ASSESSMENT IN FOCUS

Assessment in Focus is dedicated to disseminate information and developments at the Testing Center, as well as to shed light on aspects of educational measurement and evaluation issues that would assist in the development and maintenance of up-to-standard and quality education at SMU, and similar higher learning institutions in Ethiopia.

Editor's Note

Assessment in Focus is a biannual newsletter which deals with current issues and activities that take place at the Testing Center of St Mary's University. Testing Center focuses on: conducting different kinds of tests to both internal and external customers; this includes local and international tests given in accordance with the request of stakeholders to fill the skill and knowledge gaps of their employees to help them improve the way they provide services to their customers. The services given by the Testing Center are: Test of English as a Foreign Language (TOEFL), Graduate Record Examination (GRE), Praxis Administration (PA), Chartered Institute for Securities and Investment (CISI), Aptitude and Employment Tests, in which as a result, their demand has increased at an alarming rate in the number of beneficiaries. Besides, TC provides short term trainings to the University staff and others depending on requests aimed at improving the outputs rendered to customers.

In this Ist Bi-annual Publication of 2023, articles related to educational affairs, general knowledge and entertainment are available for readers: the need for Enhancing School Discipline, Designing Effective and Planned Focus Group Discussion, the issue of Applying Cloud Computing System in every field of activity, and Brand Equity Strategic Management in marketing management, and points to be considered in project management are included.

* Inside this Issue*

"Everybody is A GENIUS. But if you judge a fish by its ability to climb a tree, it will live its whole LIFE believing that it is STUPID." Albert Einstein

Some Selected Activities at the Testing Center (TC) of St. Mary's University (SMU)

Different activities have been carried out by SMU's experienced professionals at the TC over the last few months of 2023 G.C. Some of these activities include the following:

Improving Outreach Services and Partnership

Giving outreach and Community services was one of the major activities rendered to communities out of SMU in the last consecutive years. In line with this TC has given training to one government school "Addis Ra'ey Junior Secondary School" on test development and test planning.

To select efficient workers for different organizations, employment tests were prepared and administered to 24 job positions such as Secretary, Executive Secretary II, Accountant, Junior Accountant, Senior Accountant, Finance and Grant Officer, and Finance Group Leader etc.

Employment Test on Progress at SMU

To help customers become competent internationally, 67 test sessions of Test of English as a Foreign Language (TOEFL) were conducted. These sessions had a total of 478 registered candidates. Likewise, 11 test sessions of Graduate Record Examination (GRE) for 70 registered candidates and five test sessions for six registered candidates of Chartered Institute for Securities and Investment (CISI) were conducted

To assure the completion of graduating students, HEEE model exam was prepared and administered for 2015 E.C prospective graduates of Accounting, Informatics, Management, Marketing and Tourism and Hospitality Departments in the regular program. TC assisted the preparation of 2nd quarter Grade 6 & 8 model exams of 2015's for Kidist Mariam Schools (KMS) and conducted item analysis along with the roster summary.

Training at KMS

Two training's were conducted to KMS staff on test planning and item development. Similarly, other trainings were also conducted to all TC staff on online exam and assignment administration and marking practices, editing, item development and test planning.

Collaborative Activities with CODL Staff

TC academic staff members participated in the tutorial program of CODL Degree of 2014-II and 2015-I. With this Testing Center's academic staff participants as tutors, were able to get basic information about the actual CODL students.

Some Activities of Computerized Marking & Exam Administration and Distribution Units

Computerized exam marking unit has designed answer sheet for 2015 first term of CODL and UP. In addition to this, scanning, verifying, marking, solving grade related problems, converting resigned employees' archives, converting scanned attendance sheet to PDF was done.

TC Exam Administration and Distribution Unit printed, and packed 2015-1 CODL degree and High School Exams with their answer sheets and distributed to all CODL exam centers on time.

