



From the Director's Desk...

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Dear All,

The month of October has been very special and successful for 'Aurora'. The students of the Institution bagged a couple of University Top Ranks in the semester end results declared by Osmania University in both MBA and MCA disciplines. In the journey towards achieving excellence, Aurora's PG College (MBA) has been visited by a Peer Team of National Assessment and Accreditation Council (NAAC) on 9<sup>th</sup> and 10<sup>th</sup> October, 2018. The team consisting of Dr. B. A Prajapathi, Vice Chancellor, SK School of Business, Gujarat, Dr. Siddeswar Tukaram Gadade, Principal, Changu Kana Thakur Arts, Commerce and Science College, Maharashtra, Prof. S. Mufeed Ahmad, Dean, School of Management Studies, Jammu Kashmir University visited the campus and meticulously verified various quality measures and initiatives undertaken by the institution and submitted a report to NAAC suggesting a suitable grade for the institution. The institution as a regular practice organized various programs for the students and the student clubs also have conducted different events during the month. 'Bathukamma' the floral festival of Telangana state is celebrated with active participation by the students, staff and faculty. The students paid tributes to 'Mahatma Gandhi' on 2<sup>nd</sup> October-his Birth Anniversary and Sardar Vallabhai Patel on 30<sup>th</sup> October also his Birth Anniversary, being celebrated as 'Rashtriya Ektha Divas'. Choosing the right people's representative is the crucial task in a democracy which is possible through casting the vote correctly. The students were oriented on the voting rights and usage of Electronic Voting Machine (EVM) by the officials of Election Commission to cast their votes for choosing their representatives in the forthcoming elections. Students also have participated in various days of National and International Importance like International Girl Child Day, World food day and organized various programs suitable to the occasion. At 'Aurora' the students' comprehensive development is given the utmost priority and hence there is always a blend of curricular, co-curricular and extra curricular activities in the institution. With the support of all our stakeholders, we promise that our journey for excellence continues further ....

Best Wishes....

**Dr. M. Madhavi**



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## Importance of Research for Education's future

Research is an important component of education studies and teacher development education. Human needs never end, believe it or not, but it is the truth. We have been habituated to adaptability to new things, as our desires and wants increases day by day. As our demands increases, the requirement of research also rises. It can also be said that research is what that makes our lives easier. It is just the result of the curiosity or anew new innovative idea. Professionals are always learning, finding out things, analyzing information, adapting their behavior according to information received, looking to improve and adapting to modern demands. The main purpose of the research is to get deep into the topic so that something helpful can be churned out which can be helpful for everybody and used in that particular niche sector. Research can help teachers to understand what works and why, what the short and long-term implications are, provide a justification and rationale for decisions and actions, help to build a repertoire to help deal with the unexpected, identify problems, inform improvement and so forth. Teaching does involve creative thinking and experimentation. Teachers project their own personality upon learning experiences. Sometimes this is intuitive and these decisions can either be successful or fail. Research methodologies give teachers the tools to analyze and make informed decisions about their practice. Research helps teachers to share with colleagues. Too often research looks backwards and there are lessons to learn. Research should be future oriented and designed to benefit learners rather than the researchers themselves and this is the duty of academic professionals everywhere. It helps us in many ways and is a complete solution to humans. Now when we humans are satisfied without any problems it results in the advancement of the society. So research overall helps in the advancement and development of the society. Research is useful in all the fields and is used by all the departments, whether public or private.

**Dr. P. Hima Jagathi**

### Guest Corner



**Mr. Deepak Gupta,**

Head- HR Karvy Consulting and  
Stock Broking Ltd Industry Nominee

Great update on the  
college by Dr. Madhavi  
and a wonderful thank  
session for Prof S. Jeevan  
BEST OF LUCK!



**QUALITY IS NEVER AN  
ACCIDENT; IT IS  
ALWAYS THE RESULT  
OF HIGH INTENTION,  
SINCERE EFFORT,  
INTELLIGENT  
DIRECTION AND  
SKILLFUL EXECUTION;  
IT REPRESENTS THE  
WISE CHOICE OF MANY  
ALTERNATIVES.**

WILLIAM A FOSTER

## NAAC Peer Team Visit

India has one of the largest and diverse education systems in the world. Privatization, widespread expansion, increased autonomy and introduction of Programmes in new and emerging areas have improved access to higher education. At the same time, it has also led to widespread concern on the quality and relevance of the higher education. To address these concerns the National Assessment and Accreditation Council (NAAC) was established in 1994 as an autonomous institution of the University Grants Commission (UGC) with its Head Quarter in Bengaluru. The NAAC has been set up to facilitate the volunteering institutions to assess their performance vis-a-vis set parameters through introspection and a process that provides space for participation of the institution.

In this regard a three member National Assessment and Accreditation Council (NAAC) Peer team visited the college for assessing Aurora PG College (MBA) on 9<sup>th</sup> & 10<sup>th</sup> October 2018. The Peer Team comprised of Prof. B. A. Prajapati Vice Chancellor, Hemchandracharya North Gujarat University, Chairperson-NAAC Peer Team, Dr. Siddheshwar Tukaram Gadade, Principal, Changu Kana Thakur Arts, Commerce and Science College, New Panvel, Member Co-ordinator, Peer Team, Dr. S. Mufeed Ahmad, Professor & Dean, Department of Management Studies, University of Kashmir, Member-NAAC Peer Team.

