

# akshara

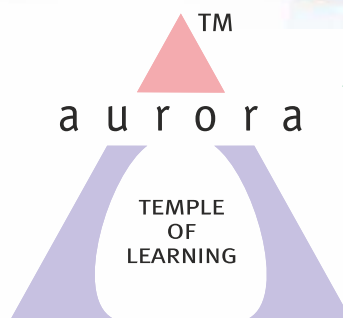
NEWSLETTER

Vol.X | Issue.1 | January 2020

# 2020



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**akshara**  
NEWSLETTER  
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**BIRTHDAY GREETINGS TO STUDENTS**



## FROM THE DIRECTOR'S DESK

Dear readers,

I am delighted to share a few important achievements of January, 2020 of the Aurora's Business School, with you all. The month of January, 2020 was filled with many placement events benefitting our students. There were more than a dozen placement drives held on the campus and a couple of more off-campus drives for placing students of all the different specialisations such as Finance, Marketing, HR, Business Analytics and Digital marketing. The month is also marked by the conduct of a large number of professional activities such as Webinars, National HRD-Network meets and Hyderabad Management Association meetings, Off-campus as well as On-campus. Many students have obtained membership of the above two professional associations. Many students have received placement offers from companies with decent packages. I wish all these students, very best in their careers.

Happy reading of the newsletter and warm greetings for a Happy New Year-2020

DR. RAGHU NAGA PRABHAKAR  
Director  
AURORA'S BUSINESS SCHOOL



**January, 2020**

**Share market update: Auto shares slip as companies announce December sales numbers**

Auto shares were trading lower as major auto companies announced their sales for December. Maruti Suzuki India reported a 2.4 per cent rise in car sales during December, as higher demand for compact models such as New Wagon R offset a slump in small cars. In a regulatory filing, Maruti said it sold 124,375 vehicles in the domestic market in December as compared to 121,479 vehicles sold in the same month a year back. Meanwhile, M&M's auto sales fell 1 per cent on a yearly basis to 39,230 units in December. Its tractor sales rose 3 per cent year-on-year to 17,990 units. Analysts said seasonality, year-end shutdowns and inventory management in the run up to BSVI transition will result in another tepid month for auto companies when they report their monthly sales numbers for December.

**Six consistent equity mutual funds of the decade to bet on**

Which mutual funds to choose to invest in 2020? Well, a new year does not change the fundamental advice: always invest in consistently performing mutual funds. A consistent mutual fund scheme allows investors to ride through both the bull and the bear market with ease. A consistent scheme is expected to be less volatile than the market and their peers. To offer you some handpicked consistent mutual fund schemes, ETMutualFunds.com sifted through the data to find a list of schemes that did consistently well in the last 10 years. Since these schemes have been consistent in their performance over a decade, investors can consider investing in them in the future as well. Before moving forward, investors must understand that these schemes might not be suitable for you if your risk-taking ability does not match the risk involved in a particular category. For instance, small cap mutual funds are not suitable for all investors. Only sophisticated investors who understand the downside risk and volatility factor of small caps can look at them.

**Share market update: Aviation stocks fly; Jet Airways climbs 5%**

Aviation stocks were trading with gains. Shares of Jet Airways NSE -1.36 % (up 4.90 per cent), TAAL Enterprises (up 3.55 per cent), SpiceJet NSE -0.10 % (up 3.28 per cent), Global Vectra Helicorp NSE -1.46 % (up 2.87 per cent) and Inter globe Aviation (up 0.17 per cent) were among the top gainers. While Taneja Aerospace & Aviation (down 0.45 per cent) was the sole loser among aviation stocks. The NSE Nifty-50 index was trading 14.70 points up at 12183.15, while the 30 shares BSE Sensex was up 50.38 points at 41304.12.

