



DOCUMENT

INTRODUCING TO YOU, 'DOCUMENT'. DOC'S VERY OWN E-MAGAZINE

What started as just an idea pitched during the Student Council nominations is now evolving into a full-fledged project aimed at creating a platform that will showcase a myriad of commerce-related content. Curated by the student council, this E-Magazine intends to serve as a medium for students to showcase their literary and creative sides.

'Document' will be a monthly publication consisting of student-submitted content ranging from articles to drawings to digital art, the sky is the limit. Anything you have created that you believe is worthy of sharing can be sent to us.

The E-Magazine will comprise various segments such as DOC news, MAHE news, Students corner, Case studies, and more. In this edition, we have a Brand story, Business news, a case study and a piece on investing. Each edition will try to cover something new and informative and will hopefully be an entertaining read!

We hope you are as excited as we are for 'Document', please send your work, queries, and any suggestions that you might have to documentemagazine@gmail.com. We would love to hear from you!



INSIDE THIS ISSUE

PG. 4

BRAND STORIES – Covering the humble beginnings of Amazon

PG. 5

BUSINESS NEWS – Catch up with the business world as we bring you its biggest stories

PG. 6

CASE STUDY (LOGISTICS) – A deep dive into the complex logistics that go into delivering the COVID-19 vaccine

PG. 7

INVESTING 101 – Starting from the very basics

FOREWORD



Dr. Sandeep S Shenoy

Head, Department of Commerce

Students from Department of Commerce are coming up with a e- periodical called DoCument, which will be a platform to communicate a variety of information to all the stakeholders of the department, namely Student, Faculties, Corporates, Recruiters, Professional bodies, Parents, Society, International and National partner Institutions. It will be an excellent opportunity for students to exhibit their literary, presentation and editorial skills. The periodical will be an information disseminator and strive towards creating a brand for itself. I wish the Student Council all the best in this innovative initiative and advise them to benchmark this periodical with the best in the world.

Happy Reading and Sharing!

OUR DEPARTMENT

The Department of Commerce was established in the year 2007 with the launch of its flagship undergraduate business program specializing in e-Banking & Finance. Over the last decade, the department has grown exponentially, reaching a strength of about 1,300 students studying various undergraduate and postgraduate programs in commerce, management and multidisciplinary programs in Economics, Business Analytics and Digital Marketing.

The department has 52 full time faculty and a number of guest and adjunct faculty from various industries. The faculty consists of 20 Ph.D. holders, 7 qualified Ph.D. guides, and 11 who have registered for their Ph.Ds. The faculty are drawn from diverse backgrounds and experience, both from industry and academia.

DOC has a modern and dynamic curriculum that aims to keep up with the ever-changing requirements of the industry. Students are encouraged by the faculty to undertake research activities and pursue supplementary courses such as CIMA and ACCA to help strengthen their knowledge and skills. Various MOOCs that allow students to further their understanding of subjects at their own pace are also part of the curriculum. The college also has various academic exchange programs with foreign universities across the globe.

Co-curricular activities are a significant part of a student's life at DOC. Convergence is a yearly management fest organised by the seniors for the freshers to get them acquainted with the format of management fests. Conscendo is an inter-college management fest that brings students from across the country to compete in various management related events. These fests not only bring about an opportunity for students to showcase their talents but also serve to prepare students for real-world situations.

As DOC continues to grow, it aims to become a globally recognised brand that functions as the embodiment of eminence and caliber in the field of commerce. As its students, we seek to help DOC achieve that goal through our contributions.





BRAND STORIES- AMAZON

By Heera Shetty

Everyone knows about the multi-billion-dollar company Amazon and its founder, Jeff Bezos, the richest person in the world. However, like every large company out there, the online retail giant too had small beginnings. It all started on July 16, 1995, when Bezos launched a website that only sold books. He shipped books out of his garage. Even with its humble beginnings, Bezos had a vision for the company's explosive growth and already had a plan ready for e-commerce domination. He originally wanted to call the company "Cadabra" but was talked out of it since it sounds like Cadaver which means a dead body that medical students practice on. Bezos also considered the name Relentless. Fun fact: If you visit Relentless.com today, you will be redirected to Amazon's homepage. He finally decided to name his company Amazon after the largest river in the world, which can also be seen in the first logo of the company.

