



AURORA GAZETTE



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September, 2017

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MBA II YEAR

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Activities on and off the Campus

- ❖ Teacher's Day
- ❖ Two Day Orientation Programme
- ❖ Alaap2017
- ❖ Traditional Day
- ❖ Bathukamma Celebrations:
- ❖ Dhandiya
- ❖ Rangoli
- ❖ Faculty Corner

Director's Message

Dear Students,

Aurora is always in the forefront in creating future leaders and able managers who build successful organizations in the today's emerging corporate landscape. Right from its inception, The institution is striving hard to achieve standards of excellence by providing an environment of continuous learning and interaction with industry. Challenges and Opportunities are two sides of the same coin. Modern education, curriculum development and teaching methodologies have to keep pace with the demands of the economic environment. The manager, businessman and the entrepreneur of today needs umpteen number of skills in various areas in order to be successful. Holistic education should encompass all round development of a student.

At Aurora, we continuously endeavor to achieve that overall development of the student. Apart from theoretical knowledge we offer practical knowledge with entrepreneurial skills. Education is what we imbibe from our books, our peers, our teachers and our surroundings. As we move towards our goals, we must always keep in mind that we owe more to the world than it owes to us. Each of us can and must do his or her bit to help build a universe that will nurture our future generation.

I would like to end my message by quoting swami Vivekananda
"Education is the manifestation of perfection, already in man".

Wish you all the best !!



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

Dear All

Welcome to September edition of Aurora Gazette.

The month of September began with welcoming the new batch (2017-2019) of MBA & MCA with a Two Day Orientation program in campus and ALAAP 2017, the Induction program at RTC Kalabhavan, Baghlingampally, Hyderabad.

The new semester was characterized by many new beginnings and host of activities.

Faculty publications, contributions and participation in various conferences and seminars were encouraged. Students placements & achievements were appreciated. NSS, cultural & club activities were performed with enthusiasm.

It is really heartwarming to put together these expositions. We feel glad to acknowledge to kind support and encouragement of all those who contributed directly or indirectly to bring Newsletter out.

Finally we wish to encourage more contributions to ensure a continued success of the newsletter.

We also welcome articles, comments and suggestions that would improve the quality to the Mail-id: auroragazette17@gmail.com.

TEACHER'S DAY CELEBRATION 5TH SEPTEMBER, 2017

In India 5th September is celebrated as teachers day as a mark of contribution made by teachers to society . 5th September is the birthday of great teacher Dr. Sarvepalii Radhakrishna .

The second year students celebrated Teacher's Day in Aurora P.G. College Moosarambagh on 13th September, with a lot of fun, frolic and exuberance. The students extended personalized invites to all the faculty members and arranged few interesting games during the event and winners were awarded with prizes. The celebration had various performances from the students.



TWO DAY ORIENTATION PROGRAMME 11TH & 12TH SEPTEMBER, 2017

Aurora P.G. College, Moosarambagh welcomed its new batch of students with two days orientation program spanning from 11 to 12 September, 2017.

The main objective of this program was to lay the foundation for new students and acclimatize them with the systems, structure and manners of Aurora P.G. College, Moosarambagh.

Day one of the orientation program was dedicated to inaugural session, followed by a brief review about the College by the Director, Dr. B. Mohan Kumar, followed by lecture of Sri. Ramana Murthy.

The second day of orientation program was dedicated to briefing students about the college regulations, Course curriculum, Examination system and varied student activities organized in the college from time to time.

Talent Hunt was conducted by senior students and the freshers showcased their multi talents on the stage.



ALAAP2017: 7TH SEPTEMBER, 2017

ALAAP 2017 was conducted on 7th September for the New Batch MBA & MCA students at RTC Kalabhavan, Baghlingampally. Dignitaries for the day were Chief Guest Dr. PVS Jagan Mohan Rao, President, Institute of Company Secretaries of India. Distinguished guest Mr. K. Raka Sudhakar Rao. Chief Editor, Internet Division, Sakshi Group. Eminent Guest Mr. Garimella Srinivas, Director Vega Conveyors & Automation Ltd. , along with Dr. Raja Babu Nimmatoori, Secretary, Aurora Group, Ramesh Babu Nimmatoori Chairman, Aurora Group, Mr. N. Raghunaga Prabhakar, Placement Director, Aurora Group, Directors of three post graduate colleges, HOD's, Teaching and Non-teaching staff, students along with their parents.



