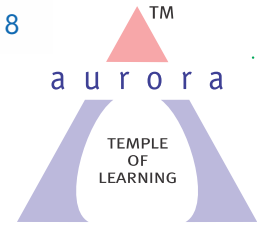


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NEWSLETTER

Vol. VIII | Issue 3&4 | March & April 2018



AURORA'S BUSINESS SCHOOL

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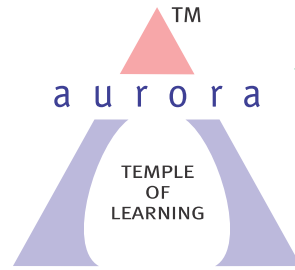
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Visit to
Foreign Universities

2018





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NEWSLETTER

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MANAGEMENT



FROM THE DIRECTOR'S DESK

The months of March & April were memorable to our institution, as many remarkable events took place during those months. The prestigious "Dalal Street Investment Journal" recognised us as No. 96 among the top 100 B-Schools in India, No. 27 in south India. It is a cause of pride for us who have been striving to keep up and exceed ourselves in our position. Our students returned from the International Study Tour, enlightening themselves in various fields of management. Various campus placement drives were held and some of our gems were placed with popular companies. I extend my hearty congratulations to them. We conducted cultural events like Ugadi celebrations colorfully. Empowerment of women was highlighted on International Women's day. Our faculty and students proved their mettle in seminars and various competitions respectively, which makes me extolled. I wish the same vigour and vitality continue in the months to come.

"Akshara", that cannot be defeated! That which cannot be decayed !

Dr. Raghu Naga Prabhakar

Director

AURORA'S BUSINESS SCHOOL

March, 2018
BusinessNEWS

- **Market Now: Over 20 stocks hit fresh 52-week highs on NSE**

Over 20 stocks, including Ashok Leyland, Bharat Bijlee and Cholamandalam Investment and Finance Company hit fresh 52-week highs on NSE during Thursday's trade, defying cautious stance of markets. Endurance Technologies, Future Lifestyle Fashions, IPCA Laboratories, Lux Industries, Shah Alloys, Venky's (India), Zenith Birla (India) and Zydus Wellness also joined the bandwagon of stocks that hit fresh 52-week highs on NSE on Thursday. Equity benchmarks were down, tracking global cues. Investors were cautious after the fiscal deficit data reached at 113.7 per cent of the full year's target.

- **Bitcoin's plunge in volume stirs questions about its popularity**

Earlier this year, when Bitcoin's price fell by more than 60 percent from its record close, a less-noticed Bitcoin figure also plunged: the number of daily transactions.

There are many explanations for the fall-off in trading, from software- to news-related. What's less understood is why the level hasn't recovered as Bitcoin's price made a 50 percent comeback since Feb. 5. That's left some investors wondering whether the cryptocurrency is waning in popularity.

- **Mutual funds raised stakes in 10 stocks for 8 quarters in a row**

Strong flows into mutual funds (MFs) have been among the key reasons why the domestic market has stood tall over the last two years. The flows have not only countered foreign outflows in challenging times, but have also lifted many midcap and smallcap stocks during the period.

There are at least 10 small and midcap stocks where mutual funds raised their stakes in eight consecutive quarters now, data compiled from database Capitaline showed. The stocks have risen up to 200 per cent during the said period .

- **Apax leads race for Rs 2,600 crore sutures deal**

Buyout investor Apax Partners has emerged as the front runner to acquire India's largest surgical and wound care products maker Healthium Medtech(formerly Sutures India) in a deal estimated at around \$400 million, or Rs 2,600 crore, two people directly aware of the matter said. Majority owner and private equity investor TPG had mandated Goldman Sachs to find a suitor for the Bengaluru-headquartered company last year.

- **Income Tax department may defend CPC in returns fraud case**

The Income Tax (I-T) department is expected to defend its role in the case filed by the Central Bureau of Investigation (CBI) in 1,010 instances of fraudulent claims of tax refunds in Bengaluru, said a top official in the I-T department. The I-T returns and refund claims are processed according to a software programme with little scope for human intervention, the official told ET. The Central Processing Centre (CPC) in Bengaluru, managed by InfosysNSE -0.30%, processes I-T returns and refund claims for the entire country.

- **Mutual funds see value in these midcaps with revenue growth visibility**

The 5 per cent drop in BSE Midcap index provided an opportunity to fund managers to up their holdings in select midcap stocks. They lapped up companies which represented not only value theme but also had high visibility of revenue growth in the next two to three years.