Academic Cheating (Malpractice)

By Dr. Wubishet Shiferaw, Testing Center, SMU

A variety of terms such as malpractice, misconduct, cheating etc... describe practices that would interfere with the integrity of examination. Any prescribed action taken in connection with an examination that attempts to gain unfair advantage or, in some cases, to place a candidate at a disadvantage is a malpractice. The action might be taken by an exam candidate, a teacher, invigilator, authority, staff member or anyone with an interest in the performance of a candidate.

Malpractice may occur at any stage in the exam process i.e. item development, preparation of students, administration of exams, marking and issuance of results (Angom, 1990; Pido, 1994).
Nowadays, malpractice has become a prevalent social phenomenon among students which results in a bad influence to the quality of education, to the healthy growth of students. To solve this problem, it is necessary to identify the causes before trying to get rid of it.

David et al. (1992) point out that pressure for good grades, student stress, in effective deterrents, teacher's attitudes, and an increasing lack of academic integrity are important determinants of cheating.
Similar conclusions are reported from several inves-

tigations that inadequacies in the examinations, poor teacher performance, high difficulty level of exams, inadequate teaching, lack of textbooks, poor physical conditions and chronic absences of teachers may lead students in malpractice.

Classroom's that emphasize grades and test scores Receiving certificate after training sessions.
Trouble shooting session.3 may also drive students to cheat. When exam results are used for competitive purposes and can have a profound and immediate impact on course of examinee's life, such situation may encourage students to cheat.

Inadequate preparation of students for exams, lack of time to study, a wish to help a friend, laziness and stress are other situational factors that drive student's malpractice.

In general, causes of cheating can be grouped / organized as external and individual personal factors. External factors mainly refer to problems of test item development, test administration, badly organized course, economic benefit etc. Personal factors refer to laziness, low grades, failure, expectation to success, a version to teacher wish to social acceptance, wish to help a friend, dishonest behavior etc. Baird (1980), Daris et al. (1992) and Helherington & Feldman (1964).

Academic dishonesty is a social problem since it involves future generation. Since control of exam malpractice is a never – ending battle, institutions should always strive to devise new ways and means to control and prevent this serious problem.
Students' moral behavior and ethical reasoning should be developed under continuous education. This influence can be made stronger through an open ethical dialog with students as every teacher's concern.

Teachers should regard cheating as wrong practice. Teaching students high ethical and moral standards are of strategic importance to start the process of moral development, if "academic freedom" is to be the reality in the future. Daris and Ludvigson (1995)

point out that cheating can be reduced by using positive reinforcement and by encouraging and fostering the students to acquire an outlook that will prevent from cheating.

In this regard, teachers should give enough attention to the affective domain of educational objectives, besides promoting knowledge and skills. The training and education offered should contribute towards the development of student's positive attitude, conviction, character and behavior as part of their personality.

According to Anderman et al. (1998), creating a good socio-moral environment for the moral development of students is necessary in their professional activities as well as in their everyday life out of which society will benefit or suffer in the long run. Similarly, external factors that seem to cause cheating could be reduced through course supervision, in studying techniques and discipline, as well as better coordination of courses and exams among the academic staff.

Procedures to standardize the conditions under which examinations are prepared, administered and scored are necessary to minimize the malpractices. If procedures are successfully implemented, the integrity of exams could be maintained so that no candidate is placed at an advantage or disadvantage relative to other candidates because of unfair practice, Goldstein and Lews (1996).

Seriously checking the rules and regulations followed by all concerned bodies and taking the necessary corrective measures against any academic dishonest could also contribute to minimize the problem.

Regarding the management of cheating in the classroom, the research of Mc Cabe et al. (1997) suggests the following 10 principles of academic integrity for faculty:

1. Affirm the importance of academic integrity;
2. Foster a love of learning and informant of trust;
3. Treat students as an end in themselves;
4. Foster an environment of trust in the classroom;
5. Encourage student responsibility for academic integrity;
6. Clarify expectations for students;
7. Develop fair and relevant forms of assessment;
8. Reduce opportunities to engage in academic dishonesty;
9. Challenge academic dishonesty when it occurs, and
10. Help define and support campus-wide academic integrity standards.

