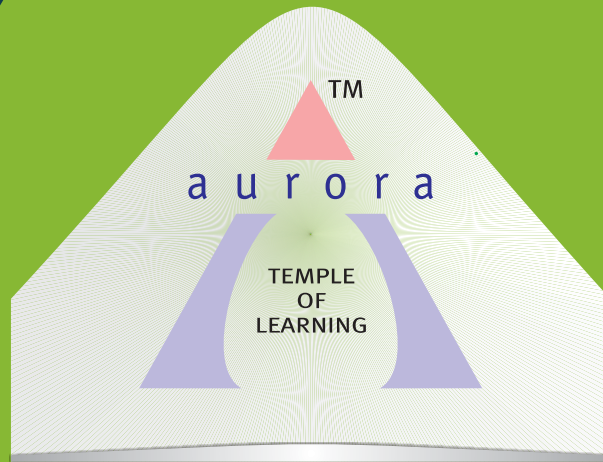


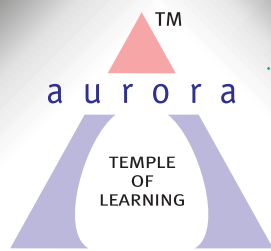
2017

akshara
NEWSLETTER
Vol. VII | Issue 5&6 | May & June 2017



International
Worker's
Day





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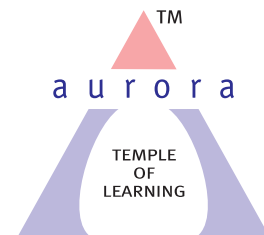
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AURORA'S BUSINESS SCHOOL

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Tables of Contents - May & June, 2017

2-3 Editorial

4-5 News & Events @
Aurora's Business School-May, 2017

6 News & Events @
Aurora's Business School-June, 2017

7-8 Bitcoin

9-10 Business News-May, 2017

11 Business News-June, 2017

14-15 Digital Marketing



FROM THE DIRECTOR'S DESK

Dear Readers,

This issue of the Akshara has short articles on two of the contemporary topics viz., bit coins & Digital marketing. It has a feature on May Day celebrations that have international significance. It also reports many events and activities undertaken by the Aurora's Business School. The months of May & June, 2017 had many On-Campus and Off-Campus placement drives. Many of our students have secured placements. I wish them well in their careers they have just launched.

Happy reading of Akshara !

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

EDITORIAL

MAY DAY

May Day is a public holiday usually celebrated on May 1. It is an ancient northern hemisphere spring festival and a traditional spring holiday in many cultures. Dances, singing, and cake are usually part of the festivities. In the late 19th century, May Day was chosen as the date for International Workers' Day by the Socialists and Communists of the Second International to commemorate the Haymarket affair in Chicago. International Workers' Day is also referred to as "May Day", but it is a different celebration from the traditional May Day.

Origin of the May Day

The history of the Labour Day dates back to May 1, 1886 when labour unions in the U S decided to strike work with the demand that workers should not be allowed to work more than 8 hours a day. This strike was followed by a bomb blast in Chicago's Haymarket Square on the 4th of May, 1886. This led to the death of several people and police officers. In addition, more than 100 people were injured in the blast. Although the protests in the U.S. didn't lead to any immediate result, yet it helped establish the 8-hour work day norm in India and other countries in the world. Since then, the Labour Day is observed as the day for parades and demonstrations all around the globe.

The earliest May Day celebrations appeared with the Floralia, festival of Flora, the Roman goddess of flowers, held on April 27 during the Roman Republic era, and with the Walpurgis Night celebrations of the Germanic countries. It is also associated with the Gaelic Beltane, most commonly held on April 30. The day was a traditional summer holiday in many European pagan cultures. While February 1 was the first day of spring, May 1 was the first day of summer; hence, the summer solstice on June 25 (now June 21) was Midsummer.

With Europe becoming Christianised, the pagan holidays lost their religious character and May Day changed into a popular secular celebration. A significant celebration of May Day occurs in Germany where it is one of several days on which St. Walburga, credited with bringing Christianity to Germany, is celebrated. The secular versions of May Day, observed in Europe and North America, may be best known for their traditions of dancing around the maypole and crowning the Queen of May. Fading in popularity since the late 20th century is the giving of "May baskets," small baskets of sweets or flowers, usually left anonymously on the doorsteps of the neighbours.