- **Bitcoin is worthless, bubble may pop soon, says Allianz Global**

It's a matter of when, not if, the Bitcoin bubble will pop, according to Allianz Global Investors. The cryptocurrency is worthless, even if blockchain technology could bring significant benefits to investors, said the investment arm of Europe's biggest insurer, which manages almost 500 billion euro. "In our view, its intrinsic value must be zero," Stefan Hofrichter, the company's head of global economics and strategy, wrote in a recent web post. "A bitcoin is a claim on nobody – in contrast to, for instance, sovereign bonds, equities or paper money – and it does not generate any income stream." While one could make the same argument about gold, the yellow metal has been widely accepted as a store of value for more than two-and-a-half thousand years -- compared to less than a decade for Bitcoin.

- **How RBI fiat may impact the rupee**

The Indian central bank's fiat late Tuesday asking banks to stop issuing letters of undertaking (LoU) to customers could claim an unlikely victim: The rupee. In the absence of the LoU cushion from banks, importers must now buy additional dollars in the domestic spot market, and such purchases could influence the direction of the local unit. Indeed, the rupee may quickly lose 1-1.5% in the next few trading sessions amid higher month-end dollar demand by importers.

- **MSME credit to grow at 12-14% over next 5 years: Icra**

The credit to micro, small and medium enterprises (MSMEs) is expected to grow at 12-14 per cent over the next five years, helped by higher lending by non banking finance companies (NBFC) to the segment, says a report. As on March 2017, credit to MSMEs stood at Rs 16 trillion.

- **Market crash wipes out Rs 1.57 lakh crore of investor wealth**

Investor wealth today slumped by Rs 1.57 lakh crore, following heavy selling in the broader market where the BSE benchmark index tanked about 410 points to close at a five-month low. The 30-share Sensex dived 409.73 points or 1.24 per cent to close at 32,596.54. Led by the sell-off, the total market capitalisation of BSE -listed companies diminished by Rs 1,57,268.54 crore to Rs 1,39,30,643 crore.

April, 2018

BusinessNEWS

- **Suzuki Motorcycle registers 43% growth in FY18, sells over 5 lakh units**
Suzuki Motorcycle India Private Limited (SMIPL), a subsidiary of Suzuki Motor Corporation, Japan has significantly outpaced the market by growing sales by 43% in the domestic-market clocking its ever highest sale of 5,01,226 units. The corresponding sales for FY 2016-17 was 3,50,496 units. He company posted a growth of 23.2% in March of 2018 with sales of 51,858 units (Domestic + Exports). The company had set itself an annual target of 5 lakh for the FY 2017-18, the cumulative sales for the financial year, including exports, stood at 5,74,787 units, which was an increase of 36% over the last year.
- **Mahindra & Mahindra automotive sales crosses half a million mark in FY-18, grows 11%**
Mahindra & Mahindra, the maker of Scorpio and Bolero SUV has registered 10% growth in March of 2018 with dispatches of 62,077 units, driving the company past 5 lakh mark for the entire financial year FY-18, a first in five years. Mahindra & Mahindra sold 26555 units of passenger vehicle in March 2018 registering a growth of 4%, whereas commercial vehicle sales grew by 11% to 25496 units.
- **RBI can run its own check, says Mundra**
The corruption charges related to the ICICI Bank-Videocon Industries loan sanctions are significant enough for RBI to begin its own assessment and come to a conclusion for the benefit of the banking system, said the former deputy governor, SS Mundra.
- **Fund-raising via NCDs drops 83% to Rs 4,975 crore in FY18**
Indian companies raised Rs 4,975 crore by issuing non-convertible debentures (NCDs) to retail investors in 2017-18 to meet their business requirements, a plunge of 83 per cent from the preceding year. In 2016-17, firms had mobilised Rs 29,558 crore through this route, according to latest data with the Securities and Exchange Board of India (Sebi).
- **Sensex cracks 352 pts: 4 key factors that weighed on D-Street**
Indian stock benchmarks saw sudden plunge in late afternoon trade on Wednesday, weighed down by fresh worries over global trade after China announced additional tariffs of 25% on 106 US goods. The Sensex closed 352 points lower at 33,019, while Nifty closed 117 points lower at 10,128. From the high point of the day, the BSE benchmark Sensex plunged 533 points.
- **Mutual funds added 32 lakh new investors last year**
Mutual fund industry has added 32 lakh new investors last year due to increased awareness of mutual funds through 'Mutual Funds Sahi Hai' campaign, says Association of Mutual Funds in India (AMFI). AMFI is the industry association of Asset Management Companies (AMCs) of all mutual funds in India.
- **Asti Infotech plans to raise \$10-20 million**
Asti Infotech, a provider of customizable business solution based on GPS, RFID, Bluetooth and NFC technologies, plans to raise \$10-20 million and targets to achieve a break-even by end of this year. The company plans for its international expansion in countries like UAE prepares the path ahead to grow more

