



**VIDYABHARTI TRUST COLLEGE OF  
BUSINESS, COMPUTER-SCIENCE AND RESEARCH**  
**Department of Business Administration's Newsletter**

**VOLUME : 3**

**SEPTEMBER-2023**

**ISSUE : 9**



**KNOW-WIZ**  
**Spreading Knowledge**

## Table of Contents

Book Review .....	3
Instead of Pulling Out Your Phone, Let Your Mind Wander .....	6
A report on “Teacher’s Day Celebration 2023” .....	9
Students art work .....	11
Sources: .....	12

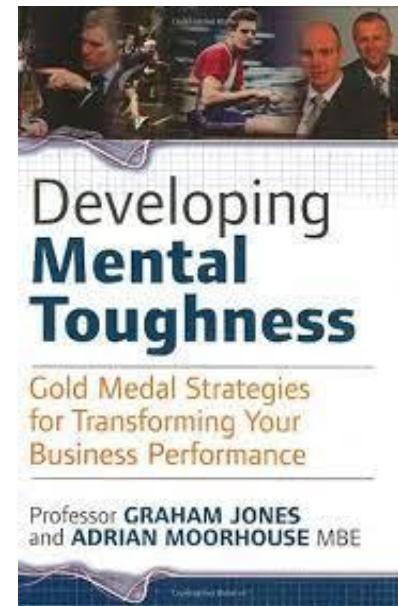
## Book Review

**Book Name: DEVELOPING MENTAL TOUGHNESS**

**Author: GRAHAM JONES AND ADRIAN MOORHOUSE**

**MBE**

**ISBN: 978-81-309-1464-0**



**About the Authors:** Professor Graham Jones is a director of lane4 management group ltd. He was formally a reader in sport psychology at Loughborough University for 11 years before becoming professor. He has over 100 publications in high level performance, various books on stress and performance and various articles. he has an experience to work with various big industries in the world, also work with various sports institutions like squash, swimming, football etc.

Adrian Moorhouse MBE having an experience of working at international level highlighted by an Olympic gold medal at the Seoul Olympic games and sustaining his world number 1<sup>st</sup> ranking for 6 years. He also had the rank in world games, he broke the world record over 5 times over 5 years in 1987 he awarded as MBA for his service to swimming. now he is managing director and co-founder of lane4 management group, a successful performance development consultancy.

**Summary of the Book:** This book has been written for executive in business who wish to achieve consistent, high-level performance under pressure. It is published by the leading sports psychologist professor graham Jones, which shows that high achievers do more than simply cope up with pressure. the vital factor to coup with pressure is to develop a mental toughness.to apply elite sports psychology to the business world, it shows how you can manage all the things and manage pressure to such an extent that you are delivering high performance level to be sustain in this world with pressure the vital need is to be mentally tough.

## **Chapter 1: Introduction**

In this introduction part of this book there are two stories of our author Adrian's experience of achieving world number one status and sustaining it over six years, a transition of him from gold medallist to running a successful global company. The second is graham's story on how he is interested in psychology of elite performance with mental toughness. How the author gets interested in this psychology and use this in their business to grow their business with handling pressure. Also, this provides the you can develop and enhance your and others mental toughness

## **Chapter 2: Why Mental Toughness Is Important?**

This chapter provides the information about what kind of pressure are there in business and in sports. it describes how pressure will increase your performance and how it decrees our performance and also suggest how you can overcome your pressure with the mental toughness. this chapter also suggest that if you are mentally tough you can manage all the thinks easily without taking such pressure, remain focused and you can believe in yourself.

## **Chapter 3: What Mental Toughness Is?**

The question arise that what mental toughness is? And what mental toughness in not? If we have thought of some of the sports person we know for a while we came to know that he or she is mentally tough to take all the thinks and pressure in an easy way. They developed their skills to be clear with their emotions to control on their emotions. There are four pillars of mental toughness given by authors:

- ✓ Keeping your head under pressure
- ✓ Staying strong in your self- belief
- ✓ Making your motivation work for you
- ✓ Maintaining the focus on the things that matter

## **Chapter 4: Keeping Your Head Under Stress**

This chapter deals with keeping your head under stress. It focuses on the understandings of stress, its sources, its effects, and its consequences. There are two

types of stress first is Acute stress and second is Chronic stress. The stress that we take is a dark side of our life that not to be taken. The author also gives stress process like if the person takes the pressure, he takes all the negative appraisals and be in stress automatically that reflects in his or her behaviour physically and mentally.

### **Chapter 5: Staying strong in your self-belief**

The second pillar of mental toughness is to stay strong in yourself and how your deep belief enables you to give high performance under pressure. this chapter also provides the difference between self-esteem and self-confidence and also describes the various techniques for building self-esteem and self-confident.

**My View:** According to my opinion, this is one of the best books to those who really wish to get mental toughness and wants to handle their pressure in a business and become a successful business owner. The book name is justifiable with its contents and the chapters are related and linked with each other very well. There is nowhere any breakage of the connection between the ideas and the chapters. According to me, every individual should adopt the models and techniques suggested by authors to get mentally tough and manage the pressure to be successful in a business.

