



AURORA COMMUNIQUE



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DIRECTOR'S MESSAGE



The Aurora's P.G. College, Moosarambagh, which has made its debut into the professional education landscape of Hyderabad in 1995 has so far successfully turned out 18 batches of students enabling them to earn highly valued degrees of MBA and MCA. The alumni of this

college are working in over a hundred different corporate, including several top notch ones all over India and abroad. The college has now become the natural destination for bright and discerning students from all over India, because of its unique teaching-learning methodologies, focus on professional activities, quality placements and all round grooming.

One of the innovative features of Aurora is its novel teaching-learning process that synthesizes conventional mechanisms of learning through lectures and laboratory sessions, with interactive process like Seminars, Debates, Guest Lectures, Industry-Institute Interaction, Mini Projects, problem - solving sessions and Assignments that makes learning a pleasure

While this First edition of monthly newsletter "AURORA COMMUNIQUE" is seeing the light of the day. I have great pleasure in greeting all our students through this message. My appeal to all of you is to tread the path of your illustrious seniors who are well settled in life and careers due to their hard and smart work. You are particularly advised to make ceaseless efforts to master the curriculum, develop your personality, set your career goals, invite challenges of life and to come out with flying colors in any competition that you are required to face now or in future. For this, you should have clear vision, proactive approach, positive mindedness, sincerity of purpose and commitment to excellence. With these things in place you will reach your dream destinations without fail.

All good luck be with you my dear students!!

Editorial...

Dear Readers...

Aurora's P.G. College, Moosarambagh is glad to bring out "Aurora Communique" Newsletter

Aurora Communique provides relevant information about various events happened in and off campus.

An interesting question was posed by Smith, Higgins, Wall, and Miller (2005) in an article that asked what the intersection between technical and pedagogic interactivity looks like in reality. The short answer to this question is the combination of Interactive Teaching and Interactive Learning supported by Technological tools. Aurora proudly announces that it has started its journey of Interactive Teaching Learning Methods (Case Studies, Group Discussions, Seminars, Debates, Quizzes and Role Plays) for MBA (2015-2017) batch.

We are very pleased to back Talent Sprint's strong management team and its innovative model that brings skill development and industry expertise to colleges and youth through smart use of technology through Campus Recruitment Training Program (CRT) for MBA III Semester students

Welcomed the new batch (2015-2017) of MBA and MCA with a Two Day **Orientation Programme** in campus and "**Alaap-2015**" the Induction Program at RTC, Kalabhavan, Baghlingampally, Hyderabad. Faculty publications, contributions and participation in various Conferences and Seminars were encouraged. Student Placements and Achievements were appreciated. NSS, Cultural and Club activities were performed with more enthusiasm. It is really heartwarming to put together all these expositions. We feel glad to acknowledge the kind support and encouragement of all those who contributed directly or indirectly to bring the Newsletter out.

Finally, we wish to encourage more contributions to ensure a continued success of the news letter. We also welcome comments and suggestions that could improve the quality of the news letter

Thank you. We hope you will find Aurora communique informative

Teachers Day...



In India 5th September is celebrated as Teachers' Day as a mark of tribute to the contribution made by teachers to the society. 5th September is the birthday of a great teacher Dr. Sarvepalli Radhakrishnan, who was a staunch believer of education, the well-known diplomat, scholar, President of India and above all a Teacher.

Teachers day has been celebrated in Auroras PG College Moosarambagh on 7th of September which was organized by the second year students as token of respect and love

“The best teacher is the one who suggests rather than dogmatizes, and inspires his listener with the wish to teach himself”.

towards the faculty members. On this day all the faculty members were thanked by their students with some gifts as a token of respect, and conducted few games for teachers, the winners were awarded with prizes.

Vinayaka Chaturthi...

Ganesh Chaturthi has been essentially a community festival, often celebrated in social circles and homes. The festival begins with the selection and installation of a clay murti (idol). In the consecration ceremony, a priest performs a Prana Pratishtha to invite Ganesha into the idol. The pooja on the fifth day was performed by the Director, HOD's and faculty from both the department MBA and MCA. As a part of practice of submerging the idols in rivers, the sea or other bodies of water on the fifth day of



the festival. In aurora we celebrated this day by performing the last pooja and immersion with lots of music and dance arranged and performed by the Aurorians. The immersion was done on 21st September 2015 in Saroornagar Lake.

