

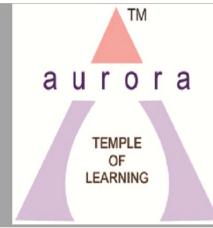


AURORA GAZETTE

VOLUME -1

ISSUE -8

MAY, 2016



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BULLETIN

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· Knowledge sharing program

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DIRECTOR'S MESSAGE



Dear Students,

It gives me immense pleasure to address you through this Newsletter. We have successfully completed our rigorous academic schedule and most of our MBA students have been selected for the Summer Internship Program (SIP) with many good companies in the Industry.

The concept of Summer Internship Program (SIP) has been devised to sensitize the students on various business issues and to reduce the gap between the theory and practice. The College offers opportunities to specialize concurrently in the functional areas of management as well as in the select industry verticals.

We are committed to provide excellent faculty guidance and support to our students who are undergoing Summer Internship Program (SIP) to complete it and successfully submit the report to the concerned Organisation.

As a part of Knowledge Sharing Program (KSP) among the Faculty members, interactive sessions were organized to share their knowledge and research experience with other members. Each faculty member have presented their working papers to their peer group and refined their work with valuable suggestions of the other members.

I wish you all the best for achieving greater success and scaling newer heights in your education and career ahead.

- Mr. B. Mohan Kumar

Director

EDITORIAL

Dear Readers...

Welcome to the May edition of Aurora Gazette.

The month of May began with the internship programs at Wipro. We had placements on and off campus for the students of MBA IV semester and few more companies lined up to provide internships for students of MBA II semester. Few of the faculty members received letters of appreciation from the Director of the Institution for the contributions they have rendered in various events organized in the campus.

One of the faculty member has submitted her Ph.D. Thesis in the second week of this month.

Our group of institutions participated in an education fair was organized by KAB and TV9 in Vijayawada on 21st and 22nd May, 2016. The response from prospective students and their parents was overwhelming. They enquired about the college policies, curriculum, co-curricular and extracurricular activities, placement records and other aspects.

As a part of knowledge sharing, few of our faculty members discussed topics that are of relative importance among themselves which was appreciated by all. We hope to continue this in the years to come.

End semester exams commenced from 23rd of this month

Thank you. We hope you will find Aurora Gazette informative

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

FACULTY ACHIEVEMENTS

Submission of Ph.D thesis by Mrs. Neetu Sachdeva

The college congratulates Mrs. Neetu Sachdeva for having submitted her Ph.D. thesis to Charan Singh University, Meerut, UP

Knowledge sharing program

MBA and MCA are two disciplines that demand diversity. Similarly those who take up the profession of lecturership in these streams are varied in their subject knowledge, content and skills. The teaching fraternity of Aurora's PG College has presented topics of their interest in the presence of colleagues with an aim to share knowledge but also to keep the others informed about subjects. The topics that have been covered in these presentations are Microfinance, Mutual Funds, Pill Camera to name a few.



PLACEMENT & INTERNSHIP ACTIVITIES

Placement details

6th May 2016 : Placement drive by United Health Group for students of MBA IV semester-Finance Major

9th May 2016 : Campus placement drive by Kotak Mahindra for MBA IV semester students having Marketing as their major:

HT. No.	Name of the Students	Company placed
2122-14-672-090	MOHDKAMALUDDIN	Kotak Mahindra Bank
2129-14-672-146	KUMMARI RAMULU	Kotak Mahindra Bank
2129-14-672-150	BALANAGAR RAMANTH	Kotak Mahindra Bank
2129-14-672-126	KODELA CHANDRAMOULI	Kotak Mahindra Bank

Internship offers

7th May 2016 : Internship selections by Karvy Securities

11th May 2016 : Internship at ITC for students of MBA Marketing Major

S.No.	Name of the Student	Company
1	R.Gowthami	Birla Sun Life Insurance Company Limited
2	Anisha Jaiswal	Birla Sun Life Insurance Company Limited
3	M.Priyanka	Birla Sun Life Insurance Company Limited
4	Shaik Rahim	Birla Sun Life Insurance Company Limited
5	G. Nikelesh kumar	Birla Sun Life Insurance Company Limited
6	N. Sai Karthik Goud	Birla Sun Life Insurance Company Limited
7	NM. Abdul Sattar	Birla Sun Life Insurance Company Limited
8	Methal Patel	Birla Sun Life Insurance Company Limited
9	CH. Ashwin Kumar	Birla Sun Life Insurance Company Limited
10	G. Srikanth	Birla Sun Life Insurance Company Limited
11	Nikitha Suntwal	Birla Sun Life Insurance Company Limited
12	Ashwani Tiwari	Birla Sun Life Insurance Company Limited
13	A. Rahul phani	Birla Sun Life Insurance Company Limited
14	Nikhil Agarwal	Birla Sun Life Insurance Company Limited
15	K.Mahalaxmi	Birla Sun Life Insurance Company Limited