From the 18th century, many Roman Catholics have observed May – and May Day – with various May devotions to the Blessed Virgin Mary. In works of art, school skits, and so forth, Mary's head will often be adorned with flowers in a May crowning. May 1 is also one of two feast days of the Catholic patron saint of workers St Joseph the Worker, a carpenter, husband to Mother Mary, and surrogate father of Jesus. Replacing another feast to St. Joseph, this date was chosen by Pope Pius XII in 1955 as a counterpoint to the communist International Workers Day celebrations on May Day.

In the late 20th century, many neopagans began reconstructing traditions and celebrating May Day as a pagan religious festival.

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In the late 20th century, many neopagans began reconstructing traditions and celebrating May Day as a pagan religious festival.

News & Events @ Aurora's Business School MAY, 2017

S. No.	Date	Event
1	02.05.2017	Dean Prof. G. Sreenivas Reddy delivers a "Guest Lecture on Values & Ethics in Teaching at the Faculty Development Programme organised by the Vagdevi College Engineering, Bollikunta, Warngal.
2	02.05.2017	Dean Prof. G. Sreenivas Reddy delivers a video lecture on "Models of Public Policy Implementation and Conditions for Success" at the University of Hyderabad for the epg-pathshala programme of the Ministry of HRD, Govt of India.
3	02.05.2017	Dean Prof. G. Sreenivas Reddy delivers a video lecture on "Policy Implementation & Evaluation at the University of Hyderabad for the epg-pathshala programme of the Ministry of HRD, Govt of India.
4	05.05.2017	Three student members of NHRD of Aurora's Business School attend HR Practitioners presentations on "Agility HR" & Compensation & Benefits at CapGemini, Gachibowli.
5	06.05.2017	Dean Prof. G. Sreenivas Reddy attends a meeting of Editor and Writers of Text Book on "Public Policy, Social Inclusion and the Constitution of India" at the Telugu Academy, Govt of Telangana, Hyderabad.
6	06.05.2017	Prof. G. Sreenivas Reddy attends Talent Acquisition Conclave of the Strategic Human Resource Management Institute (SHRI) at FAPSI Building, Masab Tank, Hyderabad. He was presented the "Award of the Dean of the Year" by the Strategic Human Resource Management Institute, Hyderabad
7	10.05.2017	Off-Campus placement drive of Bajaj Finance Ltd for Manager Sales Position with CTC of Rs. 3.41 lacs- Balam Anirudh DM-11-050 is selected.
8	18.05.2017	Kantar GDC Off-Campus Placement Drive held for HR / Marketing / Finance specialisations (CTC 2.40 lacs) for Market Research positions held.
9	20.05.2017	Off-Campus Placement of Value Labs for Marketing Majors and Minors. CTC Rs 3.00 lacs+Lunch+Transport+Allowances. No. D a t e

S. No.	Date	Event
10	25.05.2017	Mrs. Kameswari, HOD and 15 students of the Aurora's Business School attend the "National Conference on Bond Market: Meeting Investors Needs Through Fixed Income Markets" organised by ASSOCHAM at Taj Deccan, Hyderabad.
11	23.05.2017	Two students of ABS attend "Leadership Conclave-Leadership Excellence in Digital World" organised by the National HRD Network at Novotel HICC, Hyderabad.
12	29.05.2017	Prof. G. Sreenivas Reddy delivers "Prof. K. Ramanuja Rao Felicitation Lecture on Academic Ethics" at the University Arts & Science College, Kakatiya University, Warangal.
13	30.05.2017	Off-Campus Placement Drive of Fission Infotech Pvt Ltd held for the Business Development Manager (BDM) positions for HR & Mktng specialisations. CTC RS 3.00 lacs

