

**WHERE OPPORTUNITY  
MEETS EXPERIENCE**  
SUMMER INTERSHIP PROJECTS (SIP)

## SUMMER INTERSHIP PROJECTS (SIP)

The long days of summer have arrived. It is the time for the hungry inexperienced class of students filled with nervous energy who have high interest in learning. Summer internship becomes the new ticket in a student's life to add additional experience beyond the classroom in order to get noticed for employment in today's competitive world. Interns work very closely and perform important support tasks, monitor and conduct analysis.

### Takeaways of SIP:

- Opportunity to apply their knowledge in real world.
- Developing skills to help perform better at jobs.
- Increases the chances that the student will gain full time employment after graduation.
- Increase in work ethics and becomes confident in their abilities.
- Student learns about time management, discipline, and effective communication skills.
- Internship teaches students how to excel in a large number of different organizations and industries.

Summer internship is an opportunity for the student to turn their career (ship) in to a valuable experience and helps the student for future involvement on the global stage of business. It becomes a unique educational experience. Their internships are increasingly necessary with the rising demand for experienced, skilled workers. Internships let students get a "feel" of the field, gain experience, and create contacts and possible mentors, as well as earning possible college credit.

### Steps for staying in touch:

- Do not forget to send a "thank-you" note to your immediate supervisor and the people in your team. You should thank them for the internship; also mention what you have learned. Be specific about some of the projects you worked on and how they enriched your learning experience.
- Always stay connected with your supervisor through email. This shows a level of interest and demonstrates your involvement with the company.
- Do not hesitate to ask your internship supervisor how you can continue to build your professional network, to recommend course work, and what skills you should continue to develop.
- If you are lucky enough to work on projects, take those assignments that you have the time to do well.
- Most important – Do not forget to update your resume integrating the internship experience, and send the new resume to your internship advisor.
- Finally, reflect on your experience and put it in writing for your own edification. Sit back & reflect - ask yourself if you met the goals you set out for yourself when you began your internship. What did you like about the industry and what didn't you care for? Long says, "Figuring out what you don't want to do is just as important as figuring out what you do want to do."

## FROM THE DIRECTOR'S DESK

### Concerns on Global Warming

There are many portents that demonstrate how global warming has affected certain parts of our planet. It is also important to note the future predictions of global warming. Things do not look so good, but there are some things we can do to slow down the process.

A teacher I know recently asked a student what we could do to fight global warming. His response was it should be illegal for anyone on Earth to pollute. Children are much wiser than we sometimes give them credit for. As that is the correct answer, however humans are habitual in their nature. Giving up their automobiles, buses, trains, planes, gas lawnmowers, etc... It is not an easy thing to ask them to do. We have created the causes of global warming; it's up to us to find the solutions. The latest data confirm what a growing number of scientists have been saying for several years. The Earth's climate is rapidly changing. According to a report from the Smithsonian Institution and several other U.S. agencies, global temperatures



increased by about one degree Fahrenheit over the course of the last century, and will likely rise even more during this one. Such drastic temperature changes will cause a broad range of impacts. To reduce all these awful situations the world will have to be much more careful about things. There may come a time in this world when there is not enough air to breathe or enough food to eat.

**Let us try to prevent that!**

**Prof G Sreenivas Reddy**

## NEWS @ AURORA'S BUSINESS SCHOOL

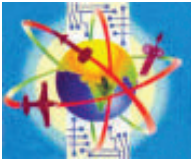
- 02-05-16** : Five students of III Trisemester: Praneeth, Srikanth Rati, Vikas Vyas, Prateek Avasti & Anirudh Reddy join NISM add-on course.
- 02-05-16** : PGDM batch 2014-16 IV Semester Results Declared.
- 02-05-16** : Students who finished their III Trisemester join companies on summer internship placement work.
- 02-05-16** : Thomson Reuters off-campus placement drive held with CTC of 4.5 lacs for Finance specialization.
- 05-05-16** : Prof. G. Sreenivas Reddy, Dr Sree Jyothi & Ms Kameshwari attend the C I I - sponsored CSR Summit at Hotel I T C Kakatiya, Hyderabad.
- 05-05-16** : Aurora's Business School participates in the Business Standard' s Survey of Best B Schools in India
- 06-05-16** : Berkadia off-campus placements for Finance Majors held.
- 07-05-16** : Summer Internship Placement Drive of Karvy held - Three students secure Summer Internship Placements.
- 07/08-05 to** : Professor Venugopal Rajamanuri conducted a workshops on "Fundamental Analysis" at National Stock Exchange office, Hyderabad.
- 09-05-16** : Campus Placement Drive of Kotak Mahindra Bank held for Marketing majors and minors
- 10-05-16** : Started work on revision of PGDM II year syllabus.
- 10-05-16** : Aurora' s Business School enters into M O U with Wadhvani Foundation's National Entrepreneurship Network for a three year period – Dr Sree Jyothi and Mrs. Kameshwari are nominated coordinators for this activity.
- 11-05-16** : Released the April, 2016 issue of the Newsletter Akshara.
- 11-05-16** : Dr. V. Narayan Reddy, Vice President, Industrial Relations & Corporate Affairs agrees to be on the Board of Directors of the Aurora' s Business School.
- 12-05-16** : Released the April Issue of the Aurora' s Business School' s Finance bulletin FINSCAPE.
- 12-05-16** : Video shooting of Aurora' s Business School done with Faculty, Students and staff.
- 14-05-16** : Professor Venugopal Rajamanuri 's article entitled "The Evolving Structure of Financial Inclusion India & The Role of Small & Payment Banks in India published in the Jan-March issue of Aurora's Journal of Management.

