



# Akshara - The Newsletter

May 2010

Dear Students,

To uncover and enable you to discover your latent potential we have been consistently bringing about innovations by designing new programs and encouraging your involvement in various management activities. We are here to mentor, guide and support you in order to evolve into a true Global Management Leaders par excellence..At ABS we also encourage you to come up with innovative activities that would enable you to grow while providing opportunities for many others. Water, health care, waste management, energy, education are the areas that you can focus to begin entrepreneurial projects but this requires a futuristic thinking and a proper planning to move ahead..

I wish all the students the very best for their end term exams after which you would be involved in the Summer Internship projects. May you have an enriching learning experience that would help you learn the nuances of Management.

Director



Various guests from the industry and other walks of life have been addressing the students at ABS . Mr. Siva RamaKrishna , the Executive Director and Director , Management Development at the center for good Governance spoke to the students on the 'Art of Living ' . Sri Jaya Shankar from Vedanta Institute ,Hyderabad held a session on Personality Development. Srinivas Sishtha ,the Director ,City Bank addressed the students on the Financial sectors and their performance.



### FDP Program @ ABS

The Aurora's Business School conducted a Faculty Development Programme on **Case Study Analysis & Story Telling as tools for Management Teaching** at Its own campus . This program was initiated by ABS to incorporate Case Study Analysis in **Management teaching** which is useful to understand the real life corporate problems. The participants were the faculty members from various Business Management Institutions in and around Hyderabad.. The resource person to this work shop is Dr. Prakash M Shingi, Dean Flames,Former Dean, IIM-A.



### **The UNIIY wing of YMCA.**

It was just too surprising to hear the absolutely taciturn students of the first year students speak so confidently .The session began with the introduction to the concept and the idea of UNIIY .Mr.Praveen spoke of the power of words which everyone must develop so that they become the global leaders like Gandhi,Martin Luther King and the other statesmen. There were 8 participants Rahul, Sudheera and Harikrishna.They did fairly good job and Mr.Praveen declared the Kalyani as the best Speaker as she spoke with passion. On the topic 'Should America fund Pakistan for the weapons?'

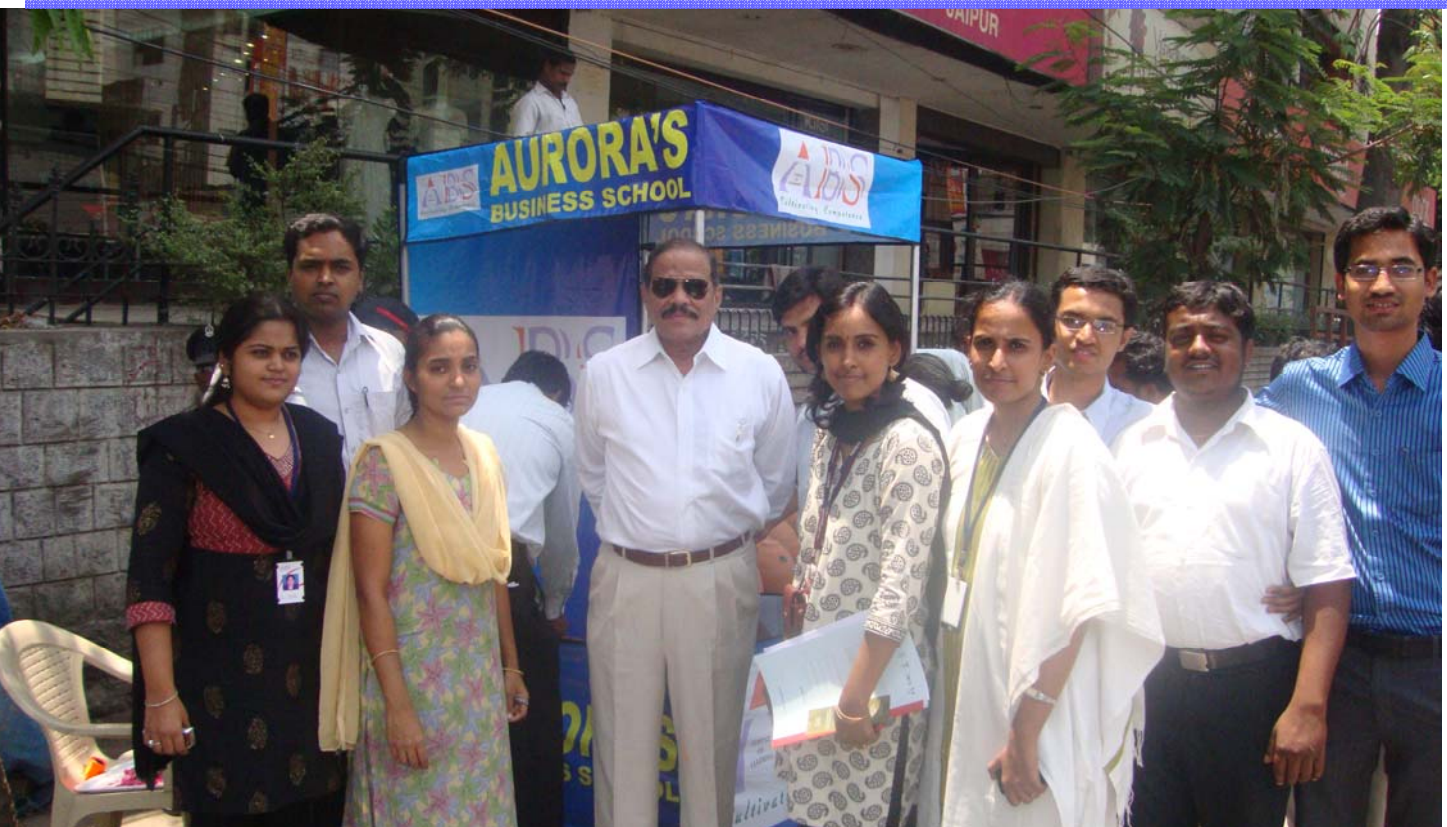
### **Did You Know that...**

English is not the most widely spoken language in the world in terms of the number of native speakers--there are many more Chinese speakers --but little outside of Chinese communities, so English is the most widespread language in the world. English speakers according to one estimate are more than 350,000,000 native English speakers and more than 400,000,000 speakers of English as a second language (a language used in everyday life)

