

# Fortune Times

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## Faculty Spotlight

**Prof. Vilender Kumar**, Professor IT, has published a paper titled, '*Security issues in Virtual Cash Management*' in an international refereed journal NSB Management Review, Vol. 2, No. 1, August 2009. The objective of the paper is to understand the management of virtual cash management and the security threats of using the same. [Click here to read more.](#)

## Breaking All Boundaries

Real-Time Joint Class in US and India

Fortune Institute in collaboration with the Sam M. Walton College of Business, U.S.A. is conducting a first of its kind course taught by faculty of the two participating B-Schools simultaneously in India and U.S. The course called '*International Strategy*' is delivered to a batch of students from both the schools in real-time through video conferencing. The course uses a combination of theoretical and experiential approaches to teaching. Students in India and U.S. will work in smaller groups on live projects sponsored by MNC's. Top executives of P&G, Pizza Hut and Reebok have agreed to address the students as part of this course.

## Fortune This Week

View From the Top

As part of its Academic-Industry interface, Fortune Institute has introduced 'CEO Talks' for its students. The objective of CEO Talks is to enrich students' experience and facilitate growth in their thinking and outlook. These CEO Talks are interactive sessions and are organised every week. Following are the CEO Talks held last week at the campus:


1. **Mr. Tom Verdery, VP, Procter and Gamble, USA**, speaks on - 'Foreign Market Entry'
2. **Mr. Achal Rangaswamy, President, Marketing, Bell Ceramics**, 'What Employers Looks for in a B-School Candidate'
3. **Mr. Kiran Karnik, Chairman Mahindra Satyam Ltd.**, speaks on -- 'Positioning Oneself in Flat, Hot and Crowded World'
4. **Mr. Subhinder Singh Prem, MD Reebok India** speaks on -- 'Challenges for the New Generation'

## Stress Buster

1. **Decipher the 5 brain teasers given below into a word or brief phrase:**  
Answers at the bottom of the Section

1. CYCLE  
CYCLE  
CYCLE

2. O  
B.A.  
M.D.  
P.H.D.

3. Ground  


4. ECNALG

5. READING

2. **Laugh your Way to Stress** - Modern life is full of stress, stress related to deadlines, frustrations, and demands. For many of us, stress has become a way of life. However, stress is not always bad. In small doses, it can help you perform under pressure and motivate you to do your best. But when you're constantly running in emergency mode, your mind and body pay the price. To help you beat your stress, we bring you laughter in small doses...so read along and feel de-stressed:

A man goes into a pet shop to buy a parrot. The shop owner points to three identical-looking parrots on a perch and says, "The parrot on the left costs \$500." "Why does the parrot cost so much?" asks the customer. The owner says "Well, the parrot knows how to do legal research." The customer then asks about the next parrot, to be told that this one costs \$1,000 because it can do everything the other parrot can do plus it knows how to write a brief that will win any case. Naturally, the increasingly startled customer asks about the third parrot, to be told that it costs \$4,000. Needless to say, this begs the question, "What can it do?" To which the owner replies, "To be honest, I've never seen her do a thing, but the other two call her Senior Partner

A man is flying in a hot air balloon and realizes he is lost. He reduces height and spots a man down below. He lowers the balloon further and shouts, "Excuse me, can you tell me where I am?" The man below said, "Yes, you're in a hot air balloon, hovering 30 feet above this field." "You must be an engineer," said the balloonist. "I am," replied the man. "How did you know?" "Well," said the balloonist, "everything you have told me is technically correct, but it's of absolutely no use to anyone." The man below said, "You must be in management." "I am," replied the balloonist, "but how did you know?" "Well," said the man, "you don't know where you are, or where you're going, but you expect me to be able to help. You're in the same position you were before we met, but now it's my fault."

**Answers for brain teasers: Tricycle, 3 degrees below zero, 6 feet underground, Backwards Glance, Reading between the Lines**

## About Fortune

In a short span of 14 years, Fortune Institute has carved a niche in the corporate and academic circles and is ranked high amongst the top management institutions in India. Fortune Institute is ranked 'A+' amongst *India's Best B-schools* by Business India Magazine, Nov 2009. It ranks among *Top 100 B-Schools of India 2008-'09* as per Dalal Street Magazine and is ranked 32<sup>nd</sup> on all India basis as a *School of Excellence* in the annual survey of CSR 2009. Fortune Institute of International Business conducts the following programs in Business Management duly recognized by All India Council for Technical Education (AICTE): (i) Two years full-time PGDM program and (ii) Three years PGDM part-time general management program, offering a specialization in Marketing, Finance, Human Resources and International Business. Accreditation by the National board of Accreditation (NBA), equivalence of PGDM to MBA by AICTE, ranked amongst the best B-Schools in India, awards by major Business School Academies, is a testimony to the quality education being imparted at Fortune. For more information please visit our website [www.fortune.edu.in](http://www.fortune.edu.in)

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