Note. From McCabe et al. (2001).

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How to Conduct Focus Group Discussion

Gezahegn Zewdie, SMU, TC

Focus group is a gathering of stakeholders who are selected to participate in a planned discussion intended to uncover perceptions about a particular topic in a non-threatening environment. In the context of organizational change management, focus groups are critical elements to include changes in the management plan. Here are some key terms to understand:

Stakeholders: This includes employees, managers, executives, customers and anyone who might be impacted by the topic of interest.
Planned Discussion: Agendas and relevant training

materials must be created in advance. In addition, the meeting date must be set at the time that encourages maximum participation from the stakeholders. Uncover Perceptions: The objective of the focus group is to pull information from stakeholders. There should be an open floor for discussion to encourage maximum participation.

Non-threatening Environment: This is one of the most important aspects of the focus group definition. The focus group must be designed in a way that allows participants to feel free to discuss potential pain points. One way to ensure this is to conduct different focus groups for employees at different levels to ensure that, they are not filtering their opinions due to their manager's presence.

Advantages and Disadvantages of Focus Groups
Much attention has been given to focus groups in the process of looking at the human side of change. In addition, attention has been given to focus groups, because, if orchestrated correctly, they can yield valuable and actionable information. The following are some advantages of using focus groups:

• They help obtain information about personal and group opinions.
• They provide the opportunity to ask follow-up questions.
• They save time and money when compared to the cost of individual interviews.
• They provide a broader range of information than individual interviews.

While there are distinct advantages to conducting a focus group, there are some disadvantages, as well; these are:

• Disagreements between group members and irrelevant discussion can distract from the main topic.
• Focus groups findings can be difficult to analyze
• Some participants might not be willing to share their opinions due to fear of backlash.

How to Conduct a Focus Group Discussion

In order to get most impactful focus group discussion, it's important to follow a defined process. Thus, the following six steps are one way to approach focus group discussion:

Step 1: Define the Purpose
    - Clarify the purpose of the focus group.
    - Define the expected outcomes and verify that focus groups are the best way to gauge eployeeperceptions.
Step 2: Select the Participants and Leader
    - Select participants based on who will be most impacted by the change.
    - Select not less than four people and also not more than 12 people. The ideal group size is 6-8 per focus group.
    - Invite participants with a positive message and inform the benefits of participating.
    - Select a focus group leader who is outside of the organization, so employees aren't fear ful of backlash.
Step 3: Manage the Atmosphere
    - Select a meeting location appropriate for dis cussion to avoid external interruptions.
    - Develop and produce the required materials for the meeting, including training pam phlets,project one-pager, etc.
    - Assign a note taker for the focus group.
Step 4: Develop the Questions
    - Determine the number of questions neces sary to fill the duration of the meeting.
    - Develop deep-dive questions focused on the why, how and what.
    - Ensure that the questions are open-ended and do not lead participants to certain answers.
    - Design a session agenda.
Step 5: Conduct the Session
    - Clearly state the scope, purpose and desired outcome of the focus group discussion.
    - Emphasize that anonymity will be para mount when sharing results with executives.
    - Focus the discussion on key topics.
    - Utilize the deep-dive questions to probe into pain points.

- Listen for comments that are vague and seek clarification.

Step 6: Analyze the Results
- Review the minutes and reach a consensus on the top priorities.
- Identify patterns in responses and general themes.
- Identify reasons for disagreement and agreement.
- Develop a summary report of the key findings to share with executives.

Tips for Finding a Focus Group Leader

As mentioned earlier, the focus group leader should be someone outside your organization. Often, this is a change management consultant. Following are some tips for finding the right person to conduct your focus groups:

A) Find Someone Unbiased

The atmosphere of the focus group is set by the focus group leader. It is important to find someone unbiased who will seek to create an atmosphere where participants feel safe to speak freely. In this respect, an ideal leader never dismisses comments as "bad ideas" or "illogical" because they understand that the goal of focus groups discussion is to gauge perceptions.

