

AURORA'S BUSINESS SCHOOL  
P R O S P E C T U S



Among the Top **50** B-Schools in India  
As per THE WEEK Rating

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### **Welcome from the Director**

Welcome into the portals of Aurora's Business School.

We are extremely happy to have all young men and women who would like to go through the journey of collaborating, sharing, practicing and learning together the skills and knowledge pertaining to business management. We promise all of you an excellent atmosphere, which shall enable you to discover the latent potential and also guide you through the process of building your competencies that are required for taking up professional and career related challenges.

We want to caution you against being a passive participant in the system and be under the illusion that the certificate of business education would help you get placed. It is to be noted that responsibility of any good educational institution is to design best curriculum, deliver high quality teaching and continuously direct you towards your set goals, which ABS would do with full commitment and vigour.


Regards,  
Dr Ravi Paturi

## About Aurora

Over a period of two decades, Aurora has etched out its name as an institutional leader through quality undergraduate and postgraduate education in the fields of Commerce, Science, Engineering, and Management. Aurora's Degree & PG College was the first college in Aurora Consortium established in 1990 as an undergraduate college affiliated to Osmania University. Today, Aurora has grown to seven engineering colleges; four post graduate colleges; one undergraduate college; and a college of education. With more than 5,000 students enrolled each year, there are close to 15,000 students studying at any given point of time. With a large alumnus of 50,000 students, Brand Aurora is continuously striving towards opening new vistas in education and training.

Thanks to the committed and competent faculty, the students of Aurora have taken its presence to the Ivy League Universities, best research establishments, and Forbes 500 corporations around the globe. Believing in versatility as the core of education, Aurora has been encouraging students to participate not only in academics but also in several co-curricular activities and has nurtured a sizable number of distinguished students. It is no exaggeration that Aurora has truly become synonymous with learning and every student perceives it as a temple of learning.





Aurora's Business School was established with a vision of being a global leader in management education with humane values to serve the emerging needs of the society. To achieve this noble objective, socially and environmentally sensitive global business leaders are being created by our college every year.

Established in the year 2005, the college is making its distinct and unique presence felt among the academic and industrial circles by bringing together a large number of renowned academicians, institution builders, and management leaders to form strong governing and academic councils. The institution has been focusing on designing an ecosystem that would foster a culture of competence and commitment with high levels of social responsibility. Various academic programs offered by the ABS would deliver quality and relevant business courses which are taught with the help of experiential learning mechanisms.

**Vision**

ABS will be a global leader in management education with humane values to serve the emerging needs of the society.

**Mission**

We nurture socially and environmentally sensitive global business leaders.



The AESOP of ABS

- Affinity towards the Society
- Ethical Behavior
- Self-esteem
- Openness
- Professionalism



Unique practices and systems at ABS are embedded in the following values

**Our Values: AESOP**

AESOP is the acronym for the five values on which the ABS is built. These are the values that each student would imbibe during the course.

**Affinity towards the Society**

Love for the society is one of the important attributes to become a global leader. Students of ABS are exposed to various modules as a part of their course that will bring out the feeling of empathy towards fellow beings. This makes them not only a respectable leader but, a complete human being.

**Ethical Behavior**

In the present day multicultural society, ethical behavior is a crucial element which helps the individual to prosper and set an example to the society. At ABS, we train and nurture students to be ethically responsible individuals with high level of moral reasoning and social etiquette.

**Self-esteem**

Self-esteem is an asset that can mitigate trouble in one's life. Each student is taught to uphold self-esteem in every walk of life. Hence, ABS nurtures self-esteem in its students.

**Openness**

Agility is the most important attribute of a leader. This in turn depends on the ability to accept change without inhibitions. ABS has well planned strategies both within the classroom and outside it to make students acclimatize to any change.

**Professionalism**

Professionalism is the most respected and anticipated trait in any leader. Aurora's Business School knows the importance of professionalism in the corporate world so it grooms its students to think and act professionally under any circumstance.





### **Philosophy of ABS**

The five-point philosophy of the college is the means through which it functions. Achieving these goals paves a way for active participation and naturally trains the individual to be a responsible global leader. In fact, these five philosophical points form the pillars of education at ABS.

### **Students as Institutional Builders**

Many intellectuals opine that the recent trends in the management education have only resulted in creation of managers with diminishing productivity. This is because of the lack of hands on training at the B-Schools.

We at ABS ensure that students play a participatory role as institutional builders and contribute in decision making, execution and analysis of institutional activities while in the college and also as the alumnus of the college. This is the Aurora's way of making them a part of the institutional building process.



### **Students as Knowledge Seekers**

*Education is not received. It is achieved  
-Chinese Proverb*

The advent of coaching centres, tutorials, and training institutions have made students believe more in taking than in seeking. This has made the student just a passive recipient in the process of learning thus hindering the potential of the student from being realised.

At ABS, we have developed an environment for student to evolve into a seeker of education and design one's requirements in the learning process. This equips the student with not just knowledge but also the confidence to take on the world.

### **Student Centric Learning**

*Learning without thought is labour lost.  
- Confucius*

In the conventional teacher centric learning students are treated as empty vessels into which knowledge is poured without any student initiative. This creates an impaired learning system which is one-sided and monotonous. This turns students into incompetent managers.

At ABS we make the student an active participant in the process of learning. We design the course with the requirements of students as the axis of learning.

### **Collaborative and Participative Learning**

*The fact that I can plant a seed and it becomes a flower, share a bit of knowledge and it becomes another's, smile at someone and receive a smile in return, are to me continual spiritual exercises.  
- Leo.F. Buscaglia*

At ABS, students work as a team rather than as individuals. They are provided with the platform to work effectively as a team. All the learning activities of the college are largely collaborative and participative, generating an active spirit of teamwork aiming to achieve the goal of participative learning. This concept is implemented through projects, seminars, team quizzes, brainstorming, and other collaborative learning techniques where sharing becomes the chief element and this enhances the democratic spirit of learning.

### **Students as Versatile Individuals**

At ABS, we believe that versatility is the corner stone of the success of a modern day individual. Each individual is required to develop skills and abilities in various co-curricular activities and sports to make oneself ready for any eventuality. This goal is achieved through educating the students about the importance of participation in multiple activities.

### Student Transformation

The programs offered at ABS are carefully designed to bring out the best in every student.

Numerous opportunities are provided to students to expand their horizon in various fields of interest. The school acts as a breeding ground and the faculty act as facilitators in this process. As the course progresses, we see the metamorphosis of the student into a capable leader.

The result of this process is the creation of professionals achieving excellence in their respective fields while being socially and environmentally sensitive. We are aware that values do not change yet the format in which they are inculcated do. Hence the course at ABS continuously evolves and the syllabus is collaboratively designed by the students, parents, and faculty. The government, corporate entities, and social organizations bring their ever changing demands to make this course worthwhile.

### Unique Practices at ABS

#### Student Activities

Student activities ranging from the informal clubs to the more formal industry interactions are organized by the students. The autonomy that the students at ABS enjoy is a matter of envy to even the middle level managers in the organizations. You will know more about how the stay at ABS is enriched by these student activities as you go through the brochure.

#### Social Activities

A responsible leader requires through understanding about the society. Hence these future leaders are exposed to various conditions that will bring out the human element in them. The numerous social initiatives that ABS has undertaken will be discussed as you turn the pages.