Two-Day Orientation Programme...



“A Comprehensive orientation programme helps Aurora Students get off on the right foot”

September, 28th Started with a warm welcome by Mr B Mohan Kumar Director. He explained about the college and also briefed students on expectations of industry from MBA & MCA Students and urged students to prepare themselves accordingly. The Head of the Departments Mr G N Satish Kumar, Prof Dr D Shireesha and Ms Arpitha guided students about ongoing

mentoring activities in the institution and also introduced the faculties. The inaugural session was followed by the thought provoking speech given by Prof Srinivas Reddy, Dean Administration Aurora Business School. Afternoon Session included Talent Search activities. (Singing, Dancing).

On 29th September the faculties briefed students about the Attendance, Examination, Projects, Placements, Seminars, Library and Extra Curricular Activities. The session was later enriched by Prof Ramesh Vemuganti, HMA, he pointed out the students should be equipped with multiskills, desire for learning and positive

restlessness for self improvement. The day ended with different games conducted by seniors. The Orientation Programme helped new students to open up, it was termed as a feast of academics and inspiration for students.

Aurora has successfully conducted A Two-Day Orientation Programme For MBA and MCA I Year students on 28th and 29th September, 2015

Alaap-2015...



“Alaap 2015” was conducted on 30th September, 2015 for the New Batch MBA and MCA at RTC, Kalabhavan, Baghlingampally. Dignitaries for the day were Chief Guest:-Dr.M.V Prattabharam – motivational speaker and trainer , key Note Speaker Prof Syeda Sameen Fatima-Dean faculty of Informatics’ ; Distinguished Guest Mr Avinash Chimote-Site Head HR, Genpact:Eminent Guest Mr Deepak Gupta-Vice President & Group Head-HR Karvy Consulting Pvt. Ltd. Along with

Dr .Ramesh Babu Nimmatoori-Sectetary, Mr N Raghunaga Prabhkar-Placement Directors, Directors of all the three colleges, HOD’s, Teaching and Non Teaching Staff , Students along with their parents.

Guest Lecture...

On 8th October 2015 a startup study of zoom car was conducted by Brijest unnithan city manager, Akash senior executive for MBA I Semester students.

Zoom Car is an Indian membership-based car sharing service, which allows users to book cars on a hourly or a daily basis and drive them anywhere in the country. However, the user will have to drop the vehicle back at the same place from where the vehicle was picked up. The company is currently operational in Bangalore with plans to expand to Mumbai and Delhi by the end of this year and later to Chennai, Hyderabad and Pune.



Industrial Visit...

Our MBA III Semester visited INDUSTRIAL EXPO & CAI on 11th September, 2015 . The expo provided a platform for both global and domestic majors in the building and construction industry, including equipment manufacturers.

Over 80 stalls displayed latest products and technologies from the sectors. There was a ample scope for home buyers as well as professionals to interact with companies for information regarding latest trends.



Placements...

“It is our endeavour to ensure more quality placement in large Conglomerates in varied sectors and industries.”

SL No	ROLL NO	NAME	COMPANY
1	2122-14-672-150	SALONI JAIN	Deloitte
2	2129-14-672-123	PREETHAM. M	Karvy
3	2122-14-672-103	BHARATH. V	Karvy
4	2129-14-672-067	SHILPA.A	Berkadia
5	2129-14-672-151	MOUNIKA.K	Berkadia
6	2122-14-672-019	PAUL KUMAR.B	Berkadia
7	2129-14-672-104	VAISHNAVI.G	Berkadia
8	2129-14-672-090	SWEATHA.M	Berkadia
9	2122-14-672-024	NOMAN ALI KHAN	Berkadia
10	2122-14-672-064	RAVINDAR.P	Berkadia
11	2122-14-672-029	JYOTHI HAVEELA.B	Berkadia
12	2122-14-672-005	RAJESH.N	Berkadia
13	2129-14-672-150	RAMANTH.B	Berkadia
14	2122-14-672-070	JYOTHI.G	Berkadia
15	2129-14-672-050	GOUTHAML.D	Berkadia
16	2129-14-672-014	D.RANI	Hinduja Leyland Finance
17	2122-14-672-015	Y RAVI KIRAN	Hinduja Leyland Finance

Interactive Teaching Learning Methodology...