## Celebrations of the Month



### World Press Freedom Day - May 3

Press freedom is considered to be a cornerstone of human rights and a guarantee of other freedoms. It encourages transparency and good governance and it ensures that society enjoys the rule of true justice. Established by the General Assembly of the United Nations in December, 1993. Started in Windhock Namibia, in 1991 as a Seminar on Promoting an Independent and Pluralistic African Press, led to the adoption of the Windhoek Declaration for the importance of a free press. World Press Freedom Day is celebrated annually on May 3rd. UNESCO coordinates activities each year on May 3rd, to emphasise World Press Freedom Day.



### National Technology Day in India - May 11

National Technology Day is a very special day for Indian science since 1999, because India achieved a huge technological advancement on the day. The first, indigenous aircraft "Hansa-3" was test flown at Bangalore on this day. Performed successful test firing of the Trishul missile on this day. Executed three successful nuclear tests, carried out at Pokhran, in Rajasthan May 11.



### World Telecommunication Day - May 17

Epitome of technology, the necessity of every individual. Telecommunication - a word which defines the complete connectivity of the World. On March 10th 1876, Scotland, Alexander Graham Bell invented it called it the 'Harmonic Telegraph'. He wanted the greeting to be 'Ahoy', which later was changed by Abram Lincon as 'Hello'. Raises awareness of the advantages of Internet and other information and communication technologies (ICT) and bridges the digital divide.



### World No Tobacco Day - May 31

This is observed around the world every year on May 31. It is meant to encourage a 24-hour period of abstinence from all forms of tobacco consumption across the globe. To draw global attention to the widespread prevalence of tobacco use and to negative health effects, which lead to deaths worldwide annually. The member states of the World Health Organization (WHO) created World No Tobacco Day (WNTD).

## Happy Returns AB Sians

*Thandra Shandilya*

*Rasala Tharun Yadav*

*Sandeep Kumar*

*Sonekehadwalle Raunak Vishore*

*Chavi Garg*

*Suryavamshee Prabas*

# FITNESS & HEALTH



## Why are crash diets bad

It is not surprising that many people wonder why crash diets are bad when they seem to get results. It is usually 90% water which will be put straight back on as soon as your body rehydrates, which it must do if you are not going to suffer severe health problems.

Any eating or exercise pattern that causes you to eat fewer calories than you burn will lead to weight loss. However, some diets lead to a rapid weight loss that is quickly regained when normal eating resumes. Others may cause you to miss out on essential nutrients. Still others promote eating habits that may lead to high intakes of saturated fat and cholesterol, possibly increasing the risk for heart disease and some types of cancer. A "crash diet" is a type of diet that aims to produce very rapid weight loss in an extremely short period of time, often in around 3-7 days. Crash diets almost always operate on extreme calorie restriction.

Here are the effects that crash dieting can have on your body and on your health:

**Harder to lose fat:** When you crash diet, your body goes into starvation mode and it stores your fat and burns your muscle. Your muscle burns calories, so when your fat is stored up, it makes it harder to lose weight when the muscle is lacking. Muscle also gives you lean long lines and fat gives you that dimpled effect.

**Lowered metabolism:** Along with loss of muscle, the lack of calories in your diet results in a lowered metabolism. It is vital to eat five to six small meals per day so that your metabolism is kept fed. The starvation mode makes your metabolism go into an almost sleep-like state.

**Gallstones:** Crash dieting has been linked to the development of gallstones. With the change involved with the lack of nutrients to your body, your bile salts and cholesterol get out of whack and you end up with the potential to develop gallstones.

**Psychological effect:** Crash diets are extremely hard on your overall mental and emotional health. Not only do crash diets cause extreme food cravings, but they can also wreak havoc with your mood: you may find yourself feeling more irritable or depressed than usual when you are on a crash diet. Crash diets can also set people up for serious mental health disorders, particularly eating disorders like anorexia and bulimia.

**Harm vital organs:** Crash diets are extremely dangerous for your vital organs, including your heart, kidneys, liver, and brain. In order to perform their daily functions, your vital organs rely on energy from your carbohydrate intake. During strict crash diets,

carbohydrate and calorie intake is so low that your organs cannot get enough energy from these sources. As a result, your organs begin to burn muscle tissue in order to get adequate amounts of energy to perform vital functions. This can result in serious health problems.

**Dehydration:** Everyone knows that your body requires lots of water, so when you deprive your body of food, you end up depriving your body of much needed water. Many foods are rich in water content, like fruits, and when they are lacking from your diet, dehydration can set in.

**Osteoporosis:** Long-term crash dieters frequently suffer from osteoporosis, a disease that causes the bones in your body to become extremely brittle. This is because fast crash diets severely limit your intake of calcium. As a result, calcium begins to leach out of the bones in your body, leaving them particularly fragile. Many crash dieters suffer broken bones, particularly hips and wrists, as a result of their osteoporosis.

**Hair loss:** Long term crash dieting can result in hair loss. Due to the lack of vitamins and minerals that your body receives through a healthy diet, your hair can become terribly brittle and fall out. Food is rich in vitamins and minerals, and when you keep them away from your body, it effects your hair, nails, and even the color of your skin.