**Brexit should not mean Engxit too**

If there is anything that a shrinking UK can take heart from, it is the widening family of English variants. It should be a matter of pride that the language Britons carried to the rest of the world is no longer the Queen's English but Everyone's English — and nowhere more so that in India. In fact, the continuing expansion of Hinglish, Benglish, Tamlish, Punjlish et al, should serve as an example for the European Union, given that Brexit is on the early-2020 agenda and some believe it means Engxit too. English is like the proverbial potato in Indian cooking — it absorbs the distinct flavours of dishes and enhances its own appeal. Eventually, those dishes

without potatoes are unthinkable. The EU must banish any thoughts of allowing (or forcing) English to exit along with Britain or risk alienating countless Europeans who have developed a taste for English. India remains an incontrovertible example of how this language is far more tenacious than its progenitor. Euro-English — or Eurolish — is already patois-and-parcel of communication in Brussels and among continental millennials. The 23 other European official languages stepped aside for English long ago; it is too late to choose one of those now as the alternative lingua franca. Of course, like the Indian variants, Eurolish may eventually have only a nodding acquaintance with the original.

### **Resolutions via inter-creditor agreements off to a slow start**

The resolution of bad loans has begun on a circumspect note after the central bank published new guidelines six months ago, amending the rules in the wake of a judicial order against an earlier set of norms. A recent survey of 13 banks by the Reserve Bank of India (RBI) showed that on assets initially assigned to be resolved through the prudential framework, inter-creditor agreements (ICA) are yet to be signed for exposures amounting to Rs 33,610 crore. ICAs have been signed for loans with exposures of Rs 96,075 crore. Banks have appointed the resolution professional for one borrower with a reported exposure of Rs 1,617 crore. The last date of signing an ICA is January 7 for loans exceeding Rs 2,000 crore. Resolution plans under the ICA framework have been taking longer than anticipated because banks and non-bank lenders, such as mutual funds and insurance companies, appear to have differences of opinion. There are 20-30 lenders in large corporates such as DHFL, and the lack of consensus among the various categories of lenders led to delays in stitching together ICAs.

### **India official sees Budget gap widening to 3.8%, over target**

India's budget deficit could widen to 3.8% of gross domestic product in the current fiscal year, breaching a target of 3.3%, according to a senior official. The law allows the government to exceed the target by as much as half a percentage point, the official told reporters, asking not to be identified in line with rules. The government can also miss its target if it faces acts of war, a collapse in farm output, or the economy is undergoing structural reforms with unanticipated fiscal implications. The government is facing a revenue crunch as economic growth slows, putting pressure on the budget. An official GDP estimate published Tuesday showed India's economy will probably grow 5% in the fiscal year to March and post nominal growth of 7.5%. That's lower than the 11.5% nominal growth the government forecast in its budget in July. The reduction in nominal GDP estimates will push the government's fiscal deficit higher by 12 basis points, or upwards of 3.4%, said Soumya Kanti Ghosh, chief economist at State Bank of India in Mumbai. Prime Minister Narendra Modi's government has already breached its deficit goals in the previous two years. The shortfall exceeded the target by 1 percentage point in the last fiscal year and by 3 percentage points the year before. Reserve Bank of India Governor Shaktikanta Das told the Financial Express newspaper last month that economic conditions were appropriate for the government to invoke the clause that allows it to widen the deficit.

### **Growth in mutual funds' equity assets far outpaces the rise in benchmarks**

In a nation where gold and property have been the traditional stores of value for centuries, equities appear to have emerged as a viable alternative in the past five years, underscoring the increasing 'financialization' of savings in India. Assets under management (AUMs) in the equity segment of local mutual funds climbed 23% annually, data gathered by Motilal Oswal showed, undergirding the broadest benchmark Nifty 50 through a period of rather circumspect growth across vast swathes of the consumption economy.