NAAC has identified a set of seven criteria to serve as the basis of its assessment procedures. To assess the criteria NAAC scheduled the visit in two days. The team on the first day interacted with Director, Dr. M. Madhavi who gave a detailed presentation on admission process, performance of students in academics, research facilities, activities in departments, student and faculty achievements, research publications. The team later visited the institution and interacted with the Principal, IQAC Steering Committee members, staff, alumni and parents. Later during the day a scintillating cultural programme was presented in their honor by the students.

On the second day, the visiting team prepared a detailed report ensuring all the requisites of the NAAC were covered. The exit meeting was held with all management and staff present. The peer team handed over the assessment report to Dr. Ramesh Babu Nimmatoori- Secretary, Aurora Educational Society, Sri. N. Raja Babu- Chairman, Aurora Educational Society and Dr. M. Madhavi – Director.



## Guest Lecture on "Importance of exercising voting right"

In a democracy, a government is chosen by voting in an election: a way for an electorate to elect, i.e. choose, among several candidates for rule. Many countries use a secret ballot, a practice to prevent voters from being intimidated and to protect their political privacy. Voting is a fundamental right of any citizen that enables them to choose the leaders of tomorrow. In many countries, the minimum age for voting is 18 years. Voting not only enables the citizens to vote for political parties, but it also helps them to realize the importance of citizenship. Many people do not vote thinking one vote will not make a change, but as a matter of fact, it does. A nation's political foundations are built using elections. Young voters notoriously neglect the importance of voting, but their voice is an important one on both sides of the aisle. Key issues in every election increasingly relate to the concerns of students and professionals between the ages of 18 and 29, making it essential for members within that age group to educate themselves on political issues and take to the polls. While millennials represented nearly 50% of the entire voter population in the 2016 election, they were further divided along race, gender, and education lines when considering key issues from both candidates.

In order to increase the awareness of exercising the voting right a guestlecture on "Importance of exercising voting right" was organized on 31<sup>st</sup> October, 2018. Mr. Ravi Kumar, CI Uppal Police station and Mr. Jay Chandra SI Uppal Police Station, addressed the students. Mr. Ravi Kumar, CI Uppal Police station spoke about the importance of "Utilizing the voting right". He highlighted about democracy system in India. He emphasized on the importance of voting, how to exercise a voting right and the role of the youth in selecting a good leader for the nation. He highlighted on how the leaders are selected by the people, for the people through the people. He enlightened about the nuances followed by the election commission. He spoke about the unique Internet-based beta version of an Android-based application is called 'C-VIGIL', which stands for "citizen's vigil", using which a person can secretly send to it geo-tagged videos and photos of illegal money being distributed or a hate speech being made during polls, when there any poll code violation.

Mr. Jaya Chandra, Sub-Inspector, Uppal Police station, spoke about the manner in which he exercised his voting right and the usage of voting machine and the usage of NOTA as well. Students of MBA, MCA and I-MBA attended the Lecture and were well benefitted. They got motivated to exercise their voting right.



## Guest Lecture on "Entrepreneurship Development"

Bharatiya Yuva Shakti Trust, (BYST) is a platform for empowering Indian youth to turn their business ideas into profitable enterprises, with guidance and support of a mentor. With an aim to channelize the power of India's youth towards economic development, BYST's principles are based on the famous words of Mr JRD Tata- "If we touch one life, it has the potential to transform the lives of a billion people". By adopting the ancient Guru-Shishya "Parampara", BYST mentors instill values and a sense of self-confidence in their respective mentees.

To promote the awareness and increase the entrepreneurial skills a guest lecture on the topic "Entrepreneurship Development" was organized in association with BYST, Hyderabad. Mr. Laxman Ramesh the Chairman of BYST addressed the faculty and students of MBA. He shared his experience of how he became an entrepreneur and his role as the chairman of BYST. He motivated the students to pursue entrepreneurship as a career. He spoke about how BYST can help students in their entrepreneurship endeavor. Students of MBA, MCA and I-MBA have participated in the session.



## Workshop on Usage of Voting Machine



The Greater Hyderabad Municipal Corporation (GHMC), in a bid to ensure complete awareness on the use of the Voter Verifiable Paper Audit Trail (VVPAT) with Electronic Voting Machines (EVMs), has set up a number of training centers across Hyderabad ahead of the impending elections in the state. Under the awareness drive, 58 EVM/VVPAT centers and nine mobile polling stations have been deployed for three different zones across 15 assembly constituencies in Hyderabad. They wanted to make students get a feel of actual polling stations.

To increase the awareness on EVM Machines and the usage of the EVM's, a workshop on "Usage of Voting Machines" was organized on 5<sup>th</sup> October, 2018. In this regard a team of members from Greater Hyderabad Municipal Corporation (GHMC) educated the students by providing a demo on Usage of EVM Machines. Mr. C. Narasimha Rao advised the students to enroll for 2019 elections. They also educated the students the

importance of exercising the vote right and their role in educating the public. Later the students were demonstrated about the options available in the voting Machine. Students of MBA, MCA and I-MBA have participated in the workshop.



## Workshop on "Blue Ocean Dialogue"



Young Indians (Yi) is an integral part of CII, formed in 2002 as a PAN India platform for young Indians to realize the dream of a developed nation. Through its programs and initiatives, it reaches out to millions of youth across the country with the clarion call to action of 'We Can, We Will'. YUVA is the student wing of Yi, where the students are involved to develop leadership, personal development and nation building activities.