B) Find Someone Organized

There must be a clearly established closing time for discussion so that all participants know they have a specific window in which to share their opinions. This is why it is important to find a focus group leader who is organized enough to plan and adhere to a schedule. For example, they should be willing to interrupt (politely) and redirect tangential topics to focus on the topic of discussion.

C) Find Someone Experienced

The focus group leader must be well-versed enough in the topic of interest to react to participants' comments. The leader must listen deeply, think carefully and be empathetic to each participant's opinion.

D) Find Someone Who Understands Group Dynamics

The vividness effect is a well-researched phenomenon in cognitive psychology that describes how peoples' opinions are often shaped by highly graphic and dramatic situations. This phenomenon can directly impact focus group observations and conclusions. An example of this can be seen in group sessions where there is a very animated and emotional participant. Often, this individual can rally opinion to align with his beliefs, thereby skewing the potential for accurate conclusions. Therefore, the focus group leader must be prepared to quell this type of behavior and redirect emotion into productive conversation. If you're wondering how your ERP implementation or business transformation is going to impact employees, focus groups are one way to find out. This is just one of many organizational change management tools companies can use. Likewise, readiness assessments also are helpful. In this case, the insights revealed from assessments like this can be used to convince executives to invest in critical change management activities, such as communication planning and end-user training.

Source

https://www.herd.org.np/uploads/frontend/Publications/PublicationsAttachments1/1485497050-Focus%20Group%20

Enhancing School Discipline

Degefa Burayou, SMU, TC

Discipline is the bridge between goals and accomplishment. It plays an essential role in keeping up a healthy social life. Thus, a disciplined social life helps to eliminate hindrances for growth and other confusions that stand in the way of success. Since schools play an important part in character development and shaping behavior, discipline in school is

pivotal and of paramount importance. Now, what is discipline in school? Every school will have a set of norms and codes of conduct. School discipline is an arrangement of these specific implicit rules, conduct, and behavior for keeping the students in check and making them efficient individuals. In order to make the teaching- learning process effective and useful, the classroom environment must be great and ideal because discipline helps to create a healthy classroom that ensures peaceful learning that works both ways.

There are 10 ways to improve discipline in school and how to maintain it in school. Discipline in schools for students can be tricky to tackle but with these 10 tips, you can control it to an extent.

1. Ensure that there is a routine and a rhythm in classroom.

This way, the students know what to expect from the class and what is expected out of them.

On the off chance that there is no legitimate planning and proper organization in the classroom, kids will feel frustrated and would begin to act mischievously. You will see that classroom management is easy and better when the lessons are appropriately planned, when you have everything that you need for the class beforehand, and in addition to this, while conducting classes, have a backup class always, consider the things that can go wrong, and have a plan B in place to make sense of the framework that you had in mind.

2. Resolve issues from the beginning.

It is ideal to manage issues that spring up before they become too enormous to even consider handling. You can address every single little issue occurring in the classroom.

This might be difficult in the beginning but, students need to feel that they are valued and listened to; otherwise, they will cook up more mischiefs to attract attention. Handle problems tactfully. A tiny slip over

disciplinary issues can turn into a huge problem on the shoulder later on.

3. Establish proper procedures

The school should have a decent, control procedure to keep the students in check. A proper code of conduct, rules, and regulations must be followed. Here, one thing that schools should keep in mind is to strike the right balance. Be not to be too strict because there is a chance of students becoming rebellious and that is the last thing that you need. Adopt the method controlled freedom both in classrooms and in the school altogether.

4. Explain the rules

Next to establishing the right procedures, the most important thing is to communicate the procedure to your students. They must know what is expected of them so that they can do it accordingly. Conduct orientation classes; explain the rules and regulations, and how you expect them to behave within the classroom; within the school; and as a responsible adult. Refrain from patronizing the students.

