

Labour unveils **Brexit** strategy



- Party will pledge to rip up 'reckless' Tory plans for Britain's departure from European Union
- Rights of EU nationals living in the UK will also be guaranteed if Corbyn wins the election

Director

Dr. Raghu Naga Prabhakar

Editor

Dr. G. Sreenivas Reddy

Assistant Editors

C. Kameshwari

Dr. V. Sree Jyothi

P. Pratyusha Reddy

Editorial Team

S. Manoj

Roshni Sequeria

K. Rupa Sree

G. Ramesh Reddy

akshara
NEWSLETTER

Vol. VII | Issue-4 | April 2017



AURORA'S BUSINESS SCHOOL

Near NIMS, Punjagutta, Hyderabad - 500 082

+91 40 2335 1892, 2335 0062

www.absi.edu.in

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FROM THE DIRECTOR'S DESK

April-2018 has witnessed Britain's Exit, labeled Brexit, from the European Union on the International front. In India the news that largely hogged limelight were about the demonetization. The big news here was that of the "IT lens on 60,000 depositors". The major events on the Aurora's Business School campus relate to Summer Placements and Final Placements with some of the best companies

Best Wishes and a happy reading of the Newsletter Akshara!

Dr. Raghu Naga Prabhakar
Director
AURORA'S BUSINESS SCHOOL

Editorial Brexit and India's Concerns

Britain has formally begun its divorce from the European Union. Britain's exit from the European Union, in all likelihood, will be a tortuous and messy one. The British Premier, Theresa May, had formally invoked Article 50 of European Union's Lisbon Treaty and began the two-year negotiation period to separate the United Kingdom from the EU. May, in her opening statements, had already indicated that London foresees a Brexit in which her country will no longer accept the free movement of people from Europe and no longer accept the jurisdiction of the European Court of Justice. The EU's response has rightly been that in that case it does not see itself required to allow the free flow of goods and services to and fro across the English Channel. The opening salvos would all point to an extremely difficult and disruptive parting of ways between UK and the truncated EU.

For India there are many reasons to be concerned. The post-Brexit weakening of an already crisis-prone EU is an unfortunate additional source of instability at a time when the international order is under enough stress thanks to an uncertain US under whimsical Donald Trump and a belligerent Beijing. An economically weakened UK poses its own problems. India is the third largest foreign investor in the UK. It is surpassed only by the US and France with a cumulative Indian investment of 26 billion pounds as in 2015. This is more than all the Indian investment in the rest of Europe put together. The Tata Group alone is among the largest industrial firms in the UK. The Brexit effect has reduced the price of British assets and led to some of the firms expanding their investments. The Brexit is a matter of concern for many Indian firms that use the UK as a base for operations in Europe. A "hard Brexit" would mean many of them would reduce their presence in Britain. For example, if British-made goods ended up facing WTO-level tariffs – the default rate if the UK-EU talks go badly – then they would land on the Continent 10% more costly than before. That alone would be enough to drive them to move factories out of UK.

Theresa May so far has shown less than exemplary leadership during the process by continuing to underplay the damage UK will suffer because of Brexit. Though she herself supported EU membership, she has decided to accept the entire agenda of the pro-Brexit campaign though much of this is extreme and unreasonable. Her visits to India, China and the US are an attempt to show that Britain has other economic alternatives. But these visits have not been very successful. India, for example, is largely keen on opening the door for greater immigration and Mode 4 service trade, neither of which Theresa May's government can concede given their generally anti-migrant stance. However, given Britain's weakened straits there is no reason why India should not continue to persevere with this demand. May's only real accomplishment has been to put an end to the uncertainty over whether the UK was actually going to walk away from the EU. India should proceed cautiously in its engagements with European nations including Britain.

Prof. G.Srinivas Reddy

25 INFLUENTIAL BOOKS ON BUSINESS MANAGEMENT

1. **The Age of Unreason (1989), by Charles Handy**

By Megan Gibson Tuesday, Aug. 09, 2011

Handy's 1989 book made a powerful case for what might then have been called, without irony, outside-the-box business thinking. Handy, then a visiting professor at the London Business School, described dramatic social changes going on in everyday life and in the workplace. New technologies and the decrease of full-time positions, among other transformations, requires abandoning the established rules and experimenting with new ways of working with one another. Handy's book only grew in stature in the decades after its publication as the rise of the Internet, ubiquitous communication, increased outsourcing, and the explosion of social media proved his vision to be amazingly prescient.

2. **Built to Last: Successful Habits of Visionary Companies (1994), by Jim Collins and Jerry Porras**

By Roya Wolverson Tuesday, Aug. 09, 2011

This landmark survey of 18 "visionary" companies attempts to suss out what made successful behemoths like Disney, 3M, and Sony stand out. Stanford business professor Jerry Porras and Good to Great author Jim Collins found that, contrary to popular belief, the companies that blow competitors out of the water aren't so much driven by sexy leaders or staunch focus. Instead, what they have in common is strong corporate culture. In other words, hire bright people and allow them to thrive. Seems like common sense, but in the late 90s the book raised eyebrows.

