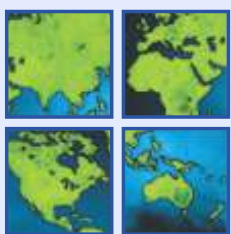


# Universal Business Review

# UNIVERSAL BUSINESS REVIEW

## e - Magazine

August 2023



# Universal University

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# **EDITOR's NOTE**

## EDITOR'S NOTE



**Prof. M. Guruprasad**  
*Managing Editor, Universal Business Review*

Presenting you the next issue of, “Universal Business Review” the e-Magazine from “Universal Ai University”. We thank all the members of the University who have contributed to this issue of the Magazine. We thank the support of our magazine team members & support our Management, Faculty, & students for their article contributions. I also take this opportunity to thank our Magazine support Team members Prof. Jinal Dharmendra Pandya for her time & support in going through the contents & Mr. Kiran Sonawane for his regular & careful efforts in making the Magazine & adding the glitter to it.

As we move into the next phase of growth & expansion from Institution to being the first Ai University in India this issue of Magazine also carries some flavor of Technology. This issue contains our regular sections such as Faculty articles, Student articles, Research Section, IER articles, Book reviews, & Quiz section. We have added the Campus Reporter contents of UBS activities conducted between August 2022 to April 2023. Our Spartans sections highlight some of our CRs & some of our club Presidents.

We would like to thank our contributors Dr. Kavitha Venkatachari, Prof. Nilanka

Chatterjee, Dr. Asha Bhatia, Our Campus Reporter Team, Ms. Neha Mishra, Ms. Tanya Gupta, Mr. Babu Shouria, Ms. Ishita Golchha, Ms. Bhavya Menon. Thanking all the CRs & the Presidents who have sent their information.

The release of this Magazine since last 6 years with 14 issues would not have been possible without the continued support of our Founder & Chancellor Mr Tarun Singh Anand.

I hope you enjoy reading the magazine. We look forward to your continued suggestions & support for the Magazine.

# Editors' Note

# ARTICLES

# Technology - Fruitful Life or Frankenstein

## **Prof. M. Guruprasad**

***Head of Department (HoD) - General Management,  
Deputy Director Research,  
Chief Patron- UBS Clubs,  
Managing Editor, Universal Business Review (UBR)***



**T**his is one of those stories everyone knows: Man makes monster; monster runs amok; monster kills man. Mary Shelley's ground-breaking novel Frankenstein was one of the initial explorations of artificial life, telling a terrible tale of doomed scientist Victor Frankenstein who gives life to a hulking, unnamed 'Creature'.

Advances in AI, machine learning, robotics, & other technologies have increased the pace of change many times. According to experts, in another two decades, nearly all data will become digitized, making it possible to use AI for decision-making & optimization. The history of Technological evolution teaches us many lessons about its benefits & its negative impact.

We are on the cusp of the next level of information

superhighway where we are entering into the Digital & AI era. No doubt the technology enhances productivity optimizes the cost, & saves time, paperwork, physical space, & hence resource management. It increases the speed with which we communicate & implement the task, better customer interaction, more connectivity, more information, data-driven insights, & so on. It is becoming a way of life for us.

The promises of AI are high from zero error to better prediction, from cost minimization to complex solutions managing unimaginable tasks. Businesses can reduce costs, streamline processes, & increase efficiency. AI & machine learning advisors will become ubiquitous. Increasingly it seems to possible in all aspects of life.

However, as in all great technological revolutions, this new life has & will continue to have a dark side. Will the positives of Technology outweigh the negatives?

Considering the present state of Technology which is moving towards the higher maturity phase Human Civilisation has not been able to witness for millions of years. Let us discuss some of the probable impacts.

It is clear like any other technology AI & Automation will replace most blue-collar work. Robots & AI may take over many segments of manufacturing.

Some experts say Artificial intelligence cannot replace human talent & creativity; it can only mimic the human brain. Fine, the speed with which we have adopted technology such as ChatGPT & other similar technologies



does not guarantee it. From Schools to Offices to homes it is everywhere, telling us the effortless way of finding, reading, & writing without much thinking & effort.

According to some experts in another two decades, artificial intelligence can outperform humans in most professions. AI software can outmatch humans in white-collar jobs involving constructing company reports, market research, & most administrative functions. In some scenarios, they can also write screenplays, make music, write novels, & more.

According to experts, beyond the professional impact, there are profound impacts on personal life & well-being. We then have created technology with faith & hope in its power to unite us & make us better, freer, & more choices. But they are also becoming the tools of addiction with a radical impact on our behaviours especially the Children & the youth - the future generation. Studies have shown a definitive decline in students' ability to

focus on details & in general. This is a world of hyper connectivity & information overflowing with massive & undeniable benefits of access to knowledge & moving into a vicarious world of the metaverse.

Many critics point out that our digital habits are harming individual welfare & tearing up the social fabric. There are multiple ways this can happen. It is like the Coin has two sides. Take, for example, the modern Information Technology enabled superhighway is committed to the relentless promotion of connectedness & convenience. But its success in implementation has also played havoc on privacy, security, creativity, learning, addiction, & behavioural pattern as discussed above.

Social media to Smart Phones provide useful information & utility as well as addiction & compulsiveness & a huge waste of time. There's growing evidence these digital addictions are promoting depression, loneliness, video-gaming abuse, & even suicidal

behaviour, especially among teens & young adults. Instead of just a utility tool, they are shaping the behaviour, decisions, & actions of our & future generations in both positive & negative ways. It has become a way of thinking that the more you use this, the more you are productive. The critics point out that we are moving into the state of Digital duress. We are going to be Victims of this vicious cycle.

Where do we draw a line, & how do we moderate? Where does this lead us into...? As the saying goes is this Leveraging Life or are we a Lobster in the Boiling Pot? Is this Building our Life or we will be a Boiling Frog?

To Quote Alvin Toffler the author of Future Shock & The Third Wave

*"Change is not merely necessary to life - it is life. Future shock is the shattering stress & disorientation that we induce in individuals by subjecting them to too much change in too short a time. If you don't have a strategy, you are part of someone else's strategy."*



# Role of Artificial intelligence in Education



**Dr. Kavitha Venkatachari**  
*Dean- School of Ai & Future Technologies*

**A**rtificial intelligence (AI) has the potential to transform various industries, & education is no exception. AI technologies can enhance teaching & learning experiences, improve administrative processes, & provide personalized education to students. Here is some ways AI is being utilized in education:

1. **Intelligent Tutoring Systems:** AI-powered tutoring systems can provide personalized learning experiences by adapting to individual student needs. These systems use machine learning algorithms to analyse student performance & provide targeted feedback & recommendations. Intelligent tutoring systems can assist students in various subjects, helping them understand complex concepts & improve their learning outcomes.
2. **Adaptive Learning:** AI can create adaptive learning platforms that adapt the content & pace of instruction based on a student's individual strengths, weaknesses, & learning style. By analysing data from students' interactions with the system, AI algorithms can identify knowledge gaps & tailor the learning experience accordingly. Adaptive learning platforms can foster more efficient & personalized learning.
3. **Automated Grading & Feedback:** AI technologies can automate the grading process for multiple-choice or objective-based assessments. This saves teachers time & allows for quicker feedback to students. Natural language processing algorithms can also be employed to provide automated feedback on written assignments, offering suggestions for improvement & highlighting areas of strength.
4. **Virtual Assistants & Chatbots:** Virtual assistants & chatbots powered by AI can provide students with instant support & information. They can answer questions, provide guidance on several topics, offer reminders for deadlines, & help students navigate through learning resources. These AI-powered assistants can provide personalized support to students, improving their learning experience & reducing the burden on educators.
5. **Data Analytics & Predictive Modelling:** AI can analyse vast amounts of educational data, including student performance, attendance records, & demographic information, to identify patterns & trends. By utilizing predictive modelling, AI algorithms can identify students who may be at risk of falling behind,



allowing educators to intervene & provide targeted support early on.

## 6. **Language Learning & Translation:**

AI can support language learning by providing interactive language instruction, pronunciation feedback, & real-time translation services. AI-powered language learning platforms can simulate conversations & provide language practice opportunities to enhance language proficiency.

## 7. **Content Creation & Curation:**

AI algorithms can assist educators in creating & curating educational content. They can generate lesson plans, recommend resources, & aggregate relevant educational materials. This helps save time for teachers & ensures access to a wide range of high-quality educational resources.

### **Best AI tools for Education:**

AI is growing rapidly in the education sector, & it is becoming a multi-billion-dollar global market. This rapid growth is due to its ability to transform many aspects of the teaching & learning processes. AI can create immersive virtual learning environments, produce “smart content,” ease language barriers, fill gaps between learning & teaching, create specialized plans for each student, & much more.

