

HIGHLIGHTS ...

CAREER AS A PRESENTER	1,6
SPORTS JOURNALISM	1,8
SPORTS PHYSIOTHERAPY	1,8
SAIROZ SHARES HER	
STUDY ABROAD EXPERIENCE	
WITH US	1,7
EDUCATIONAL NEWS	1,2
EDITOR SPEAKS	2
MANAGEMENT GYAN	9
ROLE OF HUMAN RESOURCE	2,7
IN SPORTS	
USA VISA QUESTIONS	3,4
STUDY ABROAD NEWS	3,4
TUTORIAL	6
SPORTS PHYSIOLOGY	2,9
SPORTS MEDICINE	6,7

FOR QUESTIONS RELATED TO ANY
ARTICLES ASK OUR EXPERT COACH
AT coach@myeducationguide.in

EDUCATIONAL NEWS

► The Maharashtra state government has approved the setting up of 50 new colleges in the Arts, Science and Commerce in the 2008-09 academic sessions. State Chief Minister Mr. Vilasrao Deshmukh will announce the list of the colleges to be sanctioned for each of the 10 universities across the state in the next few days.

► The Narsee Monjee Institute of Management studies (NMIMS) will soon start five new business schools at its Vile Parle campus in Mumbai. All the five schools will include faculties like commerce, science, technology and engineering, pharmacy and architecture management. The campus will also have a school for distance learning in management. Admissions to the schools have already started, with classes scheduled to begin in July next month. An MBA in Global Business, MBA in Retail Management and MBA in Service Management would also be offered in the coming academic session.

contd. on page 2 ...

INVITING ARTICLES FROM READERS ON CAREER OPTIONS IN INDIA AT article@myeducationguide.in

SAIROZ SHARES HER STUDY ABROAD EXPERIENCE WITH US !

Being admitted to the US University was like a dream come true. This was possible just because of my parents and my sister's support, my determination and Education Abroad Counseling Centre's hardwork.

I always wanted to enter into a field of medicine and expose myself to as vast scope of knowledge as I could. I completed my 12th grade in

India (Mumbai), and as soon as my results were declared I started with my procedure to apply to the US University. Since I was not sure if I would be admitted to the Universities I had given all the entrance exams in my home country for getting admitted into colleges there, as a back up, and simultaneously applied to

Universities in the US. I gave my SAT and TOEFL exams required to get admitted here (in the US). After I completed all the procedures of application and testing came the most difficult part, which was waiting to hear back from them. I did not know at that point of time what life had in store for me, what next is going

contd. on page 7 ...

CAREER AS A PRESENTER

Every weeknight when I sit behind the news desk and say hello and good evening to the camera, I feel an adrenalin rush knowing fully well that the show is going to more than 40million homes in the subcontinent and that at least a few thousand Sports lovers are tuned in.

More than three and a half years into broadcast media, 1500+hours on air but my job still gives me a high. Every day there is a silent prayer sent up thanking the forces that be for making my passion my profession. Seldom is it that one gets to do what he/she loves most and gets paid well for it.

Dream Job turned a new chapter in my life and from a group head on a leading brand account in a high profile media agency, I was rubbing shoulders with the bigwigs of the sports broadcast business. And I have not regretted the change one bit from then till now and with each passing day the belief gets stronger that this is my true calling. With the boom in media and television and radio channels opening by the day,

anchors and presenters are a dime a dozen and there is still room for more. The 40odd news channels across India in various languages have an average of 8 anchors on their roster along with a whole host of reporters. And they are still hiring and looking for fresh and good faces. Make up the numbers and one can see the potential that lies in this profession.

Even if one lasts only 2 years in a channel a good anchor can easily find work for 20



Mr. Anand Narsiman

- TEN Sports Presenter & presents the Bajaj Pulsor DTSFI Sports Night on week nights from 10 to 10.30 p.m.
- Anand is the Winner of the first edition of Dream Job when it was called "Harsha Ki Khoj".
- Since then he was with ESPN Star Sports in Singapore as a presenter on Sportscenter & Top Corner.
- Since July 2007 he is with TEN Sports.

contd. on page 6 ...

SPORTS JOURNALISM

Sports Journalism has its own charm provided you are a sport buff. For some it's a sheer passion while for others it could be just like any other profession. While earlier way back in the 70's it was basically related to daily newspapers and weeklies/fortnightly/monthly magazines.

But with the advent of electronic media, the scope of sports journalism has widened manifolds. One is expected to be on your toes all the time.

He has to be a good observant and a good communicator - all at the same time.

Like film journalism, where one



Mr. R. K. Bowrie
is a sports scribe and has worked with the Times of India for over 27 years on the Sports Desk.

contd. on page 8 ...

SPORTS PHYSIOTHERAPY

Physiotherapy is an allied health care profession, concerned with prevention, treatment and management of movement disorders arising from various conditions, traumas and diseases. Physiotherapy is performed by either a physiotherapist (PT) or a physiotherapist assistant (PTA) acting under their direction.

What is physiotherapy?
Physiotherapy is a health care profession concerned with helping people reach their optimal level of function. Registered or chartered Physiotherapists are professionals who have achieved the minimum required educational level and professional expertise in the field of

physiotherapy and rehabilitation. They are awarded these registrations by the national physiotherapy governing bodies of different countries. The practise of physiotherapy without proper registration from the governing body, is a criminal offence and such professionals are termed as "Quacks" and they can cause health and safety concerns to the population they are involved with.

Sports Physiotherapy

Sports physiotherapists help sportsmen and sportswomen reach peak performance and advise them on injury prevention and recovery from injuries.

As a sports physiotherapist you could work with top-level performers, amateurs or people who take part in sport as a leisure activity.

Physiotherapists' work includes:

- examining & diagnosing injuries
- planning treatment programmes



Shubham Joshi
• Qualification : BPT(India), PG Dip-cardio (UK), EMMAPA (Belgium) MISCP (Ireland), MIAP (India)
• Specializations : Neuro Rehabilitation Paralympics & Disabled Sports

contd. on page 8 ...

Miss Sairoz Charnia

- She is currently pursuing her Pre-Dental Course from Texas Wesleyan University, USA.



FOR QUESTIONS RELATED TO ANY
ARTICLES ASK OUR EXPERT COACH
AT coach@myeducationguide.in

**CALL 9324757554 / 9833879045 FOR FREE SUBSCRIPTION OF THIS NEWSPAPER
THIS OFFER IS VALID ONLY FOR COLLEGES & SCHOOLS IN MUMBAI**

contd. from page 1 ...

EDUCATIONAL NEWS

- ▶ *The National Defence Academy (NDA), that trains male cadets to eventually serve as officers in the Indian defence forces, has welcomed the idea of opening its doors to women.*
- ▶ *The Central Board of Secondary Education (CBSE) is considering increasing the number of One-Mark Questions from 10 to 15 in the Class 10 & 12 Board examinations from next year. This move is expected to take shape in the 2008-2009 academic session.*
- ▶ *The National Council of Educational Research and Training (NCERT) has introduced several new practical-oriented experiments for Home Science students this year. According to an official at the Department of Women Studies (DWS), NCERT, Dr. Sushma Jaireth, "The practical experiments in the subject are contemporary and will reflect the use of new technology and applications. These practicals have been designed in a manner to foster critical thinking."*
- ▶ *The Indian Institute of Management, Ahmedabad (IIM-A) on Thursday published the list of candidates selected for its famed Post Graduate Programme (PGP).*

The new list, enlisting 280 candidates, also includes 6 pc OBC quota reservations as ordered by the Supreme Court.