With a balanced eating plan, it's what you leave in that makes all the difference. For a balanced eating plan to be successful, you need to:

1. Eat plenty of vegetables, legumes and fruits;
2. Eat plenty of cereals (including breads, rice, pasta and noodles), preferably wholegrain;
3. Include lean meat, fish, poultry or alternatives;
4. Include milks, yoghurts, cheeses or alternatives;
5. Drink plenty of water;
6. Limit saturated fat and moderate total fat intake;
7. Choose reduced fat varieties of foods where possible; Choose foods low in salt;
8. Limit your alcohol intake, if you choose to drink;
9. Consume only moderate amounts of sugars and foods containing added sugars.

Starving yourself to lose weight is not enjoyable and takes the fun out of eating. Eating should be enjoyable not stressful. The only way to lose weight is to do it slowly, with a balanced diet. Forget crash diets and lose weight the right way!

Balam Anirudh, PGDM III Trimester



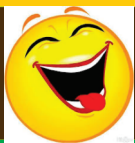
# Strategist Quiz



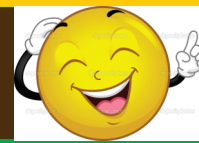
1. Which is the most expensive domain name to be auctioned on the net till date?
2. Who is the CEO of FedEx ?
3. 'Corporated Incorporated' and 'Limited Unlimited' were names considered but not adopted. What was finally adopted ?
4. What was HP's first product? When?
5. Which online matrimony site was founded by J. Murugavel, who himself found his wife through the Internet.
6. What was Accenture previously known as?
7. What is the name of the annual newsletter that Microsoft publishes?
8. What is the full form of YAHOO!
9. 'India's Online Marketplace' is now?
10. Which Internet term originally meant "harmless, creative fun"?

## Answers

- |  |  |
|--|--|
| 1. Business.com for \$8 mln [4.3 m pounds] | 2 Fred Smith                               |
| 3 Microsoft                                | 4 Audio oscillator. (1938)                 |
| 5 Bharatmatrimony.com                      | 6 Andersen Consulting                      |
| 7 10 Great Mistakes That Microsoft Did     | 8 Yet Another Hierarchical Official Oracle |
| 9 EBay India (formerly bazzee.com)         | 10 Hacking                                 |



## Laugh FLOOR



- 1 A: How many apples can you eat if your stomach is empty?  
B: 4 or 5
- 2 What has thirteen hearts but no body and no soul?
- 3 How many seconds are there in one year?
- 4 Why do people call their own language their mother tongue?
- 5 Ten copycats were sitting in a boat, and one jumped out. How many were left?

### Answers:

1. No, that's wrong, because after eating one bite of apple your stomach isn't empty.
2. A pack of playing cards.
3. Twelve. January second, February second, March second...
4. Because their fathers seldom get a chance to use it.
5. None. They were all copycats.

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
06-06-2015	Prof. NV Ramana attends “ National Confernece on Soyabean oil for health & Industrial uses” at CSIR Indian Institute of Chemical Technology, Hyderabad.
20-06-2015	Prof. NV Ramana attends the 239th Independence Day celebrations of USA at American Consulate in Hyderabad as invited guest.
22-06-2015	Prof. Srinivas R Gangidi delivers lectures at the Academic Staff College, University of Hyderabad on 1. The Problematic of Social Sciences 2. Reservation Policy Revisited
23-06-2015	Lectures of Prof. Srinivas R Gangidi were video recorded for the e-PG Paatashala Paatashala Program of the Ministry of HRD, Government of India.
24-06-2015	Dean, ABS, Prof. NV Ramana interacted with the Australian Trade Mission members at Hotel Park Hayat, Hyderabad.
25-06-2015	April - June, 2016 issue of the Aurora's Journal of Management was released
2/7/2015	Dean Prof Srinivas R Gangidi attended a workshop of Directors of B'Schools on Business Simulations held at Hotel Golkonda, Hyderabad.
9/7/2015.	Campus placements of Amazon were held
9/7/2015	Dean Prof Srinivas R Gangidi delivered a lecture on Field Research to Social Work faculty and students of Kakatiya University, Warangal
9/7/2015	Dean Prof Srinivas R Gangidi presided over the 4th Business Session of the AICTE-sponsored National Seminar on Socio-economic Dimensions of Management Education in India at AIMS, Warangal
9/7/2015	Director Prof NV Ramana met Sathya Prabha, Office Director, U S Consulate General
15/7/2015	Finscape, the monthly news bulletin of the Centre for Financial Services of the Aurora's Business School was released



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### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

17/7/2015	Campus placements with Amazon for all specialization of PGDM with Rs.2.25 lac package
22/7/2015	Director Prof NV Ramana addressed a meeting of the Reliance employees in Hyderabad
20/7/2015-20/08/2015	Aurora's Business School introduces one minute silent prayer everyday at 9.00 am before commencement of the day's work
20/7/2015	Aurora's Business School introduces the practice of reading out the day's business news from one of the business dailies everyday in the first class of the day
20/7/2015	Aurora's Business School conducted a month long foundation course for newly admitted students. Areas covered are basics of economics, finance, accounting, mathematics & social sciences
22/7/2015	Placements drive of Delloite for PGDM Finance students held
22/7/2015	Director Prof NV Ramana delivered lecture as a special guest at the state level workshop on Vikaspedia Knowledge Portal & Collaborative Content Creation in Telugu for social development organized by CDCA at Hotel Luminous One Continental, Hyderabad.
24/7/2015	Dean Prof Srinivas R Gangidi delivers lectures on 1)Emerging Theories of public Administration & 2)Whither Reservations? at the Maulana Azad National Urdu University ,Hyderabad
30/7/2015	Aurora Consortium signed up an MOU with Berkadia on 30/7/2015 to offer an elective on mortgage finance exclusively for students of Aurora's Business School and other management colleges of Aurora , with assurance for absorbing toppers of this 30 hrs duration course in the company.
04/08/2015	Newly admitted students of PGDM completed their fieldwork and made presentations on 03/08/15.A Business quiz was conducted for 1 year students