3. Competing for the Future (1996), by Gary Hamel and C.K. Prahalad

By Scott Medintz Tuesday, Aug. 09, 2011

Stating that their book "provides would-be revolutionaries with the tools and concepts they need to challenge the protectors of the past," Hamel and Prahalad argued for a much broader conception of business strategy — a redefinition that has since solidified into a received truth. They show that strategic planning must happen all the time, not just during discreet breaks from a company's regular business; that it must be emotional, meaningful, and purpose-driven, not just analytical; and that this impulse must be nurtured throughout an organization, not just among strategists and consultants. Among the key teachings is that executives need to actively nurture their company's "core competencies" to anticipate — and not merely adapt to — industry changes.

4. Competitive Strategy: Techniques for Analyzing Industries and Competitors (1980), by Michael E. Porter

By Josh Sanburn Tuesday, Aug. 09, 2011

For three decades, Michael Porter's Competitive Strategy has been the starting point for managers wanting to maximize profitability within a competitive marketplace. The Harvard Business School professor's five basic competitive forces, which condense and simplify the complexity of industry competition, are as relevant today as they were in 1980. With step-by-step tools to help managers select new industries to enter, forecast how industries evolve, and recognize "market signals" from competitors, Porter breaks down the three generic competitive factors — cost, differentiation and focus — that are vital for helping managers conduct industry and competitor analysis.

5. Emotional Intelligence (1995), by Daniel Goleman

By Andrea Sachs Tuesday, Aug. 09, 2011

What factors are at play, asks the author, "When people of high IQ flounder and those of modest IQ do surprisingly well?" Those qualities, such as self-control, persistence and motivation, are known as emotional intelligence or EQ. Without them, writes Goleman, careers are often unnecessarily dashed on the rocks. There is hope, though: "Temperament is not destiny," he writes. The author explains how a higher EQ can be developed through psychological education. The compelling ideas the author introduces have since become a means of assessing and nurturing an employee's behavior and management skills.

6. The E-Myth Revisited: Why Most Small Business Don't Work and What to Do about It (1985), by Michael E. Gerber

By Scott Medintz Tuesday, Aug. 09, 2011

Gerber's small business management guide is often called an underground success, but its passionate following has grown far beyond the usual definition of a cult. The "E-Myth," or entrepreneurial myth, of the title refers to the common — and usually disastrous — assumption that a person who excels at the technical or operational work of a business will naturally succeed at running such a business. Gerber dispels the myth by showing that, in addition to being a technician, a successful business owner must be an effective manager (who excels at systematizing the company's profitable work) and entrepreneur (who has a vision for the company's future).

7. The Essential Drucker (2001), by Peter Drucker

By Jim Frederick Tuesday, Aug. 09, 2011

Over a career that spanned nearly 60 years before he died in 2005 at age 95, Peter Drucker single-handedly invented the field of management theory. For most of the last half of the 20th century, he was the superstar CEO's go-to guru, counseling everyone from Alfred Sloan to Andy Grove. And not in the fuzzy-headed, inspirational, bromide-spouting guru sense you see today. Drucker had no time for discussing who moved your cheese, and his insights were distinctive for being simultaneously crystalline yet deeply contrarian — and, frequently, a generation ahead of their time. Just one example: He was talking about the rise and importance of "knowledge workers" in the 1970s, when the phrase was a good two decades from common parlance. With 30 books to choose from, it's probably best to start with *The Essential Drucker*, a potent 26-piece collection selected by Drucker himself in 2001 as a comprehensive representation of his life's work.

8. The Fifth Discipline: The Art and Practice of the Learning Organization (1990), by Peter Senge

By Nate Rawlings Tuesday, Aug. 09, 2011

Many a management manual is built around case studies and data analysis. But the epiphany that grew into this book came to Peter Senge one morning while meditating. Senge, who founded the Center for Organizational Learning at MIT's Sloan School of Management, developed five essential disciplines of a true "learning organization," which is one that continually improves (and stays competitive) by helping its members learn. The first four disciplines focus on developing individual focus, building a shared vision, and communicating as a team. But the heart of the book is the Fifth Discipline, called "systems thinking," which involves analyzing the organization's complex system of relationships and removing obstacles to true learning.

9. First, Break All the Rules (1999), by Marcus Buckingham and Curt Coffman

By Feifei Sun Tuesday, Aug. 09, 2011

First, Break All the Rules encourages managers to personalize and break away from traditional, one-size-fits-all leadership techniques. Gallup consultants Buckingham and Coffman pull responses from more than 80,000 interviews to determine that the best managers are "revolutionaries" who cast the right people for the right roles — and leave them to do their best work. Among the tome's other takeaways: Treat employees like individuals, set specific outcomes, but not the process, and focus on employee strengths instead of calling out weaknesses.