“Harvard is Harvard not because of the buildings, not because of the professors, but because of the *students* interacting with one another.”

Glad to share that Aurora initiated to start with the Interactive Teaching Learning Practices for the current academic year for MBA-includes 1.Case Studies 2. Group Discussions 3.Debates 4.Student Seminars 5. Quiz's 6.Role Plays.



Campus Recruiting Training Programme



“It is a challenging world outside; be prepared to face it with skills that matter”

Campus Recruiting Training Programme classes commenced from 28th October till 7-Nov-15 (10 Days) for MBA III Semester Students in our campus, The Talent Sprints strong management team and its innovative model brought skill development and industry expertise through smart use of technology as well the programme included Quantitative, Reasoning, Verbal, Communication.

Faculty Contribution...

Innovation in Wage Agreement

- Dr D.Shireesha

In the current context of **Make in India**, it is imperative that we have a cordial employee relations climate that fosters productivity from an organization perspective and at the same time balances employee aspirations. Many companies are going through collective bargaining and have made strides by their innovative approaches to the subject. By focusing explicitly on innovation as an economic activity with different economic causes and effects, this article tries to open the door to a deeper understanding of how labor market rigidities in form of wage structure rigidities affect long run growth through their effects on economic agent's incentives to engage in innovative or more generally knowledge-producing activities. That is, to the extent that wage structure rigidities limits the ability of a successful innovator to capture monopoly rents from his or her innovations, it will be harmful to growth and employment.

The increase in material well-being that has taken place in industrialized countries since the Second World War has been characterized by technical progress and innovations. Openness to technical change and innovation is a salient characteristic of the nations that become economic leaders of their time. Innovative activities are conditioned by income, laws, institutions, customs, and regulations affecting the incentives to invest in human capital and technological knowledge and the ability to appropriate rents from newly created knowledge. The purpose of this article is to seek some understanding of the interplay between technological progress and structural characteristics, especially wage structure rigidities. Firms surviving the competitive struggle do so not so much by varying price and quantities as by improving qualities (for example product innovations). Using mainstream economic theory it is nearly impossible to capture the vision of economic life as a process of perpetual change and innovation through competition.

The interaction between endogenous human capital and wage structure, technological growth and business cycles is also very important. Productivity growth through innovations and the business cycle were closely interrelated. This in turn will change the technological growth rate. Therefore, even after individual expectations have fully adjusted, the growth trend will be permanently changed. Analyzing the interactions between labor market rigidities, human capital, economic growth and business cycles could therefore reveal new insights in long-term economic growth. Therefore, this dynamic Schumpeterian perspective on labor-market issues suggests potentially fruitful directions for further theoretical research.

Traditional Day...



“Traditional Day is observed as a celebration of India’s diverse culture”.

“Traditional Day was celebrated on 14th October 2015 and the response was simply amazing with nearly 90% of the students and the staff turning up in traditional attires, representing different cultures. It was a welcome change for all the Aurorians, who looked wonderful in the colourful sarees, sherwanis, kurtas, etc. We also celebrated Bathukamma and Dandiya.

Bathukamma

Bathukamma represents cultural spirit of Telangana. Bathukamma is a beautiful flower stack, arranged with different unique seasonal flowers most of them with medicinal values, in seven concentric layers in the shape of temple gopuram. In Telugu, ‘Bathukamma’ means ‘Mother Goddess come Alive’ and Goddess Maha Gauri- ‘Life Giver’ is worshipped in the form of Bathukamma – the patron goddess of womanhood, Maha Gauri Devi



Dhandiya

Raas or Dandiya Raas is the traditional folk dance form of Gujarat, India, and is associated with scenes of

Holi, and lila of Krishna and Radha at Vrindavan. Along with Garba, it is the featured dance of Navratri evenings in Western India. During Navratri festival, in most of the cities of Gujarat people gather and perform Garba dance.