### **Bankruptcy board set to tackle group insolvency**

India's bankruptcy regulator is seeking to amend rules to make the Insolvency and Bankruptcy Code (IBC) suitable for handling group insolvency, with accounts such as Videocon NSE -4.00 %, Sachet Infra and Lavasa underscoring the problem of indebtedness at the group level. A panel on group insolvency has submitted its report to the Insolvency and Bankruptcy Board of India (IBBI), proposing reforms in the legal framework to address group insolvency. The report has recommended that the definition of 'group' be specific, and it may include holding, subsidiary and associate companies.

### **People analytics is future of HR in India, shows LinkedIn report**

As high as 92% talent professionals in India consider People Analytics to pave the way for the future of HR and recruiting, according to a LinkedIn report. The 10th annual edition of the LinkedIn Global Talent Trends 2020 report shows that 95% of talent professionals in the country believe employee experience will shape the future of HR in the coming years. The report looks at survey results from 7,000 talent professionals, platform data, and interviews with leaders to provide insight into the key topics impacting HR leaders today. This year's Global Talent Trends report focuses on how empathy is reshaping the way employers hire and retain talent, with companies working harder than ever to understand their employees more deeply, and better serve them. The four key trends of this year include employee experience, people analytics, internal recruiting and multi-generational workforce.

### **IT rejigs its bills as deals dry up**

As IT services companies compete to win in a market where demand is dwindling and there is increased pressure to retain clients, large deals are witnessing a financial engineering component. These could range from one-time discounts or deferred payment plans to upfront cheques for expected savings. The financial aspects of deals are particularly important in the legacy area, which still accounts for a significant chunk of IT services revenue despite the rise of newer technologies. "In services which are getting more and more commoditised and price-led, the focus is first, how do you extract more efficiency, and once the efficiency (has) reached a logical limit, you tend to go to this kind of financial engineering," said Rajesh Gopinathan, CEO of Tata Consultancy Services NSE -2.20 %, India's top IT services provider.

## **MANAGEMENT INFORMATION SYSTEMS (MIS)**

**Dr RAGHU NAGA PRABHAKAR,**

**Ph.D, M.Phill, PGDPM, MHM, Director, Aurora's Business School, Hyderabad**

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Any business organization needs regular reports on operations, at every level of management. In the top line companies they are produced by a management information system, which is a computerized database of financial information, from which special reports can be obtained easily. Those who are at the helm of affairs in the management hierarchy can monitor the company, as a whole and get feedback about individual and collective performance. MIS displays only actual data, instead of planned data, measuring progress against goals. It receives data from all company units and functions. The data is collected through various means. They are

1. Automatically from computer linked checkout counters
2. Keyed in at periodical intervals
3. Preprogrammed and run at intervals or on demand
4. Obtained using built-in Query languages

Managers use display functions built into the systems to check on status at desk side computers connected to the MIS by networks. Even the company's stock performance is monitored and displayed by sophisticated systems.

In previous times, ledger was the most important book on which the business owner relied and with which he kept track of his business. But, by the advent of the MIS, different kinds of tallying, counting, record keeping and accounting techniques have been automated electronically. This revolutionary change of automation first emerged in the 1880's, in the form of tabulation cards which could be sorted and counted, popularly known as punch cards. Each card was the equivalent of today's data base record. The famous IBM Company, established in 1911, was then called C-T-R-C i.e. computing, tabulating and recording company. After the world war-2, the first computer emerged. But still punch cards systems were used as their front end and as their output. They completely disappeared in 1970s and tape and discs replaced them.

During 1970-1990, the innovation embraced almost all corporate functions, enriched by virtues of coherent information systems. Major functional areas developed within companies, with their own MIS capabilities. In the 1980s networked PCs appeared and developed into powerful systems and in the 1990s they displaced small computers. Such networks were organised for MIS. Simultaneously the World Wide Web came of age,



morphed into the internet with a visual interface, connecting all sorts of systems to one another. MIS function is now one among many others which feed information to business people in managing their companies. CAD-CAM (computer assisted design and manufacturing) is carried out by systems which supervise industrial processes in power, chemicals, petrochemicals, pipelines, transport systems etc. They manage and transfer money globally and communicate worldwide. The automated systems support almost all major administrative functions. Taxes are paid over internet and refunds are made and credited to the taxpayer's account. Thus MIS was the first major system of the information age. Information technology is now the category to designate all software/hardware communication structures. It works like a virtuous nervous system of the society at all levels.

