



AURORA'S PG COLLEGE (MBA)

#1-118/10, Peerzadiguda, Uppal, Hyderabad-500 092 T.S.

Date :19-04-2023

CIRCULAR

Dear students, we are pleased to inform that, our R&D cell is Organizing a Seminar on 'Protecting Your Code: Copyrights and Licenses in Software Development,' on 20/04/2023 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

WJ
Principal

Aurora's PG College (MBA)
Uppal, Hyderabad-500092

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Sub
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

Ph.No. 040-27201451, Email:principal@apgc.edu.in

ACTIVITY REPORT

Name of the Activity	Protecting Your code: Copyrights and Licenses in Software Development	
Type of Activity	Seminar	
Date and Time of Activity	20.04.23	11:00am
Details of Participants	Staff, Students of MCA 1 st , 2 nd year students participated in the seminar	
Organizing Dept./Support System	MCA dept.	
Coordinator	Ms. A. Archana Reddy MCA Dept.,	
In Association with	IPR cell	
Details of Resource Persons	Dr.S.Rajesh, Professor, Social Educational Trust.	
Description	<p>On 20.04.23, Aurora's PG college (MBA), Uppal. has hosted a Seminar on Protecting Your code: CopyRights and Licenses in Software Development to Understand the Importance of aimed to provide an in-depth understanding of how copyrights and licensing affect software development and protection. The HOD addressed the students and welcomed the guest Dr.S.Rajesh, Professor, Social Educational Trust. to address the students</p> <p>The objective of the seminar is to explore the role of copyrights in protecting software code. To understand various software licensing models and their implications and discuss practical strategies or managing and enforcing copyrights and licenses. To provide guidance on choosing the right licensing approach for different software projects.</p> <p>The Outcomes of the seminar conveyed the importance of protecting software code through copyrights and licensing. Understanding the legal frameworks surrounding software protection is essential for developers to safeguard their creations, navigate legal challenges, and make informed decisions about licensing. As the software industry continues to evolve, maintaining robust IP practices will remain crucial for success.</p> <p>The Seminar Protecting Your code: CopyRights and Licenses in Software Development successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

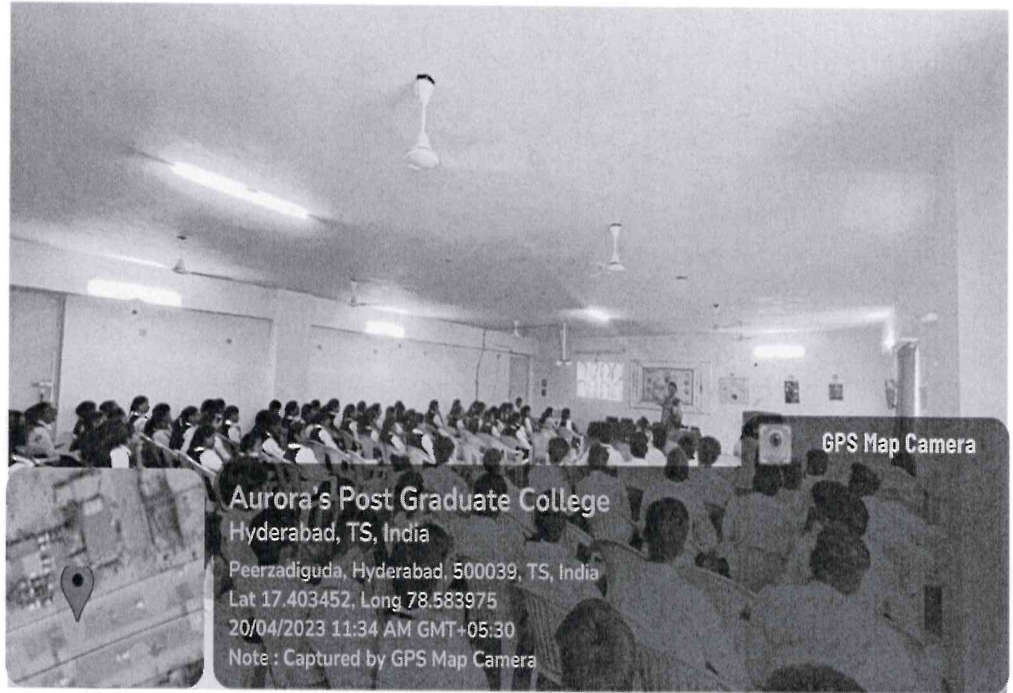

DIRECTOR

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Aurora's PG College (MBA)
Uppal, Hyderabad-500092



Feedback Form

Program Name: *A Seminar on Protecting your code: Copyrights & licenses in Software Deve.*
 Program Dates: *20.04.2023*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		✓			
Depth of coverage			✓		
Usefulness of materials provided				✓	
Balance between theory and practice		✓			

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation				✓	
Engagement and interaction			✓		
Response to participants' questions		✓			

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program				✓	

4. Any Suggestions: _____

DIRECTOR

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Uppal, Hyderabad-500092



Date :10-04-2023

CIRCULAR

Dear students, we are pleased to inform that the ED cell is Organizing a Seminar on 'Social Entrepreneurship: Creating Impact and Value,' on 13/04/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.


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Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	Social Entrepreneurship: Creating Impact and Value	
Type of Activity	seminar	
Date and Time of Activity	13.04.2023	11:00 am
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Coordinator	Mr. B. Santosh MBA Dept.,	
Organizing Dept./Support System	MBA& MCA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	A. Praveen Kumar RECKON GREEN INNOVATIONS PVT LTD Hyderabad	
Description	<p>On 13.04.2023, Aurora's PG College (MBA), Uppal has conducted a seminar on "Social Entrepreneurship: Creating Impact and Value," aimed at exploring how social entrepreneurship can drive positive social change while achieving financial sustainability. The seminar was designed for both MBA& MCA students interested in integrating social impact with business principles.</p> <p>MBA HOD addressed the students on need of Social Entrepreneurship and invited the guest Mr. A. Praveen Kumar, to address the gathering.</p> <p>He has provided an introduction to social entrepreneurship, defining it as the pursuit of social goals through innovative and sustainable business models. The session covered the core principles of social entrepreneurship and its significance in tackling pressing social issues.</p> <p>He also offered practical guidance on launching and running a social enterprise. Topics included identifying social issues, developing a business plan, securing funding, and measuring impact. The session also covered common challenges faced by social entrepreneurs and strategies for overcoming them.</p> <p>The seminar content was highly relevant and informative, with practical takeaways that could be applied to real-world social entrepreneurship ventures.</p>	