TRADITIONAL DAY - 26TH SEPTEMBER, 2017

Traditional day is celebrated as a representation of diverse culture of India.

Traditional day was celebrated on September 26th, 2017. All the staff and students were dressed in traditional attire, representing diverse cultures of the country. The event boosted the energy levels of the Aurorians with wonderful sherwanis, colourful sarees, kutas etc.. Traditional day was accompanied with Bathukamma celebrations and Dandiya.

MBA II Year Varsha(E-sec) and Vijaylaxmi (H-sec)from Girls and MBA II Year Rohit(F-sec) and Narsimhan (F-sec)from boys won the Best Attire Prize.

BATHUKAMMA CELEBRATIONS - 26TH SEPTEMBER, 2017

Bathukamma represents the traditional culture of Telangana. Bathukamma is a beautiful flower stack, arranged with different unique seasonal flowers, most of them having medicinal values, in seven concentric layers in the shape of a temple Gopuram.

In telugu Bathukamma means “Mother Goddess come alive” . Goddess Maha Gauri is worshipped in the form of Bathukamma .

Bathkamma Celebrations were conducted on 26, September, 2017 at Aurora P.G. college. All the faculty, Non-teaching staff, students took part in the celebrations with lots of spirituality and enthusiasm.

MCA I year students were awarded with the first prize for best Bathukamma and MBA II Year H section were awarded with second prize..



DHANDIYA

Raas or Dhandiya Raas is the traditional folk dance of Gujarat, India and is associated with scenes of Holi and leela of Krishna and Radha at Vrindhavan. Along with Garba, it is the featured dance of Navratri evenings.

At Aurora P.G. College, Moosarambagh, Dhandiya was conducted and students from all the courses performed the dance with enthusiasm and excitement.

RANGOLI

Rangoli Competition was organized for the students on the onset of Dusshera season. The creativity and zeal of students was worth applaudable . It was refreshing to see the students bring out vibrancy and fervor to the competition.

MCA I year was awarded with first prize and MBA II Year C section was awarded with second prize.



Negotiation Acts a Tool in Compensation Management

It is impossible to talk about compensation management without referring to the process of negotiation and bargaining that is an integral part of compensation management. As anybody who has worked in the formal or even the informal sector knows, the process of negotiating one's salary and perks is fundamental to the process of hiring and selection. In this article, we look at some of the strategies employed by professionals' world over when they negotiate with their prospective employers regarding their compensation.



A. SWAPNA
Assistant Professor

Have a Plan in Place

The first element of negotiation is to plan for the process by deciding on how much more you want and how much you think the employer is willing to give. The fine art of knowing how much you should ask for and at what point should you strike the deal is something that experienced professionals know and rookies should learn. Without having a clear idea of the target level of compensation that you are aiming for, the negotiation process would turn out to be an exercise in futility.

Communicate Your Needs

Once you have arrived at a figure that you think you deserve, the next step is to communicate the same to the prospective employer without delay. The important point to note here is that the way in which you articulate your needs is as important as the need to drive a bargain. For instance, without expressing yourself clearly to the HR manager of the prospective employer, there is little chance that he or she would understand your needs and respond appropriately. Hence, once you have sorted out the target compensation that you want, you should also have a strategy to communicate it to the employer.

Timing is Everything

You need to remember that there is something called being too early when you negotiate and too late as well. Hence, the timing of your articulation forms the basis for a successful negotiation. For instance, if you start your demands early on in the hiring process, the prospective employer might stall the process or even put a stop to your hiring. On the other hand, if you put forward our demands as you are about to join the firm, there is precious little anyone can do about your demands. Hence, you should have a keen eye for when you should communicate your demands.

The three aspects of having a plan, communicating the need and then timing it in such a way as to derive maximum advantage are essential to the negotiation process. Of course, there are many firms that do not entertain any sort of negotiation and there are firms that put up pretence of negotiation when in reality, they do not budge at all. In these cases, it is better to adopt a wait and watch policy and make your move once they get into the details of your compensation.

In conclusion, a successful negotiation hinges on the willingness of both the parties to hear each other and an ability to arrive at a common denominator in a spirit of accommodation. Hence, do not be overly rigid and at the same time do not give in to the employer totally.

GALLERY



