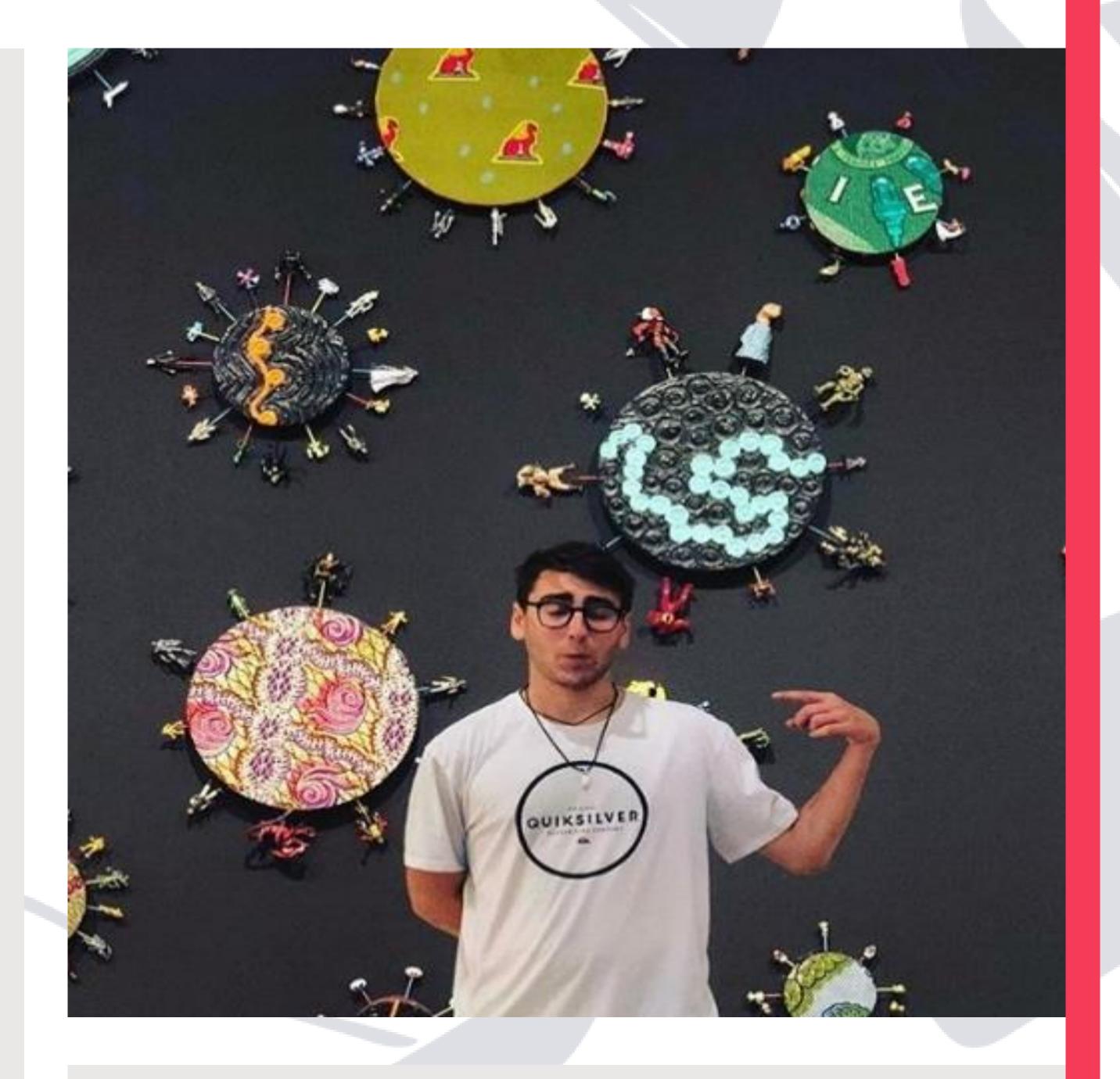
Hey everyone, my name is Pol, and I guess my secret passion has always been writing. I have been writing poetry since I was 13, it was at that age when I started listening to Rap music, and I was utterly mesmerized by the amount of emotions which rappers would pour into the simple rhythm of bum bum clap.