Editor speaks

Welcome to MyEDUCATIONguide, a complete monthly free career guidance newspaper that will be distributed to colleges and schools in Mumbai. This newspaper is focused on highlighting various career options that are available in today's society and there is good growth prospect in it. However due to lack of information, limited knowledge one always makes a career choice from the limited options that one is aware of. The objective of this newspaper is to throw focus on all the career options that are available in India and Abroad so that the future generation grows and prospers to make this country no 1 by the year 2020 as per McKinsey report. The first issue will be distributed to colleges from Borivali to Bandra on approval basis. Our executive will approach colleges with the covering letter and on approval from the college we would distribute the required copies as per college demands. The objective is to build a bright career oriented future generation that makes us all proud !

As an editor of this newspaper, I would like to thank Mr. Richard Lasrado, Director of Education Abroad Counselling Centre (EACC) for not only meeting monetary needs but also providing valuable content. I would like to thank EACC students and Mr. Vinayak Bhosle for getting colleges approval for us. I would also like to thank all advertisers for their contribution in this newspaper and would request the readers to patronage their product and services. I would like to invite as many

prospective advertisers to come forward and advertise in this newspaper. I am sure that your advertisement will not only get a good response but also would meet the social need of our society. We wish to distribute this free career oriented monthly newspaper to as many colleges in India and your advertisement will help us to meet these huge demands. Please send your suggestions and support emails to support@myeducationguide.in

This first issue is focused on "Sports and sports related career options". I would like to thank all the guest writers for their support that they have provided by writing articles. I am sure that these articles will help the students to choose career options in sports. With this student could now start thinking on these career prospects and some would make this their career choices. I would advise students to first know their strengths, weakness and liking and then make any career decisions. The objective of this newspaper is to bring forward various career options that are less known but are in demand in regards to jobs. Most of the students are aware of courses like Medicine, IT, Engineering and MBA. Our objective is to collect articles not only on these but other career options as well. There is still lot left to write on sports related career options and we plan to do in future editions. We would need your feedback and queries for continuous improvement. Please send your queries and feedback to coach@myeducationguide.in

I would also like to take this opportunity to invite articles from prospective guest writers who can

help us in making this newspaper fulfill its objective. Articles on career options on different areas will create new openings for students and help them to think on new lines. The second issue of this newspaper is focused on career options in veterinary science and the third issue of this newspaper is focused on career options in films and advertising. I am sure that many because of their rich experience would share their knowledge with others that are wanting. In this new fast changing world, we all need each other more than ever. I hope this motivates you enough to write for this newspaper. I am looking forward to read your articles at article@myeducationguide.in I am confident that many would join us as we may not be able to carry this huge task alone. We need your help!

Lastly, I would like to thank all the well wishers who have contributed in this newspaper from the conceptual stage till getting this newspaper released. I would not like to mention any names but this newspaper would not have been possible without their help. I would also thank all the colleges that have approved and motivated us enough to get this first issue out on time. I am confident that after this first issue many colleges would call us at 9324757554 / 9833879045 and avail this free monthly newspaper for their students.



Jyotsna S. Kadam
editor@myeducationguide.in

SPORTS PHYSIOLOGY

What is Sports Physiology?

Sports physiology is concerned with the monitoring and evaluation of how the body responds and adapts to single and repeated bouts of physical exercise. Physiological monitoring may take place in laboratory or field-based settings or in a combination of both. Such monitoring is used to establish individual fitness profiles of players/athletes on a sports-specific basis.

What does a Sports Physiologist do?

A Sports Physiologist typically provides scientific support to athletes and teams. On a day-to-day basis, this may involve monitoring training through heart rate data, blood samples and perceived exertion, as well as ensuring adequate preparation for training and competition. Another major role is developing fitness training

contd. on page 9 ...

ROLE OF HUMAN RESOURCE IN SPORTS

"Sport, apart from possessing ethical, aesthetic, moral and health attributes, also undoubtedly has an ambassadorial role in any community. International co-operation through sports competitions and organizational association, as well as the excellent results of sportsmen, lift the standing of the community that is represented."

Source: www.hr.sport

Understanding the type of Human Resource Management in Sports and career options.

The sports industry is a growing enterprise that requires sports managers to find and develop the right people with the right skills to move their organization forward. Clearly the success of these organizations hinges on management's ability to secure necessary human resources.

The field of sports management is a relatively new one. It exists as a

response to the ever-growing consumer demand for sport product and services, which totals more than \$150 billion annually in North America alone. Increasingly, colleges and universities create sport management programs that emphasize management learning and organizational issues. Today, sport organizations exist to produce products or services that cannot be produced by a single individual working alone.

The larger definition of Sport Management highlights one major deliverable: the responsibility for performance. Sport managers are always responsible for the organization's realization of its goals, although the goals may vary depending on whether the organization runs bowling lanes, a professional league franchise, a youth hockey league, or a retail sporting goods store. Sport organizations exist to perform tasks that can only be executed through

co-operative effort and the sport manager is responsible for the performance and success of these organizations.

The challenge of securing a position in the sport industry can be daunting to any graduating sport management student.

Although competition for jobs in sports is intense, there are many opportunities available to a skilled student who is pursuing management in sports and related events, is willing to work hard, perceive sports management resource as a full time career etc. In order to carve a successful career path in manpower

contd. on page 7 ...



Mr. Sattick Roy
• Qualification
MA in HRD & Consulting
from Lancaster University, UK
• Work Experience
Coral Ltd., UK & Rolta India Ltd. as HR Executive

FOR QUESTIONS ON STUDY
ABROAD ASK OUR EXPERTS AT
abroad@myeducationguide.in

STUDY ABROAD NEWS

► **Foreign medical degrees are recognized in India: Ramadoss**

BANGALORE: Union Health Minister Anbumani Ramadoss has said that postgraduate degrees in medicine obtained from foreign institutes are legal and recognized in India.

The Indian doctors having their post graduate degrees in medicine from the UK, the US, Canada, England and New Zealand are allowed to practice in India, Ramadoss said.

► **India to Canada- Simplify visa process for students**

Ottawa: In a bid to further strengthen Indo-Canadian educational ties, India has appealed to Canada for hassle-free and straight-forward visa procedures for students.

"Canada must evolve fast track system for business and student visas and create its brand name in India," said Indian High Commissioner to Canada R L Narayan, while addressing an international education conference organized by Canada-India Business Council (C-IBC) along with Shastri Indo-Canadian Institute.

► **US to increase visas for Indian students**

Concerned over the decrease in the percentage of Indian students going to America for higher studies, the US on Thursday said it had plans to increase the number of visas for them and also speed up the visa issuance process.

"We are very much committed to assuring every Indian student admitted to a legitimate institution of higher education in the US that he or she will be granted visa on time," Karen P

contd. on page 4 ...

Q. I have been twice rejected earlier for USA, How many times can I apply and do I have to follow the drop box facility now? Dr. Bhalerao, Mumbai

A. You can apply as many times as per the new system. There is no drop box facility in the new system. However, the visa officer can grant visa when they see the change in your earlier profile that you had submitted during your last visa interview. Hence, it does not make any sense to reapply for visa with the same profile. I would suggest you to understand why they have rejected you and to try and improve your profile accordingly to improve your visa chances in your next visa interview.