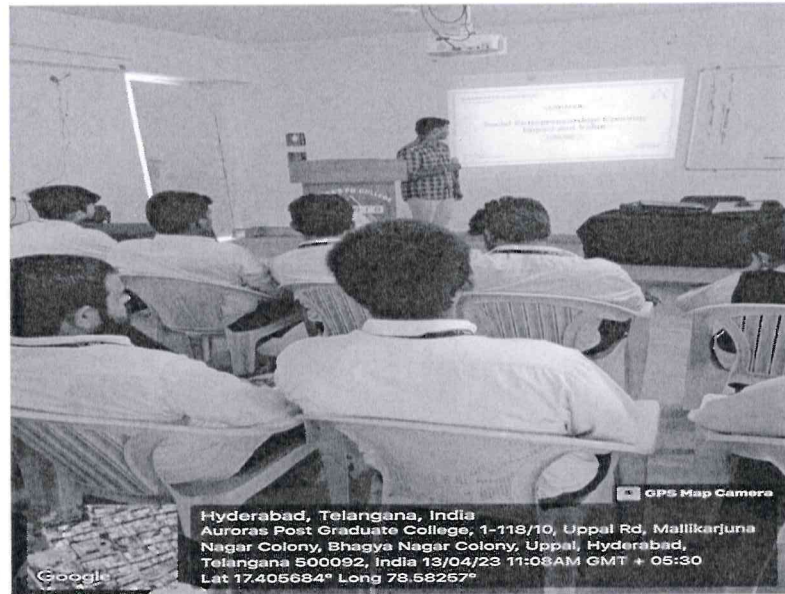
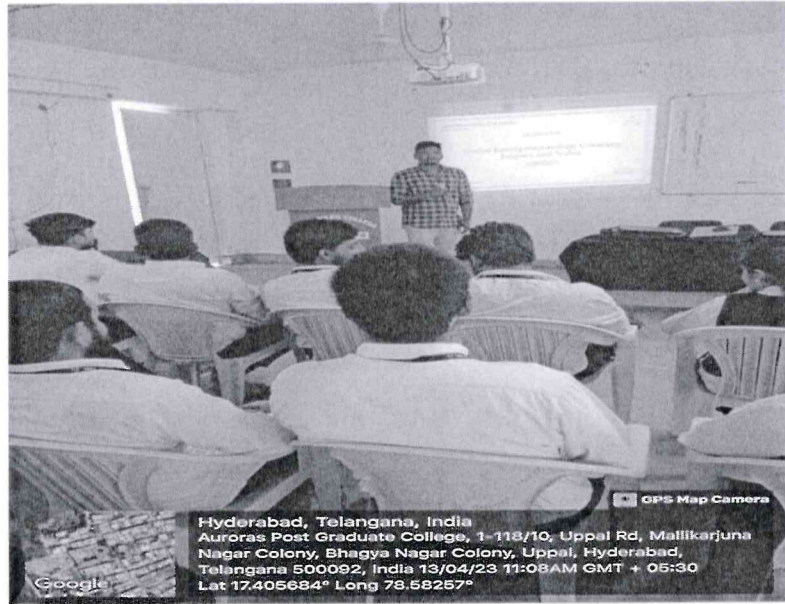


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Feedback Form

Program Name: *A Seminar on Social Entrepreneurship: Creating impact & value*

Program Dates: *13.04.2023*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		✓			
Depth of coverage	✓				
Usefulness of materials provided		✓			
Balance between theory and practice		✓			

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction		✓			
Response to participants' questions	✓				

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: _____

Aurora

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Uppal, Hyderabad-500092

Date :03-03-2023

CIRCULAR

Dear students, we are glad to inform that the IPR cell is Organizing Seminar on 'The role of IPR in sustainable development,' on 06/03/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	The Role of IPR in Sustainable Development	
Type of Activity	Seminar	
Date and Time of Activity	06.03.23	11:00am
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA&MCA dept.	
In Association with	IPR cell	
Coordinator	Mr. G. Mahesh MBA Dept.,	
Details of Resource Persons	Dr .J. Mahendra, Experienced Assistant Professor, with a demonstrated history of working in the research industry.	
Description	<p>On 06.03.23, Aurora's PG college (MBA), Uppal. Has hosted a Seminar on the Role of IPR in Sustainable Development to Understand the importance of we will explore how IPR can be leveraged to advance sustainability goals, drive innovation, and address global challenges such as climate change, resource depletion, and social equity.</p> <p>The HOD addressed the students and welcomed the guest Dr. J. Mahendra Experienced Assistant Professor, with a demonstrated history of working in the research industry to address the students.</p> <p>The objectives of the seminar Understand the Intersection of IPR and Sustainability Highlight successful examples where IPR strategies have promoted sustainable innovations and practices Discuss the barriers and potential solutions related to integrating IPR with sustainability objectives</p> <p>The Outcomes of the seminar Understand how patents, trademarks, copyrights, and trade secrets can be used to protect and promote sustainable innovations.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers.</p> <p>The Role of IPR in Sustainable Development Seminar successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