10. The Goal (1984), by Eliyahu Goldratt

By Nate Rawlings Tuesday, Aug. 09, 2011

Eliyahu Goldratt's *The Goal* is unusual among business management books for at least two reasons. First, Goldratt wasn't a titan of industry, a b-school professor, or even a consultant, but rather a physicist. Second, *The Goal* is a novel. Centered on a production manager named Alex Rogo who has three months to turn around a deficient, unprofitable manufacturing plant, *The Goal* explains the "Theory of Constraints," which among other points incorporates the idiom, "A chain is only as strong as its weakest link;" and focuses on bottlenecks, the great hindrances to productivity. Rogo uses the Socratic method to help fix his marriage, then applies it to his plant crew, coming up with steps to solve the plant's problems. *The Goal* has been in print since 1984, and a revised third edition was released on the book's 20th anniversary. So does Rogo achieve his goal? You'll have to read it to find out.

11. Good to Great: Why Some Companies Make the Leap ... and Others Don't (2001), by Jim Collins

By Josh Sanburn Tuesday, Aug. 09, 2011

How does a company go from being merely successful to sustaining profits over long periods? That's the central question of Jim Collins' book, a deeply-researched analysis that starts with all 1,400 companies on the Fortune 500 since 1965 and narrows the list to 11 companies that sustained excellence over time — often by going against accepted industry wisdom. Companies like Fannie Mae (ahem), Gillette, Kroger and Wells Fargo have what Collins discovered to be seven characteristics that contributed to their success, including a culture of discipline, finding the right employees and harnessing technology in the most efficient ways possible.

12. Guerilla Marketing (1984), by Jay Conrad Levinson

By Josh Sanburn Tuesday, Aug. 09, 2011

In the same way that guerilla warfare changed how people thought about war and conflict, Jay Conrad Levinson's concept of guerrilla marketing reshaped how small companies think about promoting themselves. Before Levinson coined the term in the 1980s, companies often relied upon huge, expensive marketing endeavors. Smaller companies struggled to compete on those terms, so Levinson argued for using brains over brawn. Don't hang a banner to advertise a sale; give away products on the street. Don't place expensive ads; pull a PR stunt for free publicity. Twenty-five years later, empires have been built using these ideas.

13. How to Win Friends and Influence People (1936), by Dale Carnegie

By Andrea Sachs Tuesday, Aug. 09, 2011

The author described himself as a "simple country boy" from Missouri, and to be sure, some of the advice in his blockbuster bestseller is pure cornpone ("If you want to gather honey, don't kick over the beehive"). But Dale Carnegie was a wizard when it came to making the public like him. Besides buying more than 30 million copies worldwide of his Depression-era book, they broke down the doors of his educational programs, which also promised professional success and happiness. Carnegie's plain-spoken wisdom about how to advance career-wise still resonates with a sophisticated urban workforce. Perhaps that is because he was no hick when it came to understanding business behavior: "About 15 percent of one's financial success is due to one's technical knowledge and about 85 percent is due...to personality and the ability to lead people."

14. The Human Side of Enterprise (1960), by Douglas McGregor

By Josh Sanburn Tuesday, Aug. 09, 2011

Before Douglas McGregor's seminal work on management, employees were often presumed to be lazy and unmotivated. As a result, conventional wisdom held, management must goad workers into becoming productive cogs in the machine. McGregor revolutionized human resources thinking by positing two ways managers could view employees: Theory X assumes workers are inherently lazy; Theory Y assumes they are self-motivated. While not clearly on the side of Theory Y, McGregor seems to lean toward the idea that management should ultimately set the workplace conditions to allow people to not only do well at work, but to want to do well.

15. The Innovator's Dilemma (1997), by Clayton Christensen

By Stephen Gandel Tuesday, Aug. 09, 2011

Unlike most business books, *The Innovator's Dilemma* is about failure. Harvard Business School professor Clayton Christensen takes a look at why large, once successful companies with seemingly talented CEOs regularly falter or, worse, go bust. Christensen's take is that in business success does not breed success. In fact, it's the opposite. Large dominant companies often are blind to emerging technologies or changing market trends that will make their once-innovative products obsolete. The lesson: Adapt early and often, even if it costs you profits today.

16. Leading Change (1996), by John P. Kotter

By Scott Medintz Tuesday, Aug. 09, 2011

In business, change is perpetual and necessary. Companies that fail to adapt fail, period. So driving transformation is arguably the business leader's primary objective — and yet woefully few succeed. Kotter's 1996 book details an intuitive, eight-stage process, each illustrated with examples drawn from his extensive consulting experience, for implementing real and lasting organizational change. As important as the practical tips, however, is the powerful distinction Kotter draws between managing change and leading change. As Kotter vividly demonstrates, only the latter can keep a company a step ahead.

17. On Becoming a Leader (1989), by Warren Bennis

By Roya Wolverson Tuesday, Aug. 09, 2011

Leadership guru Warren Bennis's guide to honing your inner leader tends to read more like a self-help book than a business tutorial. Bennis's now classic take on the leadership conundrum calls the dearth of effective leaders a "societal disease" characterized by shortsighted thinking and a lack of self-awareness. The proposed solution? Pointers include honing your "inner voice," cultivating a passion for what you do, and building trust among followers.