### Student Governance

There is no substitute for experience! All the activities at ABS are managed by various committees that are coordinated by the fulltime faculty and are executed by the students. They manage the infrastructure, sports, placements, summer internships, social activities, guest lectures, and other activities on campus. As students handle these responsibilities they realize how quality governance impacts the growth of every stakeholder. This is the Aurora's way of training them to be efficient leaders.

### Virtual Mentors

This feature at ABS helps students to connect with the faculty of top business schools and leverage on their expertise through various virtual platforms. The virtual mentors include professors from IIMs, XLRI, and other premier institutes. As the students involve themselves in different projects, they are encouraged to explore the extensive corporate network that ABS has built.

### Business Incubation

Business incubation is by choice rather than by policy at ABS. This feature differentiates our school from many other B-Schools. Entrepreneurship is a part of the core syllabus and the students are encouraged to ideate on a business of their choice. ABS supports them with necessary infrastructure and guidance in starting their own business. We conduct various entrepreneurial events in our school in association with National Entrepreneurs Network (NEN).





### **Governing Council**

People rich with values, shared vision, and unshakable commitment constitute our Governing Council. The Governing Council guides the management of ABS by bringing in the best practices and contextualizing them to the school. The Governing Council is chaired by the following luminaries



**Dr Indira Parikh**  
President, FLAME

Dr Indira Parikh worked as a faculty member at IIM, Ahmedabad for over 30 years and as the Dean from 2002-2005. She has also taught at INSEAD, Fontainebleau, and Texas A&M University. She is renowned as a specialist in Organization Development and offers Management Development Programs in the areas of Managerial Role Effectiveness, Training for Trainers, Issues of Role and Identity, and Stress and Self-renewal for Men and Women in Organizations.



**Dr T V Rao**  
Chairman, TVRLS

Dr Rao is fondly called as The Father of Indian HRD. He served as a professor at IIM, Ahmedabad for over 20 years. He also worked as the Honorary Director at the Academy of HRD. Dr Rao has popularized the methodology of "Developing Leadership through Feedback by Known People", which he developed in the mid-eighties at IIM-A. This methodology is now termed by other specialists as 360 Degree Feedback Methodology. He set up a consulting firm TVRLS in 1996 and is currently working as its Chairman.



**Dr Abraham**  
Director, XLRI

Dr Abraham is the Director of XLRI and a Professor of Organizational Behavior. Earlier, he was the Director of XIMB. He also worked as Joint Director of the Academy of HRD, and the President of the AIMS. He is on the board of many management institutes and associations which include XIM, Bhubaneswar, AIB-UG, XIME, MCIM, Bangalore, NIT, Rourkela, AIMS, National HRD Network, XAMI, and IAJBS. His areas of interests include Leadership, Institution Building, Organizational Climate, Culture and Change.



**V Laxmikanth**  
Managing Director, Broadridge

Laxmikanth, a physicist by education has been working with the IT industry since 1982. He is a pioneer in the development of the offshore delivery model and a key member in establishing and running offshore delivery centers for Intergraph Corporation, D. E. Shaw & Co, ADP, and Broadridge. Currently, he is the Managing Director of Broadridge Financial Solutions (India) Pvt. Ltd.



**Amrit Kripalani**  
CEO, DenuoSource

Amrit is an alumnus of the prestigious Kellogg School of Management. Prior to joining DenuoSource, Amrit worked as a Management Consultant with McKinsey & Company where he served the industries of Consumer goods, Outsourcing, and Telecom, in the areas of Sales & Marketing, Operations, and Mergers & Acquisitions. Prior to his work with McKinsey, Amrit has also worked as a Manager with Accenture's consumer & industrial practice serving retail chains in Marketing and Operations.



**Nagabrahmam D**

**Former Director, TAPMI**

He is one of the most renowned personalities in the field of Management Education. After serving as Director for 12 years at TAPMI, he joined SRM University in Chennai as Director - Organization and Faculty Development in 2008. During his long tenure at TAPMI, he introduced the 'Thematic Curriculum' for the first time in India, created a Weekend Executive PGDM Program, and introduced an innovative course 'Management in Practice'. His competencies lie in Organization Development and Institution Building.



**Nathan S V**

**Director, U S India Talent  
Deloitte Consulting**

He has over 25 years of professional experience in Human Resource Management, and has worked across various sectors such as Manufacturing, Services, Telecom and Information Technology. He served at ICI, Sterling Holidays, Microland and Reliance Industries. Apart from his responsibilities at Deloitte, Nathan serves as a Fellow at Sumedhas, a not-for-profit education and research body on organization development. Recently, Nathan has been honored with the prestigious "HR Person of the Year" award from the Asia Pacific Congress for HR.



**Dr Ram Kumar Mishra**

**Director, Institute of Public Enterprise**

Dr R K Mishra is a thought leader in the areas of Public Sector Units and Policy Implementation. He is a Graduate of International Management Program, SDA Bocconi, Italy, and holds a Doctorate in Finance. He was the Vice President, International Association of Schools and Institutes in Administration, Brussels, has been a Member of Steering Committee of Network of Administration Institutes in Asia and Pacific – ADB, Beijing. He has to his credit various books on Public Enterprises. His areas of research are Restructuring, Corporate Finance and Change Management.



**Academic Council**

Our Academic Council is steered by the people committed to improving the quality of education in the country. The Academic Council is chaired by the following luminaries.



**Dr Shingi Prakash M**

**Dean, Flame School of Business**

Dr Shingi has the rich experience of teaching management for over 32 years. He has been associated with IIM, Ahmedabad as Dean and Officiating Director. Dr Shingi has seven books and more than 50 research monographs to his credit. Dr Shingi has completed more than 40 management consulting assignments on policy and program related aspects in India and other developing countries for national and international entities such as the Government of India, USAID, FAO, Ford Foundation and The World Bank.



**Dr Murty LS**  
Professor, IIM, Bangalore

Dr Murty is a Fellow of Indian Institute of Management, Ahmedabad. He handles the areas of Production & Operations Management, Research Operations Planning, and Operations Strategy at IIM, Bangalore. He is also the Associate Professor at Xavier Institute of Management, Bhubaneswar and has worked as an Associate Professor at Xavier Labor Relations Institute, Jamshedpur. He is also the recipient of Best Teacher Award - Most Responsive Professor for the year 1999-2000 at IIM-B.



**Dr Ekkirala S Srinivas**  
Professor, Indian School of Business

Professor in the area of Organizational Behavior at ISB, Dr Srinivas has been in teaching, training, and consulting since 1985. His areas of interests include Organization Development, Cross-Cultural issues in OB, Personal Effectiveness, and Transformational Leadership. He is also the recipient of Best Research Paper Award from AIMS and a Gold Medal for his Doctoral Thesis. Dr Srinivas regularly presents his research at several international conferences.



**Dr Venugopal Pingali**  
Dean, XLRI, Jamshedpur

A Post Graduate and Fellow in Management from IIM-A, Dr Venugopal currently works as the Dean (Academics) and Professor (Marketing) at XLRI, Jamshedpur. He has also been a visiting faculty to the Indian Institutes of Management in Ahmedabad, Kolkata, and Lucknow and the American University of Armenia. Prior to his stint at XLRI, Prof Venugopal held managerial positions for 10 years in the marketing divisions of two agribusiness companies.



**Dr Rao E M**  
Professor, XLRI

Dr Rao had been in industry as a Personnel and Industrial Relations Manager for more than 20 years and was associated with several reputed organizations including Warner - Hindustan, VST and IDL Industries Ltd. Dr Rao was with the ICFAI Business School, Hyderabad as a Professor in Management for a couple of years before joining XLRI. He has edited the 6th edition of the famous "Law of Industrial Disputes", authored by O P Malhotra. He has also authored the book titled Industrial Jurisprudence.