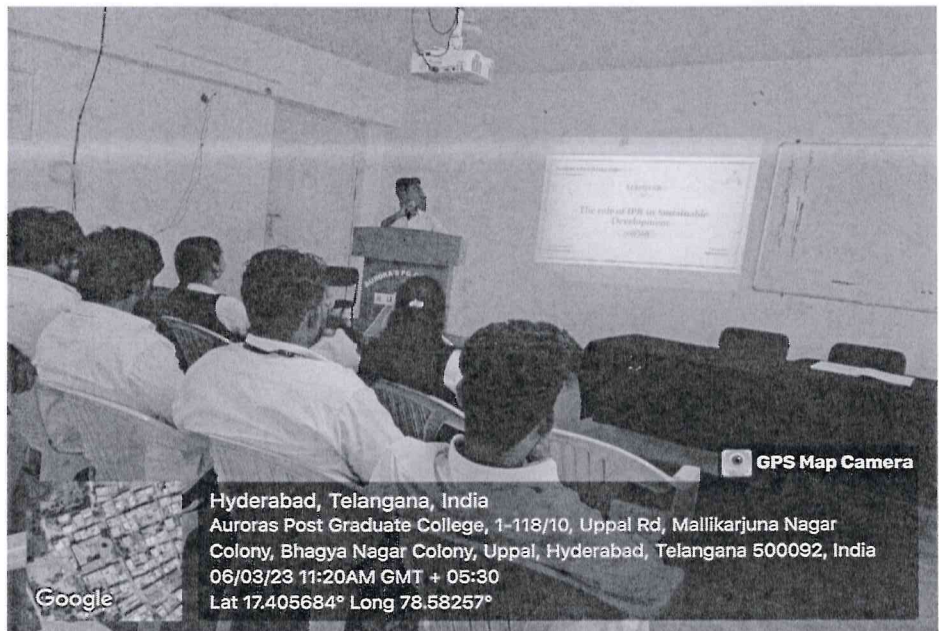
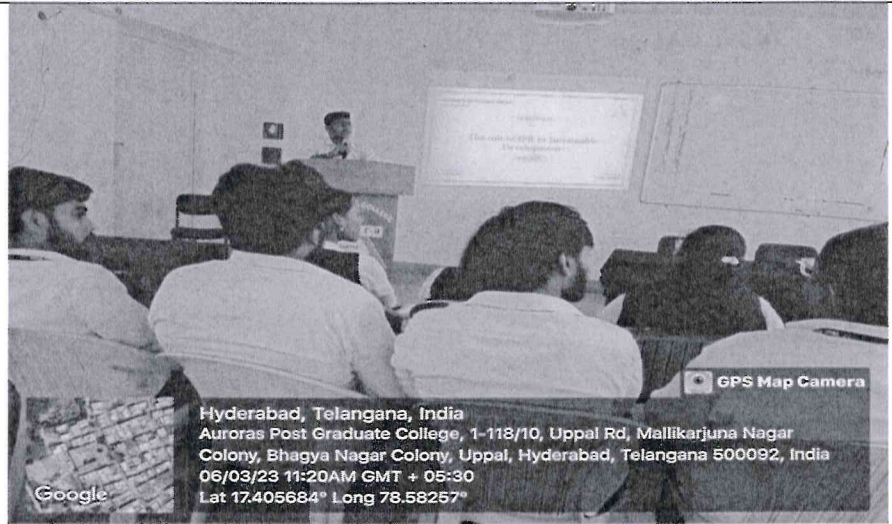


DIRECTOR

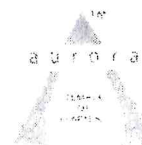
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Uppal, Hyderabad-500092



Feedback Form

Program Name: *A Seminar on the role of IPR in Sustainable development*

Program Dates: *06.03.2023*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered			✓		
Depth of coverage		✓			
Usefulness of materials provided			✓		
Balance between theory and practice		✓			

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise			✓		
Clarity of presentation		✓			
Engagement and interaction		✓			
Response to participants' questions			✓		

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program			✓		

4. Any Suggestions: _____

Aravind
DIRECTOR

Aurora's PG College (MBA)
Uppal, Hyderabad-500092



Date :27.02.23

CIRCULAR

Dear students, we are pleased to inform that, R&D cell is Organizing a Workshop on "Understanding Case Studies: How to Use Them in Your Research" on 28/02/2023 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.


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Uppal, Hyderabad



Workshop

on

Understanding Case Studies: How to Use Them in Your Research About the Workshop

Case studies are a powerful research tool, offering in-depth exploration and practical insights into complex issues within real-world contexts. Our session, "Understanding Case Studies: How to Use Them in Your Research," is designed to equip you with the skills to effectively leverage case studies in your research endeavors.

Resource Persons
Dr. Pradeep Kumar

Date & Time




28.02.2023
11:00 AM

Who can attend?
Students of MBA & MCA

Organized by
R & D Cell

Organised by
Department of Business
Management
&
Department of Computer
Applications

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 For Admissions : G. Mahesh : 91000 00301

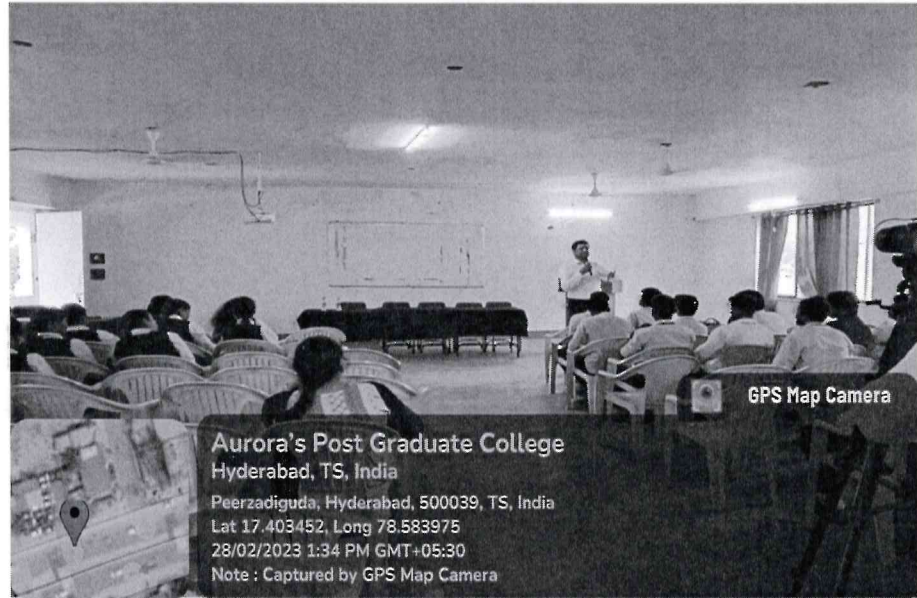
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ACTIVITY REPORT