18. Out of the Crisis (1982), by W. Edwards Deming

By Scott Medintz Tuesday, Aug. 09, 2011

This is the book that first articulated (without using the term) Total Quality Management, the now-ubiquitous idea that the quality of products and services, and their continuous improvement, is the responsibility of a broad range of corporate stakeholders, from managers and workers to suppliers and even customers. Deming is widely credited (along with Taiichi Ohno) with introducing systematic quality measurement and improvement techniques to Japanese manufacturing in the 1960s, and *Out of the Crisis* brought his revolutionary ideas to U.S. businesses. The 14 key management principles enumerated in the book directly contradicted many standard practices of the era — including production quotas, "zero defect" slogans, and management by inspection — and became a template for modern management techniques.

19. My Years with General Motors (1964), by Alfred P. Sloan Jr.

By Andrea Sachs Tuesday, Aug. 09, 2011

The author, the CEO of GM from 1923-1946, was an industry titan who led the Detroit carmaker to become the largest corporation in the world. Publication of this forthright book was blocked for years by GM's lawyers, who feared its revelations about the inside-workings of the company would be used against it in litigation. Sloan's shrewd lessons about managing the automotive behemoth, from corporate structure to product development to finance, are still considered a business-school must-read. "A car for every purse and purpose," indeed.

20. The One Minute Manager (1982), by Kenneth Blanchard and Spencer Johnson

By Andrea Sachs Tuesday, Aug. 09, 2011

This slim volume, with its simple (critics argued, simple-minded) business homilies, immediately became a worldwide publishing phenomenon, and spent more than two years on the New York Times bestsellers list. In it, would-be effective managers are advised to "catch an employee doing something right," and to reinforce that good behavior with a One Minute Praising. Bad deeds are similarly to be pointed out and punished with a One Minute Reprimand. The authors themselves were accused of a bad deed by the Wall Street Journal — plagiarism, to be exact — which they denied. But by that time, the tiny tome was ubiquitous, having been distributed by FORTUNE 500 companies everywhere.

21. Reengineering the Corporation: A Manifesto for Business Revolution (1993), by James Champy and Michael Hammer

By Roya Wolverson Tuesday, Aug. 09, 2011

Adam Smith's business dictums from the 1800s no longer apply. That's the thinking behind management consultants James Champy and Michael Hammer's 1994 bestseller. Rigid divisions of labor — which once sped up productivity in fledgling corporate America — was now driving the sluggishness and lack of creativity holding firms back, the authors contend. They advocate for a radical redesign of the way companies process and organize their business, including regrouping multiple jobs into one. No wonder the book is credited with inspiring corporate downsizing in the 1990s. In the digital age, its insights still ring true.

22. The 7 Habits Of Highly Effective People (1989), by Stephen R. Covey

By Stephen Gandel Tuesday, Aug. 09, 2011

Stephen Covey's leadership training book is widely recognized as one of the best-selling business books of all time. That's funny, because there is very little in it about business or management. Instead, the book is a tour de force on confidence building packaged into seven easily digestible maxims. There is good advice throughout that could help you in your professional life, but that wasn't among Covey's obvious intentions. The fact that the seven "habits" overlap and aren't all that revelatory — No. 2 boils down to focusing on your goals — hasn't seemed to blunt the book's continuing popularity.

23. The Six Sigma Way: How GE, Motorola and other Top Companies are Honing Their Performance (2000), by Peter S. Pande, Robert P. Neuman and Roland R. Cavanagh

By Stephen Gandel Tuesday, Aug. 09, 2011

Before Six Sigma became a cultural punch line — 30 Rock's Jack Donaghy is a green belt master — it was the gold standard in management philosophy. Developed in the 1970s and 1980s at Motorola and GE, Six Sigma-ites believe that the path to success is paved by near constant measurement of the performance of your company and workers. Instant feedback is the key. The Six Sigma Way, published in 2000 and co-written by Six Sigma guru Peter Pande, brought the management technique to the masses. The book draws heavily on the experiences of GE and other companies that successfully implemented the technique.

24. Toyota Production System (1988), by Taiichi Ohno

By Michael Schuman Tuesday, Aug. 09, 2011

After World War II, Taiichi Ohno, an engineer at Toyota, began experimenting with the assembly lines at the Japanese firm's automobile factories. His goal was to improve efficiency and catch up with America's Big Three. The result of Ohno's tinkering changed the manufacturing industry forever. Ohno and his managers devised the Toyota Production System, more broadly known as "lean manufacturing," which gave Toyota a huge edge in productivity and quality control. The new system ensured Toyota's position as an industry leader, and its principles were adopted within factories across sectors and countries. This little gem of a book outlines Ohno's quest and provides insights into the crucial process of innovation that are valuable for managers of all types.