Q. I have been rejected for Canada visa earlier; will it affect my US student visa? Mr. Salil Maredia, Mumbai

A. Your Canada visa reject will not affect your US student visa. USA consulate will take this a fresh case for visa. Your chance of getting US visa will depend on your existing profile and finances. It will also depend on your visa interview and your intention to go to USA for studies.

Q. Do I have to mention my relatives staying in USA? Eva Agrawat, Mumbai

A. You need to mention if you have parents / brothers / sisters / sons / daughters staying in USA. Regarding your other relatives it all depends how close they are in relation to you or your family and whether you are visiting USA on their invitation or if they are your sponsors for visa purpose.

Q. My uncle in USA is my sponsor for my F1 visa. He is a green card holder and has been in US for more than 11 years now. Will my uncle as a sponsor

affect my US visa chances? Niddhi Shetty, Mumbai

The visa officer would be interested to know why your parents are not sponsoring your US education. Your uncle in US will only affect your visa chances if the intentions of you're studying in US and if your sponsor title is not clear.

Q. I have my US visa date on July 12th, 2008. I wish to know what should I expect from the visa interview and how should my approach be to the whole visa process? Aritro, Mumbai

A. Aritro, I want to first wish you Best of Luck! for your visa interview on 12th July, I hope you succeed in getting your US visa.

There are two major reasons of refusal, one is potential immigrant (the visa officer with the answers and documents submitted feels that you may not come back to your home country if granted visa.) and second is insufficiency of fund (self explanatory). If you can fulfill these two reasons than you have very high chances of getting your US visa.

Your approach towards the whole visa process should be positive and hopeful. You should speak truth and make your intentions clear regarding your visit to USA. Please carry all relevant documents of yourself and your sponsor during the visa interview. Please reach at least 30 minutes before the schedule visa appointment time.

Q. I have my family investments of Rs. 5 crores in property and bank balance & fixed deposit of Rs. 3 lacs for my US education. I have been accepted by USC Marshal School of Business for my MBA

program. The cost of education is USD 40,000 per year and the duration of program is 2 years. Will the existing funds be sufficient towards the financial requirement of my US student visa? Rachit, Pune

A. At the outset your fund does not seem to be sufficient for your cost of education. Property as investment is not considered as funds for your edu-

cation. Your family can sell part or whole of the property and deposit the sale proceeds of the property to be considered as liquid funds for your edu-cation.

Besides funds like Shares, Bonds, Debentures, Mutual funds, Postal savings, LIC policies surrender value; etc can be added to the funds available for meeting the cost of US education. You could also approach the bank for education loan as the present education loan policies of banks takes less time to process and are reasonably simplified.

In case you cannot meet anything that is mentioned in the above paragraph than I would suggest you to still approach the visa

contd. on page 4 ...



Mr. Richard Lasrado

- Director, Education Abroad Counselling Centre.
- MBA with more than 9 years of counseling experience.
- Counseled more than 2000 plus students.
- Had meeting with foreign universities from USA, UK, Canada, Australia, New Zealand, Singapore, Malaysia, etc during the international workshop to understand the parameters for admission and scholarship.

SEND YOUR ARTICLE ON STUDY ABROAD CAREER OPTION AT article@mveducationguide.in



EDUCATION ABROAD COUNSELLING CENTRE

USA VISA STUDENTS

Abhishek Paul
Ajinkya Patil
Akshay Bhangui
Amit Sawant
Anika Devgan
Ankit Dhami
Anup Sabnis
Archana
Aritro Roy

Bhaskar Roy
Bhushan Rangan
Dharmesh Makvana
Dharmesh Parikh
Dr Aryan Benerji
Dr Pallavi Ghuge
Dr. Ashish Chiplunkar
Dr. Bhalerao
Eva Agrawat

Farida Khan
Harshal Tarar
Hemanshu Doshi
Hetali Joshi
Husain Merchant
Hussain Ezzi
Jasim Jaffrey
Ketan Sompura
Kirti Potkar

Levnisia D'costa
Mahima Pathak
Mandeep Baath
Manish Kekate
Monia Bhatt
Nashreen Maredia
Navid Maknojia
Nidhi Shetty
Nilim Mokul

Nivedita Patkar
Parag Kulkarni
Pramila Tamarkar
Prathana Shahi
Priya Muthu
Priyanka Kataria
Ria Roy
Rony Mathew
Rozina Momen

Sagar Tamhane
Saili Bhope
Salim Karowalia
Sally Paul
Samir Goplani
Samir Tejani
Samirali Maknojia
Samuel Chowdhary
Sana Mithawala

Sandeep Chittal
Sandeep Rana
Shaireen Maredia
Shanil Keshwani
Shehnaz Parpia
Shoheb Prasla
Shreya Raje
Shreya Verma
Sohil Sunesara

Stuti Shah
Sujoy Guha
Sumera Maredia
Tanvi Desai
Tony Mathew
Umang Verma
Umesh Kumar
Varun Menon
& many more...

◆ **COUNSELING & VISA SERVICES
FOR ALL COUNTRIES**

◆ **ALL LEVELS (BS, MS, MBA,
PGD, DIPLOMA, & SCHOOLS)**

◆ **SCHOLARSHIP / ASSISTANTSHIP
GUIDANCE**

◆ **COACHING FOR SAT-I & SAT-II,
TOEFL, IELTS, GRE & GMAT**

30 Farhan Apartment, Office No. 12, 1st floor, Shantawadi, J. P. Road, Andheri (W), Mumbai - 400 058.
Tel No. : +91-22-26707035 / 26204469 • www.myeducationabroad.com

contd. from page 3 ...

STUDY ABROAD NEWS

Hughes, US Under Secretary for Public Diplomacy and Public Affairs, said.

► **Students from Oxford, Cardiff on business internship to India**

London: In a move aimed at strengthening Indo - UK educational ties, nine undergraduate students from the University of Oxford and University of Cardiff (United Kingdom) have been short-listed for the UK-India Business Scholarship Programme. Of the nine students, seven are from the Economics and Management Department at the Said Business School of Oxford University and two are from Cardiff University.

The newly-initiated scholarships by the UK-India Business Council (UKIBC) will set up business placements in India allowing students to gain paid work experience with multinationals in major cities of India for a period of 8 weeks starting in June 2008. Companies which are participating in the programme include KPMG, ICICI, HSBC, Boudoir London, Get Through Guides, Origin Wave, JCB and PWC India.

► **Oxford University Announces New Scholarship**

Oxford University is offering four new scholarships exclusively for Indian citizens wishing to pursue postgraduate research at Exeter College, one of the oldest of the university's colleges. The scholarships are tenable for a year from **October 2008** and renewable each year. Two Kokil Pathak Scholarships cover the cost of academic fees and provide a maintenance stipend for living expenses.

► **Indira Gandhi National Open University - IGNOU ties up with Foreign Universities**

Tie-up has been done with international partner Institutions in Nepal for Health Sciences and Management Programmes, Sri Lanka for MBA, Graduates and Postgraduate Programmes, Afghanistan for undergraduate programmes and Ethiopia for management and postgraduate programmes, a release in New Delhi said. Licensing agreement with the National Open University in Nigeria has been signed and it will adopt IGNOU course material in over 100 courses in the areas of Science, Management and Information Technology.

contd. from page 3 ...