16	Lalu Prasad Pradhan	Birla Sun Life Insurance Company Limited
17	P. Yogitha Sharma	Birla Sun Life Insurance Company Limited
18	B. Durga Prasad	Birla Sun Life Insurance Company Limited
19	J. Bharat Raj	Birla Sun Life Insurance Company Limited
20	Md. Azhar	Birla Sun Life Insurance Company Limited
21	Shivangi Jain	Birla Sun Life Insurance Company Limited
22	L. Amareshwari	Birla Sun Life Insurance Company Limited
23	N. Sai Bharath	Birla Sun Life Insurance Company Limited
24	M. Keerthi Reddy	Birla Sun Life Insurance Company Limited
25	Gundeti Sharanya	Birla Sun Life Insurance Company Limited
26	M. Soujanya	Birla Sun Life Insurance Company Limited
27	K. Ravi kumar	Birla Sun Life Insurance Company Limited
28	Sd. Sherjil Sufiyan	Birla Sun Life Insurance Company Limited
29	J. Radhika	Birla Sun Life Insurance Company Limited
30	S. Rajath Kumar	Birla Sun Life Insurance Company Limited
31	Himani Kezal Sugandhi	Birla Sun Life Insurance Company Limited
32	G. Harini	Birla Sun Life Insurance Company Limited
33	D. Haritha	Birla Sun Life Insurance Company Limited
34	K. Mounika	Birla Sun Life Insurance Company Limited
35	R. Sneha	Birla Sun Life Insurance Company Limited
36	R. Harika	Birla Sun Life Insurance Company Limited
37	M Sai Sudha	Birla Sun Life Insurance Company Limited
38	D. Shiva Kumar	Birla Sun Life Insurance Company Limited
39	P. Priya Darshini	Birla Sun Life Insurance Company Limited
31	B. Sharanya	Birla Sun Life Insurance Company Limited
32	Shah Faisal Khan	Birla Sun Life Insurance Company Limited
33	Syed Aun Hasan Abedi	Birla Sun Life Insurance Company Limited
34	Y Lokesh	Birla Sun Life Insurance Company Limited
35	V. Samatha	Birla Sun Life Insurance Company Limited
36	B. Aparna	Birla Sun Life Insurance Company Limited
37	T. Prashanthi	Birla Sun Life Insurance Company Limited
38	K.N. Sai Sunidhi	Birla Sun Life Insurance Company Limited
39	Swathi. R	Birla Sun Life Insurance Company Limited
40	Adiba Fatima	Birla Sun Life Insurance Company Limited
41	W. Amith Kumar	Birla Sun Life Insurance Company Limited
42	B. Tejaswini	Birla Sun Life Insurance Company Limited
43	B. Vishnu	Birla Sun Life Insurance Company Limited
44	Hari Keerthi	Birla Sun Life Insurance Company Limited
45	V. Sai Krishna	Birla Sun Life Insurance Company Limited
46	G. Abhinay	Birla Sun Life Insurance Company Limited
47	Thakur Gourav Raj Singh	Birla Sun Life Insurance Company Limited
48	M. Ravali	Birla Sun Life Insurance Company Limited