During its infant days, Amazon meetings were held at Barnes and Noble, a book retail outlet. The regular operations, however, happened in Bezos' garage. The servers used so much power that Bezos and his wife couldn't even run a hairdryer or vacuum cleaner without blowing a fuse. The early Amazon employees would even ring a bell to celebrate whenever a sale was made, and everyone would gather around to see if anyone knew the customer. However, that was quickly abandoned when the sales skyrocketed. It only took a few weeks before the bell was ringing so frequently that they had to turn it off.

All this success can be credited to Bezos' strict rules and discipline. He expected his employees to work 60 hours per week. As the dotcom world continued to grow, so did Bezos. The idea of a work-life balance didn't exist for him. One early employee was so busy with the extensive work hours that he didn't even notice when his car was towed away and subsequently auctioned. Their first heavy Christmas arrived in the year 1998, when they started hiring seasonal workers. Coping with the instant success wasn't easy, Amazon suffered extreme growing pains in the late 90's and early 2000s. Facilities would be shut for hours because of system outages, piles of products would sit around being ignored by workers. There was also no preparation for new product categories.

In 2002, Bezos introduced the concept of "two-pizza teams" to his employees. He would divide his employees into groups of less than 10 each, enough that they would be satisfied by two pizzas for dinner. Each team was expected to work autonomously and achieve the strict goals that were set for them. There were equations called "fitness functions" that measured their success. Most employees hated this system since it led to a lot of extra stress that they had to cope with. Today, Amazon has revenues of over \$292 billion, and the company pretty much sells everything under the sun. They account for more than 40 per cent of all items sold on the internet. Amazon has come into the spotlight many times recently due to the poor working conditions in their warehouses. However, this has not stopped Amazon from becoming the mammoth-sized retailer that they are today.



BUSINESS NEWS

By Visesh Murali

NTPC's ambitious green move

Government owned PSU NTPC recently announced its bold plan to completely pivot its energy offerings from coal to solar. In what is viewed as a sign of the changing times, NTPC pledged to not open anymore greenfield coal plants. Instead, it seeks to acquire operational solar projects. It is particularly relevant given India's ambitious renewable energy goals. A ripple effect is likely to follow in the predominantly privately owned solar industry.

Tesla getting added to the S&P 500

Tesla fans are rejoicing as the company recently joined the S&P 500. It is of particular relevance since the S&P 500 is seen as the benchmark for premium US stocks and is one of the most important stock market gauges in the world. It caps the meteoric rise of the electric car company having gained nearly 730% in the bourses since the start of 2020.

Wistron-Apple Labour Issues

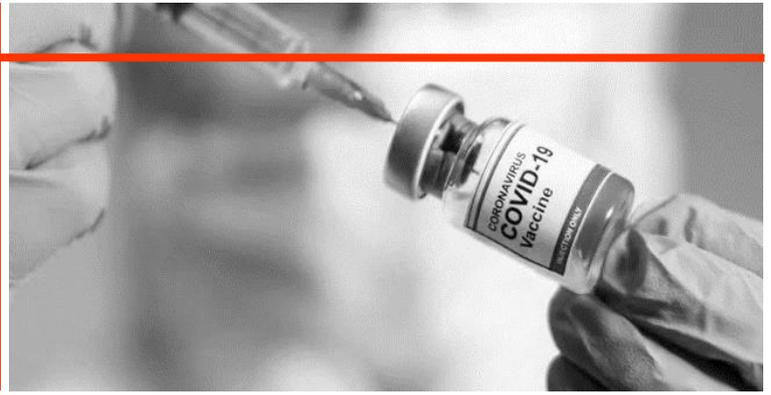
Wistron, a contract manufacturer for Apple, recently had its factory ransacked by an angry mob of employees. At the heart of the issue is a reduction in wages despite overtime to boost production of iPhones. Having been placed on probation by Apple, the company along with the Government of Karnataka swung in to ensure incoming business to the state is not lost. The state government now has to walk on a tight rope protecting both labour rights as well as pushing the 'Make in India' scheme.

Reliance-BP to start production from KG-D6 block

Oil to telecom conglomerate Reliance Industries announced the commencement of gas production from the KG-D6 block off the east coast of India in what is billed as Asia's deepest offshore gas field with a water depth of more than 2000m. Its production capacity is expected to hit 12.9mmscd and meet 15% of India's gas demands by 2023. It is expected to save India millions in foreign exchange while also reducing India's carbon emissions since gas is a relatively clean energy source.