5. Practice what you preach

The teachers, staff, management, and everyone within the school must practice the code of conduct that has been established by the school. As mentioned before, discipline in school can be tricky. Students are vulnerable and are at an age where they are just beginning to learn what is right or wrong. They look up their teachers and elders. So, if there is a rule that says no phones in the classroom, the teacher should refrain from taking phones to the classroom. Now that classes have moved online, you cannot say no to phones but you can say no to phone calls and texting; and the teacher should adhere to this.

6. Make your class interactive

When you make your classes interactive, student engagement is better and they have less time to be

mischievous. Make your classes interesting and engaging by including games, quizzes, animations, visual aids, and likewise.

While teaching online, it is easier to incorporate animated videos and games with numerous online teaching tools available.

7. Establish a connection with your students

When you create a good rapport with your students so that they will more be disciplined and understanding. Thus, mutual respect will help in bringing about harmony in your classroom.

8. Reward good behavior

When you reward good behavior in the classroom, you are encouraging other students to behave better. They would put in an effort to become a better student and be disciplined. You create a chart; reward them with stars, and in higher classes, you can change the rewards accordingly.

9. Be fair

As a teacher, you should not be prejudiced or biased; you have to be fair. It is Okay to have favorites but do not be evident about it. You should not involve favoritism while grading papers and assignments. Be fair and ensure your students that efforts and growth matters and failures are just a stepping stone to success.

10. Be optimistic

Having a positive attitude can help with discipline in school. The students must not feel hostile in the classroom. They must feel at ease and that they have room for expressing themselves. Being a positive teacher will help you to achieve this in the classroom. Thus, you should focus on being fair and bringing up a generation that understands values.

Source
;blog.teachmint.com

Brand Equity and Strategic Brand Management Process.

Asres Mekuriaw, SMU, TC

Brand equity is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more money from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names.

Some marketing researchers have concluded that brands are one of the most valuable assets accompany has, as brand equity is one of the factors which can increase the financial value of a brand to the brand owner, although not the only one elements that can be included in the valuation of brand equity include (but not limited to) changing market share, profit margins, consumer recognition of logos and other visual elements, brand language associations made by consumers, consumers' perceptions of quality and other relevant brand values .

Consumers' knowledge about a brand also governs how manufacturers and advertisers market the brand. Brand equity is created through strategic investments in communication channels and market education and appreciates through economic growth in profit margins, market share, prestige value, and critical associations. Generally, these strategic investments appreciate over time to deliver a return on investment. This is directly related to marketing ROI. Brand equity can also appreciate without strategic direction. A Stockholm University study in 2011 documents the case of Jerusalem's city brand. The city organically developed a brand, which experienced tremendous brand equity appreciation over the course of centuries through non-strategic activities. It also mentioned that a booming industry in Jerusalem has been the most evidence indicator of a strong ROI. Therefore, brand equity is strategically crucial, but famously difficult to quantify. Many ex-

perts have developed tools to analyze this asset, but there is no agreed way to measure it. As one of the serial challenges that marketing professionals and academics find with the concept of brand equity is disconnect between quantitative and qualitative equity values is difficult to reconcile.

Quantitative brand equity includes numerical values such as profit margins and market share, but fails to capture qualitative elements such as prestige and associations of interest. Overall, most marketing practitioners take a more qualitative approach to brand equity because of this challenge.

The following steps are essential for building a strong brand:

1. Introduce a Quality Product into the Marketplace. This may seem obvious but it is extremely important to deliver a product that attracts a positive reaction from consumers. This can be achieved through labeling, packaging, delivery or the value its offers to users.
2. Monitoring Trends and Competitors. A strong brand has the ability to adapt to changes in the marketplace in order to stay relevant. To achieve this, marketers must monitor industry trends and market conditions.
3. Build a Consistent Brand Image. It is important to reinforce your brand by providing a consistent positive experience in the minds of consumers.
4. Consistency of Brand Messaging. When creating your brand messaging ensure that it is easy to remember and reminds consumers about the qualities that they care most about.
5. Capture Customer Feedback Since the real power of a brand exists in the mind of consumers, it is necessary for marketers to always capture and analyze customer.