**Dr Jomon M G**  
Professor, XLRI

Dr Jomon, currently an Associate Professor at XLRI, has earlier worked in XIMB and with corporate and consulting firms in the areas of HR and OD. He is a gold medalist from Loyola, holds an MPhil from Delhi University, and is a Fellow from XLRI-AHRD. He has authored four books and over 20 articles. His expertise is in the areas of Competency Interventions, Performance Management, 360 Degree Feedback, HRD Audit, Induction, Mentoring, Training, Career Planning & Development, Potential Appraisal, and Succession Planning & Development.



**Dr Debdatta Mukherjee**  
Senior Consultant

He holds BSc in physics from St. Xavier's College, Ranchi, MSc in Physics from Ranchi University, and CAIIB from Indian Institute of Banking and Finance. He has submitted his Doctoral thesis on 'A study of the financing pattern of the auto-ancillary manufacturing units of Jharkhand'. Apart from the other executive training assignments he has also addressed the senior executives of DFCC Bank and from other banks of third world countries on 'Management & Control of SME Financing' in India.



### **Full Time Faculty**

ABS is proud to have one of the best faculty teams in Andhra Pradesh with a large number of faculty members being from IIMs and XLRI apart from faculty who have taught at reputed insitutions such as LSE, LSB and Oxford.



## Full Time Faculty

### Dr Ravi Paturi

An academic entrepreneur and a Doctorate in Business Management, Dr Ravi has over 20 years of experience in Institution and Organization Building. With a rich experience as a coach, trainer, consultant, and teacher, Dr Ravi delivered services in the sectors of Media, NGO, and HR. He has also worked with some of the premier organizations in the country such as Academy of HRD, SCM HRD, Aurora, Vaartha, ASCI, PRADAN, and IPE. He has also developed more than 10 psychometric instruments for measuring validity and reliability.

### Dr Ramesh KS

Dr Ramesh worked as Deputy Director at NIRD prior to serving in Indonesia as UN Advisor. Later he joined the ASCI as the Dean of Studies and IDL Chair Professor in General Management. He has been a member of various task forces and committees constituted by the Government of India. In 2006 he received Indira Gandhi Priyadarshini Award instituted by the National Cooperation Union, New Delhi. Simple and down to earth, he commands respect from all.

### Dr Raghunadhachary

Dr Chary is a Doctorate in Statistics with special reference to Applied Stochastic Processes from Osmania University. He has 19 years of experience in academics, industry, and research in the areas of Quantitative Techniques, Data Mining, and Computer Applications. He has also published papers in various national and international journals in the field of Statistics.

### Dr Rama Krishnaiah

He is a Visiting Professor at Department of Statistics, University of Alberta and has served the Department of Statistics, Osmania University at different positions for over four decades. He secured gold medals by topping the University exams at UG and PG levels. He holds a PhD in Statistics from Osmania University entitled "Weak Convergence of Probability Measures under Strong Mixing".

### Dr Prasanna Kumari

Professor in the area of Human Resource Management with twelve years of teaching experience, she handles the subjects of Quantitative Techniques, Costing, Business Law, Management Accounting, and Human Resource Management. She is an excellent motivator and a good counselor. She is an achiever in the truest sense with excellent track record of improving performance of the students.

### Dr Mohan V V K

Dr Mohan holds a Doctorate in Management in the area of 'Consumer Behavior and Social Marketing' and has experience of over 22 years in the areas of Advertising, Marketing, Communication Interventions, and Project Management. He also brings in his experience of having handled numerous product launches and consultancy assignments for various reputed firms. His areas of interest include benchmark studies on Resource Management, Development Indicators, and Sectoral Interventions for Planning.

### Manish Agarwal

Manish holds a BTech from IIT Kanpur and a Post-Graduation degree from IIM, Ahmedabad. He has 15 years of work experience at leadership positions in multinational organizations like Citigroup, Dell, and Deloitte. His last assignment was at Deloitte as Vice President of Strategy, Research, and Innovation group where he oversaw a team of 300 providing Business Research, Knowledge Management, and Thought Leadership services.

### Venugopal Rajamanuri

Venugopal Rajamanuri has more than 30 years of experience in insurance, banking, and other financial services. He has an expertise in training, teaching, content development, sales and sales support, team building, and people management. He is a Fellow of Insurance Institute of India. He is also an Associate of Indian Institute of Banking & Finance and MBA (Finance) from Nagpur University. He was associated with Institutions like Aviva Life Insurance, ICFAI National College, and United Western Bank in the past.

### Swamy NVVS

He holds a Bachelor's degree in Engineering and an MTech from IIT Madras. His areas of interest include Quality Management, Total Productive Maintenance, and Project Management. He has more than three decades of experience in consulting, industry, teaching, and training. He worked in senior and departmental head positions in companies like Bakelite Hylem. He also taught at NITIE, Bombay and ICFAI Business School.

**Vishwanadham Bulusu**

He holds MCom and MBA and has been in the field of teaching and mentoring for the last two decades. He served for a long time as Vice-principal and Head of Department of Commerce at Aurora's Degree and PG College. He is an accomplished educator with demonstrated ability to teach, motivate, and direct students. His planning, organizational and leadership skills are worth noting. During his long journey as an academician he has presented high impact articles at various international conferences.

**Vamsidhar Ambatipudi**

He holds a Bachelor's degree in Engineering and has a PGDM from IIM, Indore. He has over 9 years of experience in IT Industry in the Financial Services Domain as well as in the Education Industry. He has worked with Cognizant Technologies and CSC. He is also a well-known trainer for Finance Certifications such as the CFA, FRM, CFP, and Financial Modeling.

**Brinda Satish**

Ms. Brinda holds an MPhil from Osmania University. She has an experience of over 25 years in teaching. Her forte lies in IT related issues. She has authored various books on IT and e-Commerce for Graduates. She is also a resource faculty for Osmania University for MFC courses and is a course designer for computer related papers offered through distance education mode. Her areas of research are Internet Banking and e-Commerce.

**Srinivasa Rao Alla**

Srinivasa Rao Alla has more than two decades of teaching experience in various colleges, business schools, and to the students of professional courses like CA, ICWA, and CS. His areas of expertise include Business laws, Strategic Management, and Business Ethics. Mr. Rao has taught Business and Corporate Laws for the Genpact employees under the DLP MBA Program at Genpact from IMT Ghaziabad.

**Vijaya Lakshmi MSR**

She is a qualified teacher with a great taste for music. Her sphere of knowledge encompasses the fields of Economics and Music. Her thirst for knowledge is known from the fact that she is currently pursuing her PhD in Economics. She has qualified NET from UGC. Her career in academics is a testimonial for her dedication and her interest in education.

**Meghana Bandi**

She holds a Post Graduate degree in Economics from Osmania University, Hyderabad. She has more than seven years of teaching experience and has worked with various companies as Senior HR Associate. She has also conducted various corporate training sessions for the trainees in the companies that she worked with. With her leadership qualities, and exemplary communication skills she has excelled at every level of corporate career. Even as a student she was selected as the best NCC cadet at various national level camps.

**Jyotsna Sreenath**

She holds an MPhil in English from Osmania University. She has more than ten years of teaching experience at the levels of Graduation and Post-Graduation. Her areas of interest include Business Communication, Social Activities, Environmental Issues, and Translation Works. She recently translated Tantrasar, a Hindi book into English.