Now my passion for writing would not come directly from rap but it also came from the situation I was living in during my teenage years, I was not happy with myself both physically and mentally. At the same time, during this rough patch of my life, I was still the happy extrovert who tried to meet and know everyone, and that did not help the situation. The real problem I was facing was that I seemed happy on the outside and all the people around me just assumed I was; meanwhile, every time I spoke up about the way I felt no one believed me and paid little attention, that's when poetry came in.

For me, poetry is my favorite way to toy with my emotions, time and relationships. The paper has been sort of like the house of the unsayable things, and once those things are written only then, I can forget. Sometimes I feel bad about the act of forgetting but I guess that's also what I love about poetry, it's just the proof that I have been through it and I am ready for the next step.

If any of you want to check out what I write, you can go to https://eltinteroverde.wordpress.com/ which is my poetry blog. My artistic name is El Tintero Verde (The Green Ink Container) which does not have any deep meaning or whatsoever, I just like the mental image I get from it. In my blog, you will find that the majority of the poems and quotes are in Spanish so if you ever wander what some of the stuff means just hit me up.

This is just a short fragment of one of my poems which is called Palabras Escarlatas (Scarlet words), and it basically describes a day in which I was unable to talk to someone who I really cared about and all what I got from them was a judging stare:



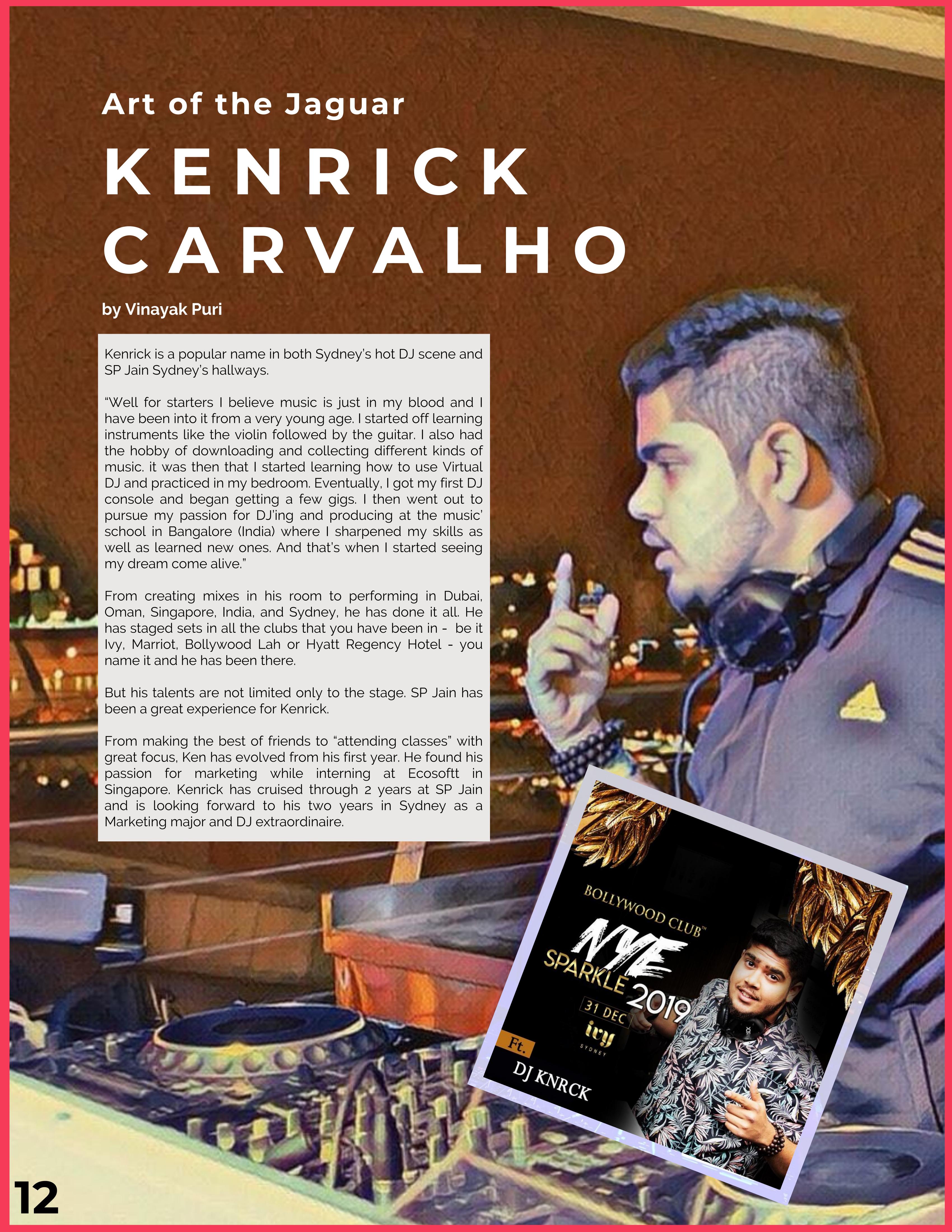
Palabras Escarlatas

La cera de la vela apagada
Ahora era un mar cristalizado sobre mi mesa
El blanco mar era la cerradura de mis deseos
Encadenados a la ilusión y la esperanza
Y la llave se encontraba bajo la mirada violeta
detrás de la puerta escarlata
Pues la llave, solo eran sus palabras

Scarlet Words

The wax of the blown-out candle
Now was a crystallized sea on my table
The white sea was the lock of my desires
Chained to illusion and hope
And the key was under the violet gaze
Behind the scarlet door
Since the key were only her words

https://eltinteroverde.wordpress.com/2018/03/30/palabras-escarlatas/



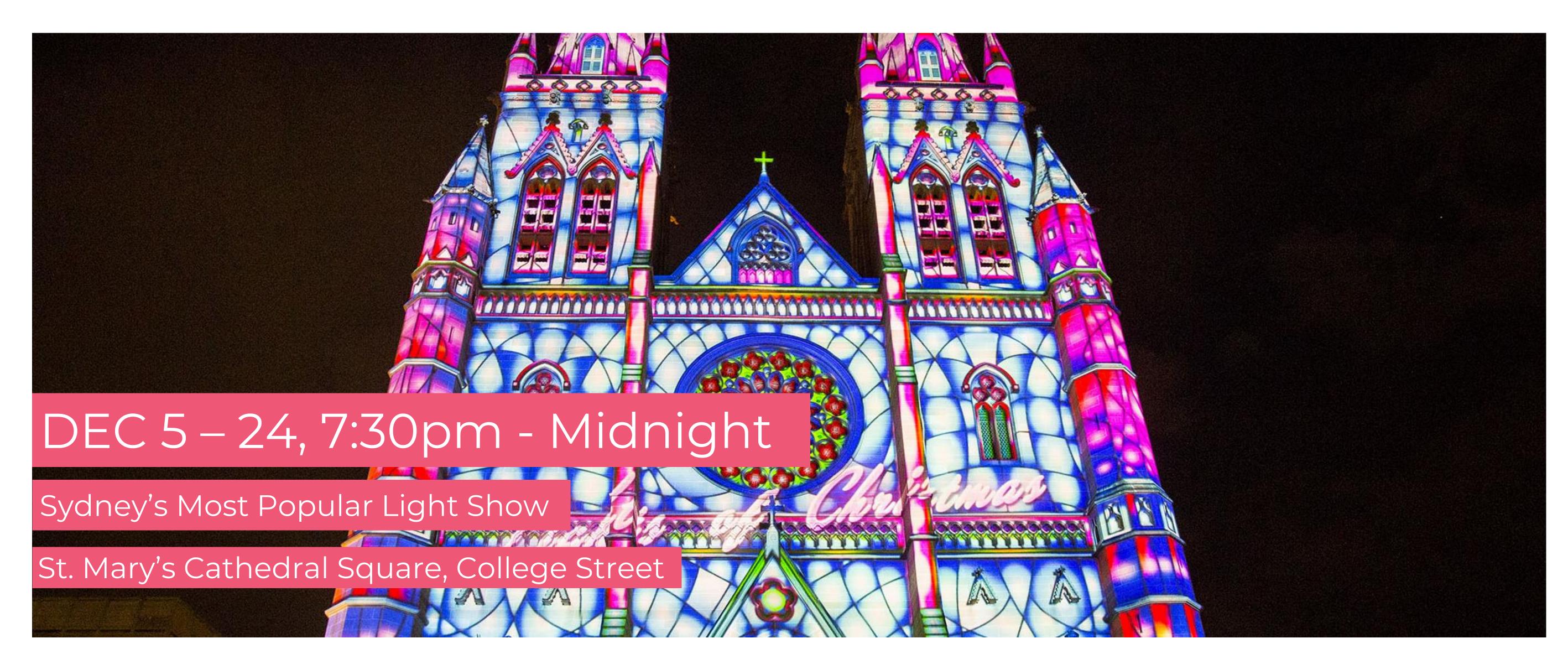
CHRISTMAS & NEW YEAR'S IN SYDNEY

by Hien Truong

Come along and get into the festive spirit with a range of choices. Here are some of our top picks and most of them are FREE!!!