Name of the Activity	Understanding case studies: How to Use them in Research.	
Type of Activity	workshop	
Date and Time of Activity	28.02.2023	Time: 11.00am to 4.00pm
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	R&D Cell	
Details of Resource Persons	Dr. Pradeep Kumar Associate Professor, CMR Institute of Technology, Hyderabad.	
Coordinator	Dr. Y. Azith MBA Dept.,	
Description	<p>On 28.02.2023 MBA & MCA departments of Aurora's PG College (MBA), Uppal. organized a Workshop on Understanding case studies: How to Use them in Research College Seminar Hall in association with R&D cell. understand complex issues or phenomena within their real-life context. Here's a guide on how to effectively use case studies in research</p> <p>The workshop was conducted by Dr. Pradeep Kumar, Associate Professor, CMR Institute of Technology, Hyderabad. an experienced professional comprehensive view of the start-up landscape and venture capital trends.</p> <p>The Objective of the Workshop gain a deep, understanding of a particular phenomenon, event, or situation. To understand how a phenomenon operates within its real-life context, including the influence of surrounding variables and conditions.</p> <p>The outcome of Workshop Provides detailed insights and a comprehensive picture of the subject, often revealing complexities and subtleties that might be missed with other methods. Helps in identifying contextual factors that impact the subject,</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers.</p> <p>Understanding case studies: How to Use them in Research successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	


 DIRECTOR
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 Uppal, Hyderabad-500092

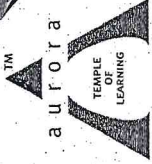
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Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. G. NIKHIL


of MBA / MCA has participated in Workshop on 'Understanding Case Studies: How to Use Them in Your

Research,' Organized by R& D Cell in association with Department of Business Management & Department of

Computer Applications.

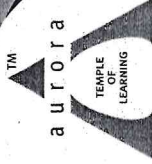

Coordinator

Principal
Aurora's PG College (MBA)
Uppal, Hyderabad-500092


DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to

Ms. NENAVATH MOUNIKA

of MBA / MCA has participated in Workshop on 'Understanding Case Studies: How to Use Them in Your

Research', Organized by R& D Cell in association with Department of Business Management & Department of Computer Applications.

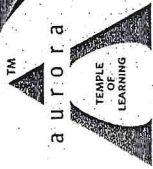
[Signature]
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

[Signature]
Coordinator

[Signature]
Principal
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092



CERTIFICATE OF PARTICIPATION

This certificate is presented to


MS. KALLA LAVANYA

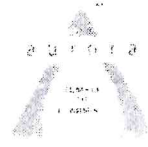

DIRECTOR

Aurora's PG College (MBA)
Uppal, Hyderabad-500092

of MBA / MCA has participated in Workshop on 'Understanding Case Studies: How to Use Them in Your Research,' Organized by R& D Cell in association with Department of Business Management & Department of Computer Applications.


Coordinator


Principal
Aurora's PG College (MBA)
Uppal, Hyderabad-500092



Feedback Form

Program Name: *Understanding the case studies: how to use them in your research*

Program Dates: *28/02/23*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage		✓			
Usefulness of materials provided	✓				
Balance between theory and practice		✓			

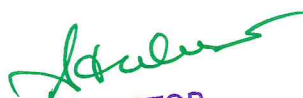
2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		✓			
Clarity of presentation	✓				
Engagement and interaction		✓			
Response to participants' questions	✓				

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

4. Any Suggestions: _____


 DIRECTOR
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092



Date :17-02-2023

CIRCULAR

Dear students, we are pleased to inform that the IPR cell is Organizing a Seminar on 'IPR challenges in the age of Artificial Intelligence,' on 20/02/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.