- Age of learning
- Duolingo

- Blue Canoe
- Carnegie Learning
- Cognii
- Knewton's Alta
- Quizlet
- Riiid Labs
- Kidaptive
- Gradescope
- Nuance's Dragon
- Ivy Chatbot
- Knowji
- Plaito
- Queirum
- Century tech

### **Features of AI tools:**

**Gradescope:** AI-assisted & manual question grouping

- Student-specific time extensions
- AI-assisted grading
- Increased efficiency & fairness

### **Nuance's Dragon:**

- Accessibility features supporting verbal commands
- Voice to assess student work
- Dictate class work with 99% accuracy

### **Ivy Chatbot:**

- Live chat & SMS nudging
- Integrations for Facebook, ERP, CRM, & SIS
- Become smarter over time through interaction with users

### **Cognii:**

- Helps students form open responses
- Provides one-on-one tutoring
- Adaptive personalization for each student

### **Knowji:**

- Common Core Alignment
- Multiple learning modes
- Customizable & adaptable
- Images & example sentences

### **Plaito:**

- Take a picture or screenshot of your homework, upload to get live AI Tutoring with Plaito
- Combining the best of AI & language science, lessons are tailored to help students with personalized learning at just the right level & pace.
- Chat to Plaito just like your other friends & learn along the way. Plaito speaks 4 languages & is ready to learn more.
- The courses help students learn faster & remember things better using learning outcome driven assignments
- They make it easy to form a habit of language learning, with game-like features, fun challenges, & reminders from, Plaito the AI Robot.

### **Century tech:**

- Accelerates learning & improves student engagement
- Reduces workload for teachers
- Actionable data insights

It is important to note that while AI has significant potential in education, it is not meant to replace human educators. The role of teachers remains crucial in providing guidance, mentorship, & a holistic educational experience. AI should be seen as a tool to augment & enhance the educational process, offering personalized support and freeing up time for teachers to focus on individualized instruction & building strong student-teacher relationships.

# Treaties on six thinking hats and its relevance



**Prof. Nilanka Chatterjee**  
***Director - PGDMBDI***

**T**hrough this article the author has tried to revisit the use of six thinking hats as an important & powerful technique for the organizations & corporations. Today in the organizations, the business leaders & industry captains are using it to look at decisions from several important perspectives. The need is to shift outside from one's habitual thinking style & to develop a more holistic view of a situation. Its over three & a half decades back Edward de Bono developed a creative thinking methodology, better known as 'Six thinking hats' which is simple, highly effective, & ideal for dispute resolutions & ultimately reducing the stress in the work environment. Thus, it is quite natural that we are all curious to know how this method can help us in the workplaces & how the thinking practices will change in the immediate future. The author has tried to

seek answers to the questions of how to make the concepts simple in understanding that would enable the six thinking hats method explained in just a few words & make this method effective & befitting with the changing nature of the business patterns & above all the shifts in generational values that binds together the business practices & culture. Besides, the author has tried to provide the ideas that may help the today's thought leaders offer us their perspectives for the coming generations. The effort has been to discover how De Bono's problem-solving technique makes effective use of the various mental approaches that we bring to problem solving. Edward De Bono has organized these mental approaches into six categories, & he linked each to a thinking hat. The author is of the opinion that understanding the concepts of

six thinking hats can help the work groups towards the authenticity of the group decision making & group idea generation thereby fostering the creativity within an organisation.

Based on literature review & the contemporary work done, the author realised that the central principle to this framework was that the very concept of 'thinking' revolves around a complex range of emotions, logic, experience & pattern that bear on communication at the one time & by the same token it is impossible to be thinking rationally when in the grip of an emotive state.

The efforts involved in combining the philosophy of De Bono's systems into a structure is outlined further for use in developing & inculcating a new culture for leader development & leadership readiness.

While reviewing the literature the author could explore that Edward De Bono's framework provides the kind of structures & mental discipline a manager/ leader should cultivate to foster creativity through an understanding of the changing dynamics of Management.

This paper resonates with a new pattern of thinking to the budding managers & the emerging business leaders & this paper resonates to communicate the thought crystals in our minds that would enable the business leaders & managers to pause & think, more so at a point of urgency, stress or a crisis in an organisation revolving around the scope of this work.

An original piece of work, this research paper can be of immense value not only for the academicians but also for the Management professionals more in terms of identifying, nurturing, & developing vibrant business leaders & thinkers of tomorrow. This piece of work will help the business leaders of tomorrow to identify the nature of six thinking hat roles, to select the current relevant workplace problems on which they can apply the model, provide the practitioners with time to review selected problems from the perspectives of the “hat” marked with problem resolutions & managing the stress effectively.

**Keywords-** Techniques, frameworks, practices, lateral

thinking, mind mapping & brainstorming.

## I. Introduction

This tool was created by Edward de Bono in his book '6 Thinking Hats'. Many successful people think from a very rational, positive viewpoint. This is part of the reason that they are successful. Often, though, they may fail to look at a problem from an emotional, intuitive, creative, or negative viewpoint, this can mean that they underestimate resistance to plans, fail to make creative leaps, & do not make essential contingency plans.

If one looks at a problem with the 'Six Thinking Hats' technique, then one will solve it using all approaches. Certainly, one's decisions & plans will mix ambition, skill in execution, public sensitivity, creativity, & good contingency planning.

### How to Use the Tool:

One can use Six Thinking Hats in meetings or on self. In meetings it has the benefit of blocking the confrontations that happen when people with different thinking styles discuss the same problem. Each 'Thinking Hat' is a different style of thinking.

These are explained below:

**White Hat:** Here thinking is concerned with objective facts & figures. What do we know, what do we think we know & what don't we know? Where

can we find information to fill in the gaps? Under the White Hat there is no evaluation of the information, so conflicting views as to the facts are all recorded.

This is where you analyze past trends & try to extrapolate from historical data.

**Red Hat:** While wearing the red hat, one looks at problems using intuition, gut reaction, & emotion. Also, one tries to think how other people will react emotionally. Besides, one tries to understand the responses of people who do not fully know one's reasoning.

**Black Hat:** Using black hat thinking, one looks at all the bad points of the decision. One looks at it cautiously & defensively. One tries to see why it might not work. This is important because it highlights the weak points in a plan. It allows one to eliminate them, alter them, or prepare contingency plans to counter them.

Black Hat thinking helps to make one's plans 'tougher' & more resilient. It can also help someone to spot fatal flaws & risks before embarking on a course of action. Black Hat thinking is one of the real benefits of this technique, as many successful people get so used to thinking positively that often they cannot see problems in advance. This leaves them under-prepared for difficulties.

**Yellow Hat:** The yellow hat helps one to think positively. It is the optimistic viewpoint that helps one to see all the benefits of the decision & the value in it. Yellow Hat thinking helps one to keep going when everything looks gloomy & difficult.

**Green Hat:** The Green Hat stands for creativity. This is where one can develop creative solutions to a problem. It is a freewheeling way of thinking, in which there is little criticism of ideas. A whole range of creativity tools can help one to be here.

**Blue Hat:** The Blue Hat stands for process control. This is the hat worn by people chairing meetings. When running into difficulties because ideas are running dry, they may direct activity into Green Hat thinking. When contingency plans are needed, they will ask for Black Hat thinking, etc.

Let us try to explain the concepts of wearing these hats by the help of the following example.

The directors of a real estate company are looking at whether they should construct a new office building. The economy is doing well, & the amount of vacant office space is reducing sharply. As part of their decision, they decide to use the 6 Thinking Hats technique during a planning meeting.

Looking at the problem with

the White Hat, they analyze the data they have. The Directors examine the trend in vacant office space, which shows a sharp reduction. They anticipate that by the time the office block would be completed, that there will be a severe shortage of office space. Current government projections show steady economic growth for at least the construction period.

With Red Hat thinking, some of the directors think the proposed building looks quite ugly. While it would be highly cost-effective, they worry that people would not like to work in it.

When they think with the Black Hat, they worry that government projections may be wrong. The economy may be about to enter a 'cyclical downturn', in which case the office building may be empty for a long time. If the building is not attractive, then companies will choose to work in another better-looking building at the same rent.

With the Yellow Hat, however, if the economy holds up & their projections are correct, the company stands to make a great deal of money. If they are lucky, maybe they could sell the building before the next downturn or rent to tenants on long-term leases that will last through any recession.

With Green Hat thinking they consider whether they should change the design to make the

building more pleasant. Perhaps they could build prestige offices that people would want to rent in any economic climate. Alternatively, maybe they should invest the money in the short term to buy up property at a low cost when a recession comes.

The Blue Hat has been used by the meeting's Chair to move between the different thinking styles. He or she may have needed to keep other members of the team from switching styles, or from criticizing other peoples' points.

## II. Where Can Six Thinking Hats Be Used

The Six Hats approach has a variety of applications in dispute resolution & solving the crisis. For the individual parties or negotiators, it is the best tool to evaluate & frame up bargaining proposals. Each proposal comes with advantages & disadvantages. There is usually an incentive to identify otherwise unrecognized opportunities. The Green Hat will help avoid leaving anything on the table. Few parties approach negotiations without emotional issues. In the authors' experience, a lot a strategy session has significant detours to "hell & damn" the other side. The Red Hat can control this.