The process of strategic brand management

Strategic brand management has a number of recognized processes: among them are the following; to mention:

1. Identifying and establishing brand positioning.

Brand positioning is defined as the act of designing the company's offer and image so that it occupies a distinct and valued place in the target consumer's mind.

Points of difference: convinces consumers about the advantages and differences over the competitors

- Mental Map: visual depiction of the various associations linked to the brand in the minds of the Consumers
- Core Brand Associations: subset of associations i.e. both benefits and attributes which best Characterize the brand.
- Brand Mantra: that is the brand essence or the core brand promise also known as the Brand DNA.

2. Planning and Implementation of Brand Marketing Programs

- Choosing Brand Elements: Different brand elements here are logos, images, packaging, symbols, slogans, etc. Since different elements have different advantages, marketers prefer to use different subsets and combinations of these elements.
- Integrating the Brand into Marketing Activities and the Support Marketing Program: Marketing programs and activities make the biggest contributions and can create strong, favorable, and unique brand associations in a variety of ways.
- Leveraging Secondary Associations: Brands may be linked to certain source factors such as countries, characters, sporting or cultural events, etc. In essence, the marketer is borrowing or leveraging some other associations for the brand to create some associations of the brand's own and them to improve its brand equity

3. Measuring and Interpreting Brand Performance

- Brand Audit: Is assessment of the source of equity of the brand and to suggest ways to improve

and leverage it.

- Brand Value chain: Helps to better understand the financial impacts of the brand marketing investments and expenditures.
- Brand Equity Measurement System: Is a set of tools and procedures using which marketers can take tactical decision in the short and long run.

4. Growing and Sustaining Brand Equity:

- Defining the brand strategy: Captures the branding relationship between the various products / services offered by the firm using the tools of brand-product matrix, brand hierarchy and brand portfolio
- Managing Brand Equity over time: Requires taking a long -term view as well as a short term view of marketing decisions as they will affect the success of future marketing programs.
- Managing Brand Equity over Geographic boundaries, Market segments and Cultures: Marketers need to take into account international factors, different types of Consumers and the specific knowledge about the experience and behaviors of the new Geographies or market segments when expanding the brand overseas or into new market Segments.

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Cloud Computing

Wondwosen Shimalis, SMU, TC

Cloud computing entered the hype cycle around 20% and now a decade later, it still dominates be it market. In the wake of a new privacy concerns arising global, let as law a look at what types of could competing services you can use now a day. The biggest loud service plays now are among I by grace,

and SAP.

Millions of businesses and individuals use these services either as an extension to new existing computing infrastructures or sometimes even to completely replace it.

What is cloud computing?

Could Computing series are all based on virtualization technology, where a set of physical services are made into an abstract pool of resources through a hypervisor software. Virtual machines can be created using preconfigured OS images in minutes and can be decommissioned just as quickly as possible.

How does cloud computing work?

It works the same way as any other owned IT infrastructures--only you connect remotely via the internet, or direct VPN. The service provider owns several datacentre locations around the world and provides different virtualized functionalities (Virtual machines, storages, databases, software, computing capabilities, networking functions, etc.) of its infrastructure on a subscription or c contractual basis. Different types of cloud computing services. There are three of them: Infrastructure as –a- Service, Platform as-a-Service, and Software as-a –Service. They are best described from bottom to top, starting from the physical layer all the way up to the application.

Infrastructure as a Service (IaaS)

Infrastructure as a service (1aas) lets you expand your won IT infrastructure with storages and computing power, or run it in entirely remotely. The service provides undertakes the maintenance and management of housing, physical services, virtualization (hypervisor), storage and networking. This infrastructure can be accessed via an APPL or dashboard through a private network or the internet. Customers can build and manage virtual machines and applications on top for whatever purposes they see fit. The provider needs to ensure business continuity via stable connection and resource availability. For

instance, magneto can be considered a typical IaaS example in AWS.