Principal

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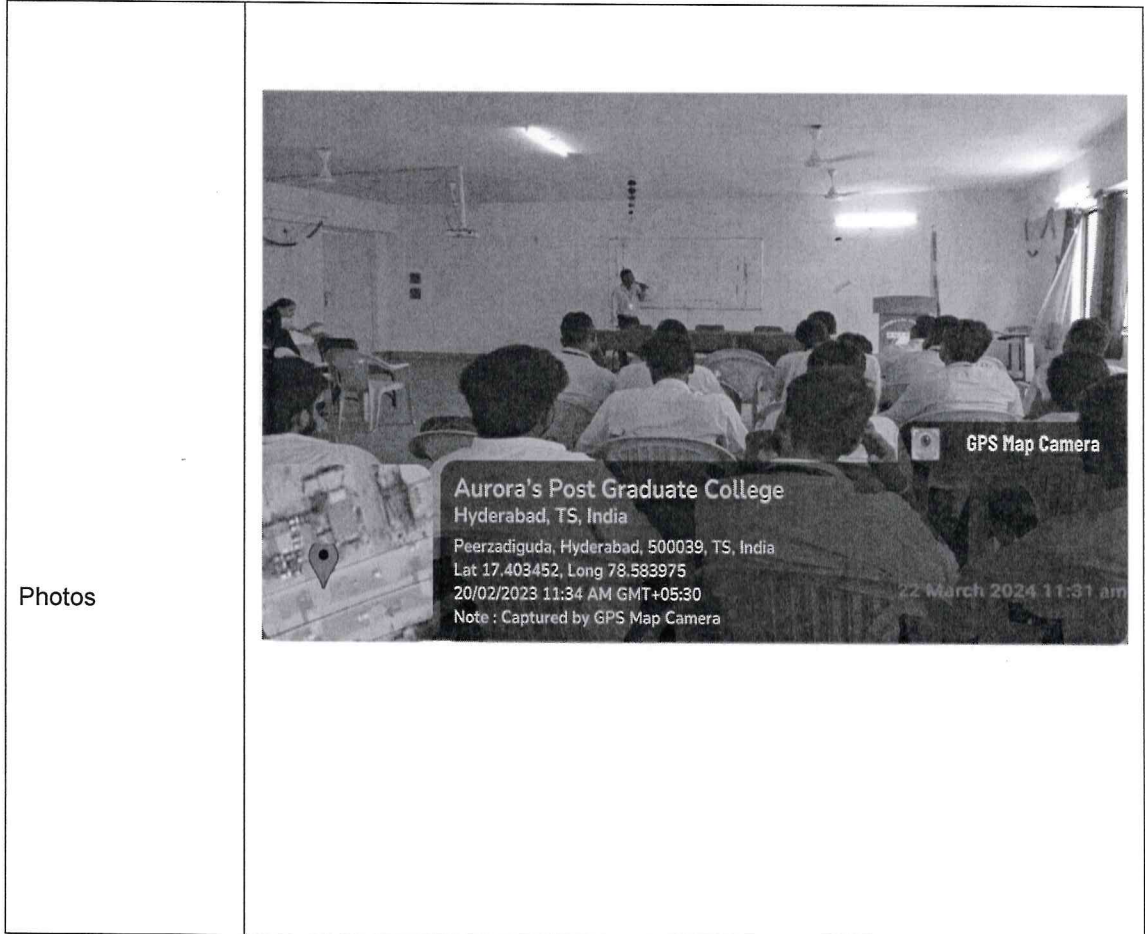
Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	IPR challenges in the age of Artificial Intelligence	
Type of Activity	Seminar	
Date and Time of Activity	20.02.23	11:00am
Details of Participants	Students of MBA & MCA 2 year actively participated in the college.	
Organizing Dept./Support System	MCA dept.	
Details of Resource Persons	Dr. A. Nagaraju, Associate Professor, School of Computing Sciences and Engineering, VIT University.	
In Association with	IPR cell	
Coordinator	Ms. A. Archana Reddy MCA Dept.,	
Description	<p>On 20.02.23, Aurora's PG college (MBA), Uppal. has hosted a Seminar on IPR challenges in the age of Artificial Intelligence to Understand the Importance of in an era where Artificial Intelligence is rapidly evolving and becoming an integral part of various industries, the landscape of Intellectual Property Rights is undergoing significant transformation.</p> <p>The HOD addressed the students and welcomed the guest Dr.A.Nagaraju Associate Professor, School of Computing Sciences and Engineering, IT University. to address the students.</p> <p>The objective of the seminar is to Understand the Impact of AI on IPR Frameworks analyse the Ownership and Authorship Issues. Review Current Legal and Regulatory Developments Explore potential approaches for adapting IPR frameworks to better accommodate AI advancements.</p> <p>The Outcomes of the seminar Participants will gain a clear understanding of how AI technologies are reshaping intellectual property landscapes and influencing legal frameworks.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers.</p> <p>The IPR challenges in the age of Artificial Intelligence Seminar successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	


 DIRECTOR

 Aurora's PG College (MBA)
Uppal, Hyderabad-500092



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Uppal, Hyderabad-500092



Feedback Form

Program Name: A Semina on IPR Challenges In the age of Artificial Intelli

Program Dates: 20.02.2023

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage			✓		
Usefulness of materials provided		✓			
Balance between theory and practice	✓				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation	✓				
Engagement and interaction		✓			
Response to participants' questions	✓				

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓	-		

4. Any Suggestions: _____

Aruba
 DIRECTOR
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092



Date: 04-02-2023

CIRCULAR

Dear students, we are pleased to inform that, ED cell is Organizing a Seminar On 'Customer -centric Innovation on 06/02/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.


Principal
Principal

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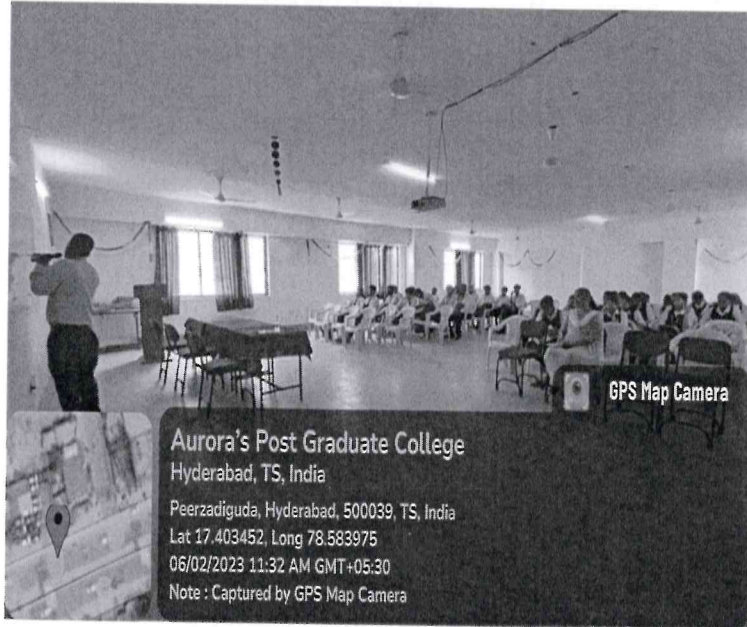
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092


ACTIVITY REPORT

Name of the Activity	Customer-Centric Innovation	
Type of Activity	seminar	
Date and Time of Activity	06.02.2023	11:00 am
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Coordinator	Ms. A. Swathi MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Coordinator	Mr. B. Santosh MBA Dept.,	
Details of Resource Persons	G. Nageshwara Rao CTO & Co- founder @ Digantara Hyderabad	
Description	<p>On 6th February, 2023 MBA Department of Aurora PG college(MBA),Uppal has Organized a Seminar on Customer-Centric Innovation in association with ED cell in the Seminar hall at first floor in our campus.</p> <p>MBA dept., HOD gave opening remarks of the seminar and invited Dr. G. Nageshwara Rao garu to address the students on Need for Customer Centric innovation in Contemporary scenario.</p> <p>The seminar brought together students of MBA 1 year and faculty members of the department. Objective of the seminar is to explore innovative strategies and methodologies for creating products, services, and processes tailored to meet the evolving needs and preferences of customers.The speaker has shared the real-world examples and case studies of Successful customer-centric innovations across different industries and sectors.</p> <p>The outcome of the session has enhanced students understanding of customer-centric innovation principles and methodologies and Acquisition of practical skills and tools for designing customer-centric solutions.</p> <p>The seminar on Customer-Centric Innovation provided participants with valuable insights and practical strategies for driving innovation with a focus on meeting customer needs</p>	