Six Hats has a great application to decision making under uncertainty because it can

prevent the uncertainty (expressed in Black Hat comments) from clogging up the problem-solving process. This is certainly true in what at the surface appear to be purely “technical” disputes. While we all would like science to be certain & the best alternative to be obvious, the real world operates very differently. In the environmental area, where one of the authors practices laws, sit in on a negotiation on a monitoring plan or the scope of a remedial investigation, & you will hear views from each of the six hats presented at random. Meetings would move faster, & problems would be solved quicker using Six Hats

### **III. Key points to ponder upon**

Six Thinking Hats is a good technique for looking at the effects of a decision from several different points of view. It allows necessary emotion & skepticism to be brought into what would otherwise be purely rational decisions. It opens the opportunity for creativity within Decision Making. The technique also helps, for example, persistently pessimistic people to be positive & creative.

Plans developed using the '6 Thinking Hats' technique will be sounder & more resilient than would otherwise be the case. It may also help you to avoid public relations mistakes, & spot good reasons not to follow a course of action before you have committed to it.

Discussions on six hats remain incomplete without an understanding of parallel thinking.

### **IV. What is parallel thinking.**

This can be explained with the help of an example. There is a large & beautiful country house. One person is standing in front of the house. One person is standing behind the house. Two other people are standing on each side of the house. All four have a different view of the house. All four are arguing (by intercom) that the view each is seeing is the correct view of the house.

Using parallel thinking they all walk around & look at the front. Then they all walk around to the side, then the back, & finally the remaining side. So, at each moment each person is looking in parallel from the same point of view.

This is almost the exact opposite of argument, adversarial, confrontational thinking where each party deliberately takes an opposite view. Because each person eventually looks at all sides of the building, the subject is explored fully. Parallel thinking means that at any moment everyone is looking in the same direction.

However, parallel thinking goes even further. In traditional thinking, if two people disagree, there is an argument in which each tries to prove the other party wrong. In parallel thinking,

both views, no matter how contradictory, are put down in parallel. If, later, it is essential to choose between the differing positions, then an attempt to choose is made at that point. If a choice cannot be made, then the design must cover both possibilities. At all times the emphasis is on designing a way forward.

### **v. Directions and Hats**

The essence of parallel thinking is that at any moment everyone is looking in the same direction - but the direction can be changed. An explorer might be asked to look north or to look east. Those are standard direction labels. So, we need some direction labels for thinking. What are the different directions in which thinkers can be invited to look?

This is where the hats come in.

In many cultures there is already a strong association between thinking & "thinking hats" or "thinking caps." The value of a hat as a symbol is that it indicates a role. People are said to be wearing a certain hat. Another advantage is that a hat can be put on or taken off with ease. A hat is also visible to everyone around. For those reasons I chose hats as the symbols for the directions of thinking.

Although physical hats are sometimes used, the hats are usually imaginary. Posters of the hats on the walls of meeting rooms often are used,



however, as a reminder of the directions. There are six colored hats corresponding to the six directions of thinking: white, red, black, yellow, green, blue.

## Vi. Issues on Using the 6 Thinking Hats

While interacting, I often ask how they have been using the hats. There have been several occasions when I realized that they have been using the hats in a wrong way. In a meeting, someone has been chosen as the black hat thinker, someone else as the white hat thinker, and so on. The people then keep those roles for the entire meeting. That is almost exactly the opposite of how the system should be used. The whole point of parallel thinking is that the experience and intelligence of everyone should be used in each direction. So, everyone present wears the black hat at the appointed time. Everyone wears the white hat at another time. This is what is parallel thinking & makes fullest use of everyone's intelligence & experience.

Conclusion: Over the years the results of using the Six Hats method have become increasingly clear. With the Six Hats method, the intelligence, experience, & knowledge of all the members of the group are fully used. This concept emphasizes one thing at a time.

Confusion is the biggest enemy of good thinking. We try to do too many things at the same time. We look for information. We are affected by feelings. We

seek new ideas & options. We must be cautious. We want to find benefits. Those are a lot of things that need doing.

Juggling with six balls at the same time is rather difficult. Tossing up one ball at a time is much easier.

With the Six Hats method, we try to do only one thing at a time. There is a time when we look for danger (black hat). There is a time when we seek new ideas (green hat). There is a time when we focus on information (white hat). We do not try to do everything at the same time.

With color printing, each color is printed separately, one at a time, and in the end the full color effect is obtained. It is the same with Six Hat thinking - we do one thing at a time & in the end the full picture emerges. The author is of the conviction that some of the key benefits that one can derive after getting the exposures of six thinking hats are the role holders of an organisation develops more organized thinking, leads to the improved creativity, stronger interpersonal & thinking skills, marked by greater inclusivity in a team.

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# THE BLUE ECONOMY



**Ms. Neha Mishra**  
**PGDMBDI3 Student**

**T**he "Blue Economy" is a concept that refers to the sustainable use of ocean resources for economic growth, improved livelihoods, & job creation, while preserving the health of ocean ecosystems. The concept is gaining increasing attention as the world recognizes the importance of the oceans in sustaining life on earth, & the need to protect them from overexploitation & environmental degradation.

The oceans cover over 70% of the earth's surface & are a vital source of food, energy, & other resources for human societies around the world. The Blue Economy seeks to harness the potential of the oceans in a sustainable way, while recognizing the need to protect the health of ocean ecosystems & the services they provide.

The concept of the Blue Economy was first introduced by Gunter Pauli in his 2010 book, "The Blue Economy: 10 Years, 100 Innovations, 100 million Jobs."

Pauli argued that the ocean can be a key driver of sustainable economic growth & job creation, through the development of innovative technologies & business models based on sustainable

use of ocean resources.

The Blue Economy covers a wide range of economic activities based on sustainable use of ocean resources. These include fisheries & aquaculture, tourism, renewable energy, biotechnology, & ocean-based transportation. Each of these economic activities can contribute to sustainable economic growth & job creation while preserving the health of ocean ecosystems.

One of the key challenges in implementing the Blue Economy is to ensure that economic development is sustainable & does not lead to overexploitation of ocean resources or environmental degradation. This requires careful management of ocean resources, including the development of sustainable fisheries, the use of renewable energy sources such as wind & solar, & the protection of marine biodiversity & ecosystem services.

The Blue Economy also recognizes the importance of collaboration between governments, the private sector, & civil society in achieving sustainable economic development. This requires the development of innovative partnerships & business models that

can leverage the resources & expertise of each of these stakeholders.

Several countries & organizations around the world have already embraced the concept of the Blue Economy & are developing innovative approaches to sustainable economic development based on the sustainable use of ocean resources. For example, in the Caribbean, the "Caribbean Aqua-Terrestrial Solutions" project is developing sustainable fisheries & aquaculture, while in Norway, the "Ocean Industries Concept Development Project" is exploring the potential of ocean-based renewable energy sources. In conclusion, the Blue Economy is an important concept that recognizes the potential of the oceans in sustaining economic growth & job creation, while preserving the health of ocean ecosystems. By harnessing the potential of ocean resources in a sustainable way, the Blue Economy has the potential to contribute to sustainable economic development and poverty reduction, while protecting the oceans for future generations. However, achieving this requires innovative approaches to sustainable development, collaboration between stakeholders, and careful management of ocean resources.

# Faculty Visit to Cyprus -Erasmus+ Mobility Program



**W**e would like to mention a special gratitude on behalf of all the faculty who visited City Unity College, Nicosia for the 7 days Erasmus+ Mobility Program.

We had a lot of discussion and exchange of thoughts and ideas in the areas of students Mentoring, Engagement and Summer Internships, skill development, Experiential learning, research, and overall academic process etc. The UBS Faculty team made presentations.

It was a very nice networking experience with the other faculty members who had also visited from other countries, such as Lebanon & Belgium. The participants shared the best practices, Ideas.

It was a great experience to visit the Institute of Culinary and Hospitality institute, students' section, MBA & Administration section etc. & how the students put their learning into practice.

It was an excellent time with the host & their overall academic & non-academic team guided us through the entire process.

Also, we enjoyed the village visit at Omodos – a place blessed with full of nature & delicious food in the restaurant we visited in the village. Great hospitality & arrangements done in this program.

Also, a great visit to Cyprus Museum, check point, Market area, & the nearby areas briefed by Ms. Cristina, officer from Ministry of Tourism, Cyprus. It was great to understand the

history and culture of the nation.

A wonderful discussion with Beesham the Baker & his whole team in the Baking & Culinary & hospitality sections.

Also, Thanks to Academic Director, Research Head, Erasmus+ Program Representative, Faculty of Economics, Program Heads, and all other academic & non-academic staff for interacting & exchanging the thoughts.

A very special Thanks to our Chancellor Mr. Tarun Anand for this opportunity and his constant support.

A very special Thanks to Prof. Salma for overall support & making our trip for the Erasmus+ Mobility Program more successful & happier.

# **Experiential Learning at UBS**

# COMBINED WEEKLY REPORT

## Campus Reporter Team

### AUGUST

The International Economic Review (IER) “Sri Lankan Crisis”, “Aligning the 17 SDGs with Empowerment of Women”.

#### 12th August 2022:

On the occasion of Raksha Bandhan-“Mera Veera Mera Heera”

#### 15th August 2022:

Arts and Culture Club of UBS organised '75th Independence Day' followed by flag hoisting, a skit, and various other performances. Arts and Culture club in collaboration with the UBS Sports Club organised 'UBS Independence Day Run'.