25. Who Moved My Cheese? (1998), by Spencer Johnson

By Andrea Sachs Tuesday, Aug. 09, 2011

This slender work, a parable of mice and (little) men in a maze, can be read in 30 minutes, max. Its message is simple: Embrace change because it is inevitable. Nonetheless, there is a cult of Cheese, composed of readers (some of them CEOs) who extol the virtues of this book and say that it has changed their lives and workplaces. Truckloads of books have been handed out by top executives who hope to make their employees more flexible than Hem, the intransigent character who bellows the title line when faced with changed circumstances. The book also has its share of detractors, in the form of parodies with names like "Who Cut the Cheese?" But Johnson, also the co-author of *The One Minute Manager*, is undoubtedly laughing all the way to the bank; *Cheese* is the bestselling business book of all time, with more than 20 million copies sold.

News & Events @ Aurora's Business School- April, 2017

S. No.	Date	Event
1	01.04.2017	Students & Faculty go on International Study Tour(IST) to Malaysia and Singapore brief by the Director Dr Raghu N Prabhakar
2	02.04.2017	Students & Faculty depart from GMR international Airport Hyderabad by on International Study Tour(IST)
3	03.04.2017	Naveen Kumar, DM-11-021 Secures Placements with Aparna Constructions
4	03.04.2017	Students & Faculty on IST arrive at Kuala Lumpur--Visit Puthra Jaya, The Administrative Capital of Malaysia--Undertake Industrial Visit to Royal--Selangor Factory--Visit King's Palace at Kuala Lumpur--Visit Butta Caves
5	04.04.2017	Students & Faculty on IST undertake Industrial Visit to Yakult Factory in Malaysia-- Visit Heriot-Watt University, Malaysia--Shopping by Faculty & Students at Bukit-Bintang Shopping area--IST party visit Petronas Towers, which are the tallest twin-towers in the world
6	06.04.2017	Campus Placement Drive by India Infoline Finance Limited for Summer Internship Placement of Finance and Marketing majors. The rounds were Company presentation, GD and Final interview.
7	07.04.2017	Mid Exams of II Year III Trimester held
8	07.04.2017	Summer Internship Placement Drive of Aditya Birla held for Mktg and Finance Specialisations
9	07.04.2017	Avinash, Roll No DM-12-055, gets Summer Internship Placement with Cap Gemini

S.No.	Date	Event
10	07.04.2017	Campus Placement drive with Way2Online for Marketing and Finance Specialisations held
11	08.04.2017	Summer Internship Placement Drive of IDBI Federal held
12	08.04.2017	Director and Dean attend the Board of Governors Meeting of the Aurora's P G College, Ramanthapur
13	08.04.2017	Students and Faculty return from Two-Nation International Study Tour of Singapore and Malaysia
14	10.04.2017	Summer Internship Placement Drive by Think Wide Hospitality Pvt. Ltd held for Marketing specializations-Stipend Rs 9000 per month
15	10.04.2017	Infobahn Softworld Inc Campus Placements Drive held
16	10.04.2017	DM-11-046 Shiva Goyal placed with Spice jet with 2.25 lacs+
17	11.04.2017	Summer Internship Placement Drive by Corporate Gifts Ltd for HR & Marketing specialisations with a stipend of Rs 2500 per month held
18	12.04.2017	Campus Placement Drive of IndusInd Bank held for all specialisation with 65% aggregate only for Females-CTC 2.0 to 2.2 lacs
19	13.04.2017	Shakunthala Dhakad DM-08-003, alumna, visits the Business School and informs that she has left Infobeans and is joining HDFC Ltd
20	13.04.2017	Final round of selection held for shortlisted students of "Way2Online" off-campus placement drive
21	15.04.2017	Started the practice of daily review of major business dailies viz., Business Line, Business Standard, Economic Times, Mint, Financial Express in the first session of I Year PGDM
22	17.04.2017	Bajaj Finance Ltd SIP campus placements for all specialisations with a stipend of Rs 6750
23	17.04.2017	Off-campus Placements with Ramky Estates and Farms Ltd for Mktg majors with monthly salary of Rs20K to 25K plus incentives of Rs 15k
24	17.04.2017	Ten I year III Trimester students of Finance specialisation join IIFL Stock Brokingon Summer internship
25	17.04.2017	Two students SIP placements with a stipend of Rs 3000 per month
26	18.04.2017	Off- Campus Placement Drive of Bajaj Finance Ltd held

S.No.	Date	Event
27	19.04.2017	Dean, Prof. Sreenivas R. Gangidi delivers an invited lecture on Placements & Personality Development at the Vagdevi PG College, Kishanpura, Hanmakonda
28	20.04.2017	Placement Drive for MTR Foods Pvt. Ltd. For Position of graduates Sales Training held for Marketing majors CTC Rs. 3.15 lakhs during Training
29	20.04.2014	I Year III Trimester II Mid Exams commence
30	20.04.2014	Five students of I Year III Trimester of Finance Specialisation join IIFL for Summer Internship Programme
31	20.04.2014	Two students of I Year III Trimester belonging into HR specialisation join IIFL for Summer Internship Programme
32	22.04.2017	I Year III Trimester II Mid Exams conclude
33	24.04.2017	Faculty and staff meeting held for reviewing SIP and final placements, progressive reporting to selected companies, implementation of trimester pattern, updation of library collection, suggestions for improvement of Teaching -Learning Practices(TLP) etc.
34	24.04.2017	II Year III Trimester End Term Exams commence
35	25.04.2017	Campus placement drive by Karvy Analytics for SIP placements for HR specialisation held
36	26.04-2017	Campus placement drive by IndusInd Bank for Marketing Specialisation held
37	28.04.2017	II Year III Trimester End Term Exams conclude
38	29.04.2017	Outing for outgoing students at Wonderla Resort along with Faculty and staff
39	29.04.2017	Results of II Year II Trimester announced Sunitha topper followed by Nisha