[Signature]
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Feedback Form

Program Name: A Seminar on customer-centric innovation

Program Dates: 06.02.2023

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage		✓			
Usefulness of materials provided	✓				
Balance between theory and practice		✓			

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation	✓				
Engagement and interaction		✓			
Response to participants' questions	✓				

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: _____

[Signature]
DIRECTOR

Aurora's PG College (MBA)
Uppal, Hyderabad-500092





Date :28.01.23

CIRCULAR

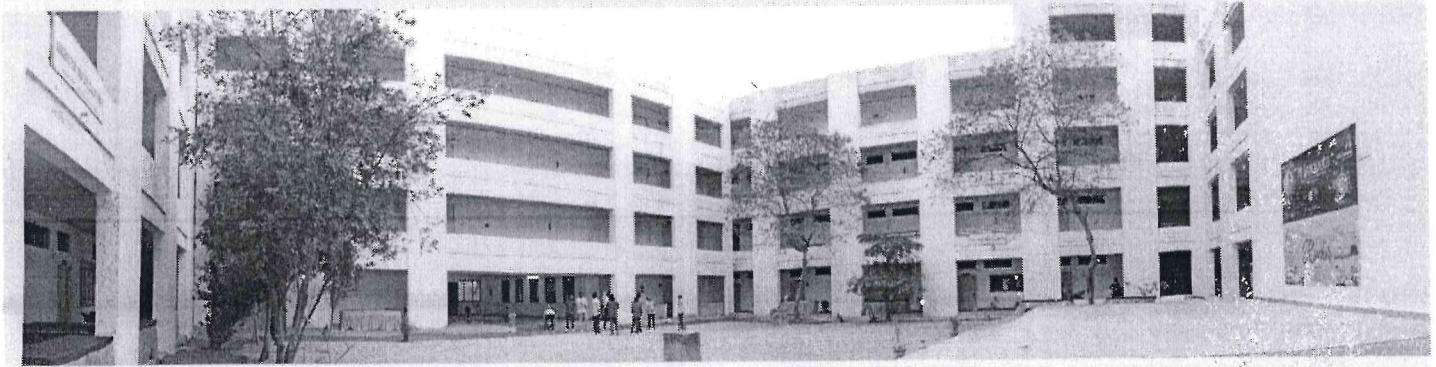
Dear students, we are pleased to inform that, R&D cell is Organizing a Workshop On **'How to Design Effective Surveys for Your Business Research',** on 30/01/2023 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.

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Workshop
on
**HOW TO DESIGN EFFECTIVE SURVEYS FOR
YOUR BUSINESS RESEARCH**

About the Workshop

Unlock the potential of your business research with our hands-on workshop on designing effective surveys. Learn the essentials of crafting surveys that yield actionable insights and drive informed decision-making. This workshop will cover everything from formulating clear, unbiased questions to choosing the right format and leveraging data analysis tools.

Resource Person
Dr. Dr. Karthik Kovuri

Date & Time




30.01.2023
11:00 AM

Who can attend?

Students of MBA & MCA



Organized by
R & D Cell

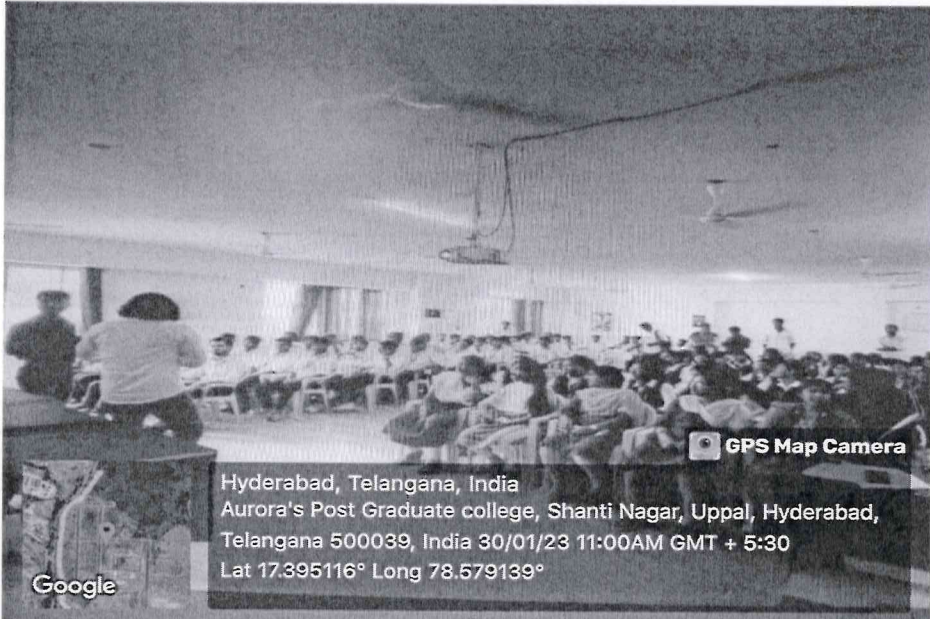
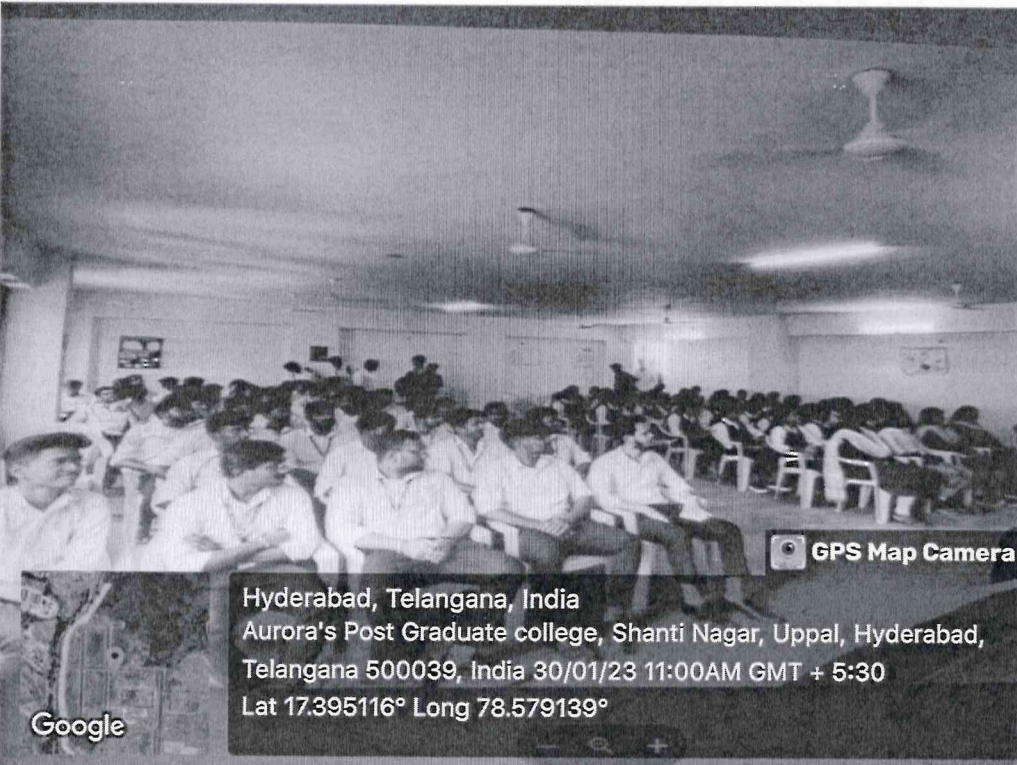
in association with
**Department of
Business Management
&
Department of
Computer Applications**