Case Study



THE LOGISTICS BEHIND THE COVID-19 VACCINE

By Debanshu Pani

After close to a year in development, COVID-19 vaccines are finally here. The last few months have seen various companies announcing the completion of their phase 3 trials with many reporting that their vaccines have close to a 95% efficacy. Sounds like good news, right? Well, sort of, creating a vaccine is a significant achievement. However, a vaccine's ultimate utility lies in its successful distribution. After all, what good is a vaccine if we cannot get it to the people that need it?

To get rid of COVID-19 once and for all, we need to achieve something called 'herd immunity'. In essence, this means that we need to vaccinate enough people against the virus to reduce the chances of it spreading further to zero. Most experts estimate that we will need to vaccinate almost 5.5 billion people globally to achieve herd immunity. At first, it might look like we caught a lucky break. At least we do not have to vaccinate all 7.8 billion people worldwide! Well, not so fast. Most vaccines that have been authorised so far require two doses to be administered around 20 days apart. So not only do we have to get vaccines to approximately 5 billion people, but we also have to do it twice.

However, none of this would have been an issue if vaccines could be transported like standard cargo. Unfortunately, vaccines are incredibly temperature sensitive. Most vaccines need to be kept at sub-zero temperatures. Pfizer's COVID-19 vaccine needs to be stored at an extreme -70°C . The freezers we have at home will not do the job. Transporting these vaccines will require specialised equipment and dedicated cold chain infrastructure. Distributing such a vaccine is already an extreme challenge in developed countries like the United States, distributing them in developing nations would be even more difficult.

Vaccines also need to be delivered to people as soon as possible to save the most lives. As a result, we can only transport vaccines by using aeroplanes. In usual times this would not have been an issue since close to 50% of the world's pharmaceuticals are transported in the cargo holds of passenger planes. However, due to the pandemic, international passenger aircraft traffic is almost non-existent, leading to a supply shortage of air cargo. This increases the overall costs of logistics, further escalating the prices of these vaccines, often to a point where they're prohibitively expensive for some developing nations to purchase.

Given the challenges, it is likely that India will not avail any vaccines that require extreme storage temperatures and are not manufactured locally since the logistics costs would make them unviable. Luckily, India already manufactures more than half the world's vaccines. There are also several vaccines under development that do not require the kind of extreme cold chain logistics that Pfizer's vaccine does. In all likelihood, India won't have to deal with at least some of these logistics challenges. Nevertheless, it will still be an exceptionally daunting task to vaccinate such a vast population.

Humanity has had to deal with many pandemics over the years, successfully eradicating many of them by distributing such cold chain vaccines to the most remote parts of the world. We can certainly do it again, but it will be the most complex and formidable global logistics challenge we've faced in a long time.

INVESTING 101: THE BASICS

By Merwyn Rodrigues

What is the Stock Market? The stock market refers to the collection of markets and exchanges where regular activities of buying, selling, and issuance of shares of publicly held companies take place.

The stock market is very similar to a sabzi mandi, where you have many sellers and buyers buying and selling different types of fruits and vegetables. The only difference is that the stock market is professionally managed, and instead of just trading in agricultural produce, various company stocks and commodities are traded.

Stock Trading Terms Every Trader Needs to Know:

Share – A share refers to a single unit of a company's publicly-held equity. It is a tradeable piece of the company whose value changes constantly as a result of various market factors.

Bear Market – This is a term that refers to the stock market being in a downward trend, or a period of falling stock prices. It is the opposite of a bull market.

Bull Market – When the stock market as a whole is in a prolonged period of rising prices. This is the opposite of a bear market. A single stock can be bullish or bearish too, as can a sector.

Stock Market Index – A stock market index is a means of tracking the performance of a group of stocks. Different indexes have different purposes, some include stocks of only a particular sector such as banks or metals, whereas others attempt to have a balanced selection of stocks that best represents the entire stock market.

Initial Public Offering (IPO) – An IPO is the first sale or offer of a stock by a company to the public. It happens when a company decides to go public rather than remain solely owned by private investors. The Securities and Exchange Board of India (SEBI) has strict rules that companies must follow before issuing an IPO.