than 100%, by eyeing an exponential rise in the next financial year. The company aims to become profitable by 2019 and tap 20-30% of the market in various verticals over the next five years. As per the plan, it claims to achieve a break even by Rs 5-7 crore by end of this year, thus strongly cementing its overseas reach.

- **MG Motor to spend Rs 150 crore on presence in Millennium City**

With the National Capital Region accounting for about a quarter of the country's car sales, Gurgaon is becoming a hub for auto makers, with half a dozen of them having shifted to the city or set up base there over the past two years. The latest is MG Motor India, the wholly owned subsidiary of Chinese giant SAIC, which is set to invest Rs 150 crore to procure commercial space in Gurgaon.

- **RBI directs Mumbai-based bank to restrict withdrawals**

Reserve Bank of India (RBI) has placed Mumbai-based City Co-operative Bank controlled by Shiv Sena MP Anandrao Adsul, under directions restricting withdrawals from the bank accounts to Rs 1,000 in every account and banning the bank from granting loans, making investments, borrowing funds and accepting deposits effective from Tuesday evening.

- **Equity funds that delivered big returns last year owed it to these 35 smallcaps**

Smallcap stocks created much more wealth for equity mutual funds in last one year compared with midcaps and largecaps. More than 30 smallcap stocks, which are among the top favourites of domestic fund managers, ran up as much as 1000 per cent in just a year's time. Smallcap-focussed equity funds delivered an average of 21 per cent return for last one year, whereas midcap, multicap and largecap-oriented funds delivered 15 per cent, 14.79 per cent and 13.39 per cent, respectively, data available on valueresearchonline.com showed.

- **Kotak Mahindra Bank Q4 results; key things to watch out for**

Kotak Mahindra Bank NSE -0.09 % is expected to post 16-19 per cent yearly rise in net profit for the March quarter. Net interest income is expected to come in single digits. The private lender will report stable asset quality, say experts. Brokerage Sharekhan expects the bank to report net interest income (NII) of Rs 2,543 crore for the March quarter, up 17.7 per cent YoY and 6.3 per cent QoQ. It expects profit to grow 19.6 per cent YoY to Rs 1,168 crore. The bank had reported Rs 976.5 crore profit in the year-ago quarter.

News & Events@
Aurora's Business School- March, 2018

S. No.	Date	Event
1	02.03.2018	"Dalal Street Investment Journal", (No. 1 Equity Research & Capital Investment Journal) lists Auror's Business School among India's Top 100 B-Schools at No. 96 all India and 27 among top South India B-Schools. Interestingly, its position moved up (All India) from 98th last year (Jan2-Feb 5-2017) to 96 this year (Feb 19-March 4, 2018). ABS is 12th top Private B'School in South India and 41st top Pvt B'School, All India.
2	04.03.2018	Students of Aurora's Business School returning from International Study Tour to Dubai & Abu-dabi land at RGI Airport at 10.00 am Total 27 students.
3	05.03.2018	Campus Placement Drive of Hansa Solutions India Pvt Lts held for Finance Specialisation with a CTC of Rs 3.5 lacs for Trainee Product Analyst Positions.
4	05.03.2018	Cambridge English classes held.
5	06.03.2018	Cambridge English classes held.
6	07.03.2018	Abbas Ali, DM-12-020, selected for Rai Consultancy with a CTC of Rs 2.40 lacs.
7	08.03.2018	International Women's Day celebrations held on the campus with speeches and sharing of experiences relating to women empowerment. Many faculty members, staff and students participated. A cake was cut on the Occasion.
8	09.03.2018	Campus Placement Drive of Libsys IT Services Pvt Ltd held for all specialisations with a CTC of Rs 2.5 lacs+Allowances.
9	10.03.2018	Students of I Year won I Prize in Paper Presentaion on Digital Marketing(Team Nikhil Rastogi & B. Sainath)
10	13.03.2018	SIP Placement drive of S&P Global held for Finance majors. About 40 students attended drive and eight students were selected for Summer Internship Placement. They are K. Rajesh , K. Keshav, M. Kalyan, Yogesh Chauhan, K. Rajesh, Shivani Kela, Harsha Vardhan P, Bhavani Nilesh.
11	14.03.2018	II Year III Trimester I Mid Exam Commences.
12	14.03.2018	Dean Prof. Sreenivas R. Gangidi's coauthored book entitled "Basics of Public Administration" published by Dr. B R Ambedkar Open University, Hyderabad was released.
13	15.03.2018	I Mid Exam of II Year III Trimester held.
14	16.03.2018	Company Presentations and Prepalcement talks delivered to I year students by the executives of Shriram Life Insurance.
15	16.03.2018	M V Lahari, DM-12-082, placed with Solix Technologies Inc.
16	17.03.2018	Ugadi celebrations held on the campus. Celebrations were marked by wearing of traditional dresses, distribution of Ugadi Pachadi and Panchanga Shravana. The celebrations concluded with a lunch hosted by the ABS.