From now until Christmas Eve the Grounds have transformed their laneways into The Land of Snowflakes, Land of Flowers and Land of Sweets with falling snowfall several times a day! Feast on yummy Nutcracker inspired treats and even visit Santa in his magical cave.



Head on down to Hyde Park to see St Mary's Cathedral play backdrop to Light, 3D Projections and Sound. Check it out at http://lightsofchristmas.com.au/

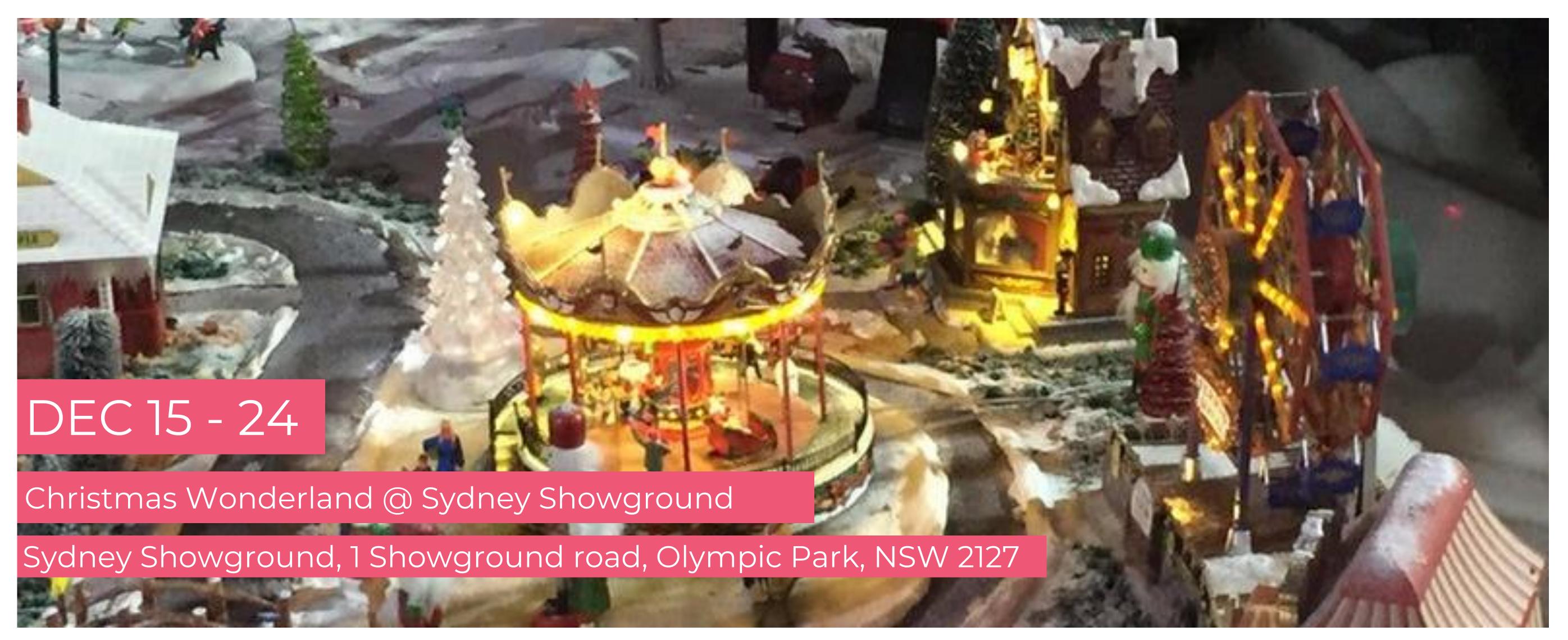


Martin Place will be alive with roaming entertainers, magicians, roller-skating baubles, stage shows, choirs, lights, giveaways, and decorations. At this free event for the whole family, see Jimmy Giggle, Justine Clarke, Sam Moran, SplashDance and Nay Nay perform live on stage. Santa will arrive in a brand new sleigh and the Martin Place Christmas Tree will light up at 8.30pm as fireworks illuminate Sydney's spectacular skyline.