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### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
06/08/2015	A debate on the topic "Capital Punishment is a good deterrent for decriminalizing society" was held for PGDM 1st year students
09/08/2015	The August, 2015 issue of the finance newsletter FINSCAPE was released
07/08/2015	Group discussion on "Love marriage vs. Arranged marriage" was held
01/08/2015	College starts getting 80 copies of Business Newspaper Mint for distribution among students
11/08/2015	Conducted debate on "College uniform".
12/08/2015	International Youth Day Celebrations were held on the campus
12/08/2015	Aurora's Business School signs up an MOU with Hyderabad Assembly/ Street Cause to be venue partner
12/08/2015	Celebrated the National Library Day in the memory of Late S R Ranganathan
14/08/2015	Released a CD on "A day at Aurora's Business School" for distribution at the Alumni Association meeting
15/08/2015	Director NV Ramana hoists national flag on the occasion of Independence Day on 15/08/2015. The event was marked by cultural activities, speeches, prize distribution and distribution of snacks
15-08-2015	Yaadein (Alumni Meet 2015) of Aurora's Business School was held at the seminar hall with gathering of 130 including 56 alumni on 15/08/2015. Mr. Ravichandran, Former CEO of Fenner India was the Chief Guest. The event was marked by networking, speeches, question- answer session, photo shooting, cultural activities and serving of refreshments. Office bearers were elected for the Aurora's Business School Alumni Association (ABSAA) for the year 2015-16
20/08/2015	Placement talk was delivered by Wipro Executives

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### JUNE 2015 - MAY 2016

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#### EVENT / CELEBRATION

20/08/2015	Organized debate on the topic "Did India do the right thing by joining the bandwagon of Globalization in 1991"?
24/08/2015	Campus placement with Deloitte held in the seminar hall
25/08/2015	Berkedia Services India's campus visit on 25/08/2015 to conduct a test for admission into mortgage finance course .Nine students of the Business School got selected
25/8/2015	VV Nagaraju, Founder and CEO of Synchronization, delivered a lecture on Summer Internship Project abroad for those students who went to carry summer internship projects in foreign countries.
28/08/2015	Pre-placement talk was delivered by the Executives of GENPACT
29/08/2015	Berkedia Services India commences its joint certification course on commercial mortgage at Aurora's Business School
30/08/2015	Prof.Venu Gopal Rajamanuri has been inducted as Professional Director of ATLAS INSURANCE BROKERS (P) LTD.Hyderabad w.e.f. June 2015.He has also been empanelled by Times Centre for Learning Ltd. (Times Group), Mumbai in July 2015 for their BFIS trainings. Prof.Venu Gopal has delivered his first programme at K L University in this connection in the first week of August, 2015.
03/09/2015	Campus placement by Wipro
03/09/2015	Teachers Day celebrations held with speeches, presentation of mementos to teachers by students and distribution of refreshments
06/09/2015	Sankalp 2015 the IX Annual Convocation of the Aurora's Business School for 2013-15 pass outs held at CESS, Nizamia Observatory campus, Hyderabad.
08/09/2015	Organized debate on the topic "Money reward is superior to any other form of motivation" for 1 year students

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### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
08/09/2015	Organized debate on the topic "There should be a cap on executive salaries".
10/09/2015	Finscape the monthly financial newsletter of the Aurora's Business School September, 2015 issue released.
10/09/2015	Organized debate on the topic "Capitalism is a better economic system than the socialism".
10/09/2015	Director Sri NV Ramana gave a seminar on case study method.
15/09/2015	Conducted debate on "Recruitment from within is superior to hiring from outside for superior positions".
17/09/2015	Performed Ganesh Pooja at the campus.
18/09/2015	Released the poster & banner on part-time PGDM Admissions
18/09/2015	Deloitte placement talk arranged
18/09/2015	Video screening on the process of Group Discussion arranged
19/09/2015	July-September issue of the Aurora's Journal of Management with six articles & a book review released.
21/09/2015	Ganesh Nimarjanam performed
22/09/2015	Pre-placement talk delivered by Executives of Deloitte.
23/09/2015	Prepared comprehensive profiles of PGDM final year students.
26/09/2015	Declared results of PGDM II semester
28/09/2015	Dean Prof G Sreenivas Reddy was the Chief Guest at the Induction Day of the Aurora's PG College, Moosarambagh.
28/09/2015	Dr.Sree Jyothi M.Com, Ph.D (University of Hyderabad) joins as Associate Professor.
28/09/2015	Guest lecture delivered by Mr.Nikil Shinde of National Institute of Securities Markets of SEBI on the topic "Changing Capital Market Environment & the need for professional services with special references to SEBI/NISMIInitiatives".