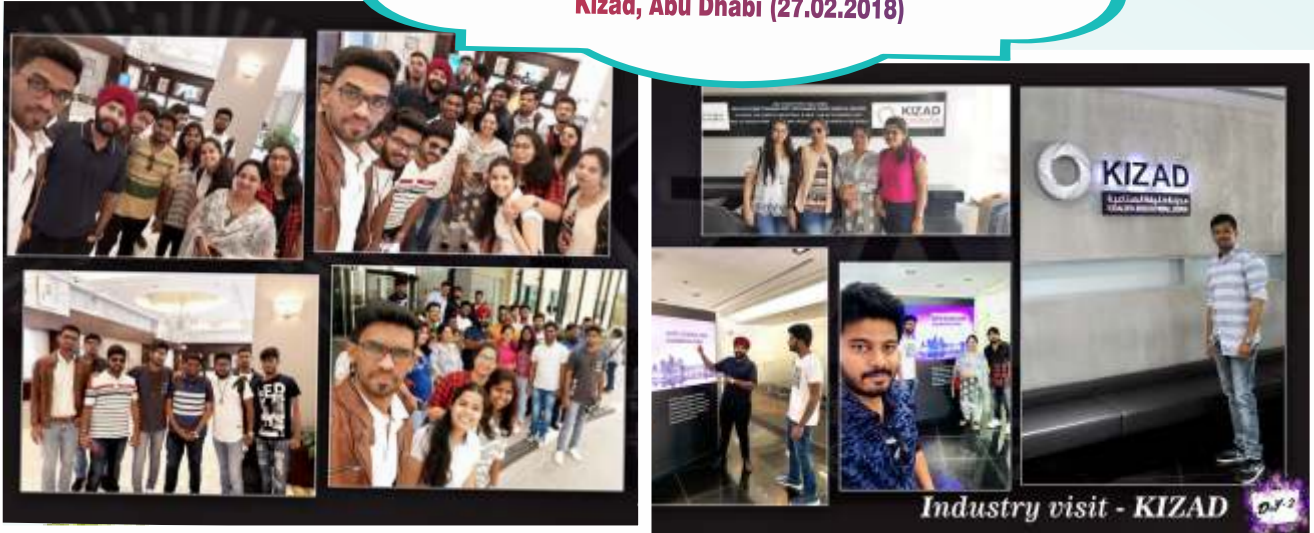
S. No.	Date	Event
17	17.03.2018	Ms. Kezia Florence, student of the 11th batch visits B'School for placing marketing students in Aegon Life where she is working as HR Coordinator.
18	18.03.2018	The book "Basics of Public Administration", coauthored by the Dean, Prof. Sreenivas R. Gangidi is translated into Telugu.
19	20.03.2018	SIP Campus placement drive of Shriram Life Insurance held for Finance and Marketing specialisations. 46 students were placed.
20	22.03.2018	II Mid Exams of II Year III Trimester commence
21	22.03.2018	IndusInd Campus Placement Drive held for HR specialisation with a CTC of Rs 2.00 lacs.
22	22.03.2018	IndusInd SIP placement drive held for HR specialisation.
23	22.03.2018	Guest Lecture on Time Management & Professional delivered by Shrihari Reddy Founder & MD, XLR5 Training consultants.
24	23.03.2018	P. Prasanth Sai Gopal, DM-13-012, won young manager (1st) prize in the Management Meet entitled Anveshana organised by the Aurora's PG College, Ramanthpur.
25	24.03.2018	Gowtham Kumar Reddy K, DM-13-052 & Renu Reddy D, DM-13-035 got SIP Placement with Allegis Group.
26	24.03.2018	Sukesh Rao J, DM-12-058 placed with S&P Capital IQ (India) Pvt Ltd as Data Researcher 1 with a CTC of Rs 4.00 lacs.
27	28.03.2018	Commencement of II Year III Trimester II Mid Exams
28	28.03.2018	Off-Campus Placement Drive of Global Data, (Madhapur) held for Finance & Marketing Majors held for positions in Business Research Divya Darshini, Jayesh & Harihant were placed.
29	28.03.2018	Dr Sreejyothi & students Rajesh, Gladys, Jagannath & Rashmi attend a seminar on "Organisational Learning & Development" sponsored by K KPMGat Delloitte University, Hyderabad.
30	28.03.2018	Placement Drive of Times of India for Marketing Majors held with a CTC Rs 4.00 to 5.00lacs.
31	28.03.2018	K. Arun Reddy, DM-12-054, placed with SP Infotech Pvt Ltd with a CTC of Rs 3.50 lacs (Finance/BA).
32	28.03.2018	The Step-Hindu conducted formal online test on Cambridge English. In all 53 people took the test.
33	29.03.2018	Dr. Sree Jyothi and a few students attend the HMA Annual Endowment Lecture delivered by Geli Naryan Chetty, IAS(Rtd) and Sree Harshavardhan Neotia, VP AIMA & President FICCI and Chairman of Ambuja Neotia at FAPCCI, Red Hills, Hyderabad.
34	31.03.2018	II Year III Trimester II Mid Exams conclude.