Even a small business, with a single computer, aptly equipped and connected, in real sense, is operating an MIS, as per the logical definition of it, as a computer-based coherent arrangement of information which helps the management function smoothly. Previously 'MIS' was restricted as a term to large systems running on mainframes. But it is outdated now. Even a medical practitioner can utilise it constructively for billing patients, scheduling appointments, connecting to a network of insurance companies, on a de facto basis. Similarly, a small rep organisation with three principals on the road and an administrative manager at home office has an IMS system, which links all the parts of the firm. It can link to the inventory systems, handle accounting and serve as the base of communications with each rep, each one carrying laptop. In fact, substantial databases are deployed by large computer networks of business firms which are engaged in consulting, marketing, sales, research, communications etc services.

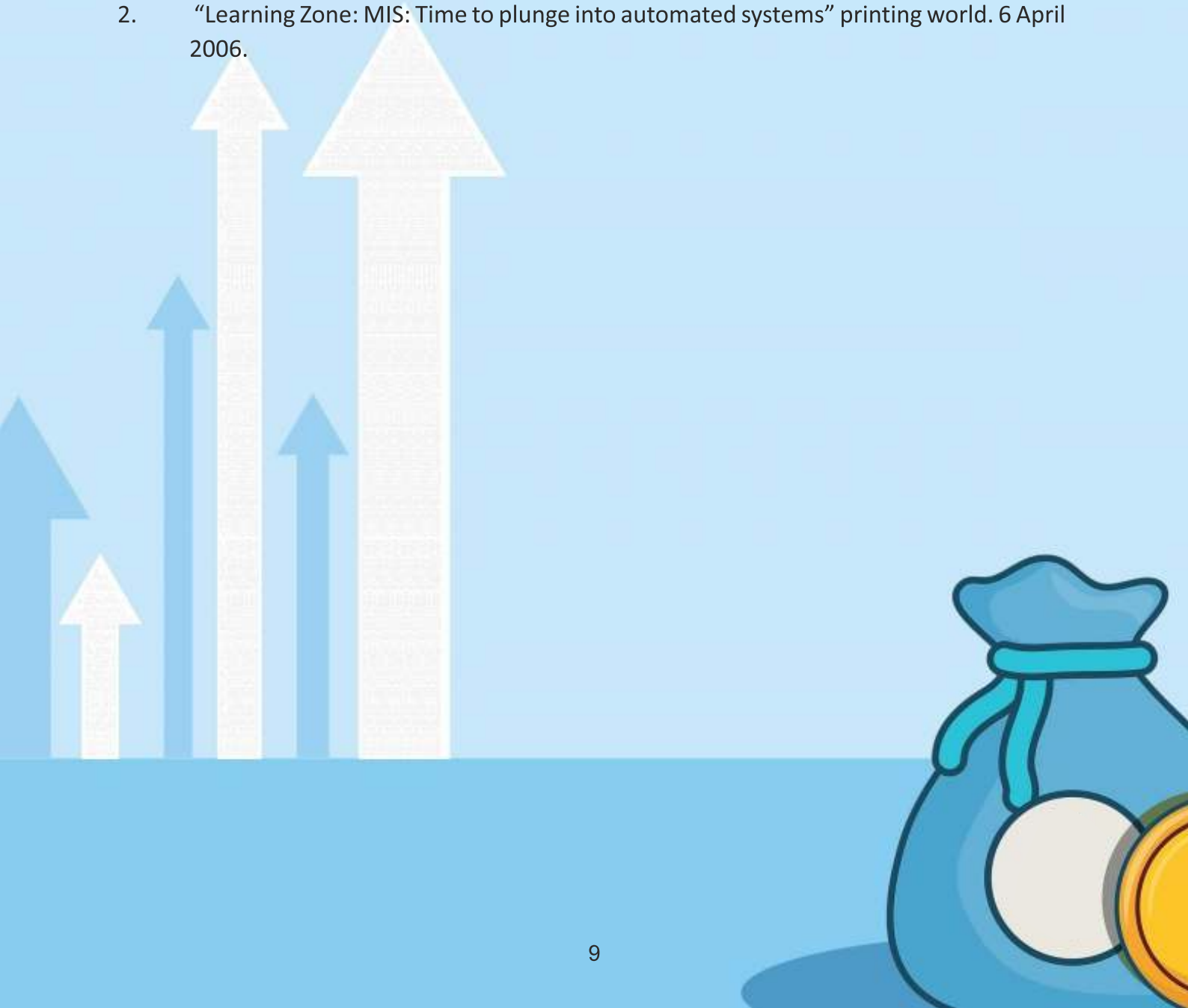
Though almost each and every company uses computers, the above mentioned kind of integration is achieved only by a few. Disorder of things is the main motive for organising information in a better way. Sometimes what has been already ordered is reordered, resulting in the poor control of the company's inventory. Motivation takes place when it is known that someone is exploiting the company's resources, e.g. customer list etc, while the original list is scattered in various places. Sometimes companies are reluctant to automate things completely because at times of "network down", the business will become to a standstill. The upgrading of the information system naturally starts when a problem is located and its solution is sought. Then the help of an expert resource person will be necessary. If the problem is over-stocking, its solution itself will be the starting point for a new information system, which will touch upon the various other aspects of business. The expert consultant will naturally enquires about the present state of things. While the process is being described, the discovery of potential solutions will begin. Sometimes it will be beneficial to take the opinion of two or three service experts for initial consultations.