**Shabnam Quazi**

She holds a Bachelor's in Electrical Engineering from Nagpur University and an MBA in Human Resource Management. She has over five years of experience in teaching and has also worked in corporate world. As faculty advisor for ISTE Maharashtra and Goa Section, she contributed towards the college winning the Best Chapter Award.

**Sruti Kandala**

Sruti Kandala has completed her Master's in Business Management with distinction from Andhra University. Her Research paper titled "Service Quality in Cosmetic Industry" was selected for International Publication by Inderscience Publishers. This paper was published in the seminar outcome by the Macmillan publishers.

**Asha Singh**

Ms Asha Singh brings with her 20 years of rich experience as an academician and a soft skills trainer. She has held responsible positions at various organizations like Sujatha Educational Institutions, JBIET, and ICFAI. Ms Asha has been a facilitator for several distinguished seminars and workshops. She has been a recipient of many prestigious awards for her role as an academician and educationist.





### Visiting Faculty

#### **Dr Allen Roy**

He holds a PhD from Central University, Hyderabad. He currently teaches Financial Risk Management, Investment Banking, Global Markets, and Financial Services at ISB. He has a distinguished career in the corporate sector, working for global brands like GE Capital, American Express, Citigroup, and Barclays. He has published papers in various reputed journals.

#### **Dr A K Rao**

Dr A K Rao is currently a Professor in the area of Project Management and Supply Chain Management. He also worked as the Director Executive Education at Indian School of Business, Hyderabad. He also worked with the Satyam Computers Services Limited as a Principal Consultant in their Learning Centre. He has been in the learning domain for the past 12 years with institutions such as ASCI, Hyderabad and TMTTC, Pune. He also holds a Six Sigma Black Belt.

#### **Dr Subbaiah**

He holds a Master's degree in Public Management from National University of Singapore and Harvard University, where he was awarded gold medal for his thesis on Financial Stability. He is a Certified Financial Risk Manager. He has worked with Reserve Bank of India and has also extended his services to Osmania University where he worked as Lecturer in Business Management. He has been conducting programs mainly for senior bankers on the subject of risk management.

#### **Dr Sri Hari Krishna**

He holds a PhD and has submitted his Doctoral thesis on Monetizing Shareholder's Wealth. He has the rich experience of being a business journalist. He moved to the field academics and handled Finance and Economics in leading B-Schools. He was associated with GE Money. Currently, he is a freelance professional providing learning and development solutions at Mentor Maverick.

#### **Dr Nagaraj Paturi**

He holds a PhD in Linguistics and Literary Criticism and is currently working at FLAME, Pune as a Professor. Dr Nagaraj has over a decade and a half experience in the teaching profession. He is also a Visiting Faculty at DJ Academy of Design, Coimbatore. He has also worked as a Visiting Professor at the Department of South Asian Languages and Civilizations, University of Chicago. Currently, he teaches at FLAME School of Liberal Education and Media Research and at FLAME School of Communication.

#### **Vittal Panduranga S**

He holds an MBA in Finance from Andhra University and is pursuing his Fellow program from XLRI, Jamshedpur. He has over 15 years of teaching experience. He has been a resource person for various workshops and Faculty Development Programs at IIM, Calcutta and NMIMS, Mumbai. His areas of interest are Corporate Finance, International Finance, and Portfolio Management.

#### **Venu G Vedula**

With an experience of over 23 years, Mr. Vedula, brings the insights of the industry to our campus. His areas of expertise include Mall Management, Project Planning & Management, Sales Forecast & Budgeting, Visual Merchandizing, and Customer Relation Management. He has worked in responsible positions at several reputed organizations like Pidilite Industries Ltd, HCL, Godrej & Boyce Ltd, and Eureka Forbes Ltd.



**Ajay Kumar Yaleru**

He holds an MBA in Marketing with about 15 years of experience in Logistics & Distribution Management and Research. He has experience in the areas of Business Transformation and Strategic Advisory Services encompassing Marketing, Sales, and Services. He also has Professional experience in Service and Automotive Industries with areas of interest encompassing Strategic Marketing, Research Based Strategy Formulation, Process Design and Delivery.

**Gunaranjan P S**

He holds MSc in Physics and an MBA from the Sri Sathya Sai University at Puttaparthi. He is the Founder and CEO of UC, a not-for-profit company whose objective is to improve access to Education, Health, and Energy Environmental Services, especially for the poor. UC promotes result-based and post-pay development funding for these causes and a broad range of livelihood services. Prior to UC, he has worked with BASIX for 7 years heading its micro-insurance vertical and also headed its operations for the North Eastern states.

**Ravi Kanth Ganti**

HRavi Kanth Ganti has ten years of experience in teaching, training and documentation. He has spent five years in the development sector working for national and international NGOs. Ravi is a non-formal education expert and has conducted training for various stakeholders including government teachers, high school students, and farmers. Currently, he is working as a Knowledge Manager in an international agribusiness firm.

**Pasumarthy Murthy VS**

He holds a Bachelor's degree in Mechanical Engineering and an MBA/ MS in Applied Mathematics. He is also a certified CS, CSQA and has 20 years of experience in multi-functional areas. His areas of interest include Supply Chain Management, Business Planning, Marketing Planning, Six Sigma Methodologies, and Peak Performance Techniques. He has worked with a range of companies that include Aspen Technology, New Providence, Beckman Coulter, Thana Electric Company Ltd, and Kinetic Honda.

**Naresh Reddy D**

Mr. Reddy is known for his passion towards entrepreneurship and ability to motivate. He holds a PGDM from IIM, Bangalore. He was the supporting author of an award winning book. He has been a mentor for the IIM students and devised TATA CSR program of mentoring students to excel. Mr. Reddy has also worked as a Coordinator for Entrepreneurship & Innovation Cell IIM, Bangalore.

**Anirban Pal**

He holds a Bachelor's degree in Engineering and has done his MS from BITS, Pilani. As an IT Architect, he has worked on several international assignments. He is a Certified Scrum Master and a Microsoft Certified Aspiring Architect. He has published several papers in journals of international repute and has worked on the design and development of several enterprise and desktop systems.

**Rakesh Kumar Reddy Dubbudu**

A person with high social commitment, Rakesh holds a BTech in Electronics and Communication Engineering from NIT, Warangal. He is the Founding Partner of BHUMI Hyderabad and is responsible for Project Planning and Execution in the field of Governance and RTI. He is the Andhra Pradesh Coordinator for the "National People's RTI Assessment 2008". He was the winner of the First ever "Citizen Journalist Award" awarded by the Network 18 group.

**Sathya Kiran Jayanthi**

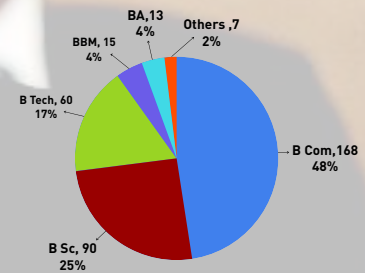
He holds an MBA in Finance from Hyderabad Central University. He is currently working with Cognizant Technology Solutions as a team leader, where he handles backend operations of a leading investment bank. Previous recruiters include Reuters, CRISIL, and Deloitte. He is certified in 13 modules of NSE's Certification in Financial Markets (NCFM) and possess Level 3 certificate in NSE Certified Market Professional (NCMP).

