



AURORA'S BUSINESS SCHOOL

akshara
NEWSLETTER
Vol VI • ISSUE 6 • JUNE 2016

Business Standard Survey of B-Schools in India (2016) Lists

Aurora's Business School as



FROM THE DIRECTOR'S DESK

Ring in the New Academic Year

The Aurora's Business School has turned yet another leaf in its short history. It had successfully wound up the academic year 2015-2016 with very credible achievements some of which need a special mention. Firstly, it had successfully implemented the Trimester Pattern becoming probably the first B'school in this part of the country to do so. This meant coverage of more subjects of study, more interactive component in the form of field visits, more case analyses, problem solving sessions, presentations and so on. Secondly all schedules and time-lines were adhered to in completion of prescribed syllabus, conducting exams, declaring results in record time, sending students on summer internship placements etcetera.

All faculty, staff and sub-staff deserve compliments for these .IT IS ALSO A MATTER OF GRATIFICATION THAT WE NOT ONLY CONTINUED WITH THE TRADITION OF 100 PERCENT SUMMER INTERNSHIPS, BUT MULTIPLE FINAL PLACEMENT OFFERS FOR A RECORD NUMBER OF STUDENTS .Our hard work has earned us recognition as one of the premiere B'schools in south India as evident



from the recent listing of The Business Standard.

Now we are into the new academic year admitting the 12th batch of students among whom we have students who have graduated from premier colleges like St. Francis, St. Anns, Aurora's Degree College, Loyola and so on. The Aurora's Business School warmly welcomes them to its campus and promises them an equally rewarding academic year 2016-2017.

Best wishes to all

Prof G Sreenivas Reddy

NEWS @ AURORA'S BUSINESS SCHOOL

- 01-06-2016** Updates placement record of the Business School.
- 03-06-2016 to 05-06-2016** Aurora's Business School participates in the TV9-KAB Education Fair held at Nizam College Grounds, Hyderabad.
- 04-06-2016** The Director visits the TV9-KAB Education fair held at Nizam College Grounds, Hyderabad to get inputs for strengthening the courses offered by The Aurora's Business School as well as to understand the trends in higher education.
- 04-06-2016** Released Vol-II No.6, June 2016 issue of the monthly Finance Bulletin of Aurora's Business School entitled Finscape.
- 07-06-2016** The Aurora's Business School figures prominently in the survey of Business Schools in India-2016 by securing 1ST place in industry interface, 2nd place in public perception, 3rd place in placement & infrastructure and 4th place in the intellectual capital among business schools in the State of Telegana.
- 17-06-2016** Off-campus placement drive of Pinnacle Generators for Marketing Specialization held.
- 22-06-2016** Off-campus placement drive of Broadridge for Finance Majors held.
- 25-06-2016** Released May 2016 issue of AKSHARA, the monthly newsletter of the Aurora's Business School.
- 28-06-2016** Off-campus placement drive of BQ Entertainment held.
- 28-06-2016** Off-campus placement drive of Husys for HR specialization held

Celebrations of the Month

International Day of Innocent Children Victims of Aggression- June 4

The United Nations' (UN) International Day of Innocent Children Victims of Aggression is observed on June 4 each year.

The purpose of the day is to acknowledge the pain suffered by children throughout the world who are the victims of physical, mental and emotional abuse. This day affirms the UN's commitment to protect the rights of children.



Background

On 19 August 1982, at its emergency special session on the question of Palestine, the General Assembly, appalled at the great number of innocent Palestinian and Lebanese children victims of Israel's acts of aggression, decided to commemorate June 4 of each year as the International Day of Innocent Children Victims of Aggression. According to the United Nations in China, the statistics of child abuse include:

- More than two million children killed in conflict in the last two decades.
- About 10 million child refugees cared for by the UN Refugee Agency (UNHCR).
- In the Latin America and in the Caribbean region about 80 thousand children die annually from violence that breaks out within the family.

This day is a time for individuals and organizations all over the world to become aware of the impact of monstrosity of abuse, in all its forms, against children. It is also a time when organizations and individuals learn from or take part in awareness campaigns centered on protecting children's rights.

World Environment Day - June 5

World Environment Day (WED) is a day that stimulates awareness of the environment and enhances political attention and public action.



It is on 5 June. It was the day that United Nations Conference on the Human Environment began. The United Nations

Conference on the Human Environment was from 5-16 June 1972. It was established by the United Nations General Assembly in 1972. The first World Environment Day was on 1973. World Environment Day is hosted every year by a different city with a different theme and is commemorated with an international exposition in the week of 5 June. World Environment Day is in spring in the Northern Hemisphere and fall in the Southern Hemisphere.

Father's Day....(June 19)

Anyone can be a father, but it takes someone special to be a DADDY!

Happy Father's Day to all the Daddy's in the World!!

Father's Day is considered to be the day of commemoration and celebration for that one person in your life who is there for you at different



walks of verve, to help you out when you need him, to make you feel secure, to make available to you all pleasures of life. This day is an occasion to recall, recognize and remember those endless pains; he had taken for your growth and upbringing, that very special icon, your father or what do you call your Dad. This day not just calls for an honour to your father, but to all men who have acted as a fatherly figure in your lifewhether

as Stepfathers, Grandfathers, or even your 'Big Brothers'.

He was there for your first step, your first fall, and you can count on him to be there when you need him next. Your biggest hero deserves

your biggest thanks.

LITERARY CORNER (STUDENT ARTICLES)



A Relationship to cherish...

My father has been my pillar of strength, my "go to" guy whenever I'm happy, sad, excited or confused..