USA VISA QUESTIONS

interview with positive feeling. You have been accepted by one of the Ivy League universities of USA and if you could express your intentions clearly to the visa officer than you have a fairly good chance of getting your US visa. The visa officer looks at your overall profile and he may find your overall profile good enough to grant you US student visa even if your finances is not sufficient at the moment.

Q. My father is a government employee working in excise department. His annual income is Rs. 1,60,000/-. My mother is a housewife and I have 2 younger brothers and 1 younger sister. My fathers total saving is Rs. 14,00,000/- plus I have been granted educational loan of Rs. 7,00,000/-. I have been accepted by US University for my MBA program. Will I be able to get my US visa with the existing funds? Sana Mithawala, Gujarat.

A. Let me first clear that the visa officer makes visa decisions and not me. My answer may or may not correlate with the visa officer's decision. You do not get US F1 visa only because of your funds availability. The visa officer will be interested to know which University, what have you done to secure admission in this University, your test scores and your intention of doing MBA from US, etc, besides the finance that you have mentioned. You have not mentioned your cost of US education for me to calculate whether the existing funds are sufficient or not.

However, I assume that you have been accepted by an average university from US and MBA program should cost you approximately around Rs. 14 lakhs (tuition, accommodation and living expenses taken together for one year). In such case you would have to justify your case well enough for the visa officer to grant you US visa as your total funds are not sufficient to meet your total two years of MBA program cost. Also you have three younger siblings and you have just your father has the only earning member to support you and your three younger siblings which could affect visa officer decision.

Q. I have been rejected four times earlier for US visa. I have been rejected once on B1/B2 visa and thrice on F1 visa. The last time I appeared for my US F1 visa, I was told by visa officer not to apply again. What do I do know? Can the visa officer tell the visa applicant not to apply for visa again? Altaf, Gujarat

Altaf, I assume that you have either not tried to improve your profile or not presented your case well. The visa officer is unbiased towards visa applicants. I have been approached lot many times during my 9 years by visa applicant after their visa refusal for their visa counseling. I would ideally suggest student to take their visa counseling before getting any refusal. These same visa applicants later were successful in getting their US visa and the only difference was that they were able to present their visa case well. In some cases, I have even suggested to improve their profile and not to re-attempt visa immediately. They have

followed my advice and were successful in getting their visa in their next visa attempt.

What the visa officer states in your case is not to reappear with the same profile as the visa officer understand that your earlier profile and the last profile were same. The visa officer in such cases would find it difficult to grant you F1 visa. You have to improve your profile before applying for visa again for the visa officer to feel that you are a serious applicant. Please take a six months gap and improve your profile before your next visa attempt.

Q. I have completed my MBA (Finance) from Mumbai University in 2007 and I have now been able to get admission in US for MBA again starting FALL 2008 intake. I wish to know whether my visa can be rejected because of me doing MBA again. ? Yatin, Mumbai

Let me clear that the visa officer's makes visa decisions and not me. I believe that you have a strong case against you and could be rejected for US visa. As you rightly pointed out that you doing MBA again could be a major factor for your visa rejection unless and until you explain to the visa officer how your second MBA that you plan to do from US is different from the MBA that you have completed from Mumbai University. Also, you may have to explain why your present MBA is not sufficient to fulfill your goal and why do you feel the need for doing your second MBA from US? I assume here that you have a good profile and have applied to a good university besides having sufficient finances.

STUDY IN UK

SEPTEMBER 2008 AND JANUARY 2009 INTAKE

- | | |
|--|--|
| <input type="checkbox"/> HNC/HND in Business | <input type="checkbox"/> BBA |
| <input type="checkbox"/> Top-UP BA (HONS) in Business Management | <input type="checkbox"/> Post Graduate Diploma in Business Studies (DMS) |
| <input type="checkbox"/> Master of Business Administration (MBA) | <input type="checkbox"/> Professional Marketing Courses (CIM) |
| <input type="checkbox"/> The Association Of Chartered Certified Accountants Courses (ACCA) | |

OXFORD BUSINESS COLLEGE:

- | | |
|---|---|
| <input type="checkbox"/> Has been established for 23 years | <input type="checkbox"/> Affiliated to University of Sunderland |
| <input type="checkbox"/> Is accredited by the British Accreditation Council (BAC) | |
| <input type="checkbox"/> Is a CIM examination and delivery centre | <input type="checkbox"/> Is an ACCA examination and delivery centre |
| <input type="checkbox"/> is recognized on the government's list of educational providers
(http://www.dfes.gov.uk/providersregister/search.cfm) | |
| <input type="checkbox"/> is a Listed Body recognized to offer degree courses (http://www.dfes.gov.uk/recognisedukdegrees) | |

OXFORD BUSINESS COLLEGE

65 George street
Oxford OX1 2BQ, UK
Tel: +44 (0) 1865 791908
Fax: +44 (0) 1865 245059
Email : admissions@oxfordbusinesscollege.net
Visit us at : www.oxfordbusinesscollege.net

INDIA OFFICE

1001 A Highland Park, Lokhandwala
Andheri West, Mumbai 400053
Tel: +91-22 26364644
Mob: +91 9833058408
Fax: +91 2240167573
Email: medhavinimisra@rediffmail.com



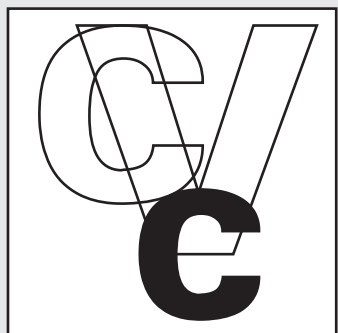
EDUCATION ABROAD COUNSELLING CENTRE

30 Farhan Apartment, Office No. 12, 1st floor, Shantawadi, J. P. Road,
Andheri (W), Mumbai – 400 058.

Tel No. : +91-22-26707035 / 26204469, www.myeducationabroad.com

TOP REASONS TO CHOOSE EACC

- | | |
|--|--|
| 1 COUNSELING SERVICES
FOR STUDENTS | 2 ALL COUNTRIES
ALL LEVELS |
| 3 ASSISTANCE IN SELECTING
A COUNTRY / COLLEGE / COURSE | 4 GUIDANCE TO STUDENTS
SEEKING TRANSFER OF CREDITS |
| 5 ASSISTANCE IN SELECTING
A COUNTRY / COLLEGE / COURSE | 6 SCHOLARSHIP, ASSISTANTSHIP
& FEEDWAIVER GUIDANCE |
| 7 SAT-I & SAT-II, TOEFL, GRE
GMAT & IELTS COACHING | 8 VISA COUNSELING |



Vishwakarma Construction Company

Civil Engineers & Contractors

Plot No. 121 B, 5th Road, Khar (W), Mumbai - 400 052.

Tel. : 2605 0893, 2648 7447, 2648 7455,

Fax : 00-91-22-2605 0895



FOR ALL YOUR LIFE INSURANCE NEEDS

CALL ARUNA 93235 56426

112/C, Abhirekha Bldg., Mathuradas Road Extn., Kandivli (West),
Mumbai - 400 067, Resi. : 2863 6999

THERE IS NO SUBSTITUTE FOR L.I.C.