News & Events @ Aurora's Business School JUNE, 2017

S. No.	Date	Event
1	05.06.2017	PGDM I Year students submit abstracts of Summer Internship Project Reports.
2	08.06.2017	Wealth Capital Group's Off-Campus Placement Drive held for Finance Specialisation.
3	10.06.2017	Results of PGDM, II year III Trimester declared.
4	14.06.2017	Sunitha Tiwari, DM-11-018 is placed with HSBC.
5	15.06.2017	Students of I Year III Trimester submit SIP final reports
6	19.06.2017	Commencement of I year III Trimester classes after a short recess.
7	20.06.2017	Off-Campus Placement Drive of Bajaj Finserv for Marketing & Finance combination students held.
8	22.06.2017	Seminars & Viva-Voce of SIP for Finance specialisations held.
9	23.06.2017	Seminars & Viva-Voce of SIP for HR Specialisation held.
10	23.06.2017	Campus placement drive of Future Group/Life Style for Customer Service Executives, Guest Relations, Managers & Fashion Consultants for all Specialisations held.
11	24.06.2017	Last Instruction Day for I year III Trimester.
12	24.06.2017	Seminars and Viva-Voce of SIP for Marketing Specialisation students held.
13	27.06.2017	Placement drive of Genpact held for Finance Specialisation with a CTC of Rs 3.00 lacs+Incentives for positions in Investment Banking.
14	27.06.2017	Hetero Drugs Off Campus Placement Drive held for HR Major Specialisation. One student Ms Veeraja Jagirdar, DM-11-045 got selected.
15	28.06.2017	I Year III Trimester End-term Exams schedule released.
16	30.06.2017	Bhavani Tejaswini, DM-11-041, secures placement with (Future Group) Hyderabad Central as HR Assistant.



BITCOIN

DR. V. SREE JYOTHI
Faculty of Aurora's Business School, Hyderabad
She can be reached at sreejyothi@absi.edu.in

What is Bitcoin?

Bitcoin is a new currency that was created in 2009 by an unknown person using the alias Satoshi Nakamoto. Transactions are made with no middle men – meaning, no banks! Bitcoin can be used to book hotels on Expedia, shop for furniture on Overstock and buy Xbox games. But much of the hype is about getting rich by trading it. The price of bitcoin skyrocketed into the thousands in 2017.

Why Bitcoins?

Bitcoins can be used to buy merchandise anonymously. In addition, international payments are easy and cheap because bitcoins are not tied to any country or subject to regulation. Small businesses may like them because there are no credit card fees. Some people just buy bitcoins as an investment, hoping that they'll go up in value.

Acquiring Bitcoins

Buy on an Exchange

Many marketplaces called “bitcoin exchanges” allow people to buy or sell bitcoins using different currencies. Coinbase is a leading exchange, along with Bitstamp and Bitfinex. But security can be a concern: bitcoins worth tens of millions of dollars were stolen from Bitfinex when it was hacked in 2016.

Mining

People compete to “mine” bitcoins using computers to solve complex math puzzles. This is how bitcoins are created. Currently, a winner is rewarded with 12.5 bitcoins roughly every 10 minutes.

Owning Bitcoins

Bitcoins are stored in a “digital wallet,” which exists either in the cloud or on a user's computer. The wallet is a kind of virtual bank account that allows users to send or receive bitcoins, pay for goods or save their money. Unlike bank accounts, bitcoin wallets are not insured by the FDIC.



Anonymity

Though each bitcoin transaction is recorded in a public log, names of buyers and sellers are never revealed – only their wallet IDs. While that keeps bitcoin users' transactions private, it also lets them buy or sell anything without easily tracing it back to them. That's why it has become the currency of choice for people online buying drugs or other illicit activities.

Future in question

No one knows what will become of bitcoin. It is mostly unregulated, but some countries like Japan, China and Australia have begun weighing regulations. Governments are concerned about taxation and their lack of control over the currency.