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### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

30/9/2015	Director Shri NV Ramana & Dean Administration Prof G Sreenivas Reddy attended Alaap, the Induction Day celebrations of Aurora PG College at RTC Kala Bhavan, chikkadpally.
01-10-2015	Organized Debate on the topic "Management Education is essential for success in Business"
04-10-2015	S&P Capital IQ campus interviews held for all specialization with 3.3 lacs CTC
05-10-2015	August, 2015 issue of Aurora's Business School Newsletter 'Akshara' released
05-10-2015	An exclusive placement information board was setup
06-10-2015	Deloitte Campus Placement Drive held
06-10-2015	Organized debate on the topic "Housewife should be paid for her work"
06-10-2015	Conducted a debate on "Paperless offices are essential for environmental sanity"
06-10-2015	Devashish & Kishan Sharma secured placements with Deloitte with a CTC of Rs. 5.35 lacs
07-10-2015	Mr. K Ajay Kumar gets Ph.D degree in Human Resource Management from the Kakatiya University under the guidance of Prof. G Sreenivas Reddy Dean Admin. on the topic "Trade Univeses In APSRTC : Case study of Warangal Region
08-10-2015	Released September, 2015 issue of FINSCAPE, monthly Finance Bulletin of the Aurora's Business School
09-10-2015	Library adds 9 books on English Grammar and pronunciation along with CDs.
13-10-2015	Delivered nine video lectures on various topics of Management & Administration at the University of Hyderabad as a part of GOI project on e PG Paatashala
14-10-2015	Organized a seminar on "Higher Education at Cross Roads" in collaboration with the Telengana Regional Branch of Indian Institute of public Administration "Direcor Prof. NV Ramana & Dean Prof. G Sreenivas Reddy were the panel speakers at the seminar along with Sri Gopala Krishna, IAS (Chief Guest) and Dr.Vaidyanath Iyer, IAS, former Secretary to Govt. of India. (Guest of Honour)

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### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
14-10-2015	Karvy Stock Broking campus placement at APG(M) for the position of Equity Advisor with a CTC of Rs. 2.5 lacs.
15-10-2015	Berger Paints placement with a CTC of Rs. 4.75 lacs for Sales Officer/Technical Sales Officer positions
16-10-2015	Anubhooti -2015, Induction Day Ceremony for 20(15 – 17) batch held with Sri K Satyanarayana, Emeritus Director National HRD Network as the Chief Guest. Mr. Sanjay Behuria of the Cornell University (USA) as the Guest of Honour .
16-10-2015	Students stage a cultural event marked by celebration of 'Bathukamma' and playing of Dandiya on the campus
21-10-2015	B'School closed for Bathkamma & Dushera celebrations for 5 days
26-10-2015	Commencement of Trimester I Examination (maiden exams under Trimester system) started on dot as planned.
27-10-2015	Trimester I core curriculum document with detailed session plan, TLP sessions, with, inputs from best B'School and universities in the world finalized.
02-11-2015	Dr. G Sreenivas Reddy takes charge as Director I/c of the School from Prof. NV Ramana who has been appointed Director of Strategic Planning of Aurora Consortium
02-11-2015	Collected student feedback on faculty from First Trimester students of batch (2015-2017)
03-11-2015	Berkedia campus placement drive held
03-11-2015	Campus placement of IBM
04-11-2015	September, 2015 issue of newsletter of the School 'Akshara' released
06-11-2015	II Trimester classes of batch 2015-2017 commence

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### JUNE 2015 - MAY 2016

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#### EVENT / CELEBRATION

07-11-2015	M/s Byndr VP Uinty Relation give a seminar on collaborative platform
09-11-2015	Declared PGDM I Trimester results as per plan
09-11-2015	October 2015 issue of FINSCAPE, Financial News Bulletin of the School released
09-11-2015	III semester instruction ends and students go on preparation holidays
13-11-2015	Distributed sweets to faculty & staff as part of Diwali Celebrations
14-11-2015	Standardized & updated III Semester Question paper pattern
16-11-2015	III Semester End Exams of batch 2014-2016 commence
17-11-2015	Guest lecture on 'Micro – Economic Indicators and the Growth of Indian Economy' delivered by Mr. Biswajit Hazra of Centre for Monitory Indian Economy (CMIE)
18-11-2015	Campus placement by Verity Knowledge Solutions held
18-11-2015	Times Business Solutions off campus placement drive for Marketing students held.
18-11-2015	Class representatives for II trimester of batch 2015-2017 elected Names of CRs are : Shirisha & Srikanth Rathi
19-11-2015	Mrs Harika and Mrs Kameshwari get promotions to the next higher cadre
20-11-2015	Director Prof. G Sreenivas Reddy and Faculty Dr. Sree Jyothi and Ms. Kameshwari attend a one-day workshop on Behavioral Lab and Teaching Methods at the Indian School of Business, Gachibowli, Hyderabad.
23-11-2015	Campus placement drive of Act Group held
23-11-2015	Sign up MOU with RICOM Technologies Pvt. Ltd. for lectures on digital marketing RICOM was represented by Mr. Patric Benny.
24-11-2015	Batch 2014-2016 IV Semester of classes schedule released
26-11-2015	III Semester End Exams of PGDM batch 2014-2016 conclude
27-11-2015	Campus placement drive by Franklin Templeton held
27-11-2015	Campus placement drive by Aditya Birla Insurance Brokers held