GMAT TUTORIALS

THIS IS A TWELVE PART SERIES COVERING
MAJOR TOPICS OF CET (MBA), CAT & GMAT MATHEMATICS.
THIS IS THE FIRST PART.

Questions on Fractions are an important part of GMAT Examination.

In this edition, we will look at some sample questions on Fraction & how to deal with them.

Fraction : A fraction is a part of whole, for example $\frac{3}{4}$ represents a fraction which states 3 parts out of 4.

In a fraction $\frac{n}{d}$, n is the **numerator** and d is the **denominator**. The denominator of a fraction can never be 0, because division by 0 is not defined.

Two fractions are said to be equivalent if they represent the same number. For example, $\frac{8}{36}$ and $\frac{14}{63}$ are equivalent since they both represent the number $\frac{2}{9}$. In each case, the fraction is reduced to lowest terms by dividing both numerator and denominator by their **greatest common divisor** (GCD). The GCD of 8 and 36 is 4 and the GCD of 14 and 63 is 7.

Smart Numbers : Multiples of the Denominators

Sometimes, fraction problems on the GMAT include unknown numerical values, which we often denote by variables x , y , z , etc. To make calculation simpler choose Smart Numbers, which can cancel out all

the denominators of the given fractions.

Lets look at an example:

The Pete's hot tub is half filled. Their swimming pool, which has a capacity four times that of the tub, is filled to four-fifths of its capacity. If the hot tub is drained into the swimming pool, to what fraction of its capacity will the pool be filled ?

- A) $\frac{13}{10}$ B) $\frac{2}{5}$ C) $\frac{89}{100}$
D) $\frac{5}{7}$ E) $\frac{37}{40}$

The denominators in this problem are 2 & 5. The Smart Number is the LCM, that is 10. Therefore lets take the hot tub capacity as 10 liters. Since the swimming pool will have a capacity that is 4 time the hot tub which is 40. We know that the hot tub is only half filled; therefore, it has 5 units of water in it. The swimming pool is four-fifths filled, so it has 32 units of water in it. If we add 5 liters of water from the hot tub to the 32 liters of water we will get 37 liters of water in the swimming pool. With 37 liters of water and a total capacity of 40, the pool will be filled $\frac{37}{40}$ of its total capacity.

Hence [E].

Lets look at another example where we can use the Smart Numbers:

One day at Lincoln High School $\frac{1}{12}$ of the students were absent, and $\frac{1}{5}$ of those present went on a field trip. If the number of students staying in school that day was 704, how many students are enrolled at Lincoln High?

- A) 840 B) 960 C) 1080 D) 1600
E) 3520

In this case again the fractions are $\frac{1}{3}$ & $\frac{1}{4}$. So lets start with Number 60. The number of students enrolled at Lincoln High School be 60. $\frac{1}{12}$ of them are absent, so 5 of them are absent and 55 are present. Out of 55, $\frac{1}{5}$ have gone to field trip, that is 11 have gone to field trip. 44 students are staying back at school. For Smart Number 60, Number of students staying back at the school are 44, so if there are 704 students are staying back at school, what is the number of enrolled students. We can solve it with unitary method.

$$\begin{array}{rcl} 60 & 44 \\ ? & 704 \end{array}$$

So number of students enrolled $\frac{60 \times 704}{44} = 960$.

Hence [B].

Without making this session heavy, we'll stop for this edition. In the next edition, we'll be back with some new topic.

SPORTS MEDICINE

Sports medicine specializes in preventing, diagnosing and treating injuries related to participating in sports and/or exercise, specifically the rotation or deformation of joints or muscles caused by engaging in such physical activities. In basic terms, sports medicine is fitness medicine or exercise medicine, and it deals with any physical activity. "Like a cardiologist deals with the heart and a pediatrician deals with children and their illness, a sports medicine professional deals with fitness and guides you about any physical activity," explains Dr P S M Chandran, Director, Sports Medicine, Sports Authority of India, Delhi. A sports medicine professional can decide whether you are fit to be a part of a fitness program. Sports Medicine is thus an ideal career option for people with an aptitude for, and interest, in both the fields

WORK PROFILE

According to Dr. Ahuja Head of Dept. Sports Medicine, National Institute of Sports(NIS), Patiala,, "Sports Medicine professional's job ranges from talent scouting to physical and physiological evaluation, training control and counselling, looking after health profiles, injury rehabilitation and diet- all factors that affect a person's performance". At the same time Sports Medicine is not merely a

contd. on page 7 ...

contd. from page 1 ...

CAREER AS A PRESENTER

odd years, and then can move behind the scenes as a producer or editor. Where news channel presenting is more generic, sports broadcasting and presenting is a highly specialized arena. More than 40% of content in news channels in the subcontinent today is driven by sports and that too cricket. Hence interest and knowledge of sports especially cricket is a prerequisite if one plans to enter this profession. Also command over at least one language is essential and your importance and value doubles if one is bilingual.

The truth is that despite the potential of this profession, there is a dearth of talent and organizations are desperately searching for people who have a smart personality, have very good communication skills, know their language and have above average knowledge of a particular topic, be it sports, business, environment, politics or entertainment. But alas, youth today

do not focus too much on any of these. Languages no longer capture the interest of students and one fails to realize the importance of developing a command over English and at least one more language till it is very late in the day.

This is the business of communication and proficiency in reading, writing and speaking are the most elementary prerequisites to being a good anchor. Along with that one also has to work hard on personal grooming and spend a lot of time on reading and research. This is a continuous process. It is only a half an hour bulletin or a 15-minute live presentation before & after a match but then everyday the content changes, the context changes and so does the show...

While other jobs have a quarterly, half yearly or annual review, an anchor is reviewed and judged on a daily basis. One is only as good as the last show that the person has done. All the good work done over the years is forgotten over one bad night on air...

Imagine sitting on a chair with harsh lights shining on you, the producer and the director barking instructions in your earpiece, three cameras to contend with and a teleprompter from which you read your scripts. The feeling is eerie and lonely. Millions are watching, hearing everything that you say and do. And there is no chance of a retake as the show is live on air... But the buzz is amazing! And if one is good the fame and money makes it worth it all.

Anchors get paid handsomely. One starts anywhere between Rs 20,000 to Rs. 30,000 per month along with attire allowance and travel and then based on the person's capabilities sky is the limit.

And there is also growth as an anchor grows in profile, he/she moves from a non-prime to a prime time band and then has shows and programme made around him/her. They are perceived as experts and their opinions matter. Then there is also the opportunity to shift laterally into other aspects of production and one

day start your own media consultancy or a full-blooded channel operation.

Like I said, the possibilities are immense, and there is plenty of opportunities for growth. This profession is still in its nascent stages but growing very fast. A post graduate degree in any language, mass communication or in film and production is good enough to start with but I repeat, one must have command over language, communicate well and has to be confident about being in the limelight.

It looks very glamorous while sitting in the comfort of your homes/offices and it is very easy to criticize an anchor who's on air. But spend a day in a studio and you would realize that it ain't easy... In fact just try and read out a passage without faltering into your own camcorder and show it to your near and dear ones...If you get wow's then pick up the phone and push for an audition with any broadcaster. We need more in the fraternity.