#### 17th August 2022:

Rotaract Club of UBS conducted 'Club Assembly' hosted by Akash Rumade and Shivam Mahabare, district zonal representative of Rotaract Club. The Team discussed through the future plans of the club

#### 19th August 2022:

On the occasion of Janmashtami, Matchbox Club in collaboration with Rotaract Club of UBS organised 'Marketing Murlidhar',

#### 20th August 2022:

ELC had organised its Flagship Event 'Octave night' in collaboration with Arts and Culture Club,.

#### 22nd August 2022:

UBS Sports Club hosted a full-fledged badminton tournament, “Swing that Racket”

#### 25th August 2022:

The Girl Up community of UBS had organised Carnival Extravaganza, “Carnival with a cause”.

#### 26th August 2022:

The Sports Club of UBS hosted the "Futsal Tournament" (football) in honour of National Sports Day

### SEPTEMBER

#### 16th September 2022

The Innovation Club of UBS organised 'Think-A-Thon', an event for all Quiz enthusiasts. An extensive workshop on rural marketing was conducted by the Matchbox club of UBS.

#### 18th September 2022

The Ethics and CSR Club of UBS organised a Cleaning Drive event.

#### 21st September 2022

On the occasion of International Peace Day, the Rotaract Club of UBS organised a peace event.

#### Experiential Learning Toolkit

UBS conducted 'The experiential learning tool kit'. Tri Business Championship, Thomson Reuters

#### September 2022

The IER session on "Rupee vs Dollar" and “China Taiwan conflict”.

#### 24th September 2022

The Matchbox Club of UBS organised a workshop on 'Integrated Marketing Communication'

#### Inauguration of Wellness Centre for Youth Development

the Centre for Wellness & Youth Development of UBS was inaugurated.

#### 26th September 2022

On the auspicious day of Navratri, the Enactus Club of UBS had organised Jalsa.

#### 28th September 2022

The Sports Club of UBS organised the Box Cricket League event for 3 consecutive days.

The IER session -Gig Economy in India. Another presentation which reflects on the effects of currency value fluctuations on various sectors of an economy.

### OCTOBER

#### 1st OCTOBER 2022

The ELC club of UBS organised their flagship event, the crime run.

#### 2nd October 2022

The Environment Club of UBS organised a trek to the Kondala caves.

#### 3rd October 2022

The Finance Club of UBS organised an event Auction Fever, to let the students showcase their bidding & cash management skills based on IPL.

#### 5th October 2022

On the festive day of Dussehra the arts and culture club of UBS celebrated the festival by organising Raasrang.

#### 8th October 2022

The Matchbox Club of UBS had organised a workshop on Digital marketing strategy



### **9th October 2022**

The GirlUp committee of UBS had conducted the "Remove the red spot" campaign to spread awareness on women's health and safety.

### **NOVEMBER**

The IER session was conducted and the team presented the topic "Rupee vs Dollar", stating the implications of devaluation. Another team, presented on the relevant issues of the "China Taiwan conflict."

### **4th November 2022**

To promote ownership of commitments under SDG 16 (Peace, Justice & Strong Institutions) Students, conducted an applaudable session by representing UBS at Kompass Junior College, Hyderabad. Delivering an excellent skit, it had an impactful session with the Higher Secondary students.

### **November 2022**

The IER was conducted and the team presented the topic "Sri Lankan Crisis", stating the grounds & consequences of the crisis.

### **11th November 2022**

A guest lecture on "How to master the art of getting a job and how to be successful in a corporate career" was conducted.

### **13th November 2022**

To commemorate the birth of the first Sikh Guru, Guru Nanak Dev Ji on 8th November 2022, UBS organised a Gurburab celebration. A rejoicing Kirtan in the Club House was followed by Langar, where the students, and faculty offered Langar Seva: A Selfless Service towards mankind

### **14th November 2022**

The Centre for Wellness and Youth Development of UBS organised a guest lecture by Dr. Nirmala Rao - Consultant Psychiatrist, for the students to understand crucial issues that concern today's Youth.

### **16th November 2022**

The Rotaract club of UBS organised an event "Rotaract Feud", which encouraged students to learn more about the campus. The event comprised questions related to the campus and faculty, it was a fantastic experience for all.

As a part of experiential learning, UBS Learners went on a trek to Irshalgad Fort, an extremely steep climb where there are no roads, electricity, or water in the village of Irshal Thakurwadi.

As a part of the SMART Project, the health team of UBSians conducted a free-of-cost eye check-up & dental camp for the nearby villages. It was done to create awareness about physical fitness among adults & children.

The UBS SMART project team along with Light of the Life Trust NGO visited three different villages. Tiware, where UBSians got to know about LOLT initiatives, and how they employ people from a small village and help them to earn a better livelihood. Kashele, where they learned about how women do their tailoring work and they also got interviewed about their success stories. Kadav, LOLT has MS-CIT and computer classes for students who want to learn Computer Skills.

### **19th November 2022**

The culmination of the student's hard work paid off when UBS hosted its much-awaited Convocation ceremony. It began with a majestic & grand academic procession. The Chief Guest for the ceremony was Ms. Arundhati Bhattacharya & Guest of Honors was Mr. Bharat Puri. A batch of 180 students & scholars were awarded the degree this year.

### **24th November 2022**

#### **International Conference and Workshop**

The Research Department of UBS hosted the second edition of UBS International Conference & Workshop. It was a 3 day conference in which case study enthusiasts across the globe took part. The Chief Guest of the conference was Ms. Vicky Lester - CEO, The Case Centre, UK. The faculty of the college presented various case studies on a range of topics. The resource person for the workshop was Mr. Ketan Gandhi, who was leading the three-day workshop & guided participants on the methodology of writing a case study.

#### **International Economic Review Session**

Under the guidance of Prof. Guruprasad, Mr. Gaurav Santosh Gugale from PGDMBDI2 & Mr. Anshul Prakash from PGDMBDI2 presented the topic 'Why is Indian currency depreciating'.

#### **Notion Negotiation 1.0**

'Notion Negotiation 1.0', a group discussion competition was conducted by the Alumni Club of UBS. The event lasted for 2 days consisting of 3 rounds which tested the verbal ability of learners and critical thinking.

The learners were put to the test on interpersonal skills and domain knowledge, with a variety of topics, covering current affairs and simulations.

### **Village Livelihood**

In an effort to give back to society, the Ethics & Corporate Social Responsibility Club of UBS hosted a four-day event called Village Livelihood. The members visited to Kushivili as part of their commitment to the village's development in order to support the local women, educate the children, and bring joy and happiness to the neighbourhood kids.

### **25th November 2022**

A basketball tournament was organised by the UBS Sports Department to foster a sense of sportsmanship and team spirit among the contestants.

### **BDI Week**

The BDI week began with the auspicious 'lighting of the lamp' ceremony, followed by the inauguration and cake-cutting by our Chairman Tarun Singh Anand. Throughout the week there were various fun activities including box cricket, dance, singing along with other spectacular events such as drama and quiz. The event concluded with the distribution of medals and letters of appreciation to all the deserving participants

## **DECEMBER**

### **1st December 2022**

#### **IER**

Teams presented on the topic 'Central Bank Digital Currency (CBDC)' - a fully convertible currency backed by RBI.

### **2nd December 2022**

Food brings colours to life. ELC at UBS organized its flagship event Dawat to celebrate food with people. 'Shukran-e-Dawat' was an effort by the club to bring everyone together through a food fest, where clubs had prepared food on the theme of Street food of India.

### **2nd - 3rd December 2022 :**

#### **Rush4Rush**

#### **Cultural Events:**

UBS organised 'Rush 4 Rush' - our flagship inter-college event. Various cultural events such as 'Chord of the Rings,' a singing competition, and 'Shutter-up,' a photography contest set the bar for the participants. 'Walk the talk,' the fashion show, and 'The Battle of the Bands,' brightened the day for all. The event ended with a great performance by DJ Roheet and DJ Kryso. A number of colleges from around Mumbai participated in the event. The events also conducted Indoor Games, Outdoor Games, Fun Events and Business Events.

### **9th December 2022**

The Rotaract Club of UBS hosted a blood donation camp in collaboration with HDFC Bank at our campus. Students as well as faculty were actively involved for the social cause. Entrepreneurship Development Cell (EDC) introduced the 'Big Business Idea' Competition with a motive to develop and nurture entrepreneurial minds of UBS. Students pitched their business ideas, in the most creative ways possible, which solved a real-time problem. After two rounds of screening, the following teams qualified to be a part of 'Be a Unicorn challenge'

### **13th December 2022**

Our beloved chairman Tarun Singh Anand unveiled the launch of the "Dil Jeet Liya" campaign - a demonstration of success, achievement, and triumph blended into a heart-warming and relatable story. The #DilJeetLiya moment of an alumni warmed the hearts of all UBSians.

### **15th December 2022**

Dr. Desislava Serafimova from the University of Economics Varna delivered a guest lecture. The lecture was delivered on various topics related to strategic management, business plan, CSR, ESG Report, 3Ps of sustainability and its importance across the globe.

### **20th December 2022**

#### **Innovathon**

Organized by UIC Club of UBS, the event helped students showcase their creativity and skills over 3 rounds.