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### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
27-11-2015	Campus Placement drive by Loreal held.
28-11-2015	Students, staff and faculty go on a day out to Leonia Resorts, Shameerpet
30-11-2015	Placement Drive of Concentrics held
01-12-2015	Swathi Chandrika is placed with LO'REAL
01-12-2015	HGS EB Placement drive held
01-12-2015	EA Sports placement drive held
02-12-2015	V6 channel shoots a talent show at the Business School with 120 performers drawn from Aurora Group College
02-12-2015	Off campus placement drive of Asian Paints Ltd for marketing specialization held
03-12-2015	Commencement of IV semester classes
03-12-2015	Wipro campus placement drive held
08-12-2015	Organized "One-Day Workshop on Mental Ability. Faculty Mr. Mallikarjun Rao of TIMES & I RISE Institutes
09-12-2015	The last class of course on mortgage finance offered by Berkadia India Services Ltd. was held.
09-12-2015	Campus Placement of 2001 Overseas for marketing held
10-12-2015	Aptitude test conducted for IV Semester students
11-12-2015	Prof. G Sreenivas Reddy, senior faculty inaugurates the management meet of Aurora's Degree & PG College, Chikkadpally
11-12-2015	S& P capital IQ campus placement drive held at APGC (R)
14-12-2015	CGK campus placement drive held
14-12-2015	Mrs. C Kameswari, sr. faculty assumes change as Placement Co-ordinator
15-12-2015	18 students of I year PGDM obtain membership of the National HRD Network
17-12-2015	Mrs. Harika, Sr. Faculty attends "Faculty Development Industrial Visit to L&T Metro Hyderabad



## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

17-12-2015	Amazon off campus placement drive held for HR specialization
17-12-2015	Aptitude test conducted for IV semester students
18-12-2015	Director of Placement Dr. Raghu Naga Prabhakar addresses the students on placement protocols and placement preparations
18-12-2015	5 students of the college - Nisha, Harini, Sunitha Tiwari, Vijaya Sri & Somya secure Internships with ADECCO
20-12-2015	Prof. G Sreenivas Reddy delivers the keynote address to the IV Business session of the "Seminar on GST – Sociological Dimensions" organized by ICFAI Foundation for Higher Education, Shankerpally, Hyderabad
21-12-2015	Hidesign off campus drive held for all HR/Marketing/Finance
21-12-2015	Seminar on Survey project for II Trimester students was held
21-12-2015	12 students become members of the Hyderabad Management Association
23-12-2015	Campus Placement by ICICI Securities for marketing specialization held
24-12-2015	Christmas Eve celebrations were held
25-12-2015	Placement drive of Zeta Infrastructure for Marketing specialization held
28-12-2015	II Trimester II Mid Exams Commence
29-12-2015	4 students placed with Hide Sign
29-12-2015	Campus placement drive of ICICI Securities for marketing specialization held
29-12-2015	Offcampus placement with VIP industries for Finance Specialization held
30-12-2015	Prof. G Sreenivas Reddy attends a seminar on higher education policy at Telangana State Council of Higher Education, Hyderabad.

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
02-01-2016	Professor G.Sreenivas Reddy was Guest of Honour at the "One-day Workshop on Project Process and Modalities" organized by Aurora's PG College, Ramanthapur, Hyderabad.
04-01-2016	Campus Recruitment Training (CRT) given to IV semester students by Ms.Devika Bhatnagar,Deputy Director of Training, Aurora Group of colleges.
06-01-2016	October –December, 2016 issue of Aurora's Journal of Management (Vol V, No.4) released.
06-01-2016	Focus Softnet Pvt Ltd off-campus placement registrations done for marketing specialization.
06-01-2016	Placement Drive of Value Labs for HR & Finance specializations held.
07-01-2016	Off campus placement drive of VIP Industries for Finance major and minor held.
07-01-2016	HDFC Bank holds online test for I year PGDM students for Summer Internship Program (SIP) with a stipend of Rs. 10, 000 for internship in Retail Branch Banking.
08-01-2016	Faculty Meeting held for curriculum structuring and subject allocation for I year Trimester III.
08-01-2016	Five students of I year II Trimester receive Internship certificates from ADECCO.
08-01-2016	Prof G.Sreenivas Reddy attends, Governing Board meeting of Aurora PG College, Ramanthapur.
08-01-2016	Three students of the School secure placements with Karvy in the campus placement drive held on this day.
12-01-2016	Mrs P.Harika & Mrs C.kameshwari, senior faculties qualify in the Ph.D .Entrance test conducted by JNTU.
13-01-2016	Faculty member Mr Raspal Singh returns from a short trip to China.
13-01-2016	Aurora's Business School celebrates Kites Festival on the eve of Sankranthi
18-01-2016	Campus placement of ICICI Securities for Management Trainee position held. Two students secure placements.
19-01-2016	Placement drive of Tvisha Technologies held for the position of Business Development Executive.