FOR ADVERTISEMENTS IN MyEDUCATIONGUIDE CALL 9322251057 OR 9324757554

contd. from page 2 ...

ROLE OF HUMAN RESOURCE IN SPORTS

resources in sports it is important for any prospective HR personnel to understand how the human resource function works in sports. The responsibility for performance involves combining and co-ordinating technological, financial, and above all, human resources to achieve organizational goals.

The type of human resource development in sport organizations involves the athlete, performer or talent track.. It is the means by which sport organizations secure athletes or highly skilled specialty performers for their organizations. In football, the regular transfers of players within their leagues would cite as an excellent example. In professional sport this would be called player development. The player or talent development side of the sport business is distinct in that there has been a variety of unique systems and practices that have been

developed to assure that the organization is able to find, develop and secure players. Along with these attributes, the responsibility of sports human resource managers is to identify factors contributing to attrition and eliminate those, and constantly seek areas of opportunity and improvement. The recently concluded IPL tournament would be another classic example of purchasing, trading, exchanging or even maintaining players in their respective teams requires tremendous foresight, an ability to negotiate and also ample knowledge while choosing players for one’s organization.

Unfortunately a relatively small segment of the sports industry is extensively involved in on-field human resource management. Most sports organizations including golf courses, athlete departments, sports facilities, sporting goods manufacturers etc are predominantly engaged in the management of front office or administrative staff. One needs to understand that careers in

the on-field personnel are untapped resources specially in India and has tremendous potential for growth in terms of career not only in popular games like cricket but also to popularize games such as motor racing, volleyball, hockey etc. The issues related to working with on-field personnel that must be mastered which include labor law, contract negotiation, agency, drafts, salary caps, injured reserve lists, player unions etc. Once the HR manager has assessed the skills of his team including players, coaches, back office staff, administration etc he or she would now be ready to formulate a team and give its maximum potential for the betterment of its organization.

In order to formulate a right mix it is extremely important for an HR manager to concentrate and give full impetus to its staffing process. Sports jobs often attract hundreds of applicants who believe that because of their interest in a particular sport or knowledge of relevant sports statistics they would be perfect for

the job. However, what one actually is looking for is the conglomeration of all the above and also individual skills, experience, ideas and personal abilities that would benefit the organization.

A clear understanding of the products of a sport organization is essential for instituting HR practices. Human resource management practices would be different for those who produce excellence as compared to those that market it. The broad category of human services in a sport organization can be categorized as:

- a) People-processing
- b) People-sustaining, and
- c) People changing services.

To sum up I would like to conclude that HR activities in sports are diverse and have tremendous potential for growth and can be specialized even further by adapting to various methodologies such as training and development, conducting psychometric tests etc.

contd. from page 6 ...

SPORTS MEDICINE

physical education or physiotherapy as it is commonly believed, it actually deals with how best we can shape a human body to ensure we can get the best performance out of it. It treats backaches, arthritis, problems of geriatric patients, as well as adolescents. The sports medicine “team” includes specialty physicians and surgeons, athletic trainers, physical therapists, coaches, other personnel, as well as the athlete himself/herself. Because of the competitive nature of sports, a

primary focus of sports medicine is the rapid recovery of patients, which drives many innovations in the field.

A sports medicine professional can tell a person what kind of sport to take up based on the body type, anthropometric, physiological and psychological tests.. “He can also check whether a person possesses inherent medical problems and advice him not to take up certain sports.’ says Dr. Chandran.

He can evaluate a child’s predisposition to certain illnesses and recommend a sport-or rule it out. If a child suffers from bronchial

asthma, he could rule out running, but recommend archery or shooting

WHAT SHOULD YOU STUDY

An MBBS topped by a two-year diploma course in sport medicine as offered at NIS, Patiala, is considered ideal. The course is recognized by the Medical council of India.

WHAT IS THE SCOPE FOR SPORTS MEDICINE?

Until about six months ago, where was little demand for sports medicine professional, but with the emergence of the IPL, expert predict a change, However remuneration may be poor,

and in addition, India lacks a sports culture, and many students resort to seeking employment abroad.

On the upside, with MNCs adopting sports and corporates employing sports medicine professionals as consultants to help employees cope with stress and learn about fitness and exercises, things are said to be looking up, in government service, you could earn up to Rs. 15,000 a month at the entry level, At the corporate level, it could touch Rs. 30,000 to Rs. 40,000.

Jyotsna S. Kadam
Editor

contd. from page 1 ...

SAIROZ SHARES HER STUDY ABROAD EXPERIENCE WITH US !

to come up? That time was really crucial. Within less than a week after my TOEFL scores were released, I got a letter of acceptance with scholarship, which covered nearly 48% of my tuition and fees, from Texas Wesleyan University. That day was one the most special days of my life. It was a turning point in my life, a change that I could feel. The next step was to apply for a visa. Things went fine and I received my visa to the USA. My state of mind in this situation was full of happiness, excitement, nervousness, anxiety and a lot more feelings that I did not know at that point of time. One great fight that I was having with myself was that, inspite of the fact that the economy of USA was going down

should I still go there? But after a great deal of advising and research I found that education done here (in USA) is still going to be in great demand. Other phase that every student has to pass and even I did, is to fight your way out through this stream of thought that I have to leave my parents, my home, my country, everyone and everything and enter in a new world and start a new life. I did not know how was I going to manage everything but I had decided to do something different in life so there I was. I had a lot of questions in my mind like will I be able to adjust in the climate there? How are the people going to be? How is the study pattern? How do professors teach, and a lot more anxiety and nervousness. But I must tell you that I had a good experience with all that I was thinking about. You can get adjusted with the climate since everywhere and anywhere you go there is AC and heaters. People here are really friendly and helpful.

Professors are also really good and approachable.

On 31st December I left India and with the advent of the New Year began my new life. Most of the universities here require you to give placement test which basically determines what class you will start with, after which you register for classes and your schedule is prepared. Students on an F1 visa can only work on campus. To support my education I work on campus too. Personally, I feel studies here is not that difficult. One great benefit of studying in a country like USA is that you are exposed to a lot of research, a lot! You actually learn things practically and not just theoretically. On the first day of my college I did receive culture shocks. It was a little hard for me to adjust but I slowly started getting adjusted to the life here. You start enjoying more and more as you start knowing people.

On the basis of my learning I would like to give a special advice to students who are planning to come abroad:

1. DO YOUR RESEARCH VERY ACCURATELY about your university and program.
2. Do have a strong financial background.
3. Be firm on what you have decided and do not get influenced by the culture here.
4. Make sure that you know driving. Driving is really important, because places like Texas have very low and distant frequencies of bus and rail services.

Life shows you how to live and that is what I am learning now! I would like to promote students who are really hard working to go ahead and think about studying abroad ! Explore the avenues for yourself. Go ahead and think broad !

contd. from page 1 ...

SPORTS JOURNALISM

enjoys watching a movie and then asked to write about it, so is sports Journalism where he is paid to watch, write and comment.

To get into it, all that one requires first and foremost is a good command over language, be it English or any other language and ability to express oneself in words about what he observes on the field.

A person with sports background certainly has an added advantage, for he could read the mind of sportsperson better than one who doesn't.

Moreover, he is decidedly more

knowledgeable with the rules and the intricacies of the game.