News & Events@
Aurora's Business School- April, 2018

S. No.	Date	Event
1	02.04.2018	Summer Internship Placement(SIP) drive by ICICI Securities for Finance Specialisation students held.
2	02.04.2018	Goda Devi, DM-12-009 placed with Libsys with a CTC of Rs 3.00 lacs.
3	02.04.2018	Lahari, DM-12-083 placed with IndusInd Bank.
4	03.04.2018	All I year PGDM students participated in Management Meet entitled Abhivyakti-2018 organised by the Aurora's PG College, Moosarambagh.
5	03.04.2018	Placement drive of Stock Holding Corporation of India Ltd held for Officer Trainee position for Finance/Marketing specialisation with a CTC Rs. 21,517 per month (during training).
6	04.04.2018	Aurora's Business School students M Naga Rohith Yadav DM-13-045 & P Prashanth Sai Gopal DM-13-012 has been awarded I Prize they are participated in Market Mantra of Abhivyakti-2k18, a state level Tech-Management Fest conducted by Department of Management on 3rd & 4th April, 2018 organised by Aurora's PG College, Moosarambagh, Hyderabad.
7	05.04.2018	I year students attend Summer Internship Placement drive of Airtel held for marketing students with a stipend of Rs 10,000 per month.
8	07.04.2018	I year PGDM students of both sections go on field work for the Survey Research Project under the supervision of Dr. Raghunadha Charya.
9	09.04.2018	II Year III Trimester End term Exams Commencement.
10	09.04.2018	Times of India sent second filtered list of 5 students who will be conducted telephonic round. (Vaishnavi, Meghana, Hindavi, Divya & Avinash are the students shortlisted).
11	13.04.2018	Collected students feedback on faculty. This is the final feedback from the Batch 12 which is leaving the campus today.
12	13.04.2018	Summer Internship Placement campus drive by Corporate Gifts for Marketing specialisation. Six students attended the drive.
13	14.04.2018	Prof. Sreenivas R. Gangidi presents a paper at the Seminar on Political Economy of Local Governance (in Contemporary India in Honour of Prof. B S Bhargava) at ISEC, Bangalore.
14	14.04.2018	Off campus placement drive held by Genpact for Finance and Operations Specialisations with consistently first class with a CTC 2.40 lacs fixed + variable pay. Five students are shortlisted.
15	15.04.2018	All the students and faculty went to holiday resort Wild Waters(Palm Exotica) for a farewell party to final year students.