49	B. Chaitanya	Birla Sun Life Insurance Company Limited
50	K. Mahitha	Birla Sun Life Insurance Company Limited
51	Nakul Singh	Birla Sun Life Insurance Company Limited
52	Md. Shakeer Biyabani	Birla Sun Life Insurance Company Limited
53	R. Lava Kumar	Birla Sun Life Insurance Company Limited
54	B. Madhu	Birla Sun Life Insurance Company Limited
55	G. Dikshith	Birla Sun Life Insurance Company Limited
56	K. Vijender reddy	Birla Sun Life Insurance Company Limited
57	S. Sandeep	Birla Sun Life Insurance Company Limited
58	K. Rajani	Birla Sun Life Insurance Company Limited
59	V. Suresh Kumar	Birla Sun Life Insurance Company Limited
60	Dayanand Sharma	Birla Sun Life Insurance Company Limited
61	R. Sai Kumar	Birla Sun Life Insurance Company Limited
62	D. Sravanthi	Birla Sun Life Insurance Company Limited
63	A. Sravanthi	Birla Sun Life Insurance Company Limited
64	K. Uma	Birla Sun Life Insurance Company Limited
65	C. Sai Ram	Birla Sun Life Insurance Company Limited
66	M. Dhanunjay	Birla Sun Life Insurance Company Limited
67	Ch. Bal raj	Birla Sun Life Insurance Company Limited
68	K. Sushma	Birla Sun Life Insurance Company Limited
69	K.Naresh	Birla Sun Life Insurance Company Limited
70	MD.Azhar	ITC
71	Durga Prasad B.	ITC
72	S. Md. Haneef	ITC

Students' feedback on Internship at Wipro

T. Sai Laxmi

The starting of my HR training with Wipro began with a gamut of expectations, excitement and a bit of tension as we just read what is HR in just books we don't have a practical knowledge. But as a team we do have confidence that we can. The day started with a warm welcome by the manager to us made us more confident that we can prove our selves followed by the orientation program where we came to know everything about the organization and the nature of our work.

Almost every HR student has an assumption that HR deals only with recruitment and selection .But in the Wipro we are coming to learn the actual HR which deals with the numbers and also in one word HR is the mind game we need to deal with lots and different kind of people.. As a student we do individually perform our selves but in Wipro we are learning how to work together in the team to achieve the given targets and where the work was so informative that all the team members are helping us to learn new things.

Asad Irfani

Working for Wipro was my goal since the first day I visited the campus for interview and when I actually began my first day of internship at Wipro, I was excited and tensed. When the various tasks and targets were given, I was excited and when I began my work it was challenging enough. But at the end of the day I enjoyed working and as days are passing, I am getting more comfortable and looking forward to more challenges.

K. Naresh

Our supervisor showed us the company policies and procedures that the company utilized in its day-to-day operations, which helped me to familiarize myself with the company. I started to feel as if I belonged, I was now an official member of WIPRO. I saw it as if I was more than an employee of the company but an exclusive member of a working class community. Our next day, I have assisted with a practical data and update of process documents which are step-by-step instructions on how to handle each type of candidate case. Though this experience, I was able to pick up lot of skills, such as effective communication skills and interacting with the candidates.

Our supervisor is there every step of the way, guiding and correcting our mistakes and gave us some useful tips on furthering our future careers.

My internship taught me many important things which I have never learned and helps me in upcoming days too. To always be a positive and can fit to the any of the work environment. I always will be thankful to our college management, placement director, external supervisor and our manager for the luckiest opportunity which I am working with. I'm sure will take a long way. It was an awesome feeling working with an MNC like WIPRO.

ACTIVITIES

Education Fair @ Vijayawada on 21st and 22nd May 2016



KAB Consultants and TV9 organized a two-day Education Fair at Vijayawada on 21st and 22nd May 2016 in which Aurora Group of Institution has participated. The response of prospective students and their parents was overwhelming. The representatives of the Aurora group of colleges answered all the queries put by them in the areas of policies of the college, discipline, placement record, curriculum, extra and co curricular activities.

FACULTY CORNER

INVOLVEMENT AND SPLIT BRAIN THEORY

The extent of involvement of consumer determines the time devoted to studying a product or service. There are situations when he randomly picks a product, sometimes he may have knowledge about an older version of product and has to study the upgraded version; and in some more situations he may be studying product information extensively as he is purchasing the product for the very first time. The analysis that undergoes psychologically is the result of the two hemispheres of the human brain called the right and left sides. The research undertaken on the functions of these hemispheres is called Split Brain Theory.

Consumer Involvement

Involvement is the perceived importance or personal relevance of an object or event. It is about the degree to which the consumer feels attached to the product or brand, and the loyalty felt towards it. Involvement has both cognitive and affective elements: it plays on both the brain and the emotions. There can be 2 major levels of involvement:

Low level of involvement occurs if attributes are irrelevant to consequences

High product involvement will come about if the consumer feels that product attributes are strongly-linked to end goals or values.

Types of buying behaviors depending on the extent of involvement

Routine buying behavior: Also called habitual buying behavior, it is a process used to make decisions that are consistent or lacking in involvement. Decisions that people make on a daily basis and that require little research or time investment are often considered routine.