CHRISTMAS



Homemade runs over 4 crazy dance floors so if club hits aren't your thing there are two R&B/Hip-Hop rooms and our infamous deep house smoking balcony, let the good times roll. An exciting early Xmas treat FREE entry between 9:00-9:30 PM. There are conditions applied to participants. Find out more at https://www.eventbrite.com.au/e/homemade-xmas-party-tickets-52925988055?aff=ebdssbdestsearch



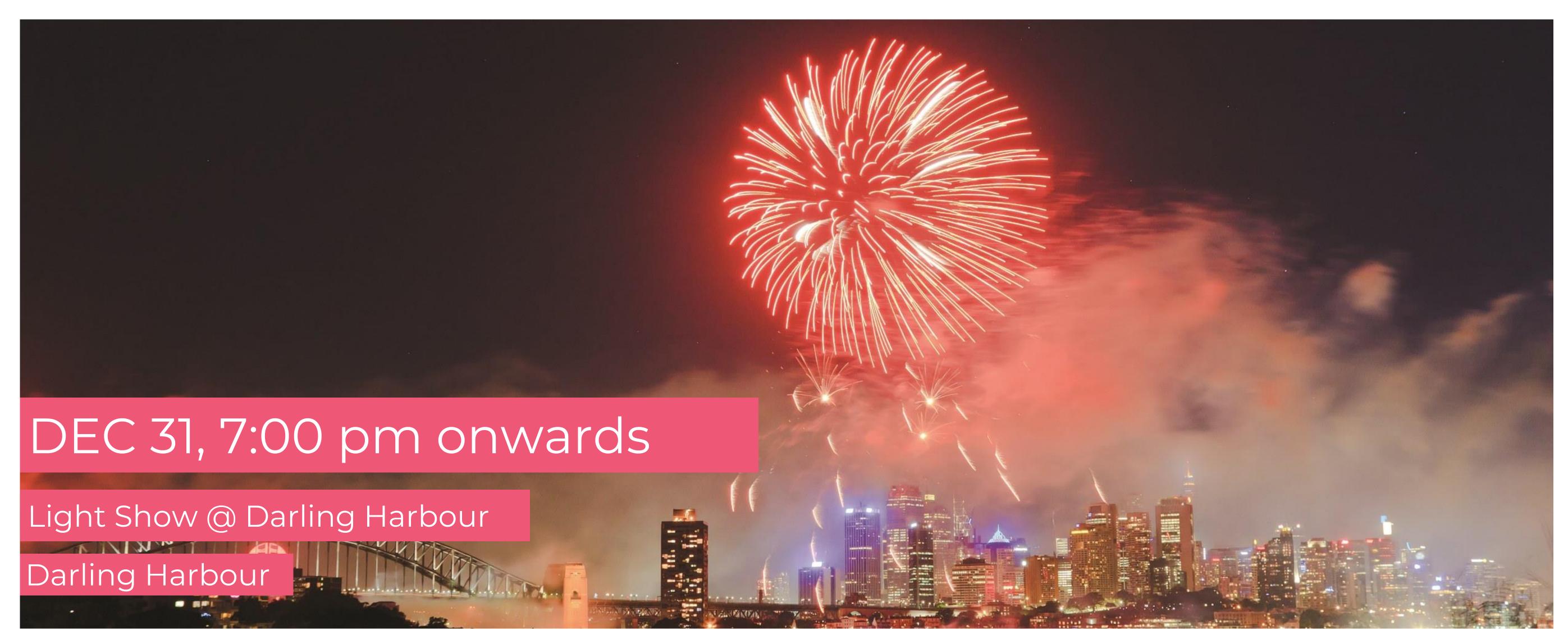
Let's experience the enchantment of a white Christmas with friends at Sydney Showground. Lifestyle members receive free general admission into each session of Christmas Wonderland and can purchase additional general admission tickets at a 30% discount.