### **21st December 2022**

#### **Recyclebia**

Before Christmas, the UBS Ethics and CSR club toured the local villages. In accordance with the club's core value "the Joy of Sharing", children received clothes and candies from the team. It was a wonderful chance to spread happiness and contribute to make a change through these small efforts for the society.

### **22nd December 2022**

#### **International Economic Review Session**

The IER session was conducted and the teams presented the topic "UK Crisis", stating the causes and consequences of the crisis.

## **23rd December 2022**

### **Startup Fest**

The Start-up fest organized by EDC was a tremendous success. A panel discussion that enlightened the audience on the challenges faced during entrepreneurship & how to overcome them. The event "Start-Up Mania" gave several teams an opportunity to pitch their revolutionary ideas.

## **JANUARY**

### **9th January 2023**

The Admission Club of UBS organized a blog writing competition that tested the creativity & critical thinking of the participants. There were two topics - "Medicines to mental complexities?" & "Infatuation for glittering goals." Additional points were awarded for an enticing presentation. Pictures, quotes, and poems were encouraged to captivate the readers.

### **10th January 2023**

The Sports Club at UBS organized the annual event- UBS Olympics, which is an inter-cohort sports competition comprising of various Outdoor and Indoor games. The famous cricketer Mr. Pravin Tambe graced the opening ceremony of the event. It provided students with a platform to showcase their skills, determination, & sportsmanship as everyone came together to compete & have fun. The event concluded with the 'Cardiff Batch' being the winner.

### **13th January**

The Rotaract club of UBS organized a book donation drive where students were encouraged to donate books. The donated books were showcased in front of the library and students were seen actively participating in the event.

## **14th January**

The joyous festivals of Lohri & Makar Sankranti were celebrated by the Arts & Culture Club of UBS.

### **21st January - 28th January 2023**

UBS, in collaboration with the Light of Life Trust (LOLT), a notable & prominent NGO, commenced the SMART project for the students of MBA 1st year. The Inauguration ceremony & briefing was on 21st January was followed by the project over 6 days & concluded with the Presentation & Felicitation program on 28th January.

## **FEBRUARY**

### **22nd February 2023**

Lecture on on social media marketing & the incontestable rise in the use of digital marketing. There were insightful discussions, illumination, & dissemination of thought-provoking ideas on creative ways to market products digitally.

### **25th February 2023**

The farewell party for the 2023 batch was initiated by ELC on the 25th of February 2023. Various performances were showcased by the first-year MBA & BBA students.

As a part of community learning, a guest lecture was organized for the finance students. The topic of financial learning was covered in the session. During the lecture, the speaker shared their insights & knowledge on various aspects of finance, including investment strategies, risk management, financial planning, & more. The students had the opportunity to ask questions & engage in

discussions with the speaker, as well as learn from their expertise and experience.

## **MARCH**

### **2nd March 2023**

IER on NATO, presented. It was a thought-provoking and informative experience. Students learned about the history, purpose, and significance of the North Atlantic Treaty Organization, and how it has evolved since its inception in 1949.

### **7th March 2023**

On the auspicious eve of Holi, the Arts and Culture Club of UBS organized an event "The Festival of Colours" for all the students to celebrate Holi and form stronger bonds.

### **9th March 2023**

The UBS HR Team, Rotaract Club, and ELC organized "Avianna - Embracing Womanhood" in honour of International Women's Day.

### **9th March 2023**

The IER was presented on the newly released Indian budget. It was a resounding success, leaving the class with a deep understanding of the government's plans for the economy. The presentation covered the key highlights of the budget such as taxation and increased investment in healthcare, infrastructure, and agriculture sectors.

### **10th March 2023**

On 10th March 2023, UBS organised its first TEDx event. Seven renowned speakers from various fields gave inspiring speeches.

### **12th March 2023**

Founders Appreciation Day honours the birthdate of our Principal Founder, Gurdip Singh Anand Sir. It is done to show him how much we appreciate all of the hard work he has put in over the last ten years to establish UBS and make it one of the top B-Schools in the country. On this day, the Team Arts & Culture and Team ELC took an opportunity to celebrate it along with our chairman Tarun Singh Anand, as well as several faculty members. Some of them shared their personal stories and reiterated the value of being grateful to those who care for us through their wonderful speeches. There was also a speech competition for the learners on many topics as well as dance and musical performances to honour this auspicious day.

### **13th March 2023**

To honour the founding of the first Rotaract club, the Rotaract club at UBS celebrated World Rotaract week from 13th March to 19th March.

### **15th March 2023**

Mr Abhay Pathak, Head of Modern Trade at Hector Beverages, delivered a guest lecture on various aspects of Sales and Distribution.

### **16th March 2023**

Recruiters from Writer Safeguard Pvt. Ltd. Had visited the campus for Summer Internship Program hiring.

### **23th March 2023**

The workshop on "Data Analysis

using Statcraft" was an excellent opportunity for the learners to comprehend from experts in the field and share knowledge.

The UBS Football team received the Fair Play Award 2023 at CONQUER 23. The event was organised by the student council sports committee in Mumbai on 20th and 21st March

### **24th-25th March 2023**

The 3rd International Research Conference took place where the theme of the conference was "Artificial intelligence for sustainable future - challenges, opportunities and best practices". The eminent speakers for the conference were Dr. R.K Shyamasundar – S J C Bose National Fellow, distinguished V. Professor IIT Bombay, Mr. Kundana.K.Lal - founder director and president VITTI, Pauline Laravoire – Sustainability Director, Techno India Group, Co-founder Y-East, Dr. MI Subhani – Dean Business School, ILMA university, senior ambassador DOAJ, Mr . Pratik Raval – partner and head – ESG, Sustainability and Corporate Climate Advisory at TCS, Mr.Nilesh Gore – VP- Global Business Development and Marketing CSS Singapore, Mr. Surendra Tipparaju – Director – Microsoft India, Prof Vijay Kant Verma – chancellor Dr C.V Raman University founder Vc, AISECT University and Dr. Denis Ushakov- Suan Sunandha Rajabhat University, Bangkok, Thailand. Students from various

departments presented their papers on the theme.

### **26th March 2023**

Emphasizing the value of mental health, Ms. Kkomal Narsingani took a seminar on Stress Management to.

On this day at R7, the stalls for sanitary pads were officially opened as part of project Kiah by Enactus and the Rotaract Club of UBS.

### **29th March 2023**

A guest lecture was organized for the finance students as a part of their Community Learning. Mr. Ajay Ganguly, a stalwart in the insurance industry with over 25 years in the sector, provided insights into the working of the industry.

### **31st March 2023**

Tech Ops organized Quizcryptics 3.0, consisting of 3 rounds.

## **APRIL**

### **01st April 2023**

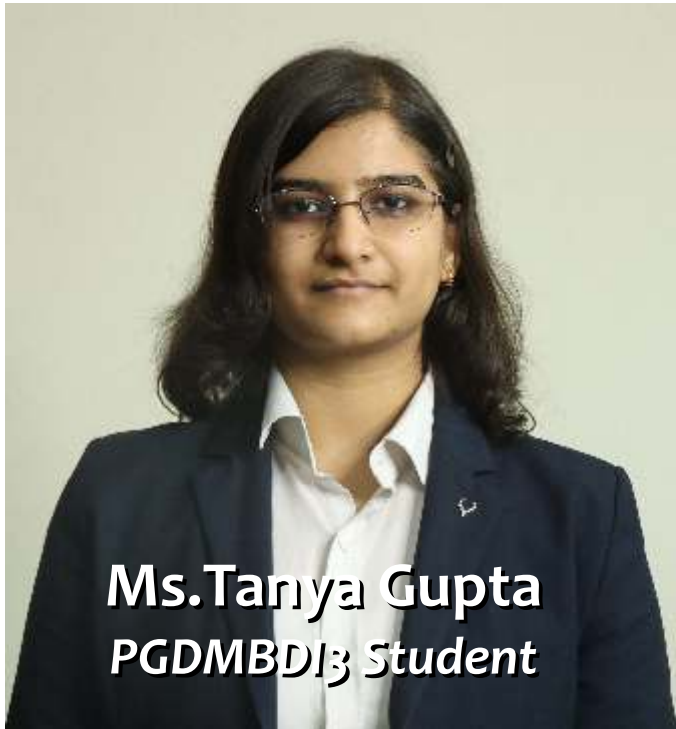
The Ethics & CSR club of UBS along with the Matchbox club organized Recyclabia 2.0 where students contributed by donating in kind to the underprivileged ones. This donation drive was conducted in the villages of Guarkamath, Bhivgarh, and Jambivalli. The UBS student community made a small effort to give back to society and put a smile on each recipient's face while also incorporating SDG-9 through the event.