## Business Lessons from Bill Gates

1. A Company's ability to respond to unplanned event , good or bad , is a prime indicator of its ability to compete
2. Digital information enables process breakthroughs that are impossible with paper system

In an effort to beat the heat and help quench the thirst of the passersby ,ABS came up with an idea to have a free drinking water camp at the busy Punjagutta junction .The *Chalivendram* as it is called in the native language was inaugurated by the Placements officer , Wing Commander Krishna Murthy on the 18<sup>th</sup> of April and three big pots of water kept till 6.00 in the evening. This camp would continue to be held throughout the summer. Mineral water is being arranged for the entire summer so that people around this place could be served with pure drinking water. This initiative was started by the Social initiatives committee .



## Business Quiz

It was a remarkable experience to find the students more engrossed in classes than usual and the benefits of curriculum based on case studies and management games clearly visible. This way the students are able to respond to real-life situations and enjoy the classes with absolute involvement. So each week the faculty have been incorporating newer elements of the pedagogy in their classes. One faculty member, for example, who was co-teaching a course on finance simply built a session around a quiz. Every student wanted to jump and answer as initial questions were absolutely simple. Later, in order to give an idea on the roles they would require to take up during their Summer Internship Projects, we had panel discussions where the students had an opportunity of rethinking their choice of sectors and specialisation. After arranging certain Goal setting exercises and simulation sessions, the students now have a clear picture of the areas of their strengths. After they have gained clarity, they are being sent for their SIPs to the best companies and banks to do their projects.





### **EVENT ON GOAL SETTING**

To identify skills and competencies, which are important for Management students Aurora's Business School conducted a one-day work shop on Goal Setting for it's first year students in it's own campus premises on **06-04-2010**.

Mr..Raghuram Malladi,made the session interactive with his career related and self upgradation session.



Satya Ahimsa are what are required at the moment!



We just had an absolutely educative and awakening session by Dr. Gayathri on Anemia and Thalassemia. Dr. Gayatri from Rotary club, Hyderabad works in the area of health disorders. She holds Blood donation camps, health camps and offers help in some way and is into social service since years. Mr. Thyagarajan Arunahalam too addressed the students on the ways of involving in social service. He introduced the students to the NGO named Seva which works for the youth with depression and offers them free counseling at their centers.

## CONGRATULATIONS!

We are proud of our student Mr. Sriram Venkatesh for having received the prestigious award from Nalsar University for students serving Society on April 18th of this month. The idea of V4u was initiated by Sriram Venkatesh with an idea to help needy and deserving students gain monetary support for finer education.





## Boss and the Trainee

A Man joined a big Multi National Company as a trainee. On his first day he dialed the pantry and shouted into the phone, "Get me a coffee quickly!" The voice from the other side responded, "You fool you've dialed the wrong extension! Do you know who you're talking to, dumbbo?"

"No", replied the trainee.

"It's the Managing Director of the company, you fool!"

The man shouted back, "And do you know who YOU are talking to, you fool?"

"No", replied the Managing Director.

"Thats Good!", replied the trainee and put down the phone!

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### What Next !

The Forthcoming Edition would focus on the SIPs and the Companies that students are working in. The feedback from the Company guides , experiences of our students and first day learnings. Hope you had a happy reading! Awaiting your feedback , comments , suggestions and any articles you would like to read.





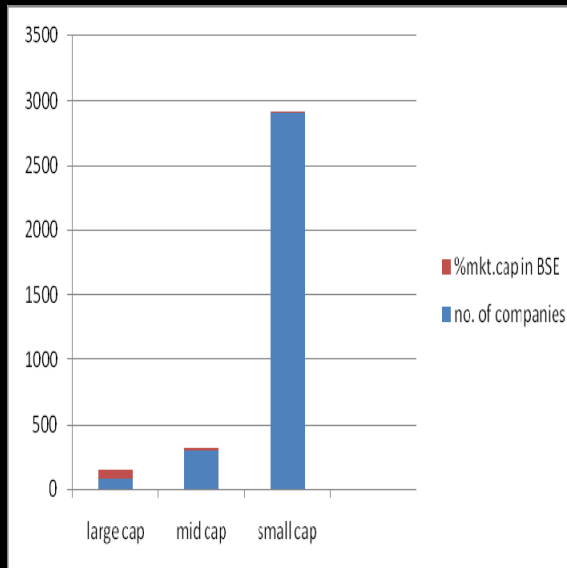


## Faculty Lounge

### COMPOSITION OF COMPANIES IN

### BSE:

70% of the total market capitalization of BSE is from large-cap companies. These are just 77 in number currently.



20% of the total market capitalization of BSE is from mid-cap companies. These are just 209 in number currently.

10% of the total market capitalization of BSE is from small cap companies. They are humongous 2,899.



## Dr Gayathri addressing the students on Thalassemia Major

### GOOD NEWS!

We are proud to announce that all the first year PGDM students student of ABS have been placed a interns for their Summer projects in top Companies. in various sectors. All students would receive a minimum stipend of Rs 5000/- per month.