A VAR (Value added reseller) or a systems integrator links various software packages for various problems, bought by the owner of the business firm. This will be more suitable for a

firm with fewer than 50 employees. Larger companies may go for more options offered by application Service-Providers or management service providers (ASPs and MSPs), which are referred to as XSPs together. They can be useful in installing ERP systems and providing web-services. ASPs, from a central website, deliver high end business application to the user whereas MSPs offer on-site or web-based systems management services to the company. ERP stands for “Enterprise Resource Planning”. It is a class of systems that integrate the fields of manufacturing, purchasing, inventory management and financial data into a single system with or without web capabilities. ERPs are very popular with large and medium sized firms but even small business firms have been embracing them increasingly, since 2015.

**Sources:**

1. Torode, Christina “XSPs Rethink Business Models”. Computer Reseller News. 15 July 2002.
2. “Learning Zone: MIS: Time to plunge into automated systems” printing world. 6 April 2006.



**News & Events@  
Aurora's Business School - January, 2020**

S. No.	Date	Event
1	01.01.2020	17 students of PGDM I year obtain membership of the NHRD Network
2	03.01.2020	IndusInd Bank placement drive held for Management Trainee Position with CTC of Rs3.00 to 4.00 lacs for Mktg and Finance specialisations
3	03.01.2020	Robo Silicon Private Limited campus placement drive held for PGDM - HR specialisation with a CTC of Rs. 3 Lakhs Per Annum for the position of HR Trainee.
4	03.01.2020	Released guidelines for Integrated Research Project
5	06.01.2020	Genpact campus placement drive held for PGDM - All specialisations with a CTC of Rs. 2.75 Lakhs Per Annum + other allowances for the position of Customer support, Tech support, Finance & Accounting positions.
6	06.01.2020	Registrations open for Hetero Labs placement drive
7	07.01.2020	5 students placed with Genpact as a process Associates
8	08.01.2020	Kwixee Placement Drive held for for Mktg majors for the position of Product Consultants and Marketing Specialists
9	08.01.2020	CoCubes Placement Drive for Mktg Specilisation heldfor
10	08.01.2020	City Union placement drive held for Assistant Manager positions with a CTC of Rs 6.00 lacs
11	08.01.2020	Final round of selections held for the short-listed students of Berkdia
12	08.01.2020	Commencement of I year III Trimester and II Year II Trimester Mid - Examinations
13	08.01.2020	Seminar on Digital marketing held in the seminar hall- Swetha Renva was the Resource Person