S. No.	Date	Event
16	18.04.2018	Final round selection for placement by Global Data. Seven students were called for the round.
17	20.04.2018	Summer Internship Placement Drive of Karvy held for Finance Specialisation students 15 students were selected.
18	20.04.2018	26 students attended workshop at National Institute of MSMEs, Yusafiguda on Financial Schemes & Digital Marketing for startups.
19	20.04.2018	Campus Placement Drive of H&B Block India Pvt. Ltd held for Finance with CTC 4.00 lacs. Four students Jaideep, Devansh Gupta, Satysai Kriti, Akhil Sai are attended the drive.
20	20.04.2018	Avinash Reddy Nemturi, DM-12-055 placed with Global Data with CTC Rs. 2.50 lacs
21	21.04.2018	19 students of I year PGDM secure placement offers for SIP from Karvy.
22	21.04.2018	Two students Shaik Shukur & Raghunandan placed with Data Wise for SIP placement.
23	23.04.2018	IDBI Federal Life Insurance Corporation Ltd Summer Internship Placement Drive held for all specialisations. 33 went & 15 got selected in the drive.
24	24.04.2018	Hearing Solutions Campus Placement Drive held for Marketing specialisation for the position of Business Development Manager (CTC upto 3.50 lacs).
25	24.04.2018	Campus Placement Drive of staff Holding held for Finance & Marketing specialisations with a CTC 2.60 lacs during training.
26	24.04.2018	R. Karthik, DM-11-035 working at Hearing Solutions with CTC 3.00 lacs an alumnus of Aurora's Business School gave reference.
27	24.04.2018	Two students Neelam Jaideep & Satyasai shortlisted for H & B Block India Pvt Ltd. held.
28	25.04.2018	Placement Drive of Gifting INC Landmark held for Management Trainee position for all specialisations (CTC 3.00 to 4.00 lacs).
29	27.04.2018	I year III Trimester Mid-I Exams commence.
30	28.04.2018	Orientation Program at Shriram Life Insurance for SIP selected students organised at Hotel Trident at Hitech City near Cyber Towers 33 students participated in the program which comprised of Registration, Distribution of Welcome Kits, Address by J H Kromohont, MD & CEO of the Shriram Life Insurance Corporation.

Photo Shots of International Study Tour to Kizad, Abu Dhabi (27.02.2018)



Industrial Visit abroad-Visit to Coca Cola Company, Dubai on 28.02.2018



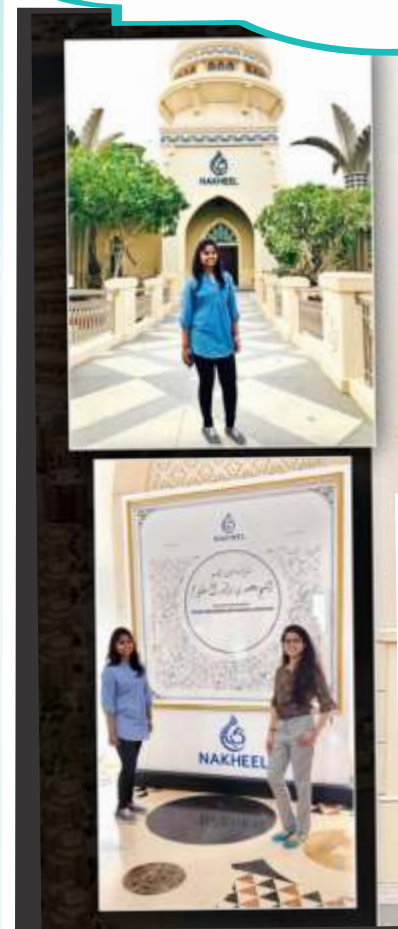
Visit to Foreign University viz, American University in Dubai on 01.03.2018



Visit to Foreign University viz.,
American University in Dubai on 01.03.2018




Visit to Foreign University viz.,
American University in Dubai on 01.03.2018



Dear March Born,
Happy B'Day
to You All !

1	Ramesh Reddy G	01/03/1995
2	Pallavi Punati	01/03/1995
3	Pawan Kumar Godugula	07/03/1993
4	Mohammed Shadulla	05/03/1995
5	Alekhya Boshalla	16/03/1995
6	Srinivas E	20/03/1996
7	Satya Siva Tarun Kumar Chintalapudi	21/03/1996
8	Sandeep Ghanathe	22/03/1992
9	Adarsh D	22/03/1996
10	Nikhil Rastogi	23/03/1994
11	Mahima Nahata	24/03/1996
12	Saurabh Jain	24/03/1997



Dear April Born,
Happy B'Day
to You All !