General admission offers you access to unlimited rides, unlimited ice skating and snow play, Christmas activities and shows, themed Christmas walkthroughs and magical light displays - don't miss out on this magical Christmas event! Simply present your Lifestyle membership card at the main entrance to gain free general admission access.

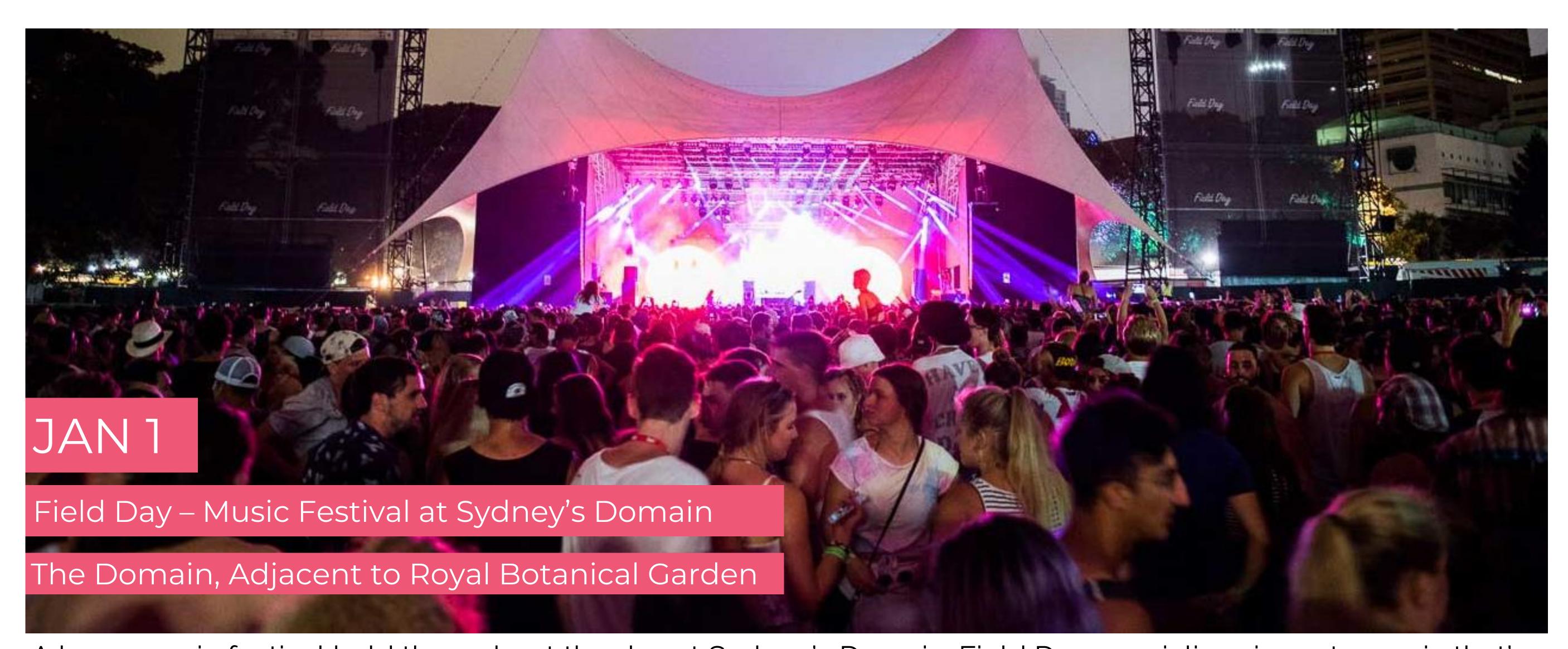
NEW YEAR'S EVE



The crowds here are unbelievable so plan to head on down early to save yourself a spot. If the crowds aren't really your things, there are a few other viewing points around Sydney where you can still catch the fireworks over the Bridge: The Rocks, Mary Booth Lookout, Campbell's Cove and Pyrmont. Bradfield Park, Mrs. Macquaries Point, and the Royal Botanical Gardens.



Light shows every hour from 7 pm as well as land and water-based fireworks at 9 pm and midnight.



A huge music festival held throughout the day at Sydney's Domain. Field Day specializes in party music that's a high-quality mix of house, hip-hop, indie, and electronica. 'There's no better, fresher way to start the year: Out in the sun, grass and leaves of the Domain with a smile on your face, your friends by your side and the best music you'll hear all year caressing your ears.