The resource person Mr. Rohit K. Kountia, Executive Director, Insulation Pvt Ltd explained the students about the concept of Blue Ocean and how it can be useful to confront daily life problems. The purpose of the workshop was to introduce the participating students, to the concept of 'Blue Ocean' Strategy. 'Blue Ocean' is a term used to refer to clean, pristine market spaces. These are areas where customers exist but there are extremely limited or no competitors. Blue Oceans emerged based on new needs, new consumer habits, changed habits, new product development, etc. In the context of this workshop a Blue Ocean will refer to 'New Ideas', Innovation that have never been thought of before, to make them challenge the existing ways of doing thing by changing the status quo. "There are certain aspects that we should keep in mind before we innovate any product or service, the first is addressing a 'Habit', the habit will define how the product/ service will sell based on which we decide the "Who", "Who" will be the range of target customer, and finally comes "Why" or more precisely the unique factor that differentiates your product from competition."

To involve the students in the workshop, a competition was devised where in the students were asked to develop a product or service that would help in achieving their vision on "Measures of Road Safety" using their Imagination" and then they were taught how they can apply the concept of 'Habit, Who and Why' in the process.



## Bathukamma Celebrations

Bathukamma means 'Mother Goddess comes alive' and the festival represents the cultural spirit of Telangana, symbolizing the patron Goddess of womanhood. The festival is also regarded as the Spring Festival of Goddess Gauri. Bathukamma festival is a floral festival and during the festival, a beautiful flower stack is arranged in a unique style in shape of a temple, which usually consists of seasonal flowers, having medicinal values. The festival is celebrated with joy and happiness as there are dance performances, music, dramas etc.

Bathukamma comes during the latter half of monsoon, before the onset of winter. The festival begins a week before the 'SaddulaBathukamma' (the grand finale of the Bathukamma festival) which falls two days before Dassera. The flowers are carefully arranged row after row in a brass plate (called 'taambalam') in circular rows and in alternate colours. The Bathukamma grows in size and the bigger it gets the better. The white 'gunuka' flowers are coloured using water paints and Bathukamma gets colourful circular layers of them along with 'tangedu' in between. The Bathukamma is then placed before the family deity and prayers are offered. As evening approaches the womenfolk dress colorfully in best of their attire and adorn lot of ornaments and place the Bathukamma in their courtyard. The women of neighborhood also gather in a large circle around it. They start singing songs by making rounds around them repeatedly, building a beautiful human circle of unity, love, sisterhood.

Bathukamma is celebrated by cultural club - Aaroop on 11<sup>th</sup> October, 2018. The arrangements were all in their place with the collective efforts from students and a competition was organized for the making of Bathukamma Palettes. This small competition as an activity flourished joyfulness and competitiveness among students. The colors and fragrances of flowers with the arrangements and participation of students released the "Celebration of Color and Life". The program concluded with the immersion of Bathukamma flowers in nearby lake with lot of cheers, claps and happiness by students. The festival heralds the beauty of nature, collective spirit of Telangana people, the indomitable spirit of womenfolk and also the ecological spirit of the agrarian people in preserving the natural resources in a festive way.

The winners of the Bathukamma Competition are:

S. No	Section	Class	Prize
1	A1	MBA 1 <sup>st</sup> Semester	1 <sup>st</sup>
2	A	MBA 3 <sup>rd</sup> Semester	2 <sup>nd</sup>
3	C	MBA 1 <sup>st</sup> Semester	3 <sup>rd</sup>





## International Girl Child Day

The International Day of the Girl Child is celebrated annually on 11<sup>th</sup> October. The main aims of the day are to promote girl's empowerment and fulfillment of their human rights while also highlighting the challenges that girls all over the world face. The theme of International Day of the Girl Child 2018 is 'A Skilled Girl force', which lays emphasis on education and skill enhancement required for the girl child today so that she enters the workforce fully skilled, up-to-date with the technology and digitalization, a decade from now.

As per United Nations, out of a 1 billion young people globally, 60% adolescent girls will be ready to embark their careers and join the workforce in the next 10 years. However, a whopping 90% of these children living in developing countries will have to work in the informal sector due to lack of employability in the technologically advanced future. Each year's International Day of the Girl has its own theme, past themes have included Empower Girls: Before, During and After Crisis (2017) and Girls Progress = Goals Progress: What Counts For Girls (2016) Launched in 2012 by the United Nations general assembly, amongst the issues focused on by the International Day of the Girl Child are education, equality, child marriage, access to services regarding puberty and sexual health and addressing issues around gender-based violence.

The Day of The Girl Summit held at United Nations headquarters every year aims to bring together organizations that serve girls to further the advancement of their human rights. All over the world, there are marches and special events such as concerts and sporting events to mark the occasion. The Women's Club-Anvitha has celebrated the International Day of the Girl Child-2018 on 23<sup>rd</sup> October, 2018. Poster making activity was conducted on this occasion. Students have participated by making Posters on the following themes:

- Quality Education for Girls.
- Changing Role of Women in the Present Scenario

The students have presented thought provoking and heart touching posters about the plight of Girl child in today's world. Students of MBA, MCA and I-MBA have participated enthusiastically in the event.



## Swachh Bharath



“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150<sup>th</sup> birth anniversary in 2019,” said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2<sup>nd</sup> October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a 'Clean India' by 2<sup>nd</sup> October 2019. In this context many programs were conducted in school and colleges to bring to their notice the importance of sanitation in and around them. As "self awareness and self reflection is the key to success" it is very important to be aware, these awareness program have hugely contributed towards the success of swachh bharath in India.