1	Sravan Kumar Guntha	01/04/1992
2	Ravi Rachana Parsa	05/04/1996
3	Muni Sai Satyajith Reddy Chinthakunta	12/04/1996
4	Sachin Raj Basa	14/04/1996
5	Suhas Bezawada	16/04/1997
6	Adith Pawar	17/04/1995
7	Sujana G	18/04/1987
8	Meghana reddy L	21/04/1992
9	Vinit Haresh Mehta	22/04/1996
10	Harsh Kumar Sharma	26/04/1996
11	Vinay Kumar Pani	28/04/1996
12	Dinesh Kumar Katla	28/04/1997
13	Ankita Jain	29/04/1996
14	Shiva Prasad Vuppala	30/04/1996
15	Bhavya K	30/04/1995



International Study Tour-2018

Consistent with the practice of world's top B-Schools the Aurora's Business School has been organizing International Study Tour (IST) annually for its PGDM students to give them a feel of the global business. The IST's primary objective is to expose students to an international environment and to boost their creativity through exposure to diverse cultures, industries and best management practices in their respective fields of specializations. The tour equips them to understand the fast changing and increasingly competitive business environment of today. The ISTs are thoughtfully designed to serve academic, professional and aesthetic purposes in a balanced way. They are executed through reputed travel agents. This International tour gave students an excellent spin off in terms of first ever global exposure, enhanced business vision and a dash of strategic thinking.

The first IST was organised in the 1st week of April, 2017 covering visits to two of the leading economies of South-East Asia namely Malaysia and Singapore.

The second IST was organized to Dubai and Abu Dhabi in February, 2018 covering visits to several industries and a university in the leading gulf economies.

The Third IST is scaled for January/February, 2019. Details will be worked out soon. The most likely destination is Europe or China.

Following is the itinerary of this year's International Study Tours.

1. Abu Dhabi Tour

Abu Dhabi is the Capital and the second most popular city of the United Arab Emirates. It is one of the most opulent cosmopolitan cities of the World well known for luxury shopping, ultra modern architecture and a lively night life. It is also one of the world's leading international business centers and religious hubs. It is an international metropolis. The students were taken to important landmark business destinations including:



- 26.02.2018 - Abu Dhabi city tour
- 26.02.2018 - Visit to Grand Mosque
- 27.02.2018 - Visit to Kizad, Integrated trade, logistics and industrial hub of Abu Dhabi in Khalifa Industrial Area
- 27.02.2018 - Industrial visit to Ferrari World, world's largest Ferrari stores and award winning amusement theme park on Yas Islands, Abu Dhabi

2. Dubai Tour

- 28.02.2018 - Industrial visit to Coca Cola plant in Dubai
- 28.02.2018 - Industrial Visit to Dubai Shopping Mall, Financial Center Road, Dubai. This is the largest mall in the world by total area spread over 16.5 lakh square foot area
- 28.02.2018 - Visit to Dubai Aquarium & under water zoo, at Arina Circuit, UAE
- 28.02.2018 - Industrial visit to Burj Kalifa ,iconic sky scrapper in UAE with 163 floors rising to a height of 2723 feet
- 01.03.2018 - Visited the American University where people from 120 countries study
- 01.03.2018 - Industrial visit to Nakheel, Dubai construction company with projects in 87 countries
- 01.03.2018 - Visit to Miracle Garden, Dubai world's largest natural flower garden featuring over 10.9 crore flower plants
- 02.03.2018 - Visited Kite Beach amusement business site in Dubai
- 02.03.2018 - Went on Desert Safari in Dubai
- 02.03.2018 - Industrial visit to Dubai Museum located in the oldest existing building in Dubai attracting 10 lakh visitors annually, Al Fahidi Fort, UAE
- 02.03.2018 - Visit of Dubai city covering several business establishments





CERTIFICATE OF EXCELLENCE

This is to certify that

✓ Mr / Ms M. ROHITH of
Aurora B- School

has participated in

Market Mantra

of **Abhiviyakti-2k18**, a State Level Tech- Management Fest
conducted by Department of Management on 3rd & 4th April, 2018
and has been Awarded I prize.