Freshers Day

Freshers day was conducted on 14th October 2015, welcoming juniors to a friendly atmosphere and avoid social evils, to encourage their creative impulses to boost their confidence. Winning the three rounds Mr. Abhilash was crowned as Mr. fresher and Miss Mahathi as miss juniors selected Mr. Rose as Mr Preetham Madham Sheety and and Miss. Rose Miss Yashasvi C Goswami



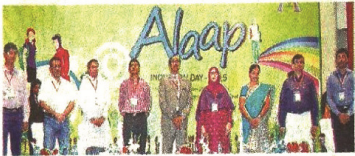
NSS

Blood Donation Camp

Blood Donation Camp was organized in our college on 9th October, 2015, inaugurated by Director Mr Mohan Kumar, by addressing the students about the importance and benefits of blood donation, a free dental check up was also held. All the donors (More than 150 members) were given certificate. The team of doctors thanked our director, faculty and staff for their co-operation. Appreciation tuned for being a part of a noble cause.

విద్యతో పాటు అభిరుచిపై దృష్టి సారించాలి

సుందరయ్య విజ్ఞాన కేంద్రం: విద్యార్థులు విద్యతో పాటు తమ వ్యక్తిగత ఆభిరుచులపై దృష్టి సారీస్తేనే మంచి ఫలితాన్ని ఉంటుందని ప్రముఖ వ్యక్తిత్వ విశాస నిపుణులు డాక్టర్ బి.వి.పట్టాభిరాం అన్నారు. విద్యార్థులు సరైన దృష్టంతో ముందుకు సాగాలని ఆయన సూచించారు. బుధవారం ఆర్సీ కళాశాల మండపంలో ఆలోచనాసభలో, ఉపాధ్యక్షులు, ముసాయిదా కళాకారుల ఆధ్వర్యంలో ఆలాప పేరిట ఉత్సవం జరిగింది. ఈ సందర్భంగా ఉత్సాహిణి మాట్లాడుతూ విద్యార్థులు తమ నైపుణ్యాన్ని పెంచుకోగలిగినప్పుడే మంచి అవకాశాలు వస్తాయన్నారు. నేడు పోటీ ప్రపంచంలో



అలోచనాసభలో ఆలాప ఉత్సవంలో పాల్గొన్న ఆర్సీ పట్టాభిరాం తదితరులు

తట్టుకునేందుకు పట్టుదలతో ముందుకు సాగాలని సూచించారు. కళాకారుల కరస్పాండెంట్ నిమ్మలూరి రమేష్ బాబు మాట్లాడుతూ హాసు మంతుడు సూర్యుని దగ్గర ఉన్న వేడిని తిరించి విద్యను నేర్చుకున్నారని, ఆలాగే విద్యార్థులు విద్యనే దృష్టంగా ఎదుర్కోవాలని అన్నారు.

కార్యక్రమంలో ప్రొఫెసర్ నయద నవీన్ పాఠిమా, అమీనా, డివీ గుప్త, ఆలోచనాసభల చైర్మన్ ఎన్.రాజుబాబు, వైస్ చైర్మన్ అన్న డీవీ, డైరెక్టర్ ప్రొఫెసర్ మారవి, ప్రొఫెసర్ బి.మోహనకుమార్, ప్రొఫెసర్ పేరి పినాకాని, రఘునాథ ప్రభాకర్, అధ్యాపకురాలు రాజిత తదితరులు పాల్గొన్నారు.