To aim for a vision of “Clean India” by 2019, the Swachh Bharat program was conducted in college premises on 2<sup>nd</sup> October, 2018. The NSS students of MBA I year students have actively taken part and cleaned the surroundings and planted saplings in the premises of JSPS Government Homeopathic Medical College, Ramanthapur. The NSS students of MBA II year students have actively taken part and cleaned the surroundings of Aurora's PG College of Ramanthapur and planted saplings in the campus. Students from all sections taken part in Swachh Bharat program and made it successful.

## World Food Day

World Food Day is about Zero Hunger—a Global Goal for the world to achieve together. The World Food Day theme for 2014 was Family Farming: “Feeding the world, caring for the earth”; in 2015 it was "Social Protection and Agriculture: Breaking the Cycle of Rural Poverty"; in 2016 it is Climate Change: "Climate is changing, Food and agriculture must too", the theme of World Food Day 2018 is Change the future of migration. Invest in food security and rural development.

The World Food Day was celebrated by NSS Club on 16<sup>th</sup> October, 2018. As a part of the celebrations NSS volunteers organized a "Food Donation Camp" at Old Age Home, Uppal. The Camp was inaugurated by Director Dr. M. Madhavi. Majority of the students have come forward voluntarily for donating food to the people staying in Old Age home. Mr. Ch. SatishKumar, HOD Department of Management, Mr. E. DevenderRao, NSS Co-ordinator, HOD Department of Computer Applications, faculty coordinators Mr, A. Srinivas Rao, Mr. Sanjay Kumar Padhi, NSS Student coordinator's and Students of MBA, MCA and I-MBA have participated actively in the Camp.



## National Unity Day

National Unity day (also known as Rashtriya Ekta Diwas) is celebrated every year on 31st of October by the people all through India. It is celebrated to commemorate the birth anniversary of Sardar Vallabhbhai Patel who really unified the country. Rashtriya Ekta Diwas or National Unity Day was introduced by the Government of India in 2014 with the aim of celebrating this event every year on 31<sup>st</sup> October. The aim of introducing this event is to pay tribute to the great man, Sardar Vallabhbhai Patel, on his birth anniversary by remembering his extraordinary works for the country. He really worked hard in keeping India united.



To promote national integration among citizens of the India as well as maintain the unity and integrity of the country the NSS club organized a "Run for Unity" program on 31<sup>st</sup> October, 2018. Ravi Kumar, CI, Uppal, initiated the program by paying the floral tributes to Sardar Vallabhai Patel. In his message he expressed that celebration of this occasion annually helps youth of the country to be aware of and provides an opportunity to everyone to maintain the integral strength of the nation. It makes Indian citizens to realize that how a national integrity helps in defeating the actual and potential threats for unity, integrity and security of the nation. Later on all the students administered the pledge. Following is the pledge for Rashtriya Ekta Diwas (National Unity Day): "I solemnly pledge that I dedicate myself to preserve the unity, integrity and security of the nation and also strive hard to spread this message among my fellow countrymen. I take this pledge in the spirit of unification of my country which was made possible by the vision and actions of Sardar Vallabhbhai Patel. I also solemnly resolve to make my own contribution to ensure internal security of my country."

Mr. Ravi Kumar flagged off and students started a one kilometer run from the college. Students presented several placards displaying slogans on Unity in order to spread the message of unity and security. They also conveyed the message about importance of unity in maintaining peace, keeping public places clean, security, removing threats, etc in the country. Mr. Ch. Satish Kumar, HOD, Department of Management, Mr. E. Devender Rao, HOD, Department of Computer Applications, Prof. G.V.K.Reddy, Department of Management and Prof Dr. Pinakapani, Department of Management, teaching and non-teaching staff participated in the session. Around one hundred and fifty students participated in the run.



## BFMC - YUVTAL 2018



Creating a drive for excellence has always been the primary goal of BFMC and for the most part, they succeeded. YUVTAL Sports and YUVTAL main event was conducted by BFMC members to bring together the brightest quizzers, the eloquent speakers, the thinkers, the dreamers, the crooners, the foot loose at one stage to showcase their talents to the literary, sports, cultural and creative circles of Hyderabad. This event gave the Bens an opportunity to demonstrate and improve upon their organisational and managerial skills, where as the participant had a chance to take part in exciting events, meet like minded people, socialise and to showcase their talent.

## YUVTAL SPORTS

Yuvtal Sports was conducted on 24<sup>th</sup> – 26<sup>th</sup> August, 2018 at RRC Grounds Secunderabad. The sports like Football, Basketball, Badminton, Volleyball and Table Tennis competitions were conducted. The convener of BFMC, Ben Arshad and Co-Convener Ben Richa were the organizers and supported the senior bens in conducting the event. Ben Kishore, Ben Sudharshan and Ben Bharath successfully volunteered the event along with Bhanvi, Krishnaveni, Vinay, Prasad, Bhanu, Arun, Akhil, Waheed, Imran, Alekhya, Akshita and Mayur. The event began with lots of participants and on spot registrations which was handled by Krishnaveni and Bhanu. With 6 professional referees on field and some of the best teams in the city, the basketball was a star studded affair. The effort put in by the organisers and the volunteers is clearly demonstrated in the immense success of the event.

