



AURORA'S BUSINESS SCHOOL

akshara
NEWSLETTER
Volume V • December 2015



PLACEMENTS GALORE AT AURORA'S BUSINESS SCHOOL

FROM THE DIRECTOR'S DESK



DAVOS MEET & THE FOURTH INDUSTRIAL REVOLUTION

The Fourth Industrial Revolution became the catchy and frequently mouthed phrase at the recent Davos-2016 meet held in Switzerland. The Davos Meet is essentially a gathering of leading technology business and political leaders to articulate the global economic concerns and suggest ways forward to doing business across the world.

The phrase 'Fourth Industrial Revolution' may be a bit confusing for those who are used to the thinking that the world economy is now in the post-industrial phase rather than in the phase of Industrial Revolution. The confusion notwithstanding, the Fourth Industrial Revolution has to be understood as the fourth phase of the Industrial Revolution that started in the 1784. The first phase was marked by the usage of steam, water and mechanical production equipment. This was followed by the second phase of Industrial Revolution that witnessed the division of labour, use of electricity and mass production of goods. These three became added features of Industrial Revolution. The third phase that began in late 1960's was marked by use of electronics, information technology and automated products. The fourth phase, which according to some is only the extension of the third phase, is marked by the rising ubiquity and dependence on cyber-physical systems as compared to the previous (phase of) Industrial revolution.

This Fourth Industrial Revolution is evolving at an exponential rather than a linear pace. Its velocity, speed and systemic impact is very high and without any historical precedent. The Fourth

Industrial Revolution unleashed possibilities of billions of people getting connected by mobile devices that are having unprecedented processing power, storage capacities and access to unlimited knowledge. Artificial intelligence, robotics, vehicle internets, autonomous vehicles, 3D printing, nano technology, quantum computing and cloud computing are multiplying each of these possibilities further.

The Fourth Industrial Revolution offers exciting opportunities for improving quality of life around the world even while posing some challenges. Those who gain most from it will be people who can afford and access the digital world. Things like ordering a cab, booking a flight ticket, buying a product without stirring out of home and with great ease making payments on line, listening to music, watching a film or a game could all be done remotely. The unfolding developments will lead to supply-side miracles with long term efficiency and productivity gains. Transportation and communication costs will drop equally miraculously. The cost of trade will diminish. All of these will open new market opportunities and drive economic growth.

Economists Erik Brynjolfsson and Andrew Mc Afee point out that this revolution could as well be a harbinger of greater inequality and can devastate present labour markets. Further, the growing pace of automation might exacerbate the gap between returns to capital and returns to labour making the world even more inequitable. Whether or not there will be more or less of safer and rewarding jobs in future is a debatable question. One thing that looks certain is that talent rather than capital will become critical factors of production in the times to come.

Prof G Sreenivas Reddy & Avitha

NEWS @ AURORA'S BUSINESS SCHOOL

- 01-12-2015 : Swathi Chandrika is placed with LOREAL
- 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 various Aurora Group Colleges
- 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 held. 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 Zoi Overseas for marketing held
- 10-12-2015 : Aptitude test conducted for IV Semester students
- 11-12-2015 : Prof. G Sreenivas Reddy, senior faculty inaugurate 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 charge as Placement Co-ordinator
- 15-12-2015 : 18 students of I year obtain membership of the National HRD Network
- 17-12-2015 : Mrs. Harika, Sr. Faculty attends "Faculty Development organized by L&T Metro, Hyderabad
- 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

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- 20-12-2015 : Prof. G Sreenivas Reddy addressed, as keynote speaker, the IV Business session of the "Seminar on GST – Sociological Dimensions "organized by ICFAI Foundation for Higher Education, Shankarpally, Hyderabad
- 21-12-2015 : Hidesign off campus drive held for all specializations
- 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
- 24-12-2015 : Christmas Eve celebrations were held
- 25-12-2015 : Placement drive of Zeta interactive on the campus 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.

V6 Channel Shoots a Talent Show at Aurora's Business School



approximately 120 performers
drawn from various Aurora Group Colleges

LITERARY CORNER (STUDENT ARTICLES)

ENVIRONMENTAL TORTURE

Why it happens and how to Stop it ?