However, unlike other journalists, like in politics, business etc, a sports reporter performs double role in most of the daily newspapers. He has to work on desk as well as on the field. On the desk, he has to check the day's happenings, find out news and pictures he thinks important and has to be published. He then has to plan the sports pages.

It's of course quite a backbreaking job with deadline to be met. And God forbids for if anything goes wrong with the pages, be it layout, mistakes etc. through oversight, he is pulled up next morning by the Editor. But then it has also its own

charm. It gives one immense satisfaction next day if there's appreciation of one's efforts.

No such headaches for those working with magazines. For there are specialised persons assigned to different jobs. A sports reporter has just to submit his copy and a photographer adds colours to his copy with an appropriate picture while PageMaker will do the layout job.

Then we have columnists in sports too, who provide exclusive commentative stories to various newspapers/ agencies etc. And then we have freelance journalists, who do not belong to any particular newspaper or magazine, but

contribute with a lot of small titbits/reports on and off the playing fields.

Career in sports journalism unlike in other fields, like engineering, medical etc., it may not match the financial benefits provided by these industries, but then it compensates you by providing you plenty of opportunities to move around the world, to inter-act with and interview top sports officials and celebrities in the field. They also get opportunities to share the dias along with the bigwigs of sports and be heard in a gathering.

FOR QUESTIONS RELATED TO ANY ARTICLES ASK OUR EXPERT COACH AT coach@myeducationguide.in

contd. from page 1 ...

SPORTS PHYSIOTHERAPY

- using treatments such as manipulation, massage, heat treatment, therapeutic exercise, electrotherapy, ultrasound, acupuncture and hydrotherapy
- advising on timescales for returning to sport after injury
- Keeping full records of the patients' treatment and progress.

If dealing with sports professionals, physiotherapists would work in a team with coaches, other health care professionals and sports scientists. They could specialise in a particular sport, or in a particular aspect of physiotherapy, such as sports and exercise rehabilitation.

Qualifications and experience

To become a sports physiotherapist, you first need to qualify as a chartered or registered physiotherapist by completing a physiotherapy degree approved by the Health board or Physiotherapy regulation authority of a country. When you have completed the degree you will be eligible for state registration and membership of the Registered Physiotherapy Association of a particular country. Some of the registration bodies are American Physical Therapy Association (APTA), Chartered Society of Physiotherapists (UK), Irish Society of Chartered Physiotherapists (ISCP), Indian Association of Physiotherapists (IAP), ACOPRA (Australia), NZSCP (New Zealand) etc. Indian Association of Physiotherapists, though validated by the world confederation of Physiotherapists, is still a private member's association. There is no national governing council of physiotherapists in India at the moment. Entry requirements for courses may vary, so you should

check with individual Medical colleges or universities.

In Europe, Australia and Northern America, competition for places on physiotherapy degree courses is strong, so it is advisable to get relevant health care experience, for example as a physiotherapy assistant, before applying. As a physiotherapy assistant you may be able to take a part-time degree alongside your job. Ask your local hospital trust for details. In the Indian subcontinent though, due to the boom of many

in India. Councils are necessary to plan, formulate and structure physiotherapy courses and physiotherapy colleges and their education system. The IAP, being just an association, can not function as an independently run council or a governing body. Also, many privately run counter-associations have tarnished the image of Physiotherapy in India, by allowing uneducated quacks to run the show and also allowing bogus colleges to run their activities under their

can begin to specialise in treating sports injuries.

Because physiotherapy degrees do not usually include sports work, it is common to combine attending specialist courses with doing unpaid sports-related work alongside more experienced therapists. This will allow you to develop expertise and confidence in treating sports injuries, until you are skilled enough to work independently.

To work in professional sport you would usually need to be a chartered physiotherapist, with a relevant Masters degree and a considerable number of years' experience in your specialist field.

Many sports physiotherapists take a postgraduate diploma or Masters Degree in sports physiotherapy, sports exercise and medicine, sports injury or rehabilitation science. The content of courses varies, so it is important to check with the university or college that the course will meet your needs.

You will need to keep your skills up to date throughout your career by following a programme of continuing professional development (CPD). These courses are advertised, in their websites and also in physiotherapy journals, all year round by different associations as well as physiotherapy organizations and institutes.



Ms. Shilpi Chhabra

- Qualification BPT (India), MPT Musculoskeletal (India) Emmapa (Belgium/Ireland) Miap (India)
- Specializations Orthopaedic & Musculoskeletal Injuries Manual Therapy Sports Injuries Ergonomics & Posture Control Management



private colleges, admission to the physiotherapy courses is relatively simpler. This is also a growing area of concern as majority of the private physiotherapy colleges in India lack the infrastructure required to educate and make a physiotherapist clinically strong and at par with their North American, Australian and European counterparts. Many of the latest advances in Physiotherapy as well as evidence based practise and clinical reasoning, is missing in the curriculum of the majority of Indian physiotherapy colleges. The blame lies predominantly on the health boards or the health ministry of India. This is because; at present there is no physiotherapy regulatory council

umbrella.

Physiotherapy and rehabilitation professionals are an integral part of the health set up of any country in the world and through out the world they are well paid and respected professionals. It is high time now that the Indian medical council, State health boards or maybe the National health ministry wake up and take charge of a new surging problem in the field of physiotherapy and rehabilitation. The future lies in there hands.

What further training and development can I do?

When you have completed your physiotherapy degree and started work in general physiotherapy, you

MANAGEMENT GYAN

The famous race of the Rabbit and the Tortoise – Part II



The Story Doesn't End Here ...

Once upon a time a tortoise and a hare had an argument about who was faster.



They decided to settle the argument with a race. They agreed on a route and started off the race.

The hare shot ahead and ran briskly for some time. Then seeing that he was far ahead of the tortoise, he thought he'd sit under a tree for some time and relax before continuing the race. He sat under the tree and soon fell asleep.



The tortoise plodding on overtook him and soon finished the race, emerging as the undisputed champ.



The hare woke up and realized that he'd lost the race.

The moral "Slow and steady wins the race. This is the version of the story that we've all grown up with."

The Story Doesn't End Here ...

there are few more interesting things.....it continues as follows.....



The hare was disappointed at losing the race and he did some soul-searching.

He realized that he'd lost the race only because he had been overconfident, careless and lax.

If he had not taken things for granted, there's no way the tortoise could have beaten him. So he challenged the tortoise to another race.

The tortoise agreed. This time, the hare went all out and ran without stopping from start to finish. He won by several miles.

The moral - "Fast and consistent will always beat the slow and steady. It's good to be slow and steady; but it's better to be fast and reliable."

The Story Doesn't End Here ...



The tortoise did some thinking this time, and realized that there's no way it can beat the

hare in a race the way it was currently formatted.

It thought for a while, and then challenged the hare to another race, but on a slightly different route. The hare agreed. They started off. In keeping with his self-made commitment to be consistently fast, the hare took off and ran at top speed until he came to a broad river. The finishing line was a couple of kilometres on the other side of the river.



The hare sat there wondering what to do.

In the meantime the tortoise trundled along, got into the river, swam to the opposite bank, continued walking and finished the race.



The moral - "First identify your core competency and then change the playing field to suit your core competency."

The Story Still Hasn't Ended

The hare and the tortoise, by this time, had become pretty good friends and they did some thinking together.