The Yuvtal - 2018 was held on 27<sup>th</sup> & 28<sup>th</sup> October, 2018 at Hyderabad Public School and has been acclaimed as one of the best ever conducted events across Literary, Cultural and Creative categories with a phenomenal participation from the youth of the twin cities. Arshad, Richa and kishore were the organisers and supported the senior team. Harshita, Aishwariya, Sudharshan, Vinay, Akshita and Supraja of aurora team volunteered the event. The Aurora team helped the core team with promotions where Kishore was the Incharge of promotions of Yuvtal at all Aurora institutions and other members were Incharge for promotions at other institutions in Hyderabad. Harshita and Aishwariya Brilliantly handled hundreds of registrations calls.

The inaugural kick started the two day fest, and was a brief ceremony. There was an invocation, followed by the welcome address. The Yuvtal organizing committee head Ben Krishnaveni in her address spoke about how the event was an expression of the club's all-round accomplishment. Mr. Ravindra Vikram was the chief guest. The inaugural concluded with an unveiling a memento that was presented to judges and other guests, and then a Vote of Thanks was proposed by General Secretary Ben Praharsh. The two day events then began with Quiz prelims and ended on Sunday evening with a glittering Band Wars.

Literary events consisted of Declamation, Shark Tank, Quiz, Debate, Table topics, Orathon, Slam poetry, Mock press conference, Bang Jam, and Bull's Eye. Cultural events consisted of Antakshri, Dumb charades, Singing classical, and many more. Creative events consisted of Relay writing, Painting & Art gallery, Word building, Photography, Short film, Treasure hunt, Cartoon making and many more. Aurora team volunteered many of these events and helped the core team to make the event successful. 10<sup>th</sup> and 11<sup>th</sup> November, 2018 the final rounds will be conducted on. Students of MBA have participated and won the prizes in Yuvtaal.



### Student Seminar (Accounting for Management)

Seminars are a form of presentations by the students on the topics predetermined for the purpose of making them prepare well in order to give an effective presentation. Student seminars are designed to sharpen students writing and research skills. Student should therefore expect to develop strategies for researching, developing and structuring their ideas and to regularly revise their work.

As a part of Interactive Teaching Learning Methodology Ms. N. Radhika, Sr. Asst. professor MBA has conducted Seminar in the subject of Accounting for Management for students of MBA 1<sup>st</sup> Year 1<sup>st</sup> Semester, section E on 3<sup>rd</sup> October, 2018.

The Following Topics are given for Seminar are:

Learning Group No	Seminar Topics
1	Accounting Standards
2	Importance of Accounting Standards in Global Environment.
3	International Financial Accounting Standards
4	Capital Expenditure and Revenue Expenditure
5	Provisions for preparation of Financial Statements
6	Methods of Depreciation
7	Impact of Depreciation on Business Income
8	Techniques to analyze Financial Statements
9	Ratio Analysis
10	Liquidity and Activity Ratios
11	Leverage and structural ratios
12	Importance of common size statement analysis
13	Cash flow statement, its utility and advantages
14	Tax planning, tax avoiding and tax evasions
15	Balance score card and its importance
16	Methodology of balance score card
17	Classification of cost
18	CVP Analysis
19	Break-even analysis and its managerial uses
20	Nash equilibrium in game theory



### Student Seminar (Managerial Economics)

Student seminars are a form of expression for the students on the topics predetermined for the purpose. Students have to prepare well in order to give an effective presentation. Student seminars are designed to sharpen student's research and presentation skills. Students are therefore expected to develop strategies for researching, structuring their ideas and to regularly upgrade their work in response to comments from their professors and classmates.

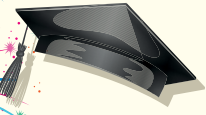
As part of Interactive Teaching Learning Methodology Ms. P. Malathi Devi, Assistant Professor MBA has conducted Seminar in the subject of Managerial Economics for students of MBA I Year I Semester, Section C1 on 1<sup>st</sup> October, 2018 and 4<sup>th</sup> October, 2018.

The Following Topics are given for Seminar are:

Learning Group No	Seminar Topics
1	Innovation and Invention
2	Innovation as a management Process
3	Organizations and Innovations
4	The Role of Individual in Innovation process
5	IT Systems and their impact on Innovation
6	Innovation Gap Analysis
7	The Traditional view of R&D
8	Classification of R&D
9	Strategic Pressures on R&D
10	Setting the R&D Budget
11	Acquisition of External Tecnology Matrix
12	Managing Scientific freedom within an R&D Function
13	Evaluating R&D Projects
14	Models of Technology Transfer
15	Successful and Unsuccessful Innovations
16	Types of Innovation
17	Propagating a Virtuous circle of Innovation
18	Skunk Works
19	Extended product Life
20	CycleEvaluation Criteria



# Congratulations



## University Toppers

Over the past few years, the students are continuously bagging a couple of University Ranks in the Top 20 Ranks of Osmania University Examinations both in MBA and MCA Courses. The pass percentage of our students is always more than 95%. This year, the College has made a mark, with students of MBA and MCA bagging 4 University ranks in the Semester examinations of the University. Our students have done us proud by winning laurels by bagging University ranks. The College has secured 7<sup>th</sup> rank in MBA, 5<sup>th</sup> rank in MCA and 12<sup>th</sup> and 20<sup>th</sup> ranks at University level.