S. No.	Date	Event
14	09.01.2020	Invesco Placement drive held for Finance Specialisation for the position of Trainee Investment
15	09.01.2020	Invesco campus placement drive held for PGDM - Finance specialisation with a CTC of Rs. 4,00,000 + 0-10% Variable (Over & Above the Fixed CTC) for the position of Trainee.
16	09.01.2020	Placement drive of Square Yards held for Marketing majors for the position of Trainee Management with a CTC of Rs \$.66 lacs
17	10.01.2020	Prof. C. kameswari attended Faculty Development Programme conducted at Aurora's Degree College, Chikkadapalli.
18	10.01.2020	A workshop was organised on "Teacher mentorship towards students' skill development. Dr. Nagaraju addressed the faculty as a part of this workshop.
19	11.01.2020	Short Vacation declared for both I Year and II Year students from 11.01.2020 to 19.01.2020.
20	17.01.2020	Kotha Bhavani Shankar Reddy (PDM-14-004) and Naveen Bothkurvar (DM-14-072) Placed with Saint Gobain Envision as Interns with a salary of 30,000 per month. On confirmation CTC will be 5.00 lacs
21	18.01.2020	Dean Prof G Sreenivas Reddy contributes a chapter entitled "Quality: Concept and Dimensions" to the text -book on Financial and Materials Management of Dr B R Ambedkar Open University, Hyderabad.
22	18.01.2020	Hetero Labs Limited campus placement drive held for PGDM - Marketing & HR specialisations with a CTC of Rs. 2.5 Lakhs per annum + other allowances.
23	20.01.2020	Dean, Prof G Sreenivas Reddy attends the "Empowered Educators Meet" organised by Delotte University Leadership Centreat Rahija Mind, Space, Hyderabad
24	20.01.2020	Students visit the Hyderabad All-India Industrial Exhibition for experiential learning of Management of Business Events and submitted reports

S. No.	Date	Event
25	20.01.2020	Pranavi Gollena(DM-14-038), Padma Priya(DM-14-098) and Bhagya Sri (DM-14-109) placed with Invesco with a CTC of Rs 3.50 lacs as Trainees Investment Services
26	20.01.2020	Sarv HR Solutions Pvt. Ltd campus placement drive held for PGDM - Marketing & HR specialisations with a CTC of Rs. 4 Lakhs Per Annum for the position of Marketing Trainee & HR Trainee.
27	21.01.2020	Six students attend the Hyderabad Management Association lecture meeting on ART OF THINKING: WIN WIN ADDESSSED BY Sri Sriman Radheshyam Das at NKMs Grand Hotel, Somajiguda, Hyderabad.
28	21.01.2020	Seven students viz., Manju Bhargavi (DM-14-063), Harshhe Vora (DM-14-056), Sharmila Patel(DM-14-090), Krishnakanth Sharda (DM-14-001), Padma Priya Srivats (DM-14-098), Kaushik Kashetty (DM-14-143), and Kalyani Mudigatla (DM-14-028) are placed with Berkadia as Associte Analysts
29	21.01.2020	ARK Group campus placement drive held for PGDM (All specialisations) with a CTC of Rs.5.4 Lakhs Per Annum for the position of Sr. Executive - Sales/Marketing/Business Development
30	22.01.2020	Two students attend the HMA's 'One-day Management Development Programme on Planning Growth of MSMEsin India"at NKMSGrand Hotel, Somajiguda, Hyderabad
31	22.01.2020	Faculty Members Prof Kameswari and Dr Sree Jyothi) and Students ( Sainath Bhosle and Varshini) participate in the WEBINAR ON THE IMPACT OF SOCIAL MEDIA ON WOMEN (5.30 to 6.30). Aparna Sadhu , Director HR, Cognizant was the Lead Speaker
32	22.01.2020	Prof Sangeetha , Faculty member, briefs students on the preparations needed for the placement drive of Value Labs scheduled on23.01.2020
33	22.01.2020	ABS submiots Write up on Dalal Street Bschoo annual Survey
34	23.01.2020	Value Labs campus placement drive held for PGDM HR specialisation with a CTC of Rs. 3 Lakhs Per Annum for the position of Trainee-Employee Success Partner. ( Seven students selected in the First Round