- ✦ **FINANCE:** Tax rate may be lowered to 25% for bigger firms. Finance ministry is planning to bring with Rs 100-500cr revenue under the 25% corporate tax bracket-currently applicable only to MSMEs-from 2018-19. (Mint- May 1, 2017)
- ✦ **UNORGANISED SECTOR:** Crop failures, high debt driving farm suicides, finds govt-commissioned study. (Mint- May 1, 2017)
- ✦ **INFRA:** Real estate Act comes into effect today in 13 states; helps buyers. The one big change that will come with the Act's enforcement from May 1 is that real estate developers will not be allowed to take advances and booking amounts from customers in yet-to-be-launched projects till they are registered with RERA. (Financial Express- May 1, 2017)
- ✦ **HR NEWS:** 'Outsource govt services, bring in pvt sector talent'. The NITI Aayog has suggested outsourcing of public services to private hands in order to reduce dependence on the government administrative machinery, reports PTI. It has also recommended induction of specialists into governance via a lateral entry to bring in "competition to the established career bureaucracy". (Financial Express- May 1, 2017)
- ✦ **LOGISTICS:** Ola's losses widen as costs rise. Cab operator has been spending more to stave off stiff competition from rival Uber. (Business Line- May 1, 2017)
- ✦ **BANKING:** SBI cuts term deposit rates up to 50 BPS. (Business Standard- May 1, 2017)
- ✦ MP first to switch to Jan-Dec fiscal year. Move comes when centre is already mulling shifting to new fiscal cycle. (Business Standard- May 3, 2017)
- ✦ **INTERNATIONAL:** Infosys to hire 10,000 American workers amid crackdown on H-1B visas. (Mint- May 3, 2017)
- ✦ **WORK PERMITS:** H-1B visas benefit US companies the most. Contrary to Trump's claim, the share of Indian firms in temporary work visas is smaller than those of American counterparts. (Financial Express- May 3, 2017)
- ✦ **DIRECT TAXES:** Net widens: Taxpayers surge by a crore. As govt turned on the heat against black money, number of returns filed surged to 5.28 cr in FY16. (The Economic Times- May 3, 2017)
- ✦ **MANUFACTURIN:** Maruti drives into select club: Maruti Suzuki has pipped global car majors Audi, Hyundai, Subaru and Renault to enter the club of top ten auto makers by market capitalisation, reports Ashutosh R Shyam. (The Economic Times- May 3, 2017)

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1. There are 160 reasons India won't escape GST chaos. The Economic Times- June 01, 2017
2. E-commerce is dying; click & mortar in: Go, grab retail stocks. If Amazon opening up of first store in New York, improving sales figures for leading apparel retailers and euphoria over the recent listing of D-Mart are any signal, good days are returning for traditional brick-and-mortar retailers. The Economic Times- June 05, 2017
3. GST may initially be a complex tax mechanism to navigate: Vishal Kapoor, IDFC AMC . Given the government's stance about anti-profiteering, one-off gains for any particular sector from GST should be ruled out, says Vishal Kapoor CEO, IDFC Asset Management Company in chat with ET Wealth. The Economic Times- June 05, 2017
4. Government, Banks Board Bureau set to start hunt for next State Bank of India chairman. The Economic Times- June 12, 2017
5. Retail inflation in May cooled to a new record low of 2.18 per cent from 2.99 per cent in April, government data has revealed. May's inflation level is the lowest since the series began in 2012 and remains below the Reserve Bank of India's (RBI) medium-term target of 4 per cent for the seventh month in a row. Today's data would increase the pressure on the RBI to cut interest rates in the days to come. The Times of India. June 12, 2017
6. Market Now: BSE SmallCap index up; Lux Industries, McNally Bharat top gainers. The Economic Times- June 14, 2017
7. ClearTax launches Billbook to help in GST compliance. Tax-filing portal ClearTax, which is proactively focusing on its role as an application service provider for the upcoming Goods and Services Tax (GST) regime, has launched a software platform that works as a billing solution both online and offline, called Billbook. The Economic Times- June 14, 2017
8. Hybrid cars will face higher tax rates in the GST regime. However fuel guzzlers such as larger SUVs and bigger sedans will enjoy lower tax. Electric cars will become dearer in states where there is no VAT at present, but will cost lower in the other states. The proposed cumulative duty on hybrid cars is 43% against the approximate 30% at present. The Times of India. June 20, 2017
9. The Reserve Bank will soon come out with final guidelines on customer protection in case on fraudulent banking transactions. "Based on the feedback received from the concerned stakeholders, final guidelines are expected to be issued shortly," said RBI deputy governor S S Mundra. He said the final guidelines will clearly talk about the timeline for reporting fraudulent transactions, the liability customers will have to bear in case of unauthorised transactions and the responsibilities of banks in such instances. The Times of India. June 30, 2017

Dear May Born Happy B'Day to You All!