# **IER**

**(International Economic Review)**



# SRILANKAN ECONOMIC CRISIS



**Ms. Tanya Gupta**  
PGDMBDI3 Student



**Mr. Babu Shourya**  
PGDMBDI3 Student

**S**ri Lanka had declared a state of emergency after the crisis-hit nation's president fled to the Maldives, with protesters also demanding the prime minister quit. President Gotabaya Rajapaksa had said he would resign, after months of protests the government over the worst economic crisis. Sri Lanka's vital tourism sector was first hammered by Islamist extremist bomb attacks on churches and hotels in 2019 and followed by the coronavirus pandemic. Its coffers further depleted by government tax cuts, Sri Lanka ran out of foreign currency needed to import everything from medicines to food and fuel. Even with help from India and others, the country defaulted in April on its \$51 billion foreign debt pile and had been in bailout talks for months with the International Monetary Fund.

## WHAT LED TO THIS ECONOMIC CRISIS IN SRILANKA

### MIS MANAGEMENT OF THE GOVERNMENT OR RATHER THE RAJPAKSA BROTHERS:

Tax reduction promises and execution by the government:

- VAT to be cut down to half, VAT used to be charged 15% before this. TAX was decreased on 1/12/2019 but then came the covid-19.
- Government revenue loss kept on increasing in 2019 the debt was 94% of GDP in 2021 it went up to 119% of GDP.
- Organic Agriculture the govt. promised to make the country organic till 2019 and suddenly there was a nationwide ban on synthetic fertilizers and pesticides.
- Rice & Tea farming was hampered as earlier there was no need to import but after this decision within 6 months the government had to spend \$450 million to import rice.

### DECREASE IN FOREIGN EXCHANGE:

- Sri Lanka's foreign currency

reserves nose-dived 70 percent since January 2020 to around \$2.3 billion by February, which was a fall of \$779 million from December 2021. It faces debt payment of \$4 billion (about \$12 per person in the US) in the rest of this year, one of which was of \$1 billion (about \$3 per person in the US) in the form of sovereign bond that matured in July.

- If the foreign reserve for any country was less, then it directly means that the country cannot import items from other country and SRI LANKA was dependent on the imported goods may it be basic needs or the other demands of its people. The situation was that the country could import goods to meet one month's need only for its public.

**INFLATION:** Sri Lanka had to import the basic goods too from the other countries. Because of the low foreign

**DEBT TRAP DIPLOMACY:** The port at the back was the Hambantota international port of Sri Lanka was built in November 2010 at a cost of \$1.3 billion (about \$4 per person in the US) with the loan from China but this port suffer loss and Sri Lanka can't pay the debt hence the China got the 70% share of this port and this port was given to the Chinese company on a 99 year lease. in return Sri Lanka only got \$1.2 billion dollar in foreign currency.

Harm to the Tourism sector 12% to 13% of economy, April 2019 easter day bombing, May 2019 anti Muslim violence, March 2020 covid 2019, foreign debt.

#### **SUFFERINGS FROM CRISIS:**

- Prices high, supplies low, despair in Lanka.
- From 11% in the month of January to 54.6% in the month of June.
- Electricity problems are a power crisis too. Out of 24 hours people were getting electricity only 4 hours a day.

- It affected the newspaper and printing industries too. postponing of the school test and decreasing the printings of the newspaper.
- There was no fuel for the vehicles. Therefore, long queues outside the fuel station as the people demand was to get the fuel but the supply was not possible at that moment.

#### **PLANS TO TACKLE SRI LANKA CRISES**

- G7 countries contribution: Government of Japan on Friday announced USD 1.5 million fund. The funds were used by the United Nations World Food Programme to provide food assistance to children and families.
- Dealt with IMF: Sri Lanka negotiated a loan with the IMF. As, the country had to pay USD 106.34 million
- World Bank offer: About 3 million poor and vulnerable Sri Lankans received emergency cash transfer. Over 6 million LP gas cylinders distributed to urban and semi-urban

households and businesses. The World Bank had delivered essential medicines worth \$22.3 million to the Ministry of Health and delivered about 12,500 metric tons (MT) of urea fertilizer for paddy cultivation.

- Russia & Qatar Supplies: Mr. Rajapaksa requested an offer of credit support to import fuel.

#### **INDIA REMITTANCE TO SRI LANKA-**

**India had offered \$1.9bn**

- (500 m (about 1640.42 ft) \$) - For petroleum products
- 40,000 mt diesel - To face fuel & power crisis
- Development of 3 wind farms

For any country, crises and instability is obviously bad for its citizens, but it leaves an impact on the neighboring countries too. if the situation of Sri Lanka might have been worse than there have been more refugees in India. there might be several effects in India as well.



# QUIZ

# UBR QUIZ



**Ms. Ishita Golchha**  
**PGDMBDI3 Student**

- Q1. Who is the current CEO of Tata Sons?  
A. Natarajan Chandrasekaran      B. Ratan Tata      C. Cyrus Mistry      D. Rajesh Gopinathan
- Q2. Which company partnered with a UK-based NGO to improve water management in India?  
A. Apple      B. Amazon      C. Hutch      D. Reliance
- Q3. Which of the following country has the largest exporter of arms during 2017-21, as per the SIPRI report?  
A. China      B. Russia      C. France      D. United States
- Q4. President Draupadi Murmu was conferred with 'The Grand Order of the Chain of Yellow Star,' the highest civilian honour of which country? (June 2023)  
A. Fiji      B. Palau      C. Samoa      D. Suriname
- Q5. In June 2023, Indian Navy and DRDO successfully engaged and destroyed an underwater target by using \_\_\_\_\_ Heavy Weight Torpedo.  
A. Vaayuastra      B. Agniastra      C. Neerastra      D. Varunastra
- Q6. On World Environment Day 2023, PM Modi has launched the 'Amrit Dharohar' and 'MISHTI' schemes. In the context of 'MISHTI' scheme, this scheme is related to \_\_\_\_\_.  
A. Mango      B. Mahogany      C. Mangrove      D. Manihot
- Q7. In June 2023, which of the following banks become the first public sector bank to launch an Interoperable Cardless Cash Withdrawal (ICCW) facility, through which a customer can withdraw cash using UPI from the bank's ATMs?  
A. Bank of Baroda      B. State Bank of India      C. Punjab National Bank      D. Bank of India
- Q8. Name the player who has won the gold medal in the men's shot put at the Under 20 Asian Athletics Championships, organized in South Korea.  
A. Shivam Lohakare      B. Siddharth Choudhary      C. Shakeel Abbasi      D. Tajinderpal Singh Toor
- Q9. According to the latest World Bank's Global Economic Prospects report, what would be India's GDP growth in FY2023/24?  
A. 6.7%      B. 5.2%      C. 6.3%      D. 6.9%
- Q10. In June 2023, which of the following IT majors joined hands with Microsoft to launch Innovation Experience for Financial Services?  
A. Wipro      B. Infosys      C. TCS      D. HCLTech



# **BOOK REVIEW**

# HOMO DEUS: A BRIEF HISTORY OF TOMORROW



**Ms. Bhavya Menon**  
*Student, PGDMBDI3*

"Organisms are algorithms and life is data processing,"

"Intelligence is decoupling from consciousness,"

## Author's Introduction

- Yuval Noah Harari is an Israeli historian and a professor in the Department of History at the Hebrew university of Jerusalem.
- His knowledge on world history and research led him to question the relation between history and biology, difference between humans and animals, whether there is a direction in history, etc.
- His research led him to writing bestsellers such as:
  - Sapiens: A Brief History of Humankind
  - Homo deus: A History of Tomorrow
  - 21 Lessons for the 21st Century

## Theme of the book

- Homo Deus: A Brief History of Tomorrow is Yuval Noah Harari's second international best-seller
- Homo Deus is the sequel to *Sapiens* and shows how homo sapiens become homo Deus.
- The book recounts the weird and wonderful history of our species, starting over 70,000 years ago and lead us into an undrawn future.

- However, while Sapiens was turned towards the past, Homo Deus is primarily interested in humanity's future and looks at the past as to a canvas on which our future is currently being drawn
- It traces how we see ourselves as fundamentally different from other animals and how we came to embrace the humanism creed. The book indicates how our technology is likely to finally break the humanist spell and replace it with a new religion: 'Dataism.'

## Summary

- *Homo Deus* sets out to examine possibilities of the future of humankind.
- ***Homo sapiens conquers the world:*** The first part of the book explores the relationship between humans and other animals
- ***Homo sapiens gives meaning to the world:*** Humanity is separated from animals by humans' ability to believe in these inter subjective constructs that exist only in the human mind and are given force through collective belief.
- ***Homo sapiens loses control:*** Technological developments have threatened the continued ability of humans to give meaning to their lives; Harari suggests the possibility of the replacement of humankind

with the super-man, or "homo Deus" (human god) endowed with abilities such as eternal life

- The book is followed by a brief recap of human history, starting from human evolution to the economic, social, and political structure of early 20th century,
- It also discusses the development in science, technology & biochemistry to understand the behaviour patterns of 21st century humans and to connect the dots to the future of homo sapiens and its effects on the entire world.
- Harari predicts the ventures that we humans are and will take up in the quest of attaining eternal happiness, immortality & divinity (New agenda) after fulfilling our current agendas such as eradicating famine, war & diseases thereby upgrading ourselves into Homo Deus (i.e., human gods). & that these pursuits could ironically bring an end to our species & herald a new age of Homo Deus.
- With the Scientific Revolution, humans replaced Gods as the focus of worship, and humanism flourished. Later in the book, Harari makes the case that worship of data is now replacing worship of humans, leading to a shift towards Dataism.