**Kovuri Mounika,**  
University 7<sup>th</sup> Rank(MBA)  
Ramanthapur



**Pagadala Mounika,**  
University 20<sup>th</sup> Rank (MBA)  
Ramanthapur



**Kotha Praveen,**  
University 5<sup>th</sup> Rank(MCA)  
Ramanthapur




**Swasti mnila Sinha,**  
University 12<sup>th</sup> Rank(MCA)  
Ramanthapur



The college is happy to announce that MBA final semester (2016-2018) and MCA final Semester(2015-18) results have been announced and achieved remarkable performance with four university top ranks.

Top ten rankers of MBA course of Aurora's PG college(MBA),Ramanthapur are






S.No.	H.T.No.	Name of the Student	%	Photo
1	1302-16-672-225	SAMREEN	73.26	
2	1302-16-672-001	BOMMATHI VINAY RAJ	73.21	
3	1302-16-672-210	PRERANA SRIVATSAVA	72.84	
4	1302-16-672-106	C V PRAVALIKA	72.84	
5	1302-16-672-041	T TEJASWI	72.51	
6	1302-16-672-007	CHINTHAPATLA SWAPNA	72.28	
7	1302-16-672-065	C BHUWANESHWARI	71.63	
8	1302-16-672-083	MADEPALLI SANGAVI	71.35	
9	1302-16-672-289	T. ASHALATHA	71.21	
10	1302-16-672-017	ARURU SRIRAM	71.21	



Top five University Rankers of MBA course of Aurora's PG College(MCA),Ramanthapur are:

S.No.	H.T.No.	Name of the Student	%	Photo
1	1325-16-672-133	KOVURI MOUNIKA	76.56	
2	1325-16-672-010	PAGADALA MOUNIKA	75.07	
3	1325-16-672-212	T R Chandi Priya	74.51	
4	1325-16-672-006	JAKKA POOJITHA	73.95	
5	1325-16-672-145	RUDRA SOUMYA	72.74	
6	1325-16-672-132	GADDAM HARIKA	72.47	
7	1325-16-672-139	BATKEERI SRILEKHA	72.14	
8	1325-16-672-020	ETROUTHU NITESH KUMAR	72.05	
9	1325-16-672-014	SEELAM DEEPIKA	71.95	
10	1325-16-672-074	BOGGULA JYOTHI	71.35	

Top Five Rankers of Aurora's PG College(MCA),Ramanthapur are:

S.No.	H.T.No.	Name of the Student	%	Photo
1	1325-15-862-001	KOTHA PRAVEEN	78.86	
2	1325-15-862-097	SWASTI MNILA SINHA	77.04	
3	1325-15-862-050	M RAGHAVI	75.40	
4	1325-15-862-089	KAJOLRANI SAHOO	75.25	
5	1325-15-862-064	KADDOORI VENKATESH	75.07	

# బంగారు బతుకమ్మ ఉయ్యాలో..



రామంతాపూర్ అరోరా కళాశాలలో..

హబ్బిగూడ: హబ్బిగూడలోని వీడి నంబర్-8లో రెడ్డి మహిళా సంఘం ఆధ్వర్యంలో ఆదివారం బతుకమ్మ వేడుకలను మనంగా నిర్వహించారు. ఈ సందర్భంగా మహిళా సంఘం అధ్యక్షురాలు సల్ల విజయలక్ష్మి మాట్లాడుతూ.. తెలంగాణలో మహిళలు సాంప్రదాయబద్ధంగా జరుపుకునే పండగ బతుకమ్మ అన్నారు. కార్యక్రమంలో బతుకమ్మ, దసరా నిర్వాహణ వైభవ సల్ల కండ్లారెడ్డితో పాటు మహిళలు రుమా, అనిక, పొలిని, కమలా, పరిక, పద్మ, సరిక, ఉమా, కవిత

పాల్గొన్నారు. రామంతాపూర్లో.... రామంతాపూర్: అరోరా కళాశాలలో ఆదివారం విద్యార్థులు, ఉపాధ్యాయులు కలిసి బతుకమ్మ వేడుకల్లో పాల్గొన్నారు. ఈ కార్యక్రమంలో డైరెక్టర్ మాధవి తదితరులు పాల్గొన్నారు. మేడిపల్లిలో.. మేడిపల్లి: పీర్షాదిగూడలోని బృందావన్ కాలనీలో బతుకమ్మ వేడుకలు మనంగా నిర్వహించారు. ముఖ్యఅతిథిగా తాజా మాజీ ఎమ్మెల్యే సుధీర్ రెడ్డి



హబ్బిగూడలో రెడ్డి మహిళా సంఘం ఆధ్వర్యంలో..



పీర్షాదిగూడ బృందావన్ కాలనీలో..

హజరై బతుకమ్మ గొప్పదనం గురించి వివరించారు. ఈ కార్యక్రమంలో కాలనీ అధ్యక్షుడు రమిందర్ రెడ్డి, కాలనీవాసులు పాల్గొన్నారు.