- | | | |
|-----|------------------------------|------------|
| 1. | Nasina Krishna Prasad | 06/05/1992 |
| 2. | N Chavi Garg | 08/05/1995 |
| 3. | Vaishnavi Alwal | 16/05/1995 |
| 4. | Sonekedewalle Raunak Kishore | 17/05/1993 |
| 5. | Thandra Shandilya | 21/05/1994 |
| 6. | Md. Owaisuddin | 21/05/1996 |
| 7. | K Arun Reddy | 23/05/1989 |
| 8. | Rasala Tharun Yadav | 24/05/2015 |
| 9. | Nemturi Avinash Reddy | 25/05/1994 |
| 10. | Sandeep Kumar | 30/05/1995 |

Dear June Born Happy B'Day to You All!

1.	Peri Satyasai Kruthi	01/06/1995
2.	Nasina Krishna Prasad	05/06/1992
3.	Damodara Bhavani Tejaswini	06/06/1994
4.	Bandi Sekhara	08/06/1988
5.	Doulanna	08/06/1994
6.	Ungarala Bhanu Tanuja	08/06/1993
7.	Padamati Tribhuvan Reddy	08/06/1992
8.	Busi Shirisha	09/06/1995
9.	Sushant Kumar	10/06/1993
10.	Rupal Kucheriya	10/06/1995
11.	Vineetha Ranga	11/06/1997
12.	Vanshika Dixit	11/06/1996
13.	Pattan Jani Begum	16/06/1994
14.	Sriram Saikumar	23/06/1994
15.	Bhandari Neha	29/06/1995
16.	Chepuri Manikanth	29/06/1995
17.	Ashrita Naupada	29/06/1995



Digital Marketing

C. KAMESWARI, HOD, Aurora's Business School
She can be reached at kameswari@absi.edu.in

- ✦ Digital marketing, the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.
- ✦ Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Why digital marketing is important

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Manage customer relationships across all channels

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behavior and preferences, the more likely you are to engage them in lucrative interactions.

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Challenges facing digital marketers

Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with

Mark Zuckerberg



Mark Zuckerberg finally gets his Harvard degree - 12 years after dropping out

- ✦ Facebook founder Mark Zuckerberg features in a long line of university dropouts who became millionaires after founding technology companies - Bill Gates and Steve Jobs among them.
- ✦ But 12 years after leaving Harvard to work on Facebook full time, he has returned to pick up his degree.
- ✦ Zuckerberg founded what was then called "The Facebook" in his college dormitory in 2004. The service was at first limited only to Harvard students before expanding to other Ivy League universities.
- ✦ He is due to deliver the university's commencement address, a speech given to graduating students, later on Thursday. After receiving the honour he posted a photo of him with his parents Edward and Karen Zuckerberg.
- ✦ "It's time for our generation to define a new social contract" where we measure progress by everyone having a role and a purpose", he said.
- ✦ He enrolled in Harvard College in 2002 and dropped out after two years without completing his degree. The 33-year-old entrepreneur had launched Facebook which was then known as "Thefacebook", in his Harvard dorm room in 2004 where he also met his wife, Priscilla Chan.
- ✦ On Wednesday, Zuckerberg made a 24-minute long Facebook Live video from his Harvard dorm room when he went back there. The video has a visibly ecstatic Zuckerberg, remembering the good old days, with his wife Priscilla Chan, in the background. "This is my first time being back here since I left 13 years ago. It has been a place where a lot of really special things happened in my life," Zuckerberg said
- ✦ Zuckerberg returned to the room where he built Facebook along with his co-founders, Dustin Moskovitz, Eduardo Saverin, Andrew McCollum and Chris Hughes.
- ✦ On Wednesday, he said his upcoming speech would "share what I've learned about our generation and the world we're all building together".
- ✦ Even after the company moved its headquarters to California, Zuckerberg continued to be enrolled at Harvard until he dropped out in November 2005. "I'm not coming back" he told the university paper The Crimson.
- ✦ His honorary degree comes 12 years later, a little quicker than it took Bill Gates, another famous Harvard dropout to get his. Gates, who left to found Microsoft in 1975, did not receive his honorary degree until 2007.

Photo Shots of International Study Tour to Singapore and Malaysia



Our Faculty and Students in Singapore and Malaysia



Snap Shots of International Study Tour