- Harari's prediction is that we will become more God-like as we become more machine-like and as machines' capacities become more God-like. Humanity's future is in the hands of technical experts – in biotechnology, artificial intelligence, cognitive and computerscience.
- Sapiens showed us where we came from. Homo Deus shows us where we are going.

#### Conclusion (review)

- Harari has very cleverly touched various stories from the pages of history along with grounding his arguments in science to support his logic and create a coherent picture for us to judge.
- The book allows the reader to have a third person's perspective on the journey of humankind along with involving them in the discussion as well, giving it an interactive touch.

- Although this book is about the future of humankind, it is really a means of highlighting how current trends in science, technology, humanity, etc. may progress and questions if that is how we want things to go.
- He also talks about our position in future where we would replace animals and non-organic, computerised beings would take up our "superior status," thanks to technological advents.
- These arguments certainly ring a bell and makes us question the part we are playing in justifying the arguments laid by Harari.
- The book poses thought provoking questions like- what new destinies will we set for ourselves? As the self-made gods of planet earth, which projects should we undertake, and how will we protect this fragile planet and humankind itself from our own destructive powers?

- The book Homo Deus gives us a glimpse of the dreams and nightmares that will shape the 21st century.
- It offers a vision of tomorrow that at first seems incomprehensible but soon looks undeniable: humanity will soon lose not only its dominance, but it is very meaning.
- It shows how humans tried to be God in the past and how algorithms will destroy us tomorrow
- The style of writing is very conversative and comprehensible as well as the flow is maintained throughout the book, allowing the reader to genuinely enjoy the content without feeling overwhelmed with the information.
- I would suggest this book as it gives the reader an opportunity to sit back and question their habits and every step, they take in the quest of being powerful and advanced and how these actions affect and shapes our future.

**Yuval Noah Harari**

*New York Times Bestselling Author of Sapiens*



# Homo Deus

A Brief History of Tomorrow

Read by Derek Perkins

# RESEARCH

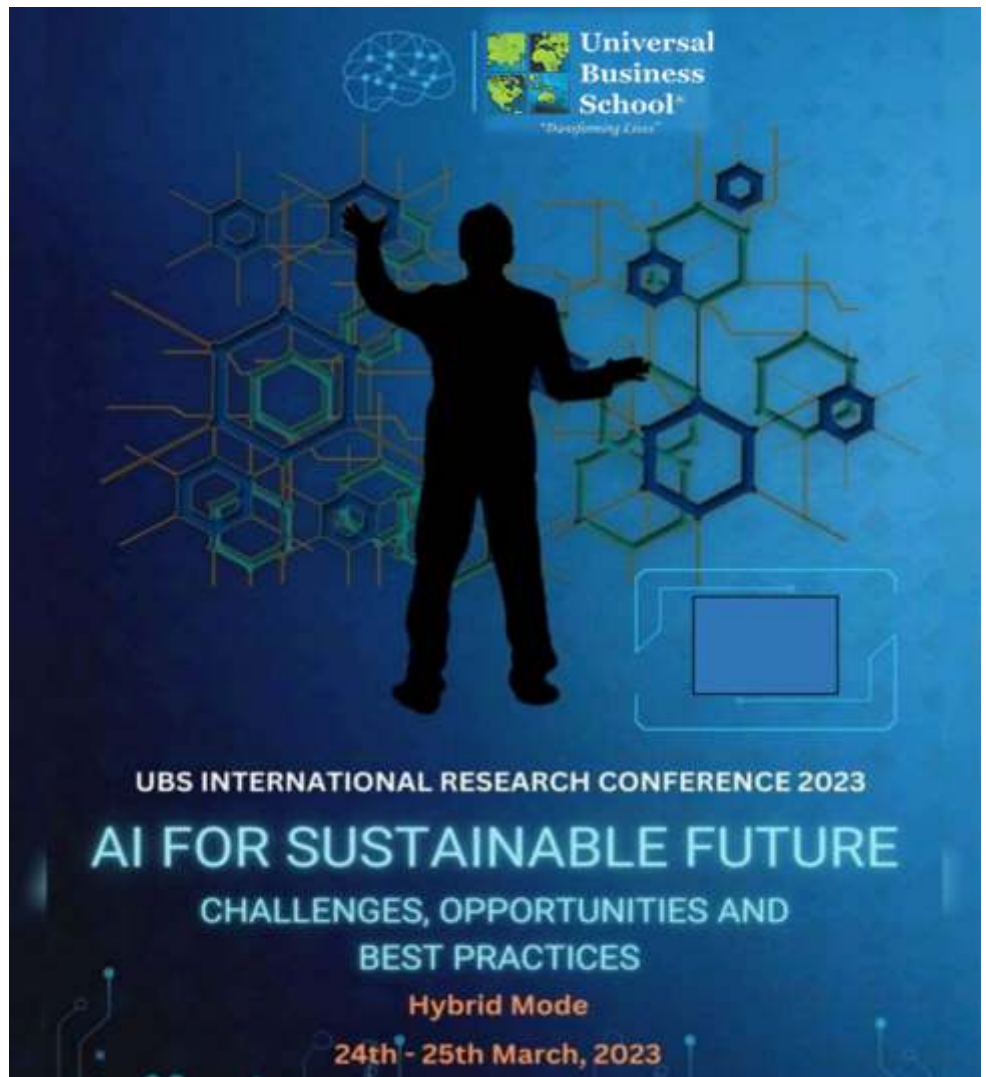
# UBS International Research Conference - 2023 (UBSIRC-2023)

**Dr. Asha Bhatia**  
*Dean of Research*



Universal Business School International Research Conference - 2023 (UBSIRC-2023) was organised by Universal Business School with the theme: Artificial Intelligence for a Sustainable Future: Challenges, Opportunities, and Best Practices. The conference was conducted in a hybrid mode on March 23rd and 24th, 2023. It consisted of paper presentations, and discussions with distinguished speakers from the academia and the industry. The conference publication partner was Iterative International Publisher and Korean Journal of International Studies. Mr. Mithun Jayaprakash led a pre-conference training on the usage of "Stat-Craft." Six distinguished speakers enlightened the attendees with their rich knowledge and professional perspective on various elements of the issue such as AI in education, AI technology and future, and AI and Sustainability during two days of the conference. Students, researchers, and faculty submitted a total of 63 research papers on several topics.

Participants from all around India attended the conference both online



and in person. On day one of the conference, Prof. Sriram Ramashankar, COO Universal Business School gave the welcome address which was followed by

the keynote lecture of Dr. R.K. Shayamsundar, distinguished professor of IIT Bombay, who spoke on the topic "AI: Concept Learning to Sustainability,



Applications through Machine." His presentation was interesting and provided the attendees with useful information. Mr. Pratik Raval discussed on "Sustainability as a driver for corporate development and transformation," which was followed by Mr. Kundana K Lal, Ms. Pauline Laravoire, and Dr. M.I Subhani. The latter part of the day was set aside for research paper presentations.

The second day of the conference began with Mr. Nilesh Gore and Mr. Surendra Tipparaju's addresses, which were riveting and demonstrated industry practices related to Artificial Intelligence. Dr. Denis Ushakov and Prof. Vijay Kant Verma also discussed economic sustainability and the influence of AI on sustainable energy. The subjects of distinguishing speakers are detailed in the table below.

Sr. No.	Speakers	Topics
1	Dr. R K Shyamasundar	AI: Concept Learning to Sustainability, Applications via Machine Learning
2	Mr. Pratik Raval	Sustainability as driver for business growth & transformation
3	Pauline Laravoire	Education for Sustainable Development: inclusiveness and scale through technology
4	Mr. Kundana K Lal	Impact of AI on environment and society
5	Dr. M.I Subhani	DOAJ initiatives for Sustainability in scholarly publishing
6	Mr. Nilesh Gore	Impact of AI on Energy & Resources Industry
7	Mr. Surendra Tipparaju	Role of AI in technological advancements in industry
8	Dr. Denis Ushakov	Economic sustainability dynamics: problems of regional differentiation and global asynchrony
9	Prof. Vijay Kant Verma	Impact of AI on sustainable energy.

The second day of the conference also consisted of paper presentations and a valedictory ceremony. All guests, including the distinguished speakers, were thanked, and the winning teams were declared for the best paper presentation. The next conference's topic was announced as "The Holy Trinity of AI, Sustainability, and Entrepreneurship," and thus UBSIRC 2023 ended.