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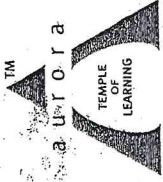
Aurora's
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	"How to Design Effective Surveys for Your Business Research"	
Type of Activity	workshop	
Date and Time of Activity	30.01.2023	Time: 11.00am to 4.00pm
Details of Participants	Students of MBA & MCA 1 year actively participated in the college.	
Organizing Dept./Support System	MBA & MCA	
In Association with	R & D Cell	
Details of Resource Persons	Dr. Karthik Kovuri Professor School of Engineering and Technology (SET)	
Coordinator	Dr. Y. Azith MBA Dept.,	
Description	<p>On 30.01.2023, MBA & MCA dept., of Aurora's PG college (MBA), Uppal - hosted an engaging workshop focused on "How to Design Effective Surveys for Your Business Research" Assets. The primary goal of this workshop was to equip participants with the skills and knowledge necessary to design effective surveys tailored to their business research needs.</p> <p>The session aimed to enhance participants' abilities in crafting well-structured surveys that yield valuable insights for strategic decision-making.</p> <p>The workshop was led by Dr. Karthik Kovuri, a distinguished professional in the field of Business research. The speaker provided participants with essential skills and knowledge for creating impactful surveys. It covered key principles of survey design, including question formulation, scaling methods, and avoiding biases. Participants engaged in practical exercises to apply these principles, learned strategies for effective survey distribution and data collection, and explored techniques for analyzing survey results.</p> <p>Workshop covered key concepts like fundamentals of survey design, including how to formulate clear and unbiased questions, choose appropriate response formats, and structure surveys to maximize response rates. Emphasis was placed on defining research objectives and aligning survey questions with these goals, ensuring that the data collected is both relevant and actionable.</p> <p>The workshop received positive feedback from students, with many appreciating the interactive format and the practical, real-world application of the content.</p>	
Photos	 	

<p>Photos</p>	 <p>Hyderabad, Telangana, India Aurora's Post Graduate college, Shanti Nagar, Uppal, Hyderabad, Telangana 500039, India 30/01/23 11:00AM GMT + 5:30 Lat 17.395116° Long 78.579139°</p>
	 <p>Hyderabad, Telangana, India Aurora's Post Graduate college, Shanti Nagar, Uppal, Hyderabad, Telangana 500039, India 30/01/23 11:00AM GMT + 5:30 Lat 17.395116° Long 78.579139°</p>

Principal
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092



AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092

CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. M. Rohit

of MBA / MCA has participated in Workshop on 'How to Design Effective Surveys for Your Business Research,'

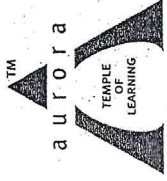
Organized by R& D Cell in association with Department of Business Management & Department of Computer

Applications.

V. Vijaya
Coordinator

Principal
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

V. Vijaya
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092



AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092

CERTIFICATE OF PARTICIPATION

This certificate is presented to

Mr. CH. Pavan

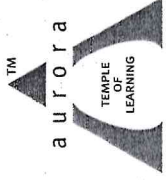
of MBA / MCA has participated in Workshop on 'How to Design Effective Surveys for Your Business Research,'

Organized by R&D Cell in association with Department of Business Management & Department of Computer

Applications.

[Signature]
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

[Signature]
Principal
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AURORA'S PG COLLEGE (MBA)

Uppal, Hyderabad, Pin: 500092

CERTIFICATE OF PARTICIPATION

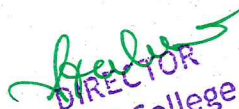
This certificate is presented to

Ms. A. Nisha

of MBA / MCA has participated in Workshop on 'How to Design Effective Surveys for Your Business Research,'

Organized by R&D Cell in association with Department of Business Management & Department of Computer

Applications.


DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092


Coordinator

Principal
Aurora's PG College (MBA)
Uppal, Hyderabad
Principal

Feedback Form

Program Name: *How to Design effective surveys for you Business Research*Program Dates: *30.01.2023*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		✓			
Depth of coverage		✓			
Usefulness of materials provided			✓		
Balance between theory and practice			✓		

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		✓			
Clarity of presentation		✓			
Engagement and interaction			✓		
Response to participants' questions			✓		

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program			✓		

4. Any Suggestions: _____

Aurora
 DIRECTOR
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 Uppal, Hyderabad-500092



Date :06-01-2023

CIRCULAR

Dear students, we are pleased to inform that, IPR cell is Organizing a Seminar On 'Overview of Different Types Of IPR: Patents, Trademarks, Copyrights, And Trade Secrets,' on 07/01/2023 at 11:00am in 2nd floor Seminar Hall. Request all the students to attend and engage fully.