Limited buying behavior: A consumer engages in limited decision making when he purchases products that he is familiar with, but still need to gather more information about which brand or model will best fits his needs.

Extensive buying behavior: Extensive buying behavior is a term to describe a highly involved consumer decision regarding whether or not to purchase a product. Highly involved decisions generally revolve around purchases that may be expensive and out of the ordinary for a consumer.

Impulsive buying behavior: An impulse purchase or impulse buying is an unplanned decision to buy a product or service, made just before a purchase. One who tends to make such purchases is referred to as an impulse purchaser or impulse buyer. Research findings suggest that emotions

and feelings play a decisive role in purchasing, triggered by seeing the product or upon exposure to a well crafted promotional message.

Split Brain Theory

The split brain theory emphasizes that the left side of the brain is concerned with analytical reasoning, thinking, reading and verbalizing. Right hemisphere is concerned with non verbal and pictorial information and is emotional in nature.

Nature of consumers who use right and left side of brain

The right side is emotional, intuitive, metaphoric and impulsive; it concerns itself more with non-cognitive, non-verbal, pictorial (images, colors) and audio-visual information; it deals more with situations of low-involvement and passive learning, where lesser information evaluation is required. The right brain processing falls in line with classical conditioning, and the person learns via repetition. Consumers who watch TV and are highly emotional are said to be visualisers and use the right side of their brain

The left side of the brain is rational, logical and realistic; it concerns itself with cognitive information in form of alphabets, letters and words in print; it deals with cognitive activities like reading, speaking and writing; it concerns itself more with situations of high-involvement and active learning, where more of cognition is required. The left brain processing is very cognitive, and learning is via the print media. Consumer who use the left side of their brain involve in activities like Sudoku, cross word puzzles, research work etc. They are called verbalizers as they use information not simply to accept it but to use it for evolving their own analysis.

Implications on media

The involvement theory has implications for selection of a media strategy: - Non-verbal and pictorial cues trigger right brain processing, and impact recall and familiarity. With involvement being low; people passively process and store nonverbal, pictorial information. TV being an audio-visual medium, TV watching is regarded as a right-brain activity, and a low-involvement medium. - Verbal or cognitive cues trigger left brain processing and impact evaluation, recall and familiarity. With involvement being high; people passively process and store verbal and written information. Print media (i.e. newspapers, magazines, journals, brochures etc) is regarded as a high-involvement media, and reading and comprehending is regarded as a left-brain activity.

When consumers are involved in routine purchases they make use of the right side of the brain, using it to identify their familiar brand. When they have to make an extensive study of a product which is tried for the first time, the right side accepts the information passively and the data is analyzed, eliminated, retained and considered for purchase decision making.

- **T.V. Ratnavali**
Associate Professor, MBA



MICRO FINANCE IN INDIA

Micro finance is the provision of financial service to low income clients or solidarity lending groups that include consumers and the self employed, who traditionally lack access to banking and related services. Microfinance is not just about giving micro credit to the poor rather it is an economic development tool whose objective is to assist poor to work their way out of poverty. It covers a wide range of services like credit, savings, insurance, remittance and also non-financial services like training, counseling etc.

NEED FOR MICRO FINANCE IN INDIA

1. Credit to Rural Poor
2. Poverty Alleviation
3. Women empowerment
4. Economic growth
5. Mobilization of savings
6. Development of skills
7. Mutual help and cooperation
8. Social welfare

SILENT FEATURES OF MFI

1. Borrowers are from the low income group
2. Loans are of small amount – micro loans
3. Short duration loans
4. Loans are offered without collaterals
5. High frequency of repayment
6. Loans are generally taken for income generation purpose

SHG – BANK LINKAGE PROGRAM

1. This is the bank-led microfinance channel which was initiated by NABARD in 1992
2. Under the SHG model the members, usually women in villages are encouraged to form groups of around 10-15
3. The members contribute their savings in the group periodically and from these savings small loans are provided to the members. In the later period these SHGs are provided with bank loans generally for income generation purpose.
4. The group's members meet periodically when the new savings come in recovery of past loans are made from the members and also new loans are disbursed
5. The SHGs are self-sustaining and once the group becomes stable it starts working on its own with some support from NGOs

EXISTENCE OF MICRO FINANCE INSTITUTIONS APART FROM BANKS

Those institutions which have microfinance as their main operation are known as micro finance. The reasons for existence of separate institutions are as follows:

1. High transaction cost
2. Absence of collaterals
3. Loans are generally taken for very short duration periods
4. Higher frequency of repayment of installments and higher rate of Default

ISSUES OF MICRO FINANCE IN INDIA

The more pressing issues that act as hurdles in more individuals using the benefits of micro finance schemes are financial illiteracy of people in general, inability to generate sufficient funds, dropouts and migration of group Members, lack of transparent pricing, multiple lending and over-indebtedness

To boost the self help groups to use the benefits of micro finance schemes there should be proper regulation, field supervision, encourage rural penetration, transparency of interest rates, technology to reduce operating cost and development of alternative sources of fund and securitization of loans.

- Ms. C. Deepika
Assistant Professor

REWARD MANAGEMENT

WHAT IS REWARD MANAGEMENT

Employees who join organizations are entitled to remuneration. When their performance reaches a certain level, the remuneration is couple with rewards. Reward management has become an important concept in HR management as it results in motivation, engagement and empowerment This management discipline is concerned with the formulation and implementation of strategies and policies, the purposes of which are to reward employees fairly, equitably and consistently in accordance with their value to the organization. It deals with design, implementation and maintenance of reward systems (processes, practices, procedures) that aim to meet the needs of both the organization and its stakeholders.

WHAT ARE THE ELEMENTS OR 4PS OF REWARD

Pay : Salary, bonus, shares, etc.
Praise : Positive feedback, commendation, staff-of-the-year award, etc.
Promotion : Status, career elevation, secondment, etc.
Punishment : Disciplinary action, withholding pay, or criticism, etc

TYPES OF JOB EVALUATION (FOR THE PURPOSE OF ASSERTING REMUNERATION)

1. Analytical job evaluation (point-factor rating or analytical matching)

Decisions on the relative value or size of jobs are based on an analysis of the degree to which various defined elements or factors are present in the form of demands on the job holder

2. Non-analytical job evaluation (job classification or ranking)

The job is completely broken down into its components and is described and compared to be slotted into a defined grade or place them in a rank order or without analysing them into their elements

3. Market pricing

Jobs are placed in pay structures entirely on the basis of external relativities, ie market rates (a method of pricing jobs but not job evaluation as usually defined)

COMPONENTS OF TOTAL REMUNERATION

1. Base pay: Base pay is the fixed compensation paid to an employee for performing specific job responsibilities. It is typically paid as a salary, hourly. There is a tendency towards market orientation and the increasing role of qualifications.

2. Contingent pay: Individual contingent pay relates financial rewards to the individual performance, organisation or team performance, competence, service, contribution or skill of individual employees.

3. Consolidated pay: It is built into the base pay

4. Variable pay: It is provided in the form of cash bonuses.

EMPLOYEE BENEFITS

Elements of remuneration given in addition to the various forms of cash pay. The various benefits offered to the employees are

1. Pension schemes
2. Personal (and family) security: different types of insurances
3. Financial assistance: loans, house purchase schemes, discount on company services...
4. Personal needs: holidays, child care, recreation facilities, career breaks...
5. Company cars and petrol
6. Quality of working life...
7. Mobile phones and gadgets
8. Cafeteria systems

WORKING WITH TEAMS

Organizations today are thriving on team work. While including employees to be a team fit, organizations also are emphasizing on individual performance. The pros and cons of team work against that of individual work are

1. Pay is related to team performance
2. It can encourage teamwork, loyalty and co-operation
3. It can be demotivating on individual level

The question is.....how to achieve high work performance using reward management as an effective tool?

Work performance is affected by:

Job characteristics and (physical) work environment + Abilities and skills + The willingness to perform (through proper reward management)

- Mrs. K. Navyatha
Assistant Professor



FACULTY LUNCHEON

On 13th May all the faculty members of Departments of MBA and MCA got together to have lunch as it was the last day of instruction for MBA IV semester and the beginning of summer vacation for MBA II semester.

IMPORTANT DATES IN MAY

Last date of instruction for MBA II and IV semester and MCA II semester was 13th May 2016

End semester examination of MBA IV semester was 23rd May 2016

Events in June

State Formation Day	: 2 nd June 2016
Education Fair	: 3, 4 & 5 th June 2016
	Venue: Nizam College Grounds
Commencement of II semester after vacation	: 13 th June 2016
World Yoga Day	: 21 st June 2016

REALTY BYTES