Benefits of IaaS.

Cost Small or medium businesses that cannot invest too much into their IT infrastructure and it personnel benefit the most from IaaS services. Service providers make their livelihood to operate such environments against demanding SLAs so that any business can benefit form more advanced security and operational practices.

Scalability: Companies with coast restrictions on their own IT environment can make the most of Iaas contracts that work on a use basis and can scale up on down easily when additional resources are required during peak periods.

Flexibility: Employees can access files even when offsite or on- the -go, and teams can easily be assigned additional computing power, storage, or software applications.

Business continuity: In case of outages, connectivity problems, or disasters having an IaaS service spread out redundantly across several data centre locations. ensure that business operations never come to a halt.

Locations: Restrictive legal requirements like HIPAA or GDPR might make it difficult for your company to do business in certain countries where personal data centre located in a particular country you want to do business in an excellent solution.

Disadvantages of IAAS:

Loss of Control: Larges companies with many restrictions on the data they handle can lose control and visibility over performance, configurations, security and data if they choose IaaS. If data is kept in a public cloud, sensitive data could travel to unknown and restrictive locational bound by GDPR.

Neighbouring Effect: In case of a public or visual private cloud, you will compete for competing and storages power with other tenants on the same physical hardware. Also, the provider must ensure that there is appropriate separation of difference customer virtual machine clusters so that data leakage or cross talk does not happen.

Maintenance: While one of the greatest benefited of cloud infrastructure services is that you are relieved of maintenance, hardware upgrades, and OS or application licenses, you are still dependent on providers beeping their contracted SLAs so that you can stay competitive on the market.

Customizations: Highly automated environments with pre-set blueprints will make less room for customization. Providers also widely differ in their security practices in terms of data and user privacy.

Vendor lack in: Cloud providers offer short-term, pay–as-you-go contracts, but at one point, you might want to switch providers. Coming out of contract, can be difficult at times and migrating your IT from one environment to the other will become a complex and painful undertaking. For critical applications and data that needs constant availability, consider a direct VPN connection to the IaaS instead of the internet. Make sure that there is enough WAN bandwidths and that maintenance work by the provider is not done in peak business periods.

Platform as a service (PaaS) With platform as a service, the service provider takes over responsibilities for the OS, Middleware and Runtime environment. It is usually a platform for certain types of Business Software (e.g. SAP) that the customer managers on top. It is also widely used for software development and programming, without having to care for the underlying infrastructure. Azure App Service is a prime example of a PaaS.

Advantages

- Cost Effective: No need to purchase. Hardware or pay expense during down time.
- Time saving: No need to spend time setting up/

maintaining the core stack.
- Speed to market: Speed up the creation of apps.
- Future proof: Access to state –of –the- art data centre, hardware and operating systems.

Disadvantages of PaaS:

- Less flexible/control Vs IaaS
- More expensive Vs IaaS
- Vender lock-in
- Security risk
- Integration problems

The Pros and Cons of Paas.

PaaS opportunities exist in many shapes and sizes for companies to consider. There are of course, advantages and also disadvantages to current PaaS products on the market. While many are sophisticated enough to meet most basic needs, there are certainly things companies should include in the evaluations process before moving forward with a mass market product. The advantages of current PaaS opportunities align with the concept of platform area service on the whole:

- Cost savings
- Streamline predictions
- Fast and flexible tools
- Access from anywhere
- Reductions of in- house IT resources

The drawbacks are a little less clear cut; however and generally are specific from one product to another based on the perspective of individual companies and their respective needs. For those weighing multiple options, the following issues may come to light:

- Incompatibilities with current systems
- Poor access to support
- Necessary third-party services incongruous with current business model
- No way to manage security in –house
- Limitations based on product functionality
- Challenges in transitioning from one platform to

another.

