



AURORA'S BUSINESS SCHOOL

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NEWSLETTER
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Sankalp

X CONVOCATION - 2016
2014-2016 Batch



Saturday 30th July, 2016 at 10:30 a.m

Venue: Centre for Economic & Social Studies
Nizamia Observatory Premises
Begumpet, Hyderabad

FROM THE DIRECTOR'S DESK

With the ringing in of the new academic year 2016-2017 the Aurora's Business School has turned yet another leaf in its history. It had successfully rounded up the academic year 2015-2016 with very credible achievements, some of which need a special mention. Firstly, it had successfully implemented the Trimester Pattern becoming probably the first Business School in this part of the country to do so. This meant coverage of more subjects of study, more interactive component in the form of field visits, more case analyses, problem-solving sessions, presentations and so on. Secondly all schedules and time-lines were adhered to in completion of prescribed syllabus, conducting exams, declaring results in record time, sending students on summer internship placements etcetera. Thirdly, the business school conducted daily sessions on business analysis based on coverage of business news in different business dailies.

All faculty, staff and sub-staff deserve compliments for these. IT IS ALSO A MATTER OF GRATIFICATION THAT WE NOT ONLY CONTINUED WITH THE TRADITION OF 100 PERCENT SUMMER INTERNSHIPS, BUT WE SECURED MULTIPLE FINAL PLACEMENT OFFERS FOR A RECORD NUMBER OF STUDENTS DURING THE YEAR 2015-16 TOO. Our hard work has earned us recognition as one of the premiere B'schools in south India as evident from the recent listing of The Business



Standard. It is a matter of pride for us to have figured in top five slots in the ranking of Business Schools both in the States of Telangana and Andhra Pradesh.

Now we are into the new academic year admitting the 12th batch of students. Among the newly admitted students we have many who have graduated from premier colleges like St. Francis, St. Anns, Aurora's Degree College, Loyola College, Koti Women's college and so on. The Aurora's Business School warmly welcomes them to its campus and promises them all an equally rewarding academic year 2016-2017.

Best wishes to all for the academic year 2016-2017

Prof G Sreenivas Reddy

Sankalp

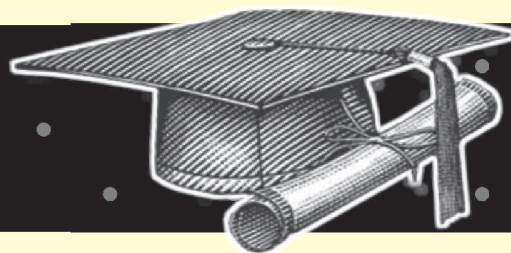
X CONVOCATION - 2016

The Tenth Convocation of the Auroras Business School entitled SANKALP for the 2014-2016 pass out batch of students of PGDM General and PGDM Hospital Management was held on Saturday the 30th July, 2016 at the Centre for Economic and Social Studies Auditorium, Begumpet, Hyderabad.

The convocation was presided over by Honorable Justice C V Ramulu, Ms K Ramadevi, President of Association of Lady Entrepreneurs of India was the Chief Guest and Sri Gautham Reddy, Managing Director of Intone Networks was the Guest of Honor. These distinguished dignitaries presented certificates and medals to the students and delivered valuable addresses thereafter. Students were advised to manage businesses ethically and also to become entrepreneurs rather than employees. They appreciated the Business School for organizing a solemn and graceful function to mark the passing out event.

Degrees, gold medals and certificates of merit were awarded to the pass outs at this glittering convocation ceremony in the presence of 200-strong gathering comprising of degree awardees, their parents, sponsors of gold medals, alumni and invited guests. The convocation ceremony was preceded by the passing of the grace by the Academic Council. Students numbering 48 have received their degrees in ceremonial procession, wearing ceremonial robes. The procession was marked by the beat of music band. The proceedings of the event were videofilmed. The convocation concluded with a photo session followed by lunch to all those who were present. A highlight of the convocation was that about ninety percent of the students secured placements even before they received their degrees at the convocation. The in-charge Director of Business School Prof Raghu Naga Prabhakar presented a report on the brief history and accomplishments of the Auroras Business School. The Secretary of the Aurora Educational Society graced the occasion and represented the Management on the occasion.

The proceedings of the Convocation were widely covered in the print and electronic media.





Ms Uma Kosuri was awarded the Sri Nimmakuri Dhammaiah Gold Medal for topping in the PGDM Genral and Dr Burramukkala Karthik Reddy was awarded the Dr Ravi Paturi Gold Medal for topping in the PGDM Hospital Management Course.