Both realized that the last race could have been run much better. So they decided to do the last race again, but to run as a team this time.



They started off, and this time the hare carried the tortoise till the riverbank. There, the tortoise took over and swam across with the hare on his back. On the opposite bank, the hare again carried the tortoise and they reached the finishing line together. They both felt a greater sense of satisfaction than they'd felt earlier. The moral - "It's good to be individually brilliant and to have strong core competencies; but unless you're able to work in a team and harness each other's core competencies, you'll always perform below par because there will always be situations at which you'll do poorly and someone else does well."



Teamwork is mainly about situational leadership, letting the person with the relevant core competency for a situation take leadership.

Note that neither the hare nor the tortoise gave up after failures. The hare decided to work harder and put in more effort after his failure. The tortoise changed his strategy because he was already working as hard as he could."

In life, when faced with failure, sometimes it is appropriate to work harder and put in more effort.



Sometimes it is appropriate to change strategy and try something different.



And sometimes it is appropriate to do both.

The hare and the tortoise also learnt another vital lesson. When we stop competing against a rival and instead start competing against the situation, we perform far better.



To sum up- the story of the hare and tortoise has much to say: Chief among them are that fast and consistent will always beat slow and steady; work to your competencies; pooling resources and working as a team will always beat individual performers; never give up when faced with failure; & finally, compete against the situation - not against a rival.



contd. from page 2 ...

SPORTS PHYSIOLOGY

programmes, monitoring adherence, and fitness testing of athletes and team members so that an accurate physiological profile of the individual can be obtained.

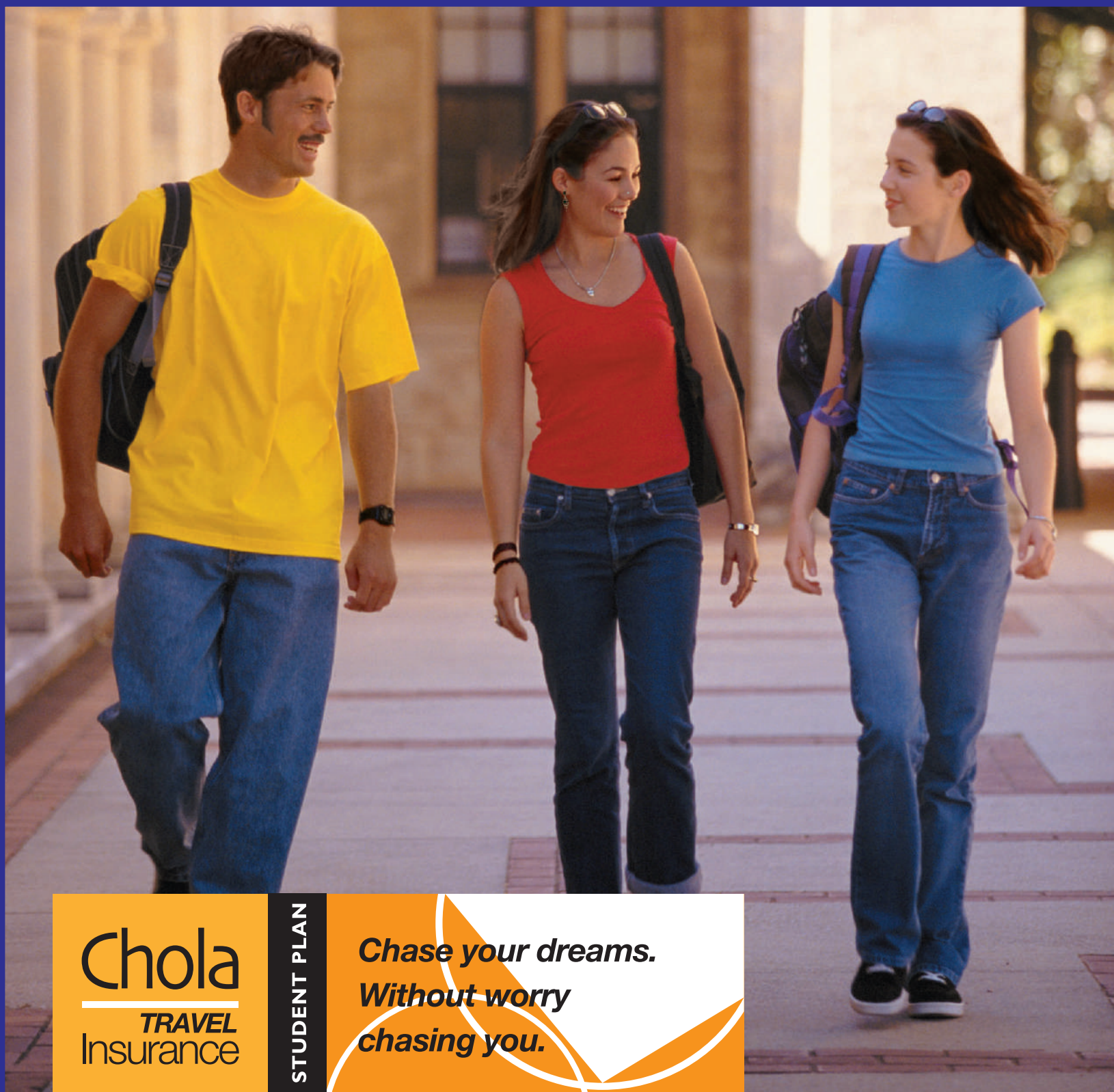
What are the career prospects of a Sports Physiologist?

- Instructors in health and fitness clubs
- Strength coaches for college, university and professional sports programs
- Sports and wellness program instructors and directors

- Managers and exercise leaders in corporate wellness programs
- Fitness instructors in spa and resort centers
- Fitness instructors and supervisors at the state, regional, and national levels in sports and athletic programs
- Teachers at institutions of higher

- learning (i.e., if they have a PhD)
- Researchers in sports medicine and adult fitness programs
- Exercise specialists in cardiopulmonary rehabilitation programs
- Sports management
- Sports psychology

Dr. Shehnaz Shaikh



Chola
TRAVEL
Insurance

STUDENT PLAN

*Chase your dreams.
Without worry
chasing you.*

Chola Overseas Student Travel Insurance covers you for life's unexpected surprises while preparing for your academics abroad. Whether it's illness or any other unfortunate events that might occur, Chola covers you every step of the way.

Chola Advantages:

- ◆ Standard Coverage in line with foreign university norms
- ◆ Extra Savings: - The Chola MS Student Travel Insurance cover costs much less than any Insurance abroad.
- ◆ Cashless hospitalisation abroad
- ◆ No separate medical check-up
- ◆ Immediate activation – right from the time you leave home your cover gets activated.

 **Cholamandalam MS**
General Insurance

For further details contact: 1-800-425-55-44 (BSNL and MTNL customers) or 022- 39 89 89 39 or 98925 54241
SMS "Powercare" to "56070" or E-Mail: customercare@cholams.murugappa.com Website: www.cholainsurance.com

Head Office: Cholamandalam MS General Insurance Company Ltd. (A joint venture between Murugappa Group & Mitsui Sumitomo Insurance Group)
Dare House, 2nd Floor, No.2, N.S.C. Bose Road, Chennai - 600 001, India. Tel : 91- 44 - 43995400, Fax: 91- 44 - 42166001.

Insurance is the subject matter of solicitation