Source: https//kentia: solutions. com

Branding quotes to inspire your next design business.

- ✓ "Brand is the sum total of how someone per ceives a particular organization. Branding is about shaping that perception." **Ashley Friedlein**
- ✓ A brand is a voice, and a product is a souve nir." **Lisa Ganksy**
- ✓ Your brand is the single most important in vestment you can make in your business." **Steve Forbes,**
- ✓ "A product can be quickly outdated, but a successful brand is timeless." **Stephen King,**
- ✓ "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently." **Warren Buffett,**
- ✓ "If people like you, they will listen to you, but if they trust you, they'll do business with you." **Zig Ziglar,**
- ✓ "If people believe they share values with a company, they will stay loyal to the brand." **Howard Schultz**
- ✓ "A great brand is a story that is never com pletely told." **Scott Bedbury,**
- ✓ "The key is no matter what story you tell, make your buyer the hero." **Chris Brogan,**
- ✓ "Products are made in a factory, but brands are created in the mind."
- ✓ "Design is the silent ambassador of your brand."
- ✓ Success is not delivering a feature; it is learn ing how to solve the customer's problem. Eric Ries
- ✓ Always deliver more than expected. Larry Page
- ✓ The success of the business relies on the way the company brands itself. **Sir Richard Bran son.**
- ✓ Building something 100 people love, not something 1 million people kind of like. **Brian Chesky**
- ✓ Branding is not a Logo, Logo is a symbol.

The brand is not the product. A brand is a result. It's the customer's gut feeling about the product, service or company. It ends up in their heads, in their hearts. A brand is your reputation. **Marty Neumeier.**

✓ Don't find customers for your products; find products for your customers. **Seth Godin**

✓ You have no business being a marketer, un less you have empathy for people you are seeking to serve. **Seth Godin**

✓ "If I only had more money for marketing, I could build a brand, then everyone will come rushing to me and buy". Except, that never works. Marketing dollars never build brands. Product satisfaction and execution build brands. **Mark Cuban**

References

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https://racami.com/top-25-customer-experience-quotes-to-inspire-you-in-2021/

Project Management

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Project Management involves :

- Complex and numerous activities
- Unique - a one time set of events
- Finite - a begin and end date
- Limited resources and budget
- Many people involved
- Sequenced activities
- End product or service must result

ቅድስት ማርያም ዩኒቨርስቲ ፕሬስ

ቅድስት ማርያም ዩኒቨርስቲ ፕሬስ በቅድስት ማርያም ዩኒቨርስቲ ሥር ከተዋቀሩ ልዩ ልዩ የትምህርትና የአገልግሎት መስጫ ክፍሎች አንደኛው ነው።

ቅድስት ማርያም ዩኒቨርስቲ ፕሬስ ዋና ዓላማው ጥራት ያላቸው የትምህርት መርጃ መሣሪያዎችንና የንባብ መጻሕፍትን በተመጣጣኝ ዋጋ ለማኅበረሰቡ ማቅረብ ነው። በመሆኑም በማንኛውም የትምህርት ደረጃ ለሚገኙ ተማሪዎች የሚሆኑ ድጋፍ ሰጪ የንባብ መጻሕፍትን፣ ለመዝናኛና ለዕውቀት መሸመቻ የሚሆኑ የልብወለድና የኢልብወለድ መጻሕፍትን ፣ እንዲሁም ለሕጻናት የንባብ ድርሰቶች ለመጻሕፍት መደብሮችና ለተገልጋዮች ያቀርባል። የጀማሪና ነባር ደራሲያን የጽሑፍ ሥራዎችን በመቀበልም አሣትሞ ሸያጭ ላይ ያውላል።

የተለያዩ ቻርቶች

An Introduction to **Business Law**

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- Management
- Marketing Management
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- Management
- Marketing Management
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- Agricultural Extension
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- Cooperative (Business Management)
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