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

20-01-2016	Campus placement of Karvy Stock Broking Ltd held for Finance majors for the positions of Equity Advisor and Head Management Services. Six students were selected
21-01-2016	Students go on Industrial Visit to ALEAP INDUSTRIAL ESTATE, Kukatpally, Hyderabad.
22-01-2016	Off campus placement of Seanergy Consulting Pvt Ltd for marketing specialization held.
23-01-2016	Campus placement drive of Just Dial held. Two students secured placement.
25-01-2016	Director attends the National Employability Conclave held at Hotel Taj Krishna, Hyderabad.
25-01-2016	I year II Trimester end term exams commence.
25-01-2016	Off campus placement drive of Agile CRM for marketing specialization held.
26-01-2016	Republic Day Celebrations were held on the campus
28-01-2016	Off campus placement drive of Times Group held for marketing specialization.
29-01-2016	Campus placement drive of K Tree Solutions held for Management Trainee position.
30-01-2016	Prof. G Sreenivas Reddy's research articles entitled "Dalit Movement in Modern Andhra" is published in Aurora's Journal of Management Vol. V, issue: IV October-December, 2015
30-01-2016	Dr Sree Jyothi, research articles "Employees Opinion on Training Practices at BHEL" appears in Aurora's Journal of Management Vol. V, issue: IV October-December, 2015

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
4/2/2016	Last exam of I year II Trimester held.
4/2/2016	Collected student feedback on faculty.
5/2/2016	Placement with IndusInd Bank held (Six students secured placements).
5/2/16 & 6/2/16	Mr.Mallikarjuna ,Librarian attends UGC sponsored National workshop on Developing Digital Libraries using D space 5.2 at the Osmania University college for Women, Hyderabad.
8/2/2016	Prof G.Sreenivas Reddy delivered keynote address to the Training program on Research Methodology in Social Sciences at CKM College ,Warangal.
8/2/2016	Commencement of I year III Trimester of PGDM.
9/2/2016	Campus placement drive of Café Coffee Day.One student secured placement.
10/2/2016	Kotak Insurance Campus placement drive held .
11/2/2016	Campus placement drive by Kotak Mahindra held .
13/2/2016	Off campus placement drive of Vodafone held.
14/2/2016	Conducted mock interviews for II year II semester students.
20/2/2016	Prof G.Sreenivas Reddy attends Deloitte Leadership meeting .
20/2/2016	Inter class Cricket Tournament held and Final year II Sem students emerge winners.

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

22/2/2016	Prof G.Sreenivas Reddy delivered keynote address to "Faculty Development Programme (FDP) on Research Methodology using SPSS" package at Aurora's PG College ,Moosarambagh.
22/2/2016	Director delivered orientation talk to the newly appointed employees.
23/2/2016	Campus placement drive by ICICI Prudential held.
24/2/2016	Declared results of I year II Trimester.
25/2/2016	Femina Miss India Contest held on the Campus.
25/2/2016	Organized workshop on Business Simulations for the Faculty Mr Ganesh(IIM-C) of SSMP along with Mr Ravikumar of HR Pundits conducted the workshop.
26/2/2016	Campus placement drive by Aparna Constructions held & 4 students secured placements.
26/2/2016	Released the January ,2016 issue of the newsletter Akshara.
26/2/2016	Released the Feb,2016 issue of Financial news bulletin Finscape.
27/2/2016	Printed and distributed the I Year III Trimester course curriculum document .
29/2/2016	Guest Lecture on Enterpreneural skills delivered by Mr.Kiran Gali, Founder & CEO of Number Mall .

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
01.03.16	Placement drive of Webtel Electronics PVT Ltd held
01.03.16	Emino Soft Corp Off-Campus placement for HR Specialization
01.03.16	Registrations done for Broadridge Campus placements for Finance Majors
02.03.16	Released booklet on I year III Trimester syllabi & Teaching-learning schedules
03.03.16	Aliens Group Campus placement held at APGC(R) for Marketing Specialization
03.03.16	Guest Lecture on "Strategies for Business Transformation" was delivered by Ajay Chandra Sadhuneni, Head HR, Axiom Solutions
03.03.16	Dr. Sree Jyothi, Associate Professor, ABS, donates 20 books to the Library
04.03.16	Prof G. Sreenivas Reddy attends JNTU Faculty Selection Committee Meeting at VBIT, Hyderabad.
04.03.16	Placement Drive of United Health Group for Finance Majors held at APGC (M)
05.03.16	Thomson Reuters Campus Placement held at APGC (R)
05.03.16	IndusInd Bank conducts induction program for the newly placed students on the campus
05.03.16	Pool Drive of Wells Fargo held at APGC (M)
10.03.16	Birla Sun Life Insurance Summer Internship Placement (SIP) Drive held – 10 Finance + 11 Mrktg Specialization students were selected
11.03.16	First Mid Exams of III Trimester commence
11.03.16	MTR Foods Campus Placement drive for Marketing majors held

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

14.03.16	Commencement of PGDM IV Semester Exams
15.03.16	Karvy Summer Internship (SIP) Off-Campus Placement Drive held for HR Specialization
15.03.16	Bajaj Capital Campus Placement Drive Held for Finance & Marketing Majors & Minors with 3.27 lac CTC
15.03.16	Pre- Placement talk delivered by Sweekriti Goyal of Karmic Education Society
16.03.16	Broadridge Campus Placement Drive held for Finance/HR/Marketing specialisations
16.03.16	India Infoline(IIFL) Off-Campus drive held for Summer Intership Placements
18.03.16	Director attends a meeting with Mr. Ned Modi the Country Head of Berkadia India regarding Training,placements and internships
18.03.16	Mrs Harika and Mrs Kameshwari, Faculty members appear for Ph.D interviews at JNTU
21.03.16	Collected student feedback of Faculty from IV Semester Students
21.03.16	Business School gives Farewell Party to the outgoing students
22.03.16	Students, Staff & Faculty celebrate Green Holi on the Campus
28.03.16 to 31.3.16	I year III Trimester 2nd Mid-exams held
29.03.16	Writer Corporation Campus Placement Drive held and 4 students secure placements