గురువారం 1, అక్టోబరు 2015

వార్త

సరైన దృక్పథం ఉంటేనే జీవితంలో రాణించగలరు-డాక్టర్ బి.వి.పట్టాభిరామ్

దక్షిణాది, సెప్టెంబరు 30 ప్రభాతాక్ష: సరైన దృక్పథం ఉంటేనే జీవితంలో రాణించగలరు ప్రముఖ సైకలాజిస్ట్ డాక్టర్ బి.వి.పట్టాభిరామ్ అన్నారు. ఆలోచన, పనుల సూచనలతో, ఉత్సాహ, రాసుకొస్తేనే జీవితంలో సరైన దృక్పథం 'అలాప' పేరిట బుధవారం ఆర్సీ కళాశాలలో ఆర్సీ కళాశాల మండపంలో జరిగింది. ఈ కార్యక్రమంలో ముఖ్యఅతిథిగా పాల్గొన్న డాక్టర్ పట్టాభిరామ్ మాట్లాడుతూ విద్యార్థులు విద్యతో పాటు జీవితంలో రాణించేందుకు సరైన దృక్పథంతో ముందుకు సాగాలి, అప్పుడే జీవితంలో విజయాలు సాధ్యమవుతాయని అన్నారు. విద్య ఒక్కటే పరిష్కారం, బిమ్మెట్టలలో ఎలాంటి దృక్పథంతో ముందుకు సాగితే సరైన ప్రపంచంలో రాణించగలమో అనే ఆలోచన వస్తుంది అన్నారు. ఉత్సాహిణి విద్యార్థులకు అభ్యుదయ ప్రాసనం సూచనా సమీక్ష పాఠిమా మాట్లాడుతూ ఒక వ్యక్తి ఎంత ఖాస ఉన్నాడో అనే ప్రపంచం వైపు, యితర తిరిగిపోతే జీవితంలో అవకాశాలు ఏదీ వచ్చవు అని పేర్కొన్నారు. జీవితాన్ని సైకిలాజీగా అంటారు. ఆలోచన, పనుల సూచనలతో, ఉత్సాహ, రాసుకొస్తేనే జీవితంలో సరైన దృక్పథం ఉంటేనే జీవితంలో రాణించగలరు అన్నారు. ఆలోచన, పనుల సూచనలతో, ఉత్సాహ, రాసుకొస్తేనే జీవితంలో సరైన దృక్పథం ఉంటేనే జీవితంలో రాణించగలరు అన్నారు. ఆలోచన, పనుల సూచనలతో, ఉత్సాహ, రాసుకొస్తేనే జీవితంలో సరైన దృక్పథం ఉంటేనే జీవితంలో రాణించగలరు అన్నారు.



సమావేశంలో పాల్గొన్న పట్టాభిరామ్, యమీనా, డివీ గుప్త తదితరులు

విద్యనే దృష్టంగా ఎదుర్కోవాలని సూచించారు. ఈ కార్యక్రమంలో ఆలోచనాసభల చైర్మన్ ఎన్.రాజుబాబు, వైస్ చైర్మన్ అన్న డీవీ, డైరెక్టర్ ప్రొఫెసర్ మారవి, ప్రొఫెసర్ పేరి పినాకాని, రఘునాథ ప్రభాకర్, అధ్యాపకురాలు రాజిత తదితరులు పాల్గొన్నారు.



విద్యతోపాటు సరైన దృక్పథం ఉండాలి

బాగోలింగంపల్లి, హన్మంతుడు: విద్యతోపాటు సరైన దృక్పథం ఉన్నప్పుడే విద్యార్థులు జీవితంలో రాణించగలరు ప్రముఖ వ్యక్తిత్వ విశాస నిపుణులు డాక్టర్ బి.వి.పట్టాభిరాం అన్నారు. బాగోలింగంపల్లిలో ఆర్సీ కళాశాల మండపంలో బుధవారం ఆలోచనాసభలో, ముసాయిదా కళాకారుల ఆధ్వర్యంలో ఆలాప పేరిట ఉత్సవం జరిగింది. ఈ సందర్భంగా ఉత్సాహిణి మాట్లాడుతూ విద్యార్థులు తమ నైపుణ్యాన్ని పెంచుకోగలిగినప్పుడే మంచి అవకాశాలు వస్తాయన్నారు. నేడు పోటీ ప్రపంచంలో



సభలో పాల్గొన్న పట్టాభిరాం తదితరులు

తట్టుకునేందుకు పట్టుదలతో ముందుకు సాగాలని సూచించారు. కళాకారుల కరస్పాండెంట్ నిమ్మలూరి రమేష్ బాబు మాట్లాడుతూ హాసు మంతుడు సూర్యుని దగ్గర ఉన్న వేడిని తిరించి విద్యను నేర్చుకున్నారని, ఆలాగే విద్యార్థులు విద్యనే దృష్టంగా ఎదుర్కోవాలని అన్నారు.

కార్యక్రమంలో ప్రొఫెసర్ నయద నవీన్ పాఠిమా, అమీనా, డివీ గుప్త, ఆలోచనాసభల చైర్మన్ ఎన్.రాజుబాబు, వైస్ చైర్మన్ అన్న డీవీ, డైరెక్టర్ ప్రొఫెసర్ మారవి, ప్రొఫెసర్ పేరి పినాకాని, రఘునాథ ప్రభాకర్, అధ్యాపకురాలు రాజిత తదితరులు పాల్గొన్నారు.