I consider myself so blessed, because my Dad is the best gift God has given me.

He instilled a love of family ethics, discipline and learning in me from a very young age. He encouraged my creativity in every way he could, and best of all, he always, always had time for me and my siblings. He could be jovial, serious, fun....and he is honestly the smartest. He's been my inspiration, someone I can turn to whenever things get out of hand. I always go to him for advice because I that is where I'm sure where I will get a straight, honest answer.

I have always been very close with my dad but sometimes feel guilty of not spending much time with him I really need to think of ways of doing that which will further strengthen the bond that we share.

He is absolutely the most important person in my life, my Ideal, my inspiration and my Hero.

This article is just to tell him "I LOVE YOU DAD".

- Shaik Majeed, Manager Web-portal

LITERARY CORNER (STUDENT ARTICLES)

15
Laws Of Life



Swami Vivekananda

The Laws that will guide you to live your life to the fullest

- 1 **Love Is The Law of Life:** All love is expansion, all selfishness is contraction. Love is therefore the only law of life. He who loves lives, he who is selfish is dying. Therefore, love for love's sake, because it is law of life, just as you breathe to live.
- 2 **It's Your Outlook That Matters:** It is our own mental attitude, which makes the world what it is for us. Our thoughts make things beautiful, our thoughts make things ugly. The whole world is in our own minds. Learn to see things in the proper light.
- 3 **Life is Beautiful:** First, believe in this world - that there is meaning behind everything. Everything in the world is good, is holy and beautiful. If you see something evil, think that you do not understand it in the right light. Throw the burden on yourselves!
- 4 **It's The Way You Feel:** Feel like Christ and you will be a Christ; feel like Buddha and you will be a Buddha. It is feeling that is the life, the strength, the vitality, without which no amount of intellectual activity can reach God.
- 5 **Set Yourself Free:** The moment I have realized God sitting in the temple of every human body, the moment I stand in reverence before every human being and see God in him - that moment I am free from bondage, everything that binds vanishes, and I am free.
- 6 **Don't Play The Blame Game:** Condemn none: if you can stretch out a helping hand, do so. If you cannot, fold your hands, bless your brothers, and let them go their own way.
- 7 **Help Others:** If money helps a man to do good to others, it is of some value; but if not, it is simply a mass of evil, and the sooner it is got rid of, the better.
- 8 **Uphold Your Ideals:** Our duty is to encourage every one in his struggle to live up to his own highest idea, and strive at the same time to make the ideal as near as possible to the Truth.
- 9 **Listen To Your Soul:** You have to grow from the inside out. None can teach you, none can make you spiritual. There is no other teacher but your own soul.
- 10 **Be Yourself:** The greatest religion is to be true to your own nature. Have faith in yourselves!
- 11 **Nothing Is Impossible:** Never think there is anything impossible for the soul. It is the greatest heresy to think so. If there is sin, this is the only sin - to say that you are weak, or others are weak.
- 12 **You Have The Power:** All the powers in the universe are already ours. It is we who have put our hands before our eyes and cry that it is dark.
- 13 **Learn Everyday:** The goal of mankind is knowledge... now this knowledge is inherent in man. No knowledge comes from outside: it is all inside. What we say a man 'knows', should, in strict psychological language, be what he 'discovers' or 'unveils'; what man 'learns' is really what he discovers by taking the cover off his own soul, which is a mine of infinite knowledge.
- 14 **Be Truthful:** Everything can be sacrificed for truth, but truth cannot be sacrificed for anything.
- 15 **Think Different:** All differences in this world are of degree, and not of kind, because oneness is the secret of everything.

Literary Corner

TAXI DRIVER OF SINGAPORE DEMONSTRATES WHAT TRUE PROFESSIONALISM MEANS.

Shiv Khera, a renowned author and our management Guru writes about his experience in Singapore:

"Six years ago in Singapore I gave a taxi driver a business card to take me to a particular address. At the last point he circled round the building. His meter read 11\$, but he took only 10.

I said Henry, your meter reads 11\$ how come you are taking only 10.

He said, "Sir, I am a taxi driver, I am supposed to be bringing you straight to the destination.

Since I did not know the last spot, I had to circle around the building. Had I brought you straight here, the meter would have read 10\$.

Why should you be paying for my ignorance ?"

He said, "Sir, legally, I can claim 11\$ but Honestly and ethically I am entitled to only 10". He further added that Singapore is a tourist destination and many people come here for three or four days. After clearing the immigrations and customs, the first experience is always with the taxi driver and if that is not good, the balance three to four days are not pleasant either. He said, "Sir, though I am a taxi driver, I am the Ambassador of Singapore without a diplomatic passport".

In my opinion he probably did not go to school beyond the 8th grade, but to me he was a professional. To me his behavior reflected pride in performance and character.

That day I learnt that one needs more than professional qualification to be a professional.

In one line be a "Professional with a human touch and Values " that makes all the more difference.

Knowledge, skill, money, education, all comes later. First comes Human Values, Honesty and Integrity

Professionalism: It's NOT the job you DO, It's HOW you DO the job."



Send in your suggestions, feedback, articles and comments to
upgrade forth-coming issues of 'AKSHARA' to newsletter@absi.edu.in

akshara

NEWSLETTER

Vol: VI • June, 2016

Editor

Prof. Srinivas R Gangidi

Assistant Editor's

C Kameshwari

Dr. Sree Jyothi

Shaik Majeed

Editorial Team

Nisha Agarwal

Roshni Sequeria

B S Sushmitha

G Ramesh Reddy