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
01-04-2016	Prof. G Sreenivas Reddy participated in the management meet entitled "Anveshana" as guest of honour at Aurora PG College, Ramanthapur and addressed the gathering
04-04-2016	Thomson Reuters off campus placement drive for Finance majors with Rs. 4.5 lacs. Package. One student placed
04-04-2016	Writer Corporation campus placement drive concludes and three students secure placements.
04-04-2016	KANTA off -campus placement drive held for all specializations
06-04-2016	Faculty meeting held to allocate papers for PGDM II year I Trimester courses.
06-04-2016	Students of PGDM I year III Trimester conduct a survey on awareness of Right to Information Act under the guidance of Dr. Raghunadhacharya
07-04-2016	Karvy summer internship project (SIP) placement interviews held -2 students selected
07-04-2016	Vol. VI No. 1 January-March issue of Aurora's Journal of Management released
12-04-2016	Off campus placement drive of Cognizant Technologies held for Finance major- CTC 3.0 lacs.
12-04-2016	Off campus placement drive of InfocusRx held for marketing majors – CTC 4.0 lacs - 2 students placed
12-04-2016	Faculty meeting held for reviewing IV semester results and II Trimester progress
13-04-2016	OPINIO conducts interviews for selection for SIP placements as intern sales for a duration of two months
13-04-2016	Eminence immigration SIP placement drive held
14-04-2016	Aurora's Business School hosts model EAMCET exam
15-04-2016	Thomson Reuters placement drive held
16-04-2016	The Aurora's Business School hosts the induction program for the students selected for IndusInd Bank placements
16-04-2016	Released March 2016 issue of the Finance bulletin of the B'School entitled FINSCAPE
18-04-2016	SIP placement drive of Rostrum Cloud held



## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

18-04-2016	Campus placement drive of C3i- Health Care held
22-04-2016	Prof. G Sreenivas Reddy delivers two invited guest lectures to Ph.D/M.Phil. scholars of the Department of Public Administration & HRM of Kakatiya University
22-04-2016	SIP placement drive of ITC held and two students selected
22-04-2016	Notified walk in placement drive of Data Marshal Pvt. Ltd. to Finance Major students.
23-04-2016	SIP placement drive of Strides Shasun Ltd. held – one student selected
25- 04-2016	III trimester exams of PGDM 1 year held from 10:00am to 1:00 pm
30-04-2016	
24-04-2016	Senior faculty member Prof. Venugopal Rajamanuri conducted "Train the Trainers Programme for SEBI Resource Persons" at Hotel Golkonda
25-04-2016	Birla Sun Life SIP campus placement drive held for marketing & fiancé majors - 6 students selected
25-04-2016	Infocus Rx off campus placement drive held for marketing majors – package 4.0 lacs
29-04-2016	J Veeraja got offer of SIP placement with HR AXIOM
30-04-2016	Director addresses students of 1 year III Trimester informing the schedule of summer internship and 2 year I trimester schedules

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

DATE	EVENT / CELEBRATION
02-05-2016	Five students of III Trisemester: Praneeth, Srikanth Rati, Vikas Vyas, Prateek Avasti & Anirudh Reddy join NISM add-on course.
02-05-2016	PGDM batch 2014-16 IV Semester Results Declared.
02-05-2016	Students who finished their III Trisemester join companies on summer internship placement work.
02-05-2016	Thomson Reuters off-campus placement drive held with CTC of 4.5 lacs for Finance specialization.
05-05-2016	Prof. G. Sreenivas Reddy, Dr Sree Jyothi & Ms Kameshwari attend the C I I - sponsored CSR Summit at Hotel I T C Kakatiya, Hyderabad.
05-05-2016	Aurora's Business School participates in the Business Standard' s Survey of Best B Schools in India
06-05-2016	Berkadia off-campus placements for Finance Majors held.
07-05-2016	Summer Internship Placement Drive of Karvy held - Three students secure Summer Internship Placements.
07/08-05 to	Professor Venugopal Rajamanuri conducted a workshops on "Fundamental Analysis" at National Stock Exchange office, Hyderabad.
09-05-2016	Campus Placement Drive of Kotak Mahindra Bank held for Marketing majors and minors
10-05-2016	Started work on revision of PGDM II year syllabus.
10-05-2016	Aurora' s Business School enters into M O U with Wadhvani Foundation's National Entrepreneurship Network for a three year period – Dr Sree Jyothi and Mrs. Kameshwari are nominated coordinators for this activity.
11-05-2016	Released the April, 2016 issue of the Newsletter Akshara.

## EVENTS & CELEBRATIONS AT AURORA'S BUSINESS SCHOOL 2015-16

### JUNE 2015 - MAY 2016

#### DATE

#### EVENT / CELEBRATION

11-05-2016

Dr. V. Narayan Reddy, Vice President, Industrial Relations & Corporate Affairs agrees to be on the Board of Directors of the Aurora's Business School.

12-05-2016

Released the April Issue of the Aurora's Business School's Finance bulletin FINSCAPE.

12-05-2016

Video shooting of Aurora's Business School done with Faculty, Students and staff.

14-05-2016

Professor Venugopal Rajamanuri 's article entitled "The Evolving Structure of Financial Inclusion India & The Role of Small & Payment Banks in India published in the Jan-March issue of Aurora's Journal of Management.

Send in your suggestions, feedback, articles and comments to  
upgrade forth-coming issues of 'AKSHARA' to [newsletter@absi.edu.in](mailto:newsletter@absi.edu.in)

# akshara

## NEWSLETTER

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