U S Swathichandrika, Logishetty Bhavani, U Vaishnavi, Budhwani Rafika Shoukat Ali and B Sravanalakshmi secured the next five ranks in the order of merit of PGDM Genral and they were presented with certificates of excellence on this occasion.

EVENTS & ACTIVITIES IN JULY 2016

The Business School reopens on 4th July

The Auroras Business School reopened on 4th July,2016.after smmer vacation. The 5th Trimester classes commenced immediately.

PGDM First year Students go on Smmer Internship Work

Students of 1st Year PGDM,who finished their first three Trimesters successfully went on summer internship projects and made their field studies.

Entrepreneurship Educator Program

An intensive Three-day Entrepreneurship Education Program for faculty who are keen to become entrepreneurship educators was organized from 14th to 16th July 2016. Participants of this program went through facilitated sessions on Entrepreneurship Concepts, Entrepreneurship Pedagogy, and Entrepreneur Development. Participants were enabled to appreciate the need to facilitate entrepreneurship programs on campus to develop an understanding of entrepreneurship idea generation, opportunity evaluation, developing business models, and business plans. They were familiarized with the global best practices in entrepreneurship education. The program was laced with a number exercises, activities and simulations. Seventy five participants from fifty different educational institutions (post graduation and graduation) attended this programme. Dr V Sree Jyothi and Prof.C Kameswari coordinated this program under the guidance of Dr. Raghu N Prabhakar, Incharge Director of Aurora's Business School.

Telangana Ku Haritha Haram Program

Telangana Hariitha Haaram ,a flagship programme of the Telangana Government, envisages increasing the present 24% tree cover in the State to 33% of the total geographical area of the State. In this context, Aurora's Business School organised a Haritha Haram program on its campus on 18th July,2016. The program was marked with tree plantation and lectures on environmental sanity. Business School students took the initiative in collecting saplings from GHMC nursery at Erragadda and planting them in the School surroundings. Speakers highlighted the imbalances in ecology and the consequent need for afforestation, water conservation, and protection of environment. Prof. Venugopal and Prof Sunil, faculty of the School speaking on the occasion said that a day might come when water would have to be bought for taking a bath. If plants were raised all around, they would give fresh air and make the surroundings healthy. If trees were felled, mankind would not have a future.

Governor Advises Microfinance Institutions Ethically

Governor of AA P and Telangana ESL Narasimhan ,on 19 th July,2016,called upon micro finance institutions to adopt a code of conduct, as a measure to grow their business ethically and avoid a repeat of the crisis that engulfed the sector last decade. He also emphasized on the need for MFIs undertaking a detailed due diligence of prospective customers defaulter to repay. Concluding proceeding of the dignitaries was to check competence before lending of the borrowers.

Release of Publications

The Business School has released the June, 2016 issues of two of its house publications **Akshara** and **Finscape** in the first week of July, 2016

Welcome Freshers

Aurora's Business School Welcomes the talented Inductees who are not only good in their academics but are multifaceted and creative. Aurora's Business School extends a warm welcome to its 2016-2018 inductees to surge head in the journey of values, mission, knowledge, activities, service and a dedication of creating leaders.



MEMOIRS OF THE MONTH

World Population Day- (July 11th)

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World Population Day is an annual event, observed on July 11, which seeks to raise awareness of global population issues. The event was established by the Governing Council of the United Nations Development Programme in 1989. It was inspired by the public interest in Five Billion Day on July 11, 1987, approximately the date on which the world's population reached five billion people. The world population on July 9, 2012, was estimated to have been 7,025,071,966. World Population Day 2012 Theme - "Universal Access to Reproductive Health Services".



Kargil Victory Day- (July 26th)

It was on this day that the Indian victory over Pakistan was complete. True to its character despite having to pay a heavy price for fighting a war within its territory, the Indian forces allowed the Pakistanis to return across the Line of Control (LoC). It was a gesture which depicted the great Indian tradition of forgiving even the enemy, when it pleads for it. For Pakistan, it was another lesson which it would probably not forget for a long time.



Parent's Day- (July 27th))

Unlike so many other special days, Parent's day was not the brainchild of someone. In the year 1994 the then president William Jefferson Clinton, popularly known as Bill Clinton, signed into law the resolution establishing the fourth Sunday of every July as Parent's day, a day commemorating Parent's collective role, akin to mothers' day and fathers' day.



According to the congressional resolution, Parent's day serves the purpose of "recognizing, uplifting, and supporting the role of parents in the rearing of children". Parent's day is thus celebrated on 4th Sunday of every July. It is a wonderful opportunity to shower our unconditional love to our parents.



*M Madhu Dutt
Bhaskar Rao Malineni
Talluri Soumya
Karnati Ravali
Rachapudi Karthik
Kasturi Biswal*

CONVOCATION - 2016