Cartoons drawn by
Malavika Sharma PGDM Student, 1st Year



Happiness is what you are, not what you have



Once a beautiful, expensively dressed lady complained to her psychiatrist that she felt that her whole life was empty, it had no meaning. So, the lady went to visit a counselor to seek out happiness.

The counselor called over the old lady who cleaned the office floors. The counselor then said to the rich lady "I'm going to ask Mary here to tell u how she found happiness. All I want u to do is listen to her."

So the old lady put down her broom and sat on a chair and told her story:

"Well, my husband died of malaria and three months later my only son was killed by a car. I had nobody. I had nothing left. I couldn't sleep, I couldn't eat, I never smiled at anyone, I even thought of taking my own life.

Then one evening a little kitten followed me home from work. Somehow I felt sorry for that kitten. It was cold outside, so I decided to let the kitten in. I got some milk, and the kitten licked the plate clean. Then it purred and rubbed against my leg and, for the first time in months, I smiled.

Then I stopped to think, if helping a little kitten could make me smile, may be doing something for people could make me happy. So, the next day I baked some biscuits and took them to a neighbor who was sick in bed.

Every day I tried to do something nice for someone. It made me so happy to see them happy. Today, I don't know of anybody who sleeps and eats better than I do. I've found happiness, by giving it to others."

When she heard this, the rich lady cried. She had everything that money could buy, but she had lost the things which money cannot buy.

"The beauty of life does not depend on how happy you are; but on how happy others can be because of you..."

Happiness is not a destination, it's a journey.
Happiness is not tomorrow, it is now.
Happiness is not dependency, it is a decision.
Happiness is what you are, not what you have.

Business NEWS

of the Month



1. Currency returned to RBI post-note ban being calculated: FM Arun Jaitley

UPDATED: APR 11, 2017, 03.53 PM IST

The Reserve Bank of India is still calculating and taking stock of the currency that was returned to banks post demonetisation, Finance Minister Arun Jaitley said. In response to a question by Samajwadi Party leader Naresh Agarwal in the Rajya Sabha, Jaitley said that the RBI was taking stock of the currency that was returned to the banks and would come out with an "exact figure" in due course. The Finance Minister did not specify a time-frame for the same.

"The money that was being returned to banks (during the window given by government) went to currency chests and then came to RBI. It periodically gave some figures of the money that was coming in," Jaitley said.

"Now the RBI is calculating the exact amount, and would come out with the exact figure," he added.

The Narendra Modi government, which scrapped Rs 500 and Rs 1,000 currency notes on November 8 last year, has faced repeated queries from the opposition on the amount of currency that returned to the banks after the note ban. The government had said the move was to scrap the fake currency in circulation and curb black money.

2. Special purpose vehicle (SPV) soon to build Rs 26K-cr expo centre

Updated: Apr 10, 2017, 11.40 AM IST

The government is set to launch a special purpose vehicle for executing the Rs 26,000-crore project to build the country's largest exhibition-cum-convention centre in Delhi. A senior government official told ET that the department of industrial policy and promotion (DIPP) is finalising the proposal for the SPV, which will be jointly formed by the Niti Aayog, the Urban Development Ministry and the Departments of Economic Affairs and Expenditure, besides the DIPP.

The SPV will have on its board the secretaries of the Niti Aayog, the Urban Development Ministry and the three departments, who are all currently part of the steering committee overlooking the project plan. The proposal is expected to be placed before the Cabinet soon.

The proposed convention centre with 6,000 seating capacity, 10 exhibition halls, 3,500 hotel rooms and retail space will be one of the largest projects of its kind in South Asia. The centre will be designed to host 5,000-10,000 delegates and have 200,000 sq m of exhibition space, 60,000 sq m of convention space and a 20,000 capacity multipurpose arena. It is expected to generate 5 lakh direct and indirect employment opportunities. The Delhi Metro Rail Corporation (DMRC) and the National Highways Authority of India have already taken up the task of connecting the project site with arterial roads and rail network. The DMRC is also planning a dedicated station for the centre. While the leasing of space for public private partnership projects such as hotels is expected to start from December 2017, the government hopes to commission the project by June 2019.

3. I-T department asks financial institutions to get accounts self-certified by April 30

Updated: Apr 11, 2017, 02.42 PM IST

The Income Tax Department today asked financial institutions (FIs) to get self-certification from account holders by April 30 to comply with FATCA provision and avoid blocking of accounts.