**Universal Business School**  
"Transforming Lives"

**Universal Business School International Conference 2023**

**ARTIFICIAL INTELLIGENCE FOR SUSTAINABLE FUTURE**  
Challenges, Opportunities and Best Practices

**DISTINGUISHED SPEAKERS**

<b>Mr. Surendra Tipparaju</b> Director - Microsoft India	<b>Mr. Nilesh Gore</b> VP - Global Business Development & Marketing, CIS Singapore	<b>Dr. R K Shyamasundar</b> IJC Bose National Fellow, Distinguished V. Professor, IIT Bombay
<b>Prof. Vijay Kant Verma</b> Chancellor, Dr. CV Raman University, Founder VC, AMWC University	<b>Mr. Kundana K. Lal</b> Founder Director & President, VIM	<b>Mr. Pratik Raval</b> Partner & Head - ESG, Sustainability and Corporate Climate Advisory at JCS
<b>Dr. M.I Subhani</b> Dean, Academic School, EML University, Senior Academic, DOAJ	<b>Dr. Denis Ushakov</b> Sara Barmashev Bajkashat University, Bangkok, Thailand	<b>Pauline Laravoire</b> Sustainability Director, Techno India Group, Co-founder, Y-Start

**Mode : Hybrid (Online+Offline)**  
**Date: 24th-25th March, 2023**  
**Venue: UBS, Campus- Karjat**

## Glimpses of Conference



# **OUR SPARTANS**

## Club Presidents

Our Spartans (the Club Presidents and the class representatives) are full of energy, effort and endurance. They manage over clubs and classrooms and form the link between various batches of Students, Faculty, Staff and the Management.

### Mr. Sachin Dubey

**PGDMBDI2, UBS Student**

**President: Ethics & CSR**

**Basic qualification:** B.Tech + PGDM (Operations and Supply Chain)

**Brief Background information:** Born and brought up in Jhansi. Coming from a Science background and graduated in Bachelor of Technology (Mechanical). Currently pursuing PGDM in Operations and Supply Chain (Major) and with Business Analytics (Minor) from Universal Business School, Karjat. I believe that each one of us can achieve greatness.

No matter what your circumstances are, no matter what limitations have been placed upon you, you are capable of greatness. And the only thing that can keep you from achieving it is yourself. Success is not something that happens overnight; it takes hard work, dedication, and perseverance. Set goals, create a plan and work hard to achieve them. Remember, if you put in the effort, you will be rewarded.



#### Useful/ Inspiring Books:

- In the Joy of Others: A Life Sketch of Pramukh Swami Maharaj by Mohanlal Patel, BAPS Sadhus
- Autobiography of a Yogi by Paramahansa Yogananda
- Start with WHY: How Great Leaders Inspire Everyone to Act by Simon Sinek



### Mr. Sanskar Bansal

**PGDMG8, UBS Student**

**President: Finance Club**

**Basic Qualification:** BSc. Mathematics Hons.

**Background Information:** I come from state of Haryana and believe that success will follow if the person is doing the work of his interest. I am always the studious student and because of the result of it I am currently pursuing my PGDM in Finance Specialization at full scholarship. UBS has helped me to become a confident person in life and gave me motivation and strength to face any problem in my life. My hobbies include playing Volleyball, Badminton.

#### Useful/Inspiring Management Books:

- The Power of your subconscious mind/Author: Joseph Murphy.
- Rich Dad Poor Dad/Author: Robert Kiyosaki





## Mr. Rahul Awasthi

### ***BBA+MBA Integrated Program, UBS Student***

**Brief Background information:** As the president of Environment Club, Firstly I would like to thank Brig GPS Cheema who has provide me opportunity to be the president of the club. It has been an exceptional experience for me to lead an association of students with entirely different interests and opinions. During my tenure, I have acquired a few unique and invaluable skills, such as problem-solving, strategy-making, and negotiation. My stint at the club has also made me an excellent communicator, as I have been able to collaborate and create meaningful relationships with members from all backgrounds and interests. I believe the experience has transformed me as a person and made me well-rounded, and I am immensely proud to say that those skills I acquired have helped me secure a highly

competitive job in Primal Realty. I am immensely grateful for the opportunity to serve in this position which I believe has been immensely valuable and beneficial to my personal development. At the end I would also like to thank Prof. Guruprasad who has supported me and guide me as mentor whenever I had stuck in any problem during my tenure.

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## Mr. Sanat Puri

### ***PGDMBM5CM, UBS Student***

### ***President: UBS Innovation Club***

**Basic Qualification:** BBA (H), PGDM (Marketing- UBS), MBA (HR-CMU)

**Background Information:** Hailing from the city of temples, Bhubaneswar, Odisha, Sanat has graduated with a Bachelor of Business Administration from Birla Global University, Bhubaneswar. He is currently pursuing PGDM from Universal Business School and MBA from Cardiff Metropolitan University, UK. Currently serving as the President of the UBS Innovation Club, Sanat has proven his leadership skills in multiple forums, be it as the Class Representative in Term 1 for Cardiff MBA Cohort or Team Leader in SMART Project. He holds vast knowledge of International Politics and Relations and presents it well by getting associated with International Conferences across the globe. He is also a very prominent face in the Model UN Circuit and gets multiple opportunities from renowned organizations such as Jury, Pan India, and Abroad. A firm believer in the 'never look back' policy has always made him reach great heights using his intellect and creative mind in various dimensions.



### **Useful/Inspiring Management Books:**

- The One Minute Manager: Ken Blanchard
- The 21 Irrefutable Laws of Leadership: John Maxwell
- Discipline is Destiny: The Power of Self Control: Ryan Holiday

## Class Representative

### Mr. Harshvardhan Soni *BPGDMBDI3, UBS Student*



**Basic Qualification:** BBA (Foreign Trade)

**Brief Background Information:** Born & brought up in Maheshwar which is known for its Royal heritage & handloom industry. I completed my graduation from DAVV University, Indore. I worked in Digiana Groups, a Telecom company, Indore for 2 yrs. in PR. I have always believed in improving & exploring myself. So far in my life I have been a good learner, musician, artist, speaker, sportsman but now I am here in UBS to combine all my skills, knowledge, & experience to groom myself & become a Good Leader in future. My vision in life is to be part of a positive change in the society. I have always learned one thing in life - "Always have a hunger eyes & gratitude in heart".

**Useful/Inspiring Management Books:**

- 1) Attitude is Everything – By Jeff Keller
- 2) Autobiography of a Yogi – Shri. Paramahansa Yogananda
- 3) Mindset – By Dr. Carol S. Dweck

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### Ms. Sneha Sharma *PGDMIM5CM, UBS Student*

**Brief Background Information:** Born & brought up in Kota, the Education Hub of Rajasthan. I have worked as a content writer at two start-ups & along with that having experience in fashion designing have handled few events. I am a member of the Nityog Foundation, NGO - Indore, Madhya Pradesh. I am hardworking & passionate about building my career in the field of finance. Currently holds the position of Finance Head in the Arts & Culture Club at UBS. I am a winner of the Tri Business Championship which is the big event at UBS. Along with which have also participated effectively in many of sports and cultural

**Useful/Inspiring Management Books:**

- 1) Psychology of Money
- 2) Atomic Habits
- 3) Rich Dad Poor Dad
- 4) Ikigai



# CLASS REPRESENTATIVES





## Ms. Jyoti Agarwal

### PGDMBDI3, UBS STUDENT

**Basic Qualification:** BA English (HONS)

**Brief Background Information:** Born and brought up in the city of joy “Kolkata.” I have completed my graduation with an Arts background in English Hons, and currently perusing PGDM in Human resource and Business Analytics. Having a helpful nature has always been an advantage to me and I hope with this nature in me I can do much more for any organization's most important assets i.e., its employees. Hence, aiming to be an HR of a multinational company.

**Useful/Inspiring Management Books:**

- 1) The power of positive Attitude by Roger j. Fritz
- 2) Start with why by Simon Sinek
- 3) The making of the manager by Julie Zhou

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## Mr. Yushant Gumber

**PGDM6UE2212 (International), UBS Student**

**Brief Background Information:** Born & brought up in the "Granary of India-Punjab" has taken marketing specialization. Won a gold medal in Modelling United Nations Conference (MUN) at state level, Was also a 3<sup>rd</sup> runner-up. Trophier in UCMAS, Abacus I am an extrovert & a leader with interpersonal & good communication skills. I strongly believe in the quote. “When I dare to be powerful & use my strength in the service of my vision, then it becomes less & less important whether I am afraid.”

**Useful/Inspiring Management Books:**

- 1) The Daily Drucker by Peter Drucker
- 2) The Lean Startup by Eric Ries
- 3) Make your bed by William H. McRaven.





# IF

If you can keep your head when all about you  
Are losing theirs and blaming it on you,  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
If you can wait and not be tired by waiting,  
Or being lied about, don't deal in lies,  
Or being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise:

If you can dream—and not make dreams your master;  
If you can think—and not make thoughts your aim;  
If you can meet with Triumph and Disaster  
And treat those two impostors just the same;  
If you can bear to hear the truth you've spoken  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to, broken,  
And stoop and build 'em up with worn-out tools:

If you can make one heap of all your winnings  
And risk it on one turn of pitch-and-toss,  
And lose, and start again at your beginnings  
And never breathe a word about your loss;  
If you can force your heart and nerve and sinew  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you  
Except the Will which says to them: 'Hold on!'

If you can talk with crowds and keep your virtue,  
Or walk with Kings—nor lose the common touch,  
If neither foes nor loving friends can hurt you,  
If all men count with you, but none too much;  
If you can fill the unforgiving minute  
With sixty seconds' worth of distance run,  
Yours is the Earth and everything that's in it,  
And—which is more—you'll be a Man, my son!

*Rudyard Kipling*



# **Harness the Power of UBS!**



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