**Ramanujan**

He holds a Bachelor's degree in Engineering from BITS, Pilani and is an alumnus of ISB with Dual Majors in Strategic Marketing and Entrepreneurship. He has over eight years of corporate experience working with companies like Alien Developers, ABP, and DCRTI. He is an avid reader and also participates in charitable activities.

### Students & Alumni

The course is initiated, designed, and delivered to meet the transformational needs of the students in line with the demands of the industry. Our students and alumni is a medley of variety of education and work experience back grounds. The chart gives an overview of the spread of the students from various streams over the last few years. Our students and alumni are the real representation of diversity that India offers.



### **The Campus**

The campus is located at Panjagutta, the most happening area in the city of Hyderabad. The campus is a stone's throw away from the reputed media houses, Service, and IT Industry hubs. This proximity helps us in attracting the cream of the industry to our campus for interactions. The campus is also the hub for a lot of academic and professional activities making it vibrant with positive energy.

### **Classrooms**

The state of the art class rooms are the final word in the quality education. The classrooms are air conditioned and have provisions for computer-aided education. Naturally ventilated and designed to facilitate a learning atmosphere, these classrooms provide the ambiance of the corporate world. This would acclimatize the students to their future workplaces.

### **Dr Udai Parikh Knowledge Centre**

Dr Udai Parikh Knowledge Centre is a next generation library with over 15000 volumes of books, 250 DVDs, 33 journals of national repute and 12 international journals. EBSCO provides access to over 5000 online journals and three databases. The interloan facility with libraries of British Council and the Indian School of Business ensure that our library never goes dry for the knowledge seekers. Discussion room that lies adjacent to the library facilitates hours of quality discussion. The library is updated continuously to keep the students updated not only on the business related information, but also on various other topics.



The library is made available for extended hours to ensure that the students make the most out of it. The access to online journals ensures that information collection is made possible round the clock. Dedicated library staff has elevated Dr Udai Parikh Knowledge Centre from a library to the temple of learning.

### **Movie Theatre**

Movie theatre facility helps our students to watch the management related documentaries and business themed movies on the campus.

### **Seminar Hall**

A world class seminar hall helps the students in overcoming their inhibitions and prepares them for the corporate life.

### **IT Facilities**

IT is an indispensable part of business today. With five servers based on Windows and Linux, more than 200 workstations and over 50 software packages, our IT Centre provides the necessary platform that makes our students industry ready. The high speed Wi-Fi allows the students to surf the webosphere without any hurdles.

### **Recreation and Refreshments**

The challenges that will be faced by leaders of the future require unwavering emotional strength. Hence, the facilities of a yoga hall and a gymnasium along with qualified trainers are made available to the students. Facilities for various other activities such as Table Tennis, Billiards, Foosball, and Snooker are provided on the campus. Students enjoy the nourishing food at the canteen. Canteen also acts a platform for informal discussions and entertainment.



Life @ ABS is transformational in the truest sense. Knowledgeable teachers, the lighter moments shared with batch mates and constant excitement will make each moment spent on the campus worthwhile. Here are a few initiatives from our side to make every moment on campus lively.

### **Management Development Programs**

Business Management needs a continuous learning to keep oneself abreast of the happenings. ABS invites best of the professionals to bring the latest trends in management into classrooms through MDPs. These programs are conducted for working professionals. As these programs happen on our campus, students get to interact with professionals from different industries and establish network.

### **Faculty Development Programs**

ABS family believes that teachers have transformational power. However, best practices in teaching are rare gems. Aurora's Business School has established Advanced Faculty Development Cell (AFDC) as part of its mandate to improve the quality of learning systems and models in management colleges across the country. The faculty gets benefitted by this program which in turn will be transferred to the student community.

### **Visionary Lecture Series**

ABS once again stands tall in the business school community as internationally reputed professionals lecture about their contributions on our campus. Many students get ignited by these lectures and get inspired to achieve the purpose of their life. We have had the privilege of having visionary leaders like Dr Indira Parikh, AG Krishna Murthy and Dr TV Rao visit ABS. Faculty from other B-Schools are also invited for these lectures as this act will serve the interests of the student community at large.

### **Corporate Meetings**

ABS frequently becomes a platform for corporate entities to conduct meetings. This is another unique feature of the institute. UCO Bank, Yousee frequently conduct their corporate meetings and allow our students to participate and have a first-hand feel of meetings. It is a win-win situation for both the students and the corporate entities.

### **Alumni Hubs**

Alumni Hubs are another avenue of learning we created for our students. Here we facilitate Alumni meetings of some of the best B-schools in the world. IIM,

Ahmedabad, Hyderabad Chapter conducts its meetings and alumni case studies at ABS. Our students participate in these discussions and develop their perspective on business panorama.

### **Career Coaching**

Apart from the two year mentoring, the students are also supported by the school at any given point in their career. The students and alumni are provided with continuous support in terms of career opportunities, business referrals, career counselling, and professional development. Many of our alumni are still in contact with the institute and some of them often visit the campus for career related advice.

### **SPICMACAY Events**

The Society for the Promotion of Indian Classical Music and Culture Amongst Youth, often called as SPIC MACAY, is a movement with chapters in over 300 towns and cities all over the world. It promotes Indian classical music, Indian classical dance, and other aspects Indian culture. Aurora is proud to be associated with SPICMACAY. Luminaries such as Ustad Rashid Ali Khan, Dr Kamala Shankar, and Shankar Narayan have performed in our campus.





## Functions and Fests at ABS

### Aarambh - Competition for the Undergraduates.

Aarambh is the first battle cry of the next generation students. It is a national level technical fest where students from some of the best institutions participate in technical, business, cultural, and informal events.

### Abhivyakthi - Biz Fest

Abhivyakthi is the platform for nurturing the next generation leader in the student. Students and academicians from all over the country exhibit their creativity in paper presentations. Many other events such as the business model creation, market simulations, and quizzes have vibrated the ABS atmosphere with music of prosperity.

### Udbhav - Business Plan Contest

The development of any country is based on its entrepreneurs. Udbhav creates the context for the expression of an entrepreneur in the students. As these young entrepreneurs contest in collaboration with NEN and TIE, they gain hands on experience in various functional areas.



### Adviteeya - A Management event

Adviteeya is a management fest with a difference! The uniqueness of Adviteeya reflects our unique philosophical approach towards business education with values like social sensitivity and eco-friendliness. La crème de la crème of Indian corporate appreciated the initiative.

### Other Activities at ABS

The students of ABS are a part of various social and entrepreneurial organizations like Yousee, National Entrepreneur Network. The Business Incubation Centre in association with NEN brings out that business and social entrepreneur in our students. The students actively participate in various sports and co-curricular activities that bring out the latent talents in them.



### Unique and Indigenous Programs

All the programs offered at ABS are non-residential courses with 4 semesters of 16 weeks duration each.

The first year syllabus covers all the core management subjects and ancillary subjects. This will ensure that the student gains knowledge in the basics of management. In the second year students can specialize in any two functional areas of their choice among Finance, Marketing, HR, and Systems. This prepares them for the industry which demands an in-depth knowledge in specific functional areas.

The foundation course is aimed at preparing the students without any formal education in business for the demands of the Master's Course. Programs such as 'Experience India' and 'My India' sensitize the students on various social issues. Courses like 'Introduction to Business Leaders' and 'Entrepreneurship' are aimed at nurturing entrepreneurial spirit in the students.

Critical skills such as Questionnaire Making, Surveying etc. are taught to the students by some of the top researchers. Students prepare a thesis in their second year under the guidance of their faculty. The services by professional firms in the areas of quizzing, yoga, and creativity ensure an overall development of the students. .