"The account holders may be informed that, in case self-certifications are not provided till April 30, 2017, the accounts would be blocked, which would mean that the financial institution would prohibit the account holder from effecting any transaction with respect to such accounts," the CBDT said in a statement.

The Central Board of Direct Taxes (CBDT) also advised all financial institutions that all efforts should be made by them to obtain self-certification.

It said if the account is blocked due to lack of self-certification, then the transactions by the account holder in such blocked accounts will be permitted once the self-certification is obtained and due diligence is completed.

Under the FATCA provisions, financial institutions are required to obtain self-certification and documentation or else they were required to close the accounts and report the same if found to be a "reportable account" as per the prescribed due diligence procedure for a pre-existing account.

FATCA allows automatic exchange of financial information between India and the US.

4. Note ban effect: I-T lens on 60,000 depositors. The list includes those dealing High-value property owners. (Business Standard, 15/16 April, 2017)

5. A Big Thumbs-Up to Cashless Payments. PM Modi launches Aadhar Pay system allowing cash transfers using biometrics even via simplest of phones. (The Economic Times-April 15, 2017)

6. India's appetite for gold fuels sharp rise in import. Q4 FY17 imports highest in any March quarter since 2013. (Business Standard, 15/16 April, 2017)

7. Telangana waives Rs. 16,374 crore form loans benefitting over 35 lakhs formers redeeming its pool promise in the first assembly elections after the new state was formed in 2014. (Financial Express- Hyderabad, April 15, 2017)

8. Suzuki, Toshiba, Denso to make lithium-ion cells in India. Pledges initial investment of Rs 1, 200 crore in a JV that will manufacture the batteries. (Business Line- Hyderabad, April 15, 2017)

9. Investment Matters: PSUs keep pace with capex target while others wilt. In FY17, Central PSUs and Departmental units spent over 96 % of target amount of Rs 2.64 lakh crores(Financial Express, April 17,2017)

10. Economy: Inflation eases to 5.7percent in March,2017 on softer fuel prices. (Business Line, 18 April, 2017)

11. Visa Woes: 'Buy American, Hire American' order not to bad. It's H-1B positive US bureaucracy to decide on changes. Trump decision is not push for legislative changes in Visa policy cheers cos. (The Economic Times, April 20, 2017)

12. HR Matters: Employees want skills and a better work-life balance. 62 % of Indian employees are satisfied with their working conditions, says survey. A survey done by global specialist recruitment firm Michel page India reveals that the aspiration to acquire new skills and a better work-life balance are the top two factors driving satisfaction. (Business Line- Hyderabad, April 20, 2017)

13. IT: Income Tax Department slaps Rs 30,700 crore penalty on Cairn Energy for not paying tax. Retrospective tax amendment comes back to haunt British Company. (Business Line- Hyderabad, April 21, 2017)

14. ECONOMY: Domestic air passenger traffic up 19%. India's domestic airlines flow 90.45 lakh passengers in March 2017 as against 78.72 lakh passengers flow in March 2016. (Business Line- Hyderabad, April 21, 2017)

15. HR NEWS: Wipro, India's third largest IT services exporter has decided to let go 350-400 of its staff as part of the appraisal process, which the company termed as part of the plan to align its workforce with business objectives. The IT major had a head count of 179,129 at the end of the third quarter of FY 17. (Financial Express, 21 April, 2017)

16. ECONOMY: Forex Kitty swells \$889 million helped by increase in foreign currency assets. (Business Line- Hyderabad, April 22, 2017)

17. ECONOMY: GST to boost GDP by 4.2 according to Fed, the US Central Bank. (The Economic Times, April 22, 2017)

18. HR News: Salary hikes may be lower this year, but hiring to be robust. CTC rise seen trending 6-15% down from 10-15% jump in 2016: Michael Page Survey. (Business Line- Hyderabad, April 24, 2017)

19. ECONOMY: ONGC plans to boost gas output by 30%. After more than a decade of nearly static production, state-run Oil and Natural Gas Corp. (ONGC) expects to increase gas output by nearly 30% over the next three-four years, with an investment of around \$11 billion, according to two senior company officials. (Mint- Hyderabad, April 24, 2017)

20. Dividends soar as centre nudges cash-rich PSUs. May including coal India paid more than net profits in last two fiscals; buybacks add to government kitty. (Financial Express- April 25, 2017)

21. E-Vehicles to be sold minus costly batteries. Vehicles to become cheaper; batteries to be leased out and swapped at stations. (The Economic Times- April 25, 2017)

22. FINANCE: GST will not push up prices, says Adhia. 'No Significant hike in tax burden. (Business Line- April 26, 2017)