S. No.	Date	Event
		and 4 were selected in the Second round)- A team of three officials of Value Labs conducted the drive
35	24.01.2020	Squareyards campus placement drive held for PGDM - Marketing specialisation with a CTC of Rs. 4.16 Lakhs Per Annum for the position of Management Trainee.
36	25.01.2020	The I year PGDM students were given 50 visiting cards each on complementary basis for their personal use
37	25.01.2020	Voter's Day celebrations were held on the campus to create awareness among students about our electoral system. Representatives from the GHMC graced the occasion. Students took a pledge to make use of their right to vote, in all earnestness. Rangolees were drawn for creating voter awareness.
38	26.01.2020	Republic Day Celebrations were held in our campus, with patriotic fervour. Director Dr. K. Raghu Naga Prabhakar hoisted the national flag and Dean Academics Prof G Sreenivas Reddy delivered the republic day address. He exhorted the students' gathering to develop their skills, professional acumen and become successful business leaders.
39	27.01.2020	Rahul N (DM-14-035) and Naveen Kumar (DM-14-015) are placed with Square Yards as Management Trainees with a CTC of Rs 4.16 lacs per annum.
40	28.01.2020	Dean Academics Prof G Sreenivas Reddy Attends the BOS Meeting -UG Courses of Moulana Azad National Urdu University(MANUU), Gachibowli, Hyderabad
41	29.01.2020	Commencement of II Year II Trimester End-term Examinations
42	29.01.2020	Student feedback of Faculty collected from II Year II Trimester students
43	29.01.2020	Second Spell of Final Interviews were conducted for three more students by the Value Labs Executives
44	30.01.2020	Manish T and Rohit Kumar secure placements with ServHR with a CTC of Rs 4.00 lacs

S. No.	Date	Event
45	30.01.2020	NHRD Hyderabad Chapter holds a WEBINAR ON PEOPLES WELLNESS FROM 4.00 TO 5.00 pm. Faculty Members Dr V Sree Jyothi and Prof Kameswari and 4 students participate in the Webinar.
46	30.01.2020	Srikanth K R Dm-04-111 Batch-4 student of PGDM of Aurora's Business School was promoted as Regional Credit Manager -Retail Assets of RBL Bank Limited



## Dear January Born, Happy B'Day to You All !

1	PALAPARTHY LAKSHMI VISHAL	03-01-1999
2	GHATTAMANENI BHARGAVI	06-01-1999
3	YAMSANI HARI HARAN SAI	06-01-1998
4	SYED ABBAS PASHA	13-01-1997
5	KANAGALA MOHANA KRISHNA	17-01-1998
6	AMAN RAHEJA	18-01-1999
7	G SAI KIRAN	20-01-1999
8	SYED AHMED SIDDIQ	26-01-1998
9	KAUSHIK AGARWAL	29-01-1999
10	GOVIND RATHI	29-01-1999