### Unique Learning Elements

Foundation Courses

Social Sensitivity Courses

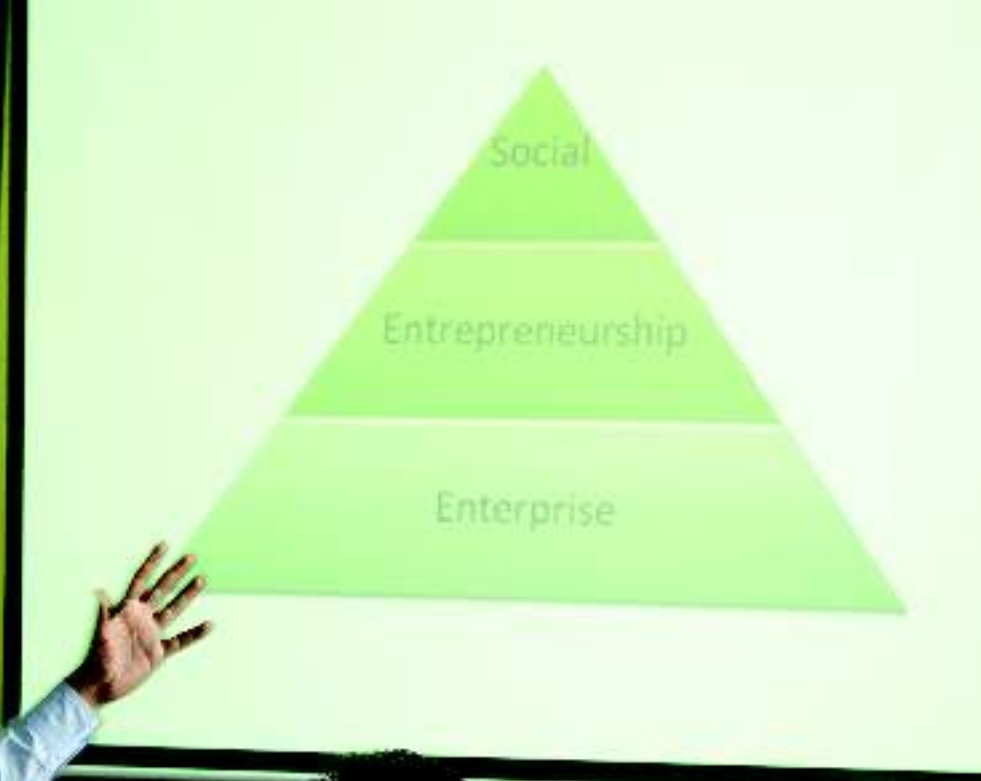
Entrepreneurial Courses

Participation In Social Activities

Learning beyond the Classroom

### Foundation Courses

As ABS attracts students from varied educational and work experience backgrounds, we ensure that some students are given basic training on the foundation courses like Mathematics and Accounts before all the students are taught the core business subjects. Based on one's background and strengths the student will be referred to various foundation courses.





### **Social Sensitivity Courses**

With an aim to nurture managers with values and skills that would make them more humane and globally responsible citizens, ABS has set up ACT to undertake social initiatives. ACT, Aurora Cares for Them, attempts to encompass the virtuous integration of heart, head, and hand through these social initiatives. The social initiatives at ABS have the following components, which we believe would help the student evolve into a true global citizen with a sense of responsibility and commitment towards the environment and the society at large.

### **Experience India**

Before the commencement of the 1st semester course work, the students go for a weeklong field visit called Experience India. It is a unique program comprising of a visit to organizations engaged in social development activities. This is followed by a presentation of their experiences using exhibits at ABS. The objectives of this visit are as follows:

- To create an opportunity for students to visit to rural/urban/semi urban location to study social and environmental issues
- To improve their observational skills by documenting issues observed
- To encourage them to use problem solving methodologies
- To orient the students to approach the entire program through practical and action oriented approach

### **Social Entrepreneurship Course**

The course is designed to make the student understand various challenges faced by the social enterprises and aims to illustrate how social entrepreneurship is both a solution to the problems and a viable business opportunity. The course also aims to provide an insight into attributes of successful social entrepreneurs, the challenges faced by their entities in achieving their objectives and the responses that they have adopted in this effort. Many of our students come out with social entrepreneurial ideas, which ABS supports. The course is intended to make students understand that businesses can be run without causing any damage to either the society or the environment.

### **My India Project**

My India Project is undertaken by the student groups during the break between the 1st and 2nd semester. During this project, the students get an opportunity to experiment on their own ideas relating to social enterprise or to work with social enterprises that engage themselves in the focus areas of ABS. The objectives of this component are:

- To give students an opportunity to test their marketing and operational ideas
- To ensure that they gain a firsthand experience of challenges faced by a social enterprise
- To enhance the analytical skills of the student as they analyze and document the experiences gained through My India Project

### **Social Enterprise Projects**

They integrate all components of the social initiatives at ABS. They help the students to assimilate the inputs from the other social initiatives and also from their regular courses to gradually plan and execute a Social Enterprise from the focus themes of ABS. The objectives of the projects are

- To provide an opportunity for the students to conceive, plan, and execute a long term social activity project
- To provide an opportunity for the students to simulate and if possible, incubate a Social Enterprise through this project
- To provide a platform for the application of the knowledge gained



## Courses Aimed at Making Future Business Leaders

### Follow the Leader

Inspiration can be drawn from the success stories of some of the great leaders. ABS encourages groups of students to select a leader of their choice and present their success story to their peers and faculty. This acts a catalyst of inspiration to the student to mimic the world changers.

### Entrepreneurship

Entrepreneurship is the holiest of the business activities. But, for the students to take up entrepreneurship as a career, right guidance is needed. Hence, students are assigned to work with entrepreneurs from various fields. They are then expected to prepare a report detailing their experiences and are advised to come up with a viable business idea of their own.

### Personality Development

#### Competency Based Assessment

Abilities of the students are mapped through highly rational and validated psychometric tests. These tests would facilitate in understanding the latent strengths of the students and also in identifying the specific areas that need an improvement. These tests would be conducted at regular intervals during the program and would be linked with their classroom activities to help them in their overall development.



### Outbound and Experiential Learning

This experimental idea provides a powerful platform for self-realization. Unlike conditioned day-to-day learning, outbound training is conducted amidst undisturbed environment such as the forests, mountains, deserts or beaches providing ample scope for realising the inner strengths and also in overcoming many inhibitions.

### Youth Empowerment Programs

ABS has another unique feature that enables students to develop into a multi-faceted personality through holistic development. The purpose of education is to prepare a student for life. To an experienced educationist, it is a known fact that student life is extremely crucial. At this age the issues of career, relationships, peer/parental pressures, anxiety about the future pour into the student simultaneously. It is vital for the student to develop emotional strength to handle all these issues, in addition to conceptual clarity on the subject.



### Learning beyond the Classroom

A holistic personality development strategy is adopted by ABS. Education is not just about classrooms, books, lectures, and examinations. It is the exploration of oneself beyond the boundaries of the curriculum. It is a process facilitating an individual to rejuvenate the soul and move towards the zenith of success. The institution has several activities and events taking place without disturbing the daily routine of classes, tests, and career related activities.

### Leadership Activities

A platform is created for testing the inherent leadership potential by facilitating the students to take roles such as committee heads, events managers, coordinators, organizers of events, and team leaders during activities. Students are not only assessed on their leadership potential but, are also mentored and coached to be excellent leaders. Opportunities are created to involve each student in this activity.