- 23. Market:** Shareholder cheer: Wipro announces 1:1 bonus. Worried by rising protectionism, turns cautious on FY18 first-quarter guidance. (Business Line- April 26, 2017)
- 24. MARKET:** Nifty 50 hits all-time high of 9,306. (Business Standard- April 26, 2017)
- 25. ECONOMY:** NITI Aayog wants agri income taxed. (The Hans India- April 26, 2017)
- 26. MARKET:** India Tops Market Returns Chart. Nifty's 13.7% return best so far in 2017. India's top of the world as money just pours in. (The Economic Times- April 26, 2017)
- 27. BANKING:** Urjit Patel pitches for consolidation among public sector banks. (Mint- April 26, 2017)
- 28. BANKING:** Axis bank Q4 profit falls 43%. Axis Bank Ltd on Wednesday reported a 43% decline in net profit in the march quarter from a year ago as the private sector lender raised provisions for bad loans. (Mint- April 27, 2017)
- 29. POLITICS:** BJP sweeps Delhi municipal polls, blow to AAP. (Financial Express- April 27, 2017)
30. Centre's right hand takes away what left gives PSBs. Public sector banks' dividend, tax payout exceed the recap money received. (Business Line- April 27, 2017)
- 31. FINANCE:** RBI steps in to Tame rupees as it muscles to top of currency charts. Bulked up by foreign inflows, currency hits 20-month high; exporters wary. (The Economic Times- April 27, 2017)
- 32. MARKET:** Sensex scales mount 30,000. Strong Macro Robust flows and positive global cues spark rally. Experts cautiously optimistic, Q4 earnings to determine future. (Business Standard- April 27, 2017)
- 33. ECONOMY:** Incentives for exports may have to be phased out soon. India is nearing the WTO threshold which would require it to end direct subsidies. (Mint- April 28, 2017)

34. TAX-NTI: Controversy over farm-tax thickness. NITI Aayog disowns Debroy's talk of taxing farm income but asks for plugging of this loophole by non-agriculturists. . (Financial Express- April 28, 2017)

35. Harvesting Black Money. Data for 838 cases between FY07-FY15 where agriculture income declared was verified by taxman. Rs 4, 31,617 crore amount entered by assessing officers taxpayers. Rs 1,395 crore Actual income after verification. (Financial Express- April 28, 2017)

36. ECONOMY: Kia to start India campaign in AP with \$ 1.1-b plant. Korean major to roll out sedan, SUV by 2019; boost for Chandrababu Naidu's auto hub. (Business Line- April 28, 2017)

37. BANKING: Kotak Bank profits surges 40%. A robust jump in non-interest income and a tight leash on operating expenses helped Kotak Mahindra Bank report a 40 per cent increase in standalone net profit, at Rs 976 crore, in the fourth quarter ended March 31, 2017, compared to Rs 696 crore in the year-ago quarter. For the full financial year, the private sector bank's standalone net profit soared 63 per cent to Rs 3, 411 crore (Rs 2, 090 crore in FY16). (Business Line- April 28, 2017)

38. FINANCE: GMR may sell 25% stake in Hyderabad airport. Proposed sale to Abu Dhabi govt fund values firm at \$700 million. (Business Line- April 28, 2017)

Dear April born



Best

Name of Student

T Vyshnavi
Lanka Swathi Meghana Reddy
Lingabattula Akhil Sai
Ganji Divya Darshini
Kanipireddy Bhavya
Jupally Sukesh Kumar Rao
Ankita Doshi Jain
Galla Sujana

Date of Birth

04/12/1995
21/04/1992
10/04/1995
21/04/1995
30/04/1995
28/04/1994
29/04/1996
18/04/1987

Wishes



A Shop with No Salesmen

At a time when snoopily surveillance cameras dot even petty shops, here's a place where you can shop like a trusted guest. Titled "Sathyam Store", a shop selling miscellaneous items opened by the Sathya Sai Orphanage Trust at Sasthamangalam here does not have a salesman or cash counter.

The shop sells pottery, kitchen utensils and curios, bamboo crafts, books, key chains and many more. Most of the items are made by the inmates of the orphanage on the Sai Gramam campus of the Sathya Sai Trust at Thonnakkal.

Kerala State Police Chief Loknath Behera inaugurating the shop recently said "This will be a pointer to the truthfulness in the society. A no salesman shop put up by an orphanage - I think this would be the first of its kind in the country".

All displays in the shop have a price sticker and a customer is expected to drop the amount in a box kept under the portrait of Sai Baba. A poster in the shop says: "Whatever you pick from here is for the sake of children of our orphanage"

Trust's executive director K N Ananda kumar said the shop displays aren't physical objects but emotional gifts by the orphanage inmates to some good hearts who mind to care them. The orphanage on the Thonnakkal campus is home to 150 inmates, including 60 children.

"All the earthenware are made at our pottery unit in the Thonnakkal campus. They are made in the traditional method by the inmates," he said. Interested children in the orphanage are given training in the unit.

The bamboo artifacts were made under the supervision of experts from Wayanad. Publications put up for sale include those published by the Prasanthi Nilayam, Puttaparthi, and the Sathya Sai Trust.

The shop, situated in the Sathya Sai Trust building at Sasthamangalam, will function from 10 am to 6 pm on all working days.

Higher Education (Silicon India) B School Survey 2017

