



AURORA GAZETTE



Volume - 1 Issue - 14 December, 2016

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STUDENT BOARD

MBA II YEAR

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MBA I YEAR

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Activities on and off the Campus

- ❖ Workshop on Cost Consciousness
- ❖ Workshop on International Corporate Governance
- ❖ 5K Run by Youth for Anti Corruption
- ❖ Blanket donation drive
- ❖ Business Plan Competition
- ❖ Workshop on Case Study
- ❖ Traditional Day
- ❖ New Year Eve celebration
- ❖ Faculty Achievements
- ❖ Student Achievements

Director's Message

Dear Students,

Our vision is to make Aurora, a center of excellence for higher education in Business Management. Our focus, therefore, is on providing an all-rounded educational experience by imparting essential life skills that will equip students to face challenges in the real world.

In the global village of international operations, the corporate wants knowledge workers rather than mere subject experts for the 21st century workspace. Today, it is not sufficient for management graduate to merely possess the academic knowledge, but requires a host of soft skills also. We have organized one full month of training programmer in soft skills from a well-known expert and proven trainer.

More than 70 students along with faculty members have attended the International Conference on Corporate Governance organized by Institute of Company Secretaries of India (ICSI).

We have inculcated Interactive Teaching Learning (ITL) methodology from the last academic session which has added another feather in the cap of the Institute. ITL shifts the emphasis from instructor-centered to participant-centered learning. As a part of ITL Interactive Teaching Learning (ITL) methodology, we have organized a workshop on Case Study methodology in Accounting, Marketing and HR.

Another important dimension of life at Aurora is the opportunity to contribute to the society in various ways. Our students are involved in a number of social projects ranging from donating blankets to the needy children, Run for Anti-Corruption, supporting homes for the elderly and regular blood donation programs. Most of these social service programmers are conceived and managed by students themselves under NSS activity.

Wish you all a Very Happy and Prosperous New Year 2017!!



B. Mohan Kumar
Director,
Aurora's PG College,
Moosarambagh

Dear All

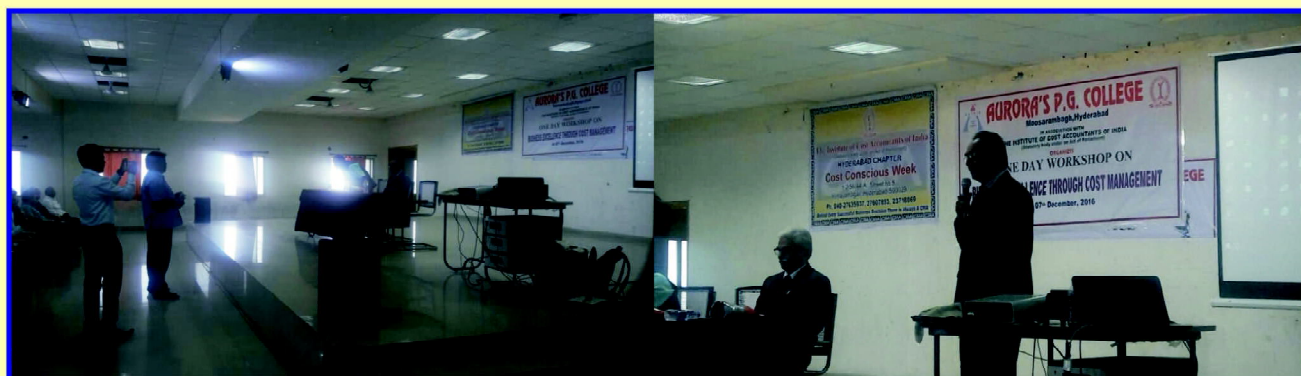
Aurora's P.G. College, Moosarambagh had a sparkling month of December, 2016 which marked a spectacular events and vibrant workshops.

December started with igniting workshop on Cost Consciousness in collaboration with Institute of Cost Accountants India which helped the students in planning the career ahead towards professionalism. Our college students and staff took part in International Corporate Governance workshop at Novatel which gave profound insights of the Corporate world. Our college is always ahead in Social responsibility programs which marked by Blanket donation drive to Homeless/Old age/Physically Challenged people to wrap them to guard winter. Our students where part of 5K Run organized by Youth for Anti Corruption in which Vaidehi of Section E won the 1st Prize. Business plan competition was conducted to bring all the competencies to groom them to be future entrepreneur. Case Study workshop was organized to bridge the gap and bring versatile teaching and learning process. MCA Department attended an International Conference. We had traditional day, Christmas and New Year Eve celebration to mark the brotherhood feeling and follow the legacy of Traditions.