### Co-curricular Activities

In a rigorous schedule, it is essential to create pockets of relaxation. At ABS, literary events such as debates, extempore, quizzes, essay writing, and cultural activities such as dance, music, and drama are conducted so that we create an exciting experience for the students. Every individual is motivated to discover a talent unique to him/her. Frequent workshops, seminars, events, and activities are organized to enable students to explore their dormant talent.

### Professional Activities

The students are trained in various professional skills such as copywriting, advertisement development, and stock market analysis in a totally informal setting. Such activities stimulate students to experience and learn several skills in a lively atmosphere. Students also run a virtual company and understand how their decisions impact the business and the society.

### Club Activities

Student clubs are the best ways to empower, educate, and excite students as the learning can be self-designed. With the motto 'of the students for the students and by the students', student clubs at ABS are designed and managed by the students. These clubs provide the students with a platform to share knowledge and pursue their hobbies with enthusiasm. Clubs related to general subjects such as Nature Club, Tourism Club, and the Movie Club and in the professional areas clubs such as E-Club, Ad Club, HR Club, and the Finance Club function to achieve the objectives of nurturing creativity in students and also to improve their team building ability.



### Fitness Related Activities

#### Yoga and Meditation

Yogah Karma Sukaushalam!  
Yogah Chittah Vritti Nirodhakah!

Yoga leads to efficiency. Yoga facilitates in controlling the distractive energies of an individual (Chitta Vritti).

Business world is getting increasingly competitive. Hence, a leader needs sound physical and mental health to surge ahead. We as business school nurture young and competent business leaders who can take up challenging roles in the ever mutating world. Keeping these in view, we have introduced several steps towards making a physically and emotionally stable individual. Having regular yoga and meditation classes is one such initiative. All students necessarily participate in the yoga and meditation classes before the hectic day begins with the academic sessions, seminars, and workshops.

#### Sports and Games

This club is dedicated to inculcate sportsman spirit through various physical activities in and outside the campus. This initiative provides the students with ample opportunity to spend time in refreshing and team building activities. The school provides the facilities for the best of the indoor games like Snooker, Table Tennis, Chess, Puzzles, Scrabble, and mind games to refresh themselves.



#### Programs Offered

→ **Post Graduate Diploma in Management (General)**

It is an AICTE recognized PGDM course with an intake of 120 students per year.

→ **Post Graduate Diploma in Management (Marketing)**

It is an AICTE recognized PGDM course with an intake of 60 students per year.

→ **Post Graduate Diploma in Management (Health Care Management)**

It is an AICTE recognized PGDM course with an intake of 60 students per year.

## Admission Process

### Admission Procedure

#### Eligibility

A Bachelor's degree (or its equivalent) in any discipline recognized by the Association of Indian Universities/AICTE, obtained on or before June 2011. Those completing their final examinations by May/June 2011 can also apply.

Qualities being evaluated through the selection process include:

- Basic logic
- Competency in English
- Communication skills
- Motivation levels
- Ability to function in a group
- Opportunity spotting and optimal planning
- The ability to understand and appreciate complex forces operating in the universe and human society
- Vision and purpose that allows thought beyond the known

#### Selection Procedure

Candidates who have appeared for the Common Admission Test (CAT) conducted by the IIMs in 2010 or those who have written XAT conducted by XLRI or MAT conducted by AIMA in the 2010/2011 may download the application and send the duly filled in applications by 30th April 2011.



Shortlisted candidates will be called for the selection process that will be held at ABS campus. The process would consist of two stages

#### Stage 1: Group Discussion (GD)

Shortlisted applicants would be invited to participate in the a Group Discussion. Based on their performance in GD, a composite score will be computed. On completion of Stage 1, all candidates getting a composite score of 65 and above will be short listed for the Second Stage of Selection.

#### Stage 2: Case Analysis, Extempore Speech & Personal Interview

The candidates shortlisted from Stage 1 need to analyze a case and write down their views. This tests the analytical and written communication skills of the candidate. After the Case Analysis, the candidate will appear for a Faculty Panel Interview. The panelists would interview the candidates to examine his/her suitability for the course. The candidate's oral communication skills, subject knowledge and general awareness will be tested during the interview.

### About ABS Scholarship

With the spirit to facilitate easy access to education, Aurora's Business School (ABS) offers financial assistance to deserving students in the form of fellowships for its Post Graduate Diploma Program in Management. ABS supports deserving students to pursue higher studies. The Scholarship will be offered in the form of tuition fee waiver in varying proportions. Students interested in availing the scholarship will be assessed in terms of their academic achievements and / or notable display of talent and accomplishments in various fields, by a Panel of Experts invited by ABS.

### Usage

The scholarship will be awarded to students selected by the Panel of Experts. The extent of fee waiver awarded to each of the selected candidates will be at the sole discretion of the Panel. The scholarship to be awarded will be directly deducted from the tuition fee. Thus, the award can only be used for the program fee and not for maintenance or other purposes.

### Eligibility

The following are the basic requirements to apply for the scholarship:

- The applicants need to have Graduation degree with 50% or above
- The applicants should have achieved excellent track records in one or more areas of extracurricular activities
- The applicant student must have a valid CAT/MAT/XAT score of year 2010-2011
- The applicant must be able to demonstrate in a supporting statement how the scholarship will make a difference to his / her ability to make the most of his / her studies at ABS

### Selection

The selection criterion would be drawn from the following:

- Apart from the performance in the eligibility test and GD & PI, consistent academic record backed by substantial participation in co-curricular activities such as debate, quizzing, literary events, advertising, and involvement in social development & entrepreneurial activities are given due importance.

### Assessment

The applications will be assessed by a Panel of Experts who would short list the students for an interview. The Panel would then recommend to the management those selected for award of scholarship.

### Allocation

All the students selected by the Panel will receive the scholarship. Students will be informed in writing if they have been offered a bursary when their final results for their degree have been submitted to the Admissions Office.

### Rules and Regulations

- To avail this scholarship, the students have to apply in the prescribed form by ABS
- Qualifying applicants may only be awarded one ABS Scholarship
- The amount will directly be awarded and adjusted against the tuition fee
- This scholarship is available only to full time Post Graduate students at ABS
- The scholarship will be offered only for a fixed length of time
- The scholarship is of a fixed value and would not be increased, as a matter of policy
- Only one student from a family may benefit from the scholarship every year

ABS may feature the students offered scholarship on the website of ABS and/or other publications. However their concurrence to do so would be taken in writing prior to that. The decision and recommendation of the Panel would be final and cannot be contested.

ABS reserves the right to discontinue or amend the scheme without assigning any reason. Should any of the information or referrals furnished in the application be found inaccurate or false any time during the course, the scholarship will be withdrawn and the recipient will be required to refund the amount paid till that date. Further disciplinary action would be taken against the students, including dismissal from the course. It is not possible to defer the scholarship awarded in one academic year to a later period year if the student is unable to pursue the studies during that year.

### Important Dates

Commencement of issue of applications

**15 January, 2011**

Submission of completed application form

**30 April, 2011**

Group Discussion and Personal Interviews

**2 - 21 May, 2011**

Commencement of the Programs -

**6 June, 2011**

Any change in these dates will be published on our website.