Short Selling – This is a way to take advantage of a stock that you believe will decrease in price. When you short sell a stock, you borrow a fixed number of shares from your stockbroker with the promise to return them at some point in the future. You then sell the borrowed shares on the open market and buy back the same number of shares after some time at a lower price. You then return the shares to the broker and retain the difference in prices as your profit.

Volatility – This refers to the price movements of a stock or the stock market as a whole. Highly volatile stocks are those with extreme up and down movements and wide intraday trading ranges. This is often common with stocks that have low trading volumes.

Dividend Yield – This is a financial ratio that represents how much a company pays out in dividends per year relative to the stock price. This is determined by dividing the annual dividend amount by the price paid for the stock. If you bought stock XYZ for ₹400 per share and it pays a ₹10-per-year dividend, you have a 'dividend yield' of 2.5 percent.

Beta – A measurement of the relationship between the price of a stock and the movement of a particular index. If stock XYZ has a beta of 1.5, that means that for every 1 point move in the corresponding index, stock XYZ moves 1.5 points, and vice versa.

Leverage – When you use leverage, you borrow shares in a stock from your broker with the goal of increasing your profit. If you borrow shares and sell them all at a higher price point, you return the shares and keep the difference. Trading using leverage is quite a risky proposition and should be avoided by beginners at all cost.



FACULTY CORNER

*She stood mesmerized by
the clouds.*

*When asked why she said -
"There is no one better
than the clouds to teach us
the love between contrasts.
When they glide together,
hand in hand, the mere
presence of one enhances
the beauty of the other."*

- Urmila Sampath

CITATIONS

Brand Stories: Amazon

Ganninger, Daniel (18 Sept. 2014). "[6 Amazing Facts About Amazon](#)"

Hartmans, Avery (9 Apr. 2017). "[15 fascinating facts you probably didn't know about Amazon](#)"

Business News

Bhaskar, Utpal (24 Sept. 2020). "[NTPC pivots from thermal to green](#)"

T A, Johnson (24 Dec. 2020). "[Rapid expansion, random wage cuts: behind the Wistron violence](#)"

FE Bureau, FE (19 Dec. 2020) "[Reliance, BP start gas production from deep-water KG-D6 field](#)"

"[Wall Street braces for trading surge as Tesla joins S&P 500](#)" *NBC News*, (18 Dec. 2020)

Case Study: Logistics behind Covid-19 Vaccine

"[Vaccine logistics: the tough part is just beginning](#)" *Euractiv.com*, (17 Dec. 2020)

Simmons-Duffin, Selena (17 Nov. 2020). "[Why Does Pfizer's COVID-19 Vaccine Need to Be Kept Colder Than Antarctica](#)"

Dutta, Sumi (22 Nov. 2020). "[Financial constraints, logistical issues may leave Moderna, Pfizer vaccines ineffective in India](#)"

Rather, Shakoor (08 Oct. 2020). "[Ramping up cold storage facilities critical as India preps for Covid-19 vaccine](#)"

Bora, Garima (23 July 2020). "[India's 3 billion doses of vaccine production capability will be key in global inoculation against Covid-19](#)"

Investing 101: The Basics

"[Stock Market Terminology](#)" *Business Insider*, (28 Nov. 2019)

Beers, Brian (13 Apr. 2020). "[How an Investor Makes Money Short Selling Stocks](#)"

Hayes, Adam (2 July 2020). "[Leverage](#)"

Kuepper, Justin (13 Mar. 2020). "[Volatility Definition](#)"

Foreword & Suggestions

Dr. Sandeep S. Shenoy – Head, Department of Commerce

Content Credits

Heera Shetty - *BBA Marketing*

Debanshu Pani - *BBA Professional*

Visesh Murali - *BBA Logistics*

Merwyn Rodrigues - *BBA Professional*

Ms. Urmila Sampath - *Assistant Professor*

Editorial Board

Dr. Everil Fernandes - *Faculty Coordinator*

Mr. Praveen Kumar - *Faculty Coordinator*

Debanshu Pani - *BBA Professional*

Sourabh Pathania - *BCom B*

Raunak Sharma - *BBA Financial Markets*

Sanam Lulla - *BBA Professional*

Heera Shetty - *BBA Marketing*

Advisory Board

Dr. Rashmi Yogesh Pai

Dr. Vikram Baliga