We hope you will find Aurora Gazette Informative.

Please send your articles and other contributions to newsletterapgm@gmail.com.

WORKSHOP ON COST CONSCIOUSNESS : 7th DECEMBER 2016



Aurora in collaboration with the Institute of cost accountants of India organized a Workshop on Cost Consciousness.

In the inaugural session CMA D. Surya Prakasam Chairman ICAI, Hyderabad chapter highlighted the Cost management accounting function as a powerful tool to control all the spheres of economic activity, which promotes and develops scientific methods of Cost and Management Accountants.

In the Technical session CMA D. Zitender Rao member SIRC of ICAI listed on the scope of providing professional and financial leadership of Enterprises Globally with Cost Management.

In the Valedictory session CMA Dr R. Chandra Shekar, Secretary, ICAI explained the amazing opportunities for students as well as professionals in Accounting and Finance who are looking at significant career progression with International Creditability and a strong base of management with global acceptance.

“The absolute fundamental aim is to make money out, satisfying customers”.

TWO DAY WORKSHOP ON INTERNATIONAL CORPORATE GOVERNANCE : 8TH DECEMBER, 2016



Aurora was a part of two day workshop on International Corporate Governance at Novotel. The workshop has prominent area of interest, which marked the beginning with the importance of the Corporate Governance Day, then routed back to Ancient Corporate Governance which pictured the Corporate Governance of Chanakya and Chandragupta in Arthashastra and different culture in embedded generation of changes in art and governance to the corporate world. The main motive of that workshop was to build consciousness of Corporate Governance in the present International world of Corporate.

The valedictory function was graced by the Governor of Tamilnadu, Konijeti Rosaiah.

“Power of Best Practices”

YOUTH FOR ANTI-CORRUPTION : 8TH DECEMBER, 2016



Youth for Anti-Corruption (YAC) is an independent youth and Student Organization founded in 2010 apart from fighting Corruption and promoting Good Governance. The organization has been always in the forefront in bringing the awareness to the general public on various Social Causes. Corruption is the biggest challenge in India which hurdles the development of India So, YAC has took up many awareness programs to fight the corruption, One among it is 5k run organized at Necklace Road, in which along with many colleges, our college also participated and VAIDEHI Of “E” Section Won the 1st prize. Aurora is always ahead in promoting Social Welfare activities.

“To win without risk is to triumph without glory”.

BLANKET DONATION DRIVE : 14th DECEMBER 2016



Aurora took up the social responsibility of distributing of blankets for the Homeless at Dilsuknagar, old age home (Moosarambagh) and physically challenged children (Malakpet) who are under privileged and scramble in this winter, as a ray of hope, blanket donation enables them to fight the battle of survival against the Winter wind.

A blanket to individual is wrapping them with respect and admiration to being human.

“Your income is directly related to your philosophy, not the economy”

BUSINESS PLAN COMPETITION : 15th DECEMBER 2016



Business Plan is a document that summarizes the Operational and Financials of a business and contains the detailed plan and budget showing the objectives that are to be realized. It is a road map to the success of a business.

Business Plan is essential to determine if your business model is viable. So, we conducted BUSINESS PLAN COMPETITION for MBA 1st semester students to bring in the competencies of a business.

21 teams participated representing 10 sections among which the winners are-

BUSINESS PLAN WINNERS	SECTION	PRIZES
DEVOT ENTERPRISE	C	I
GAME CREATORS	D	II
KRUSHIVARAS CONSTRUCTIONS	F	III
BOW & ARROW	C	Special Prize for Social Cause

“There is no shortage of remarkable ideas, what’s missing is the will to execute them”.

WORKSHOP ON CASE STUDY METHODOLOGY IN ACCOUNTING, MARKETING AND HUMAN RESOURCE : 17TH DECEMBER 2016



Aurora which is always in the News for the academic development of the students envisaged case study which is a popular methodology. Case based method enables the participant to become active learner in Situation Analysis, Problem Analysis and in Decision Making, the case study methodology encourages students to take a step ahead in discussion of possible solution for a problem in hand and it would enrich the level of understanding, this program enables the student participant to suit to the demand of current trend.