## అరోరా పీజీ కళాశాలను సందర్శించిన న్యూక్ బృందం

రామంతాపూర్: రామంతాపూర్ గణేశ్ నగర్ లోని అరోరా పీజీ కళాశాలను గురువారం నార్త్ గుజరాత్ యూనివర్సిటీ వైస్ చాన్సలర్ ప్రొఫెసర్ బీపి ప్రజాపతి, వెంగు కానా టాకూర్ కళాశాల ప్రిన్సిపాల్ డాక్టర్ సిద్దేశ్వర్, కాశ్మీర్ కు చెందిన ప్రొఫెసర్ డాక్టర్ ముఫీద్ అహ్మద్ లు న్యూక్ బృందం సందర్శించింది. కళాశాలకు సంబంధించిన వివిధ విభాగాలను కమిటీ సభ్యులు పరిశీలించారు. కళాశాలలో మౌలిక వసతులు, బోధనా పద్ధతులు, ఉపాధ్యాయుల పరిశోధనా ప్రచురణలు అడ్మినిస్ట్రేషన్ విధానం, కళాశాల సమాజానికి చేస్తున్న సేవలను పరిశీలించారు. విద్యార్థులు, తల్లిదండ్రులు, పూర్వవిద్యార్థుల నుంచి అభిప్రాయాలను తెలుసుకున్నారు. కళాశాలలో జరిగిన సాంస్కృతిక కార్యక్రమాలను కమిటీ సభ్యులు



న్యూక్ బృందంతో మాట్లాడుతున్న కళాశాల డైరెక్టర్ డాక్టర్ మాధవి.

## అరోరా పీజీ కళాశాలను సందర్శించిన న్యూక్ బృందం

రామంతాపూర్: రామంతాపూర్ గణేశ్ నగర్ లోని అరోరా పీజీ కళాశాలను గురువారం నార్త్ గుజరాత్ యూనివర్సిటీ వైస్ చాన్సలర్ ప్రొఫెసర్ బీపి ప్రజాపతి, వెంగు కానా టాకూర్ కళాశాల ప్రిన్సిపాల్ డాక్టర్ సిద్దేశ్వర్, కాశ్మీర్ కు చెందిన ప్రొఫెసర్ డాక్టర్ ముఫీద్ అహ్మద్ లు న్యూక్ బృందం సందర్శించింది. కళాశాలకు సంబంధించిన వివిధ విభాగాలను కమిటీ సభ్యులు పరిశీలించారు. కళాశాలలో మౌలిక వసతులు, బోధనా పద్ధతులు, ఉపాధ్యాయుల పరిశోధనా ప్రచురణలు అడ్మినిస్ట్రేషన్ విధానం, కళాశాల సమాజానికి చేస్తున్న సేవలను పరిశీలించారు. విద్యార్థులు, తల్లిదండ్రులు, పూర్వవిద్యార్థుల నుంచి అభిప్రాయాలను తెలుసుకున్నారు. కళాశాలలో జరిగిన సాంస్కృతిక కార్యక్రమాలను కమిటీ సభ్యులు

తీలకించారు. ఈ సందర్భంగా కమిటీ సభ్యులను ఘనంగా సత్కరించారు. అనంతరం జరిగిన సమావేశంలో ఆమె మాట్లాడుతూ కళాశాలలో నాణ్యతా ప్రమాణాలతో విద్యార్థులకు విద్యాబోధన జరుగుతుండన్నారు. కార్యక్రమంలో న్యూక్ టీం కోఆర్డినేటర్ ఎస్ ప్రతిభ, ఐక్యసీ కోఆర్డినేటర్ హిమజగతి, ఎంబీపి, ఏసీపీ విభాగాధిపతులు సతీషకుమార్, దేవేందర్ రావు, కళాశాల సిబ్బంది తదితరులు ఉన్నారు.



న్యూక్ బృందంతో మాట్లాడుతున్న కళాశాల డైరెక్టర్ డాక్టర్ మాధవి.

## బహుమతుల ప్రదానం



పోటీలు నిర్వహిస్తున్న డ్యూకం

రామంతాపూర్: గణేశ్ నగర్ లోని అరోరా పీజీ కళాశాలలో విద్యార్థులకు బతుకమ్మ పోటీలను నిర్వహించారు. ఈ సందర్భంగా విద్యార్థినులు తల్లిన్న పూలతో అందమైన బతుకమ్మలను తయారుచేసి ప్రదర్శించారు. అనంతరం కళాశాల డైరెక్టర్ ఎం.మాధవి అందమైన బతుకమ్మ తయారుచేసిన విద్యార్థినులకు బహుమతులు అందజేశారు. కళాశాల విభాగాల అధిపతులు సతీషకుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

## అరోరా పీజీ కళాశాలలో నాక్ టీమ్ పరిశీలన

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో రెండు రోజులు (9.10) నాక్ బృందం పర్యటించింది. కళాశాల డైరెక్టర్ డాక్టర్ మాధవి గురువారం ఏర్పాటుచేసిన సమావేశంలో తెలిపారు. న్యూక్ బృందంలో నార్త్ గుజరాత్ యూనివర్సిటీ వైస్ చాన్సలర్ హేమచంద్రాచార్య, ప్రొ. బీపి ప్రజాపతి న్యూక్ టీమ్ చైర్ పర్సన్ గా, న్యూక్ సభ్యులు టాకూర్ ఆర్, కామర్స్ అండ్ సైన్స్ కళాశాల ప్రిన్సిపాల్ సిద్దేశ్వర్ తో పాటు యూనివర్సిటీ ఆఫ్ కశ్మీర్ మేనేజ్ మెంట్ స్టడీస్ ప్రొఫెసర్ డీన్ డాక్టర్ ఎస్.ముఖింద్ మహ్మద్ లు పాల్గొన్నారు. ఆమె తెలిపారు. కళాశాల డైరెక్టర్ తమ కళాశాలలోని మౌలిక వసతులు, వినూత్న బోధన పద్ధతులు, అధ్యాపకులు పరిశోధన ప్రచురణలు విద్యార్థులు సాధించిన విజయాలను, అడ్మినిస్ట్రేషన్ పాటు సమాజానికి