### Download Scholarship Form

Those who seek ABS scholarship may download the [scholarships application form](#) and send it by Registered Post or by Courier to: **The Scholarships Department, Aurora's Business School, 6-3-456/18 & 19, Dwarakapuri Colony, Punjagutta, Hyderabad - 500 082, Andhra Pradesh, India.** For more details, write to [scholarships@absi.edu.in](mailto:scholarships@absi.edu.in)

## Frequently Asked Questions

### What is the last date for applying?

For the batch 2011-13, the deadlines are:  
30th April 2011

How will my application be evaluated?

The Admissions Committee reviews each application received in depth. For short listing a student, we emphasise on the leadership potential, personal qualities and characteristics, participation by the student in co-curricular activities, previous academic performance, and scores in entrance examinations such as CAT / XAT / MAT.

### In which part of the application may I enter additional information, including special circumstances?

Please enter important information that you want the Admissions Committee to know in a separate sheet and submit it along with the admission form.

### How do I add new information if I have already submitted my application?

Once the application has been submitted, the Admissions Committee cannot accept application updates other than contact updates. The candidates may however, submit their updates at the time interview.

### Does the reputation of my undergraduate institution or company affect my chances of being accepted?

Our goal is to admit a class that offers a variety of perspectives. Therefore, we carefully consider individuals from a wide spectrum of academic and work experiences.



### What is the desired length of work experience you wish to see in candidates?

ABS does not insist on work experience. Suitable candidates will have the ability to demonstrate strength in our admission process regardless of the number of years of their work experience. However, the suitable work experience is an asset and will help the student in understanding the intricacies of the business.

### What constitutes the suitable work experience?

Suitable work experience includes opportunities in which students have been able to develop their professional and leadership skills.

### Are there specific types of work experience that will make me a more attractive candidate?

We do not focus on specific area of work experience but emphasise on the roles, responsibility and the learning from their employment. The Admissions Committee will look at the quality of the applicant's work experience during evaluation.

### What are the dates for GD and Personal Interview?

The GD and Personal Interviews would be conducted between 2nd and 21st May, 2011.

### **What should I expect during my GD and Personal Interview?**

Your GD would last for 15 minutes and the Personal Interview will last for approximately 10 minutes. The focus of the Personal Interview would be to elicit information further to the application and find the suitability of the candidate as per admission requirements set by the Admissions Committee.

### **How can I best prepare for GD and Personal Interview?**

The purpose of the GD and Personal Interview is to evaluate the student. We encourage candidates to relax and be ready to talk about themselves.

### **Who should I contact if I have a question regarding my application status?**

In case of any questions, you should be contacting Admissions Counsellor by calling them or mailing them at [admissions@absi.edu.in](mailto:admissions@absi.edu.in). You may also use our Facebook and Twitter platforms to contact us.

### **Will ABS provide feedback to the students who have been rejected?**

If contacted, the Admissions Counsellor would be able to provide the appropriate reasons for rejection of your application.

### **How long can I defer my acceptance of admission?**

Candidates who are selected need to pay the admission fee of Rs. 50,000 within two weeks from the date of notification of selection. Delaying payment of fee would automatically lead to cancellation of admissions offer made.

### **Which Scores are accepted for admission?**

ABS accepts CAT, XAT and MAT scores conducted during November 2010 to January 2011.

### **What is the estimated cost of the program?**

Specific details of the course fee can be had from Admissions Counsellor.

### **Will I get a bank loan?**

ABS facilitates to arrange bank loans of the course fee, hostel and other support through any nationalized bank, which offers educational loan.

### **Will I get scholarships / funding from ABS for the course?**

Meritorious and deserving candidates are awarded scholarships ranging between Rs.1Lakh to Rs.5 Lakhs on applying to the ABS Scholarships Committee.

### **Which bodies recognize ABS Diploma?**

All India Council for Technical Education (AICTE), Ministry of HRD, and Government of India have approved the Post Graduate Diploma in Management offered by ABS. The details can be found in the official web site [www.aicte.ernet.in](http://www.aicte.ernet.in).

### **Is the Diploma recognized as equivalent to MBA?**

All India Council for Technical Education (AICTE) and Association of Indian Universities recognize the PGDM offered by ABS as equivalent to MBA in all technical terms. This degree is valid for higher education both in India and abroad.

### **What are the extracurricular activities available?**

ABS encourages participation in a large number of co-curricular activities apart from sports and games. Details of these can be had from the student's activities section in the ABS website.

### **Does ABS have hostel facility?**

ABS provides attached hostel facility both for boys and girls and details can be had from Admissions Counsellor.

### **Can I visit ABS for better understanding?**

We encourage students to visit our campus. Students who wish to visit ABS may contact Admissions Counselor and get the arrangements done. For further support contact Admissions Counselor at [admissions@absi.edu.in](mailto:admissions@absi.edu.in)

### **How is a PGDM course different from an MBA course?**

Technically, an MBA (Master of Business Administration) program is offered by University/Deemed University or their affiliated colleges. PGDM (Post Graduate Diploma in Management) certification is given by AICTE (All India Council for Technical Education), Government of India. Both are equivalent and are considered as Post Graduate level education. You can apply for a research grant or further studies in India or abroad based on these certifications. AICTE approval gives that authenticity to the program in terms of infrastructure, faculty strength, research, placements, and many other factors that ensure quality education. One must be careful with the term PGDM, as there are some B-Schools in India that offer PGDM even though they do not have AICTE approval. You are advised to refrain from joining such schools unless they are reputed for quality education. By the means of your own research, you may find out that AICTE approved PGDMs are more adaptable to market conditions as they don't have a legacy of a university system that treats all Post Graduate courses more or less in similar manner.

All IIMs and many premier institutes including ABS are AICTE approved and it is vouched by their placement track record.

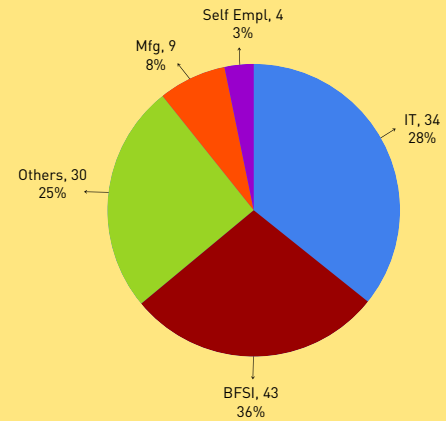
### Placements

Our track record of having good placements both during the time of the boom and burst has been recognized by topnotch business magazines. The Two year PGDM program of ABS is ranked among the top three in the state by business magazines like Business world, Business India and Dalal Street.

We are grateful to the patronage by a range of corporate recruiters such as ADP, Google, Wipro, Infosys, Mahindra Satyam, TCS, GVK BIO, Ranbaxy, ITC, CRISIL, JSW, Karvy, Deloitte, GE Capital, Bank of America, ICICI, and HSBC. This is because of the industry ready leaders that we have been producing since the inception of our college.

Placement of a student is an elaborately designed process at ABS. The placement cell of Aurora's works continuously to place a student based on his/her abilities and interests unlike many other B-Schools where placement is in accordance with the requirement in the industry. This ensures the sense of job satisfaction and achievement in our students.

120 Placements in 2010



### Our major recruiters


**Aurora's Business School**

6-3-456 /18 & 19, Dwarakapuri Colony  
Punjagutta, Hyderabad - 500 082.

**Tel:** +91 40 2335 0062, 2335 1892

**Mobile:** 92480 00802 / 3 / 4 / 5

**E-mail:** [admissions@absi.edu.in](mailto:admissions@absi.edu.in)

**URL:** [www.absi.edu.in](http://www.absi.edu.in)