**- Prof. MAITRI BHATT**  
**(Teaching Assistant, VTCBCSR)**

## Instead of Pulling Out Your Phone, Let Your Mind Wander

If you commute on a bus or train, you've probably noticed that most people spend the ride looking at their cell phones. No doubt, they assume doing nothing but sit there would be boring, so they prefer distracting themselves. This squares with [past research](#) showing people will do almost anything to avoid boredom—even administer electric shocks to themselves.



But results from [new research](#) suggest we should rethink that choice. We are probably underestimating how enjoyable and interesting it is to do nothing but pay attention to wherever our thoughts take us.

In a series of experiments, researchers brought Japanese university students into a lab and told them that they would soon be going into a room without their belongings to wait and do nothing but sit for 20 minutes. They were further instructed that, while waiting, they could think about anything they wanted to, but were not allowed to sleep, walk, or exercise; look at a smartphone; or consult a watch.

Before entering the room, they were asked to predict how much they'd enjoy waiting and thinking, how interesting or boring it would be, and how much it would engage them so that they'd lose track of time. Then, they went in the room to wait. Afterward, they reported how waiting actually felt—how engaging, pleasurable, interesting, or boring it was. (In some variations of the experiment, they waited in a dark room without any stimulation.)



Either way, researchers found that the participants were not good at predicting how much they'd enjoy doing nothing but think. Even in a dark room with no stimulation, they ended up being more engaged and interested than they'd anticipated.

“People don’t appreciate the real value of waiting/thinking,” says researcher Kou Murayama of the [Motivation Science Lab](#) at the University of Tübingen in Germany and coauthor of the study. “Once they engage in it, though, they appreciate it.”

To test this idea further, Murayama and his colleagues recruited another group of students and repeated the experiment. But first they asked students whether they'd rather have a 75% chance of being in a room without any stimulation or with a computer they could use to check the news. Not surprisingly, most students wanted the latter and predicted they'd enjoy waiting more if they had computer access.

Then, the researchers randomly assigned students to have a computer in the room or not and asked them to report afterward how the experience went. Despite predictions, there were no significant differences between those who waited with or without a computer; both groups liked the experience equally.

Why would this be? The students didn't report on their actual thoughts, so it's hard to know exactly where their minds went. But spontaneous thinking often involves mind-wandering, daydreaming, thinking about the future, or recollecting memories, all of which can have upsides. For example, daydreaming and mind-wandering have [been found](#) to improve our mood, creativity, goal-setting, and job performance (especially during a repetitive task). And thinking about the past in a nostalgic (rather than ruminative) way [can make us](#) happier and more resilient to stress.

Though it's hard to know if these results with students would apply to the rest of us, Murayama did at least compare German students to Japanese students and found both groups underestimated the pleasure of waiting to a

similar degree. This implies that it's not necessarily a culturally-driven phenomenon, though more research would need to be done to verify that.

Overall, says Murayama, the results suggest we rethink whipping out our cell phones every time we are waiting or bored. Instead, we might benefit from having a moment to think freely about whatever catches our fancy—and enjoy ourselves just as much.

“If you find yourself checking mobile phones when there is nothing to do, try to take a moment to entertain yourself with thinking,” advises Murayama. “You may have new refreshing experiences that you did not expect.”

**- Prof. Diya Patel**  
**(Teaching Assistant, VTCBCSR)**



## A report on “Teacher’s Day Celebration 2023”

**Event Date:** 5th September 2023

**Event Venue:** Vidyabharti trust college of business, Research and Computer-Science, UmraKh.

**Event Time:** 9:30 AM to 1:50 PM

**Organised By:** BBA-BCA Staff

**Academic year:** 2022-2023

Vidyabharti Trust College of Business, Computer-science & Research has organised Teachers’ Day on the birthday of Dr. Sarvepalli Radhakrishnan, former president of India. The function took place in the college. All the departments of the college took active part in the event, very first students given a task to perform a role of teacher of any subject. They taught as teacher in the classroom. Student get real exposure to become a teacher and they enjoy this event a lot. After lectures on teacher’s day, Students of Cultural Committee host a Fun event between reel-life teachers and real-life teachers. With full fun, frolics and refreshment and of course lot and lots of memories...!





**- Prof. Vishwa Bhatt**  
**(Teaching Assistant, VTCBCSR)**

## Students art work



***-Mahek Bhandari (Student, SYBBA)***



***-Soni vishakha (Student, SYBBA)***

## Sources:

- [https://greatergood.berkeley.edu/article/item/instead\\_of\\_pulling\\_out\\_your\\_phone\\_let\\_your\\_mind\\_wander#:~:text=But%20spontaneous%20thinking%20often%20involves,especially%20during%20a%20repetitive%20task](https://greatergood.berkeley.edu/article/item/instead_of_pulling_out_your_phone_let_your_mind_wander#:~:text=But%20spontaneous%20thinking%20often%20involves,especially%20during%20a%20repetitive%20task)
- [Developing Mental Toughness by Graham Jones | Goodreads](#)
- [Developing Mental Toughness: Graham Jones, Adrian Moorhouse: 9781905862023: Amazon.com: Books](#)
- [DEVELOPING MENTAL TOUGHNESS Author: GRAHAM JONES AND ADRIAN MOORHOUSE MBE - Search \(bing.com\)](#)