Hopefully, these Christmas and New Years Events in Sydney have given you a few ideas on things to do throughout the Christmas and New Year period and make this one a year to remember.

Undefined: Friendship or love?

by Kshitij Gupta

The day we became friends, I knew that this friendship would not be ordinary. It was going to be much more than a friendship, the bonding between you and me would be undefinable. Whenever we'd meet, we'd create history. Whenever we'd talk to each other, we'd forget the world. A day without talking to each other would be full of isolation. As I talk to you more, I feel strong and weak at the same time. I am terrified and excited at the same time. I don't know why, but it seems that something unexplainable holds us together, it doesn't want us to separate: should I call it magic, or an abstract 'connection'? I don't know whether we should feel this magic or dismiss it and move on, because I'm don't know if magic is real but I know that this is. The way we make each other feel special and find solace in the similarity of our differences. We can be anything with each other. We laugh like hyenas, cry like babies, talk like families, guide like counsellors, solve issues like therapists. And the most important thing? We love each other: not like lovers, not like friends, but like two people who just *know*, just *understand*, just *feel*. And I don't know if there's a specific term for such a relationship. We don't need to confront and profess our feelings to each other; we just need to feel them as we always have. You, me, our thoughts, words, feelings, dreams: a world of our own. Made by us, for us. What we share is undefinable and that, to me, is enough definition.

by Ujjwal Bansal

I knew I was entering something I wasn't prepared to handle, but I was excited because this was the first time something like this was happening to me. I was confident that though I was inexperienced, I would learn to navigate my way through this. After facing as many rejections as I did, you'd think I'd be a fool to try again; I did, and the answer I got was like something straight out of a movie: a yes! Naturally, I was elated to be in the position I was in, and I think I had every right to look forward to where things would go. Being from a traditional Indian family, I was surprised I could do this; I could not afford to mess it up.

Turns out, I wasn't entirely wrong about myself: the initial phase, what I call "the honeymoon" was a breeze. It was everything that I dreamt it would be and I was every bit the person who I thought I was. I wasn't used to this. Being a timid, bookloving "nerd" who never spoke to girls or anyone else for that matter; I never thought I'd be so smooth. It boosted my confidence to a different high, and I let my guard down to a different low, trusting what I was doing. This is where phase 2 comes in: "the snappening."

I snapped out of the utopian world I was living in, and reality came crashing in like an avalanche in the Himalayas. Nothing was as perfect as it seemed in the previous phase. In fact, it was far from perfect. I saw faults in everything and conflict was a part of my daily routine. I'd go to bed thinking things would be better the next day, but as we moved forward, they became progressively worse. I could have done so many other things, but I was stuck there, having seen something beautiful turn into the very thing that made me question myself. "You either die a hero or live long enough to see yourself become the villain."

"The Breakup" was the hardest part. Everything I thought I knew was a lie, and I struggled to get past the first few months, but eventually, all my negativity left me feeling I could do something better with my life. I put behind me all my differences and moved on to a new start with a new attitude. Some people in my life were not very approving of this change in me; surprisingly, that didn't matter. I knew I could do something more and I rose up from the ashes like a phoenix...

GROWING OUT OF MY WEB



I am 5 months away from my graduation as I write this reflection of how the past 3 years of my college life have been. This isn't some generic hero story, it's a dramatized, yet an oversimplified version of how I changed since I left high school and how I now move into adult life. It's a tale of growing up that's as old as time immemorial.

Up until now, the phrase "with great power, comes great responsibility" made no sense to me, but this is the moment when the true meaning of Uncle Ben's advice dawns on me. I write this with the realization that I must do something to change the world for the better, just because I have been empowered to do so. How I do it is a question that I haven't answered yet; at this point, I am not even sure if I want the answer to that.

It's a mindset that I must cultivate so that it drives me to do that which will help me on the path to changing the world. This new attitude is nothing without the willingness to accept change in my circumstances that is about to come soon. My job is to take this radioactive mix of positivity and anticipation of the future and let it sit for a while. It needs to manifest inside of me so that when the time is right, I can "become something more..." as Dir. Fury puts it.



THIRD EDITION 20.01.19

Edited by Vaibhav Bhatnagar and Vanshika Gupta Designed by Ujjwal Bansal, Amartya Majumdar and Karan Bhatia