కళాశాల విద్యార్థులు చేస్తున్న వివిధ సామాజిక సేవా కార్యక్రమాల వివరాల ప్రదర్శనలు నిర్వహించి న్యూక్ బృందానికి వివరించామని ఆమె పేర్కొన్నారు. ఈ కార్యక్రమంలో న్యూక్ కో ఆర్డినేటర్ ప్రతిభ, హిమజగతి, ఎంబీపి, ఎంబీపీ విభాగాధిపతులు సతీషకుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

## అరోరా పీజీ కళాశాలలో నాక్ టీమ్ పరిశీలన

రామంతాపూర్: రామంతాపూర్ అరోరా పీజీ కళాశాలలో రెండు రోజులు (9.10) నాక్ బృందం పర్యటించింది. కళాశాల డైరెక్టర్ డాక్టర్ మాధవి గురువారం ఏర్పాటుచేసిన సమావేశంలో తెలిపారు. న్యూక్ బృందంలో నార్త్ గుజరాత్ యూనివర్సిటీ వైస్ చాన్సలర్ హేమచంద్రాచార్య, ప్రొ. బీపి ప్రజాపతి న్యూక్ టీమ్ చైర్ పర్సన్ గా, న్యూక్ సభ్యులు టాకూర్ ఆర్, కామర్స్ అండ్ సైన్స్ కళాశాల ప్రిన్సిపాల్ సిద్దేశ్వర్ తో పాటు యూనివర్సిటీ ఆఫ్ కశ్మీర్ మేనేజ్ మెంట్ స్టడీస్ ప్రొఫెసర్ డీన్ డాక్టర్ ఎస్.ముఖింద్ మహ్మద్ లు పాల్గొన్నారు. ఆమె తెలిపారు. కళాశాల డైరెక్టర్ తమ కళాశాలలోని మౌలిక వసతులు, వినూత్న బోధన పద్ధతులు, అధ్యాపకులు పరిశోధన ప్రచురణలు విద్యార్థులు సాధించిన విజయాలను, అడ్మినిస్ట్రేషన్ పాటు సమాజానికి



కళాశాల విద్యార్థులు చేస్తున్న వివిధ సామాజిక సేవా కార్యక్రమాల వివరాల ప్రదర్శనలు నిర్వహించి న్యూక్ బృందానికి వివరించామని ఆమె పేర్కొన్నారు. ఈ కార్యక్రమంలో న్యూక్ కో ఆర్డినేటర్ ప్రతిభ, హిమజగతి, ఎంబీపి, ఎంబీపీ విభాగాధిపతులు సతీషకుమార్, దేవేందర్ రావు తదితరులు పాల్గొన్నారు.

పాల్గొన్నారు. రామంతాపూర్లో.... రామంతాపూర్: అరోరా కళాశాలలో ఆదివారం విద్యార్థులు, ఉపాధ్యాయులు కలిసి బతుకమ్మ వేడుకల్లో పాల్గొన్నారు. ఈ కార్యక్రమంలో డైరెక్టర్ మాధవి తదితరులు పాల్గొన్నారు. మేడిపల్లిలో.. మేడిపల్లి: పీర్షాదిగూడలోని బృందావన్ కాలనీలో బతుకమ్మ వేడుకలు మనంగా నిర్వహించారు.

## అరోరా కళాశాలకు న్యూక్ బృందం

హబ్బిగూడ, న్యూస్ టుడే: హబ్బిగూడ డివిజన్ గణేశ్ నగర్ లోని అరోరా పీజీ కళాశాలను గురువారం న్యూక్ బృందం సందర్శించింది. కళాశాల నిర్వహణ, సామాజిక సేవ కార్యక్రమాలు, కళాశాలలోని మౌలిక వసతులు, విద్యాబోధన, విద్యార్థుల విజయాలు, ఉపాధ్యాయులు, పరిశోధనలు తదితర అంశాలను పరిశీలించింది. బృందం చైర్ పర్సన్ గా ప్రొ. ప్రజాపతి, గుజరాత్ వర్సిటీ వీసీ హేమచంద్రాచార్య, కళాశాల డైరెక్టర్ డా.మాధవి తదితరులు పాల్గొన్నారు.

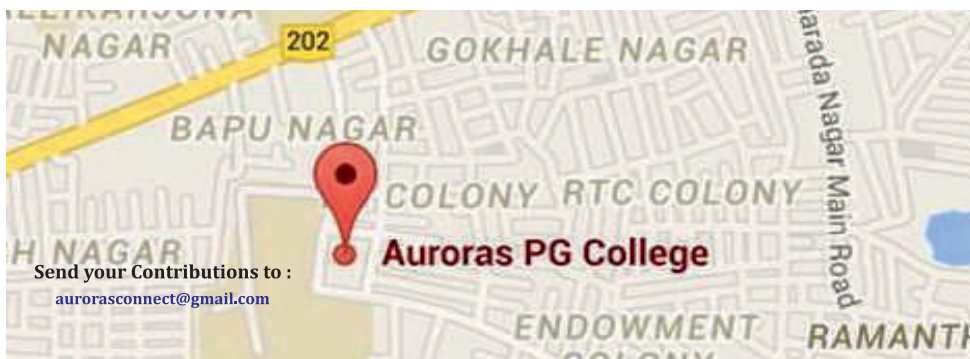


రామంతాపూర్ అరోరా కళాశాలలో..



అరోరా పీజీ కళాశాలలో..





Send your Contributions to :  
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