The Resource Person Dr. Radhakrishna, Narsemonjee University has discussed on Case Study related to Marketing, Rendezvous with RITZ: Dilemma of Buying the right car. Dr. V. Narender, IBS, Hyderabad discussed a case on Finance, case related to dispenses of California Inc. Prof Sangeeta Thakur, HR Business Partner at Husys Consulting Pvt Ltd discussed a case study related to HR, On small business case; How Nicks Pizza delivers training results.

“Every accomplishment starts with a decision to try”

TRADITIONAL DAY : 21ST DECEMBER 2016



Mother India is a land of traditions. It's very unique that our tradition exhibit Unity in Diversity, which is an Icon of India. We being the children of India, take the opportunity of exhibiting the various Cultures and Traditions on a single platform (i.e.) Aurora P.G. College, Moosarambagh, where, college took an opportunity of acknowledging the Freshers of 2k16 to the family of Aurora. College imbibed brotherhood feeling and followed the Legacy of Indian tradition.

A Tradition of Passion exhibited the Fashion on the floor, which was rocked by Singing, Dancing, Proactive Skits and Ramp Walk. The Ramp walk marked with a preliminary round followed by a Talent round and finally a Questionnaire round which emerged the winners.

Mr./Ms. Fresher	Name of the Candidate	Section
Mr Fresher	Sundara Narasimhan	Section-F
Ms Fresher	Sheetal Upadhay	Section-D
Ms Smile	Vaidehi Yadav	Section-E
Mr. Personality	B Hari Shankar Chowdary	Section-A
Ms Personality	Shubashree	Section-J
Best Attire (Male)	Md Shujath Khan	Section-C
Best Attire (Female)	Ankitha	Section-H
Best Hairstyle	S.Sharmila baby	Section-A
Best Hair style	N Ajay	Section -A
Mr. Rose (MBA 3 rd Sem)	Abhilash	Section -F
Ms. Rose (MBA 3 rd Sem)	Harshitha	Section -G

“A calm sea does not make a skilled sailor”.

CHRISTMAS AND NEW YEAR EVE CELEBRATION : 31ST DECEMBER 2016

The Year Ending depicts a beginning of Christmas season that marks the birth of Christ. So Aurorians celebrated Christmas, which waved a magic wand over this world and beholds everything in a softer and more beautiful way.

Santa’s entry marks Christmas with a delighted feel. We experienced The Christ birth in a wonderful skit.

A Child

Has Been

born for us,

A Son Is Given

To us

Authority

Upon him; And

He is named

JESUS



The New Year party began with cultural events which included singing, dancing, skits, mimicry & beat boxing followed by cake cutting inviting the Aspiring New Year 2017.

“Expectancy is the atmosphere for the miracle”.

FACULTY ACHIEVEMENTS



Ms. Neetu Sachdeva has been honored as the Judge for the “Wall Magazine Competition” conducted by Reputed Delhi Public School.

Ms. Neetu Sachdeva has been Resource person for Faculty Development Programme (FDP) on the topic Financial Derivative at Merritt Hotel on 06/12/2016 organized by Vishwa Viswani Institute of Systems & Management.

Ms Neetu Sachdeva’s Paper “A study on the Industry and Institutes Interaction in Management education” was published for the month of December 2016 “Osmania Journal of Management” edition.

Dr. P Rajavardhan Reddy’s Paper “Consumer Behavior towards Tourism in India”- A Case study of Telengana State was published in December 2016 edition of “Osmania Journal of Management”.

A 2 day “International Conference on recent Innovation in Engineering and Technology” conducted by Aurora Engineering College, was attended by the MCA Department Faculty MS. P Arpitha and Ms.Pavani.

STUDENT ACHIEVEMENTS



Aurora’s Cricket team under the Captainship of Bharat Raj Sec-F MBA III Semester won the first Match on Mahatma Gandhi College, 2nd Match on Vignan College and 3rd Match on Aurora College, Bandlaguda

Our student from MBA 1st Semester Section “C” Mr. A. Santosh Kiran Kumar won many Laurels in Wrestling. He was 4 times medal winner in wrestling in Osmania University Championship from 2013 to 2016. He is also the Winner of Silver Medal in Senior National Amateur Wrestling Championship and was selected for Uttar Pradesh in 2016. He has been a Winner of Silver medal in Osmania University Wrestling Championship in 2016 and Selected for National Level at Haryana.

IMAGE CAPTURES



NEWS CAPTURES