If someone was to come up to you one day and tell you that we are all living our lives all wrong and we have to change our ways immediately or we are all going to die, what would you do? Would you hear that person out and evaluate his argument? Or would you just brush that person's warning off without taking the time to allow him to explain his claims.

Most theories about the world coming to an end seem to be true. We are the cause of our own disasters. The reasons are many. The industrial exploitation of the resources of the earth, the ever increasing population, lack of food, seas and oceans being poisoned by chemical products, industrial waste actually being 'manufactured' by industries and not enough room to bury it, disposal of atomic waste, unsafe to dump into the sea and even more unsafe to bury under the land.

An estimated fourteen acres of the Earth's rain forests are destroyed every minute decreasing the production of oxygen and rainfall necessary for life, while other forests in Europe and North America are being poisoned by acid rain. The 'green-house' effect of overheating the Earth by excessive hydrocarbons and carbon-dioxide in the atmosphere mainly due to car-exhausts is causing global-warming and the melting of the polar ice-caps and glaciers. This is in turn causing raised ocean-levels and un-seasonal and adverse weather patterns, known as the El-Niño and La-Niña weather effects.

All These are one of the 'Signs of The End Time'

in 1957-1958 the inefficiently stored waste at the Soviet plutonium plant caused a blast which killed hundreds, perhaps thousands of people. As a result a wasteland occurred which wiped more than thirty towns from the Soviet maps. The contaminated soil was later covered with new soil and sand by groups of condemned prisoners, many of whom later died from radiation sickness.

The incident at Three Mile Island in 1979 and the Chernobyl meltdown of April and May 1986 caused delayed death clouds over Central and Southern Europe, showing the danger of atomic meltdown resulting in poisoning of the air, water, land, people, animals and food which is as dangerous as an atomic warfare.

LITERARY CORNER (STUDENT ARTICLES)

The chemical-insecticide disaster in Bhopal, India, killed thousands of people, the chemical poisoning, which took place at the Love Canal, New York State, USA, where a toxic chemical dump was insufficiently buried was responsible for serious birth defects in infants which, in the event that the infants survived, could be transmitted to future generations. In Minamata, Japan, villagers developed brain and nerve damage and died as a result of eating fish already poisoned by methyl mercury, dumped into the sea from a nearby factory.

In the Gulf War of 1990-91, a thousand oil-wells were set fire and tons of black crude-oil was let into the sea which caused a huge amount of environmental damage and accelerated the 'green-house' effect and the changing of global climate. There was also sulphuric acid-rain for thousands of miles caused by the wind blowing in the smoke pollution area causing respiratory difficulties for the people of Kuwait.

More recently, the bombing of fuel storage facilities and chemical plants and factories in Serbia and Kosovo by the NATO forces has had a huge impact on the world's climate and environment, with freak tornados ripping through central U.S.A. Even after the bombing has stopped, Eastern U.S.A. is experiencing the worst heat-wave and drought in living memory. Indonesia is experiencing an onslaught of Tropical Cyclones. Heat-waves through central Europe and Russia are causing forest fires and Britain is encountering freak tornados and tropical storms, the likes of which have rarely been encountered there before.

The animal food chain has been broken by the extinction of animal species by man. With the development of improved (?) industrial fishing techniques, huge sections of the seas and oceans are being rapidly fished-out. Hunger in the Third World has increased the slaughter of most of the world's remaining wild animals, whose population has decreased by 90 percent of what it was only fifty years ago.

With all of these things and more that have happened, in just the past fifty years, it is obvious that we can't possibly go on living the way that we are and expect the Earth to support the wasteful consumer-based society we live in. It is becoming more and more obvious that we have to change our ways immediately, if not sooner to avert the imminent destruction of the Earth at the hand of mankind.

Shaik Majeed
Aurora's Business School

YOU ARE HIRED, CONGRATULATIONS!



V.V.N.Ravi Teja
Karvy



Syed Sadiq Hussain
Karvy



Prathiba V
Karvy



Krishna A
ICICI Securities



Srinath A
ICICI Securities



*HAPPY RETURNS TO OUR
December BORN!*

*Sai Deepak
Dhiran Bhandari
Karthik K*



Send in your suggestions, feedback, articles and comments to
upgrade forth-coming issues of 'AKSHARA' to newsletter@absi.edu.in

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