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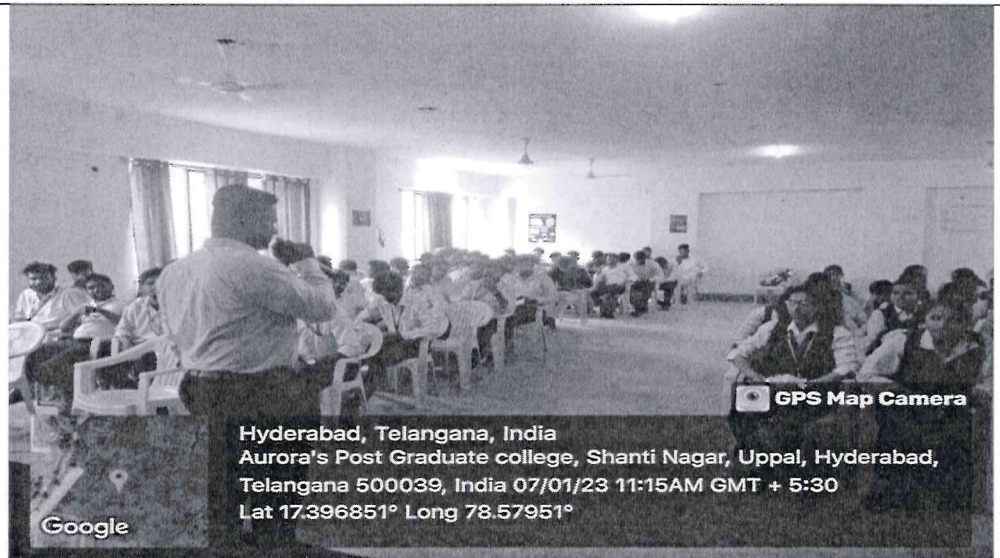
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Aurora's PG College (MBA)
Uppal, Hyderabad-500092

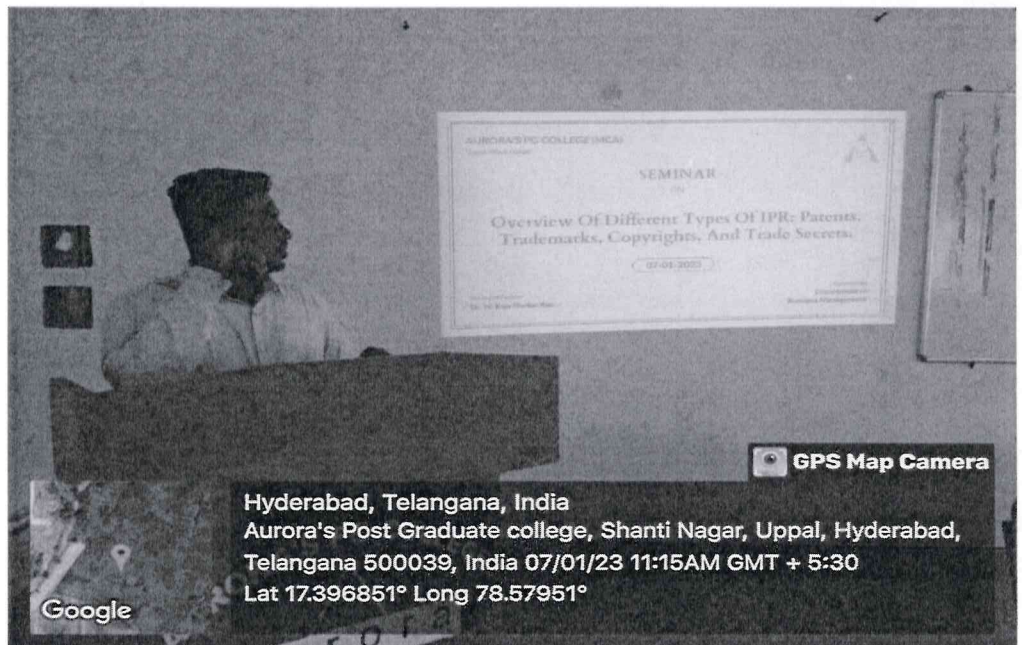
ACTIVITY REPORT

Name of the Activity	Overview Of Different Of IPR: Patents, Trademarks, Copyrights, And Trade Secrets.	
Type of Activity	Seminar	
Date and Time of Activity	07.01.2023	11:00am
Details of Participants	Staff,students of MBA 1 st ,2 nd year students Actively Participated in the seminar	
Organizing Dept./Support System	MBA dept.	
In Association with	IPR cell	
Details of Resource Persons	Dr.N.Raja Shekar Rao, Senior Professor, School of Management Studies at the University of Hyderabad.	
Coordinator	Mr. G.Mahesh MBA Dept.,	
Description	<p>On 07.11.2019, Aurora's PG college (MBA), Uppal, has hosted a Seminar on Overview of Different Of IPR:Patents,Trademarks,Copyrights, and Trade Secrets. to Understand the Importance IP in safeguarding software innovations and ensuring a competitive edge in the tech industry.</p> <p>The HOD addressed the students and welcomed the guest Dr.N.Raja Shekar Rao, Senior Professor,School of Management Studies at the University of Hyderabad. to address the students</p> <p>The objective of the Seminar to understand overview of different types of Intellectual Property Rights (IPR) including Patents, Trademarks, Copyrights, and Trade Secrets is to offer a comprehensive understanding of the various legal mechanisms available for protecting intellectual assets. By delineating the key characteristics, scope, and applications of each type of IPR</p> <p>The Outcomes of the seminarTrademarks protect symbols, names, words, logos, or designs that distinguish goods and services of one entity from those of others.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