Satish Kumar G N
HOD, Dept. of MBA

Dr. P. Rajavardhan Reddy
Coordinator

Dr. Mohan Kumar B
Chairperson



CERTIFICATE OF EXCELLENCE

This is to certify that
✓ Mr / Ms P. PRASHANTH of
Aurora's B- School

has participated in
Market Mantra

of **Abhivyakti-2k18**, a State Level Tech- Management Fest
conducted by Department of Management on 3rd & 4th April, 2018
and has been Awarded I prize.

Satish Kumar G N
HOD, Dept. of MBA

Dr. P. Rajavardhan Reddy
Coordinator

Dr. Mohan Kumar B
Chairperson

The Psychology of Body Language in Management

-Nithya Kalwala

“Body language is so important, as is composition. You can not say something, and then the body reacts, and it says a lot of things that dialogue can also say.”
- Anton Corbijn, a Dutch photographer.

Body language is one of the most overlooked aspects of management. Every day, without realizing it, you are giving people cues about your emotions with your body language. Take this, for example. You see a man slouching on a bench next to you, and what’s the first thing comes to mind? He must be tired, upset or dejected. It’s not often that you’d look at someone slouching and come to the conclusion that they are in good spirits. Now, looking at it from an employee perspective - Have you ever wondered why you worked so hard but your efforts were never rewarded? Have you ever thought about how you keep talking but none of your co-workers seems to listen? It’s very likely that in some cases, the key is in your body language.

Whether we like it or not, nonverbal cues form an enormous part of our everyday interactions. From posture to facial expressions to the tiniest micro expressions, words are often not needed to convey the way you feel. Not being in control of your body language can be a dangerous thing, but being in control can be just as beneficial and powerful. So, what can you do to leverage this power? How can you ensure that your body language is in line with your interests?

The first step in this process is to identify poor habits. Shaking your leg constantly might be a good way for you to release pent-up energy, but to others, it is a sign of nervousness or restlessness. Rubbing your neck is seemingly insignificant, but it proved to be a sign of a liar. Shielding any sensitive part of your body (such as your neck and earlobes) is a sign of discomfort, as it is primitively a show of vulnerability. To add to your credibility, removing these bad tendencies is vital. However, it is worth adding here that not all tendencies are bad. Look at any CEO or person in a leadership position, and you will see that they naturally assume good

posture and make use of effective gestures. So, what can you do to mimic these powerful habits?

Once you've identified and eliminated negative tendencies, here are a few tips to get you started-

1. **Maintain good posture and poise:** Stand or sit straight, but be relaxed. Another interesting idea is to prep for uncertain or scary situations by adopting a power pose. For example, stand with both arms raised up in a victory. This mental trick can actually help prepare your mind for the situation to come.
2. **Maintain alert facial expressions:** Ensure that your facial expression makes you seem engaged. Even better, try boosting your energy levels and really try being engaged.
3. **Maintain eye contact in professional situations -** this is important to establish a good connection and appear credible. However, too much eye contact in a business perspective can come off as being aggressive or trying to dominate/undermine. As a rule, make sure you are making eye contact 30 - 60% of the time for optimum productivity.
4. **Make use of the space around you (but not so much that you appear obnoxious):** Taking up space is generally seen as a sign of self-confidence and approachability.
5. **Control your hand gestures:** When you are public-speaking, try to tune your hands to the rhythm of your voice. Open hands are the way to go because crossing your arms can give off the negative image of you being insecure, upset or stubborn. In addition, flailing your arms everywhere will create an image of chaos, so use slow but deliberate hand gestures while speaking.
6. **Don't shy away from confrontation:** When faced with a head-on confrontation that may make you feel vulnerable or attacked, instead of completely turning away from the situation or person, shift your angle slightly. In fact, standing next to a person boosts the mutual feeling of

collaboration and unity. So the next time you or the other person feels attacked, shift your angle so that you aren't directly opposite to the person

These are just a few tips, and this is just the beginning of your journey to master your body language. Understand your own behavioural patterns, and then try to reverse engineer the whole process. Just like you smile when you are joyful, smiling can make you feel happier. So remember - your emotions don't just lead to your actions, but your actions can lead to emotions as well. If there's one thought I'd like to leave you with, perhaps the most important thought of all - **be aware**. Heed this simple but powerful advice, and you will realize that controlling the reigns of your own life is not so difficult after all.....

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