

**SANDIP FOUNDATION
SANDIP INSTITUTE OF TECHNOLOGY AND RESEARCH CENTRE**

DEPARTMENT OF MANAGEMENT STUDIES

**(Monthly E-bulletin)
(Only for private circulation)**

**October
2015**

Department Activities at a Glance

Seminar on Financial Wellness Enhancement: Creating financial awareness among students of management studies.



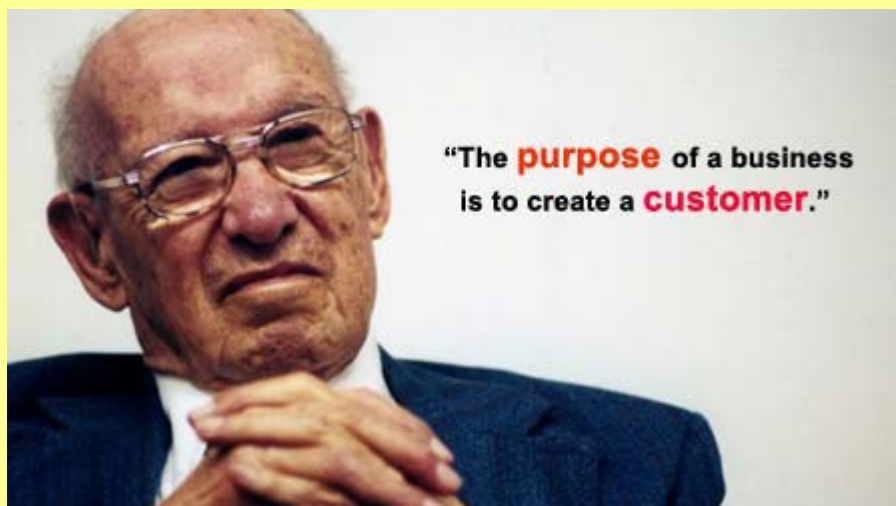
Seminar on “Preventive Vigilance as tool of Good Governance”
: Emphasis on safe use of Electronic media, ATMs, Credit cards etc. In banking transactions in day to day life.



Expert Lecture on 'Tax Awareness': Seminar intended on tax policies and new amendments in it.



What Management Gurus says!!! ([www-https://www.google.co](https://www.google.co))



Mr. Peter F. Ducker

Management Quotes ([source-http://www.goodreads.com](http://www.goodreads.com))

“Rank does not confer privilege or give power. It imposes

responsibility.”

– *Peter F. Drucker*

Management Case Study (source- <http://www.http://ibscdc.org>)

LG Electronics: The Blue Ocean Strategy

LG Electronics, Inc. (LGE) was primarily known for its low-cost appliances had more than 72,000 employees working in about 77 subsidiaries and marketing units across the world. Youngdungpo-gu, South Korea based LGE was a technology innovator in electronics, information and communications businesses producing CDMA handsets, DVD players, optical storage devices, canister vacuum cleaners, air conditioners micro ovens and consumer electronics. LGE comprised four SBUs: Mobile Communications, Digital Appliance, Digital Display and Digital Media with total revenue of more than US\$ 35 billion (consolidated US\$ 45 billion).

LGE embraced the philosophy of "Great Company, Great People," and pursued two growth strategies which involved "fast innovation" and "fast growth" to secure global competitiveness. The company sought to secure three core capabilities - product leadership, market leadership, and people-centered leadership. (Exhibit I) Since 1993, LGE had been undertaking 'Super A' pioneering activities, to strengthen its competitiveness and create profitability. In 2003, LGE repositioned itself as a leading global consumer electronics brand. The company also practiced TL 2005, a technological management strategy to build and sustain prominence in the global marketplace.

LGE embraced the philosophy of "Great Company, Great People," and pursued two growth strategies which involved "fast innovation" and "fast growth" to secure global competitiveness. The company sought to secure three core capabilities - product leadership, market leadership, and people-centered leadership. (Exhibit I) Since 1993, LGE had been undertaking 'Super A' pioneering activities, to strengthen its competitiveness and create profitability. In 2003, LGE repositioned itself as a leading global consumer electronics brand. The company also practiced TL 2005, a technological management strategy to build and sustain prominence in the global marketplace.

In addition, to achieve an ideal management base, LGE was carrying out the Six Sigma Campaign. In January 2006, the company launched "Blue Ocean Management" campaign to be one among the top 3 EIT firms in the world by 2010.

Further, LGE planned to double its sales volume, profit and shareholder benefit with 30% of its sales volume and 50% of its profit derived from blue ocean products.

Management Carton (Source-<https://www.google.co.in>)



What business needs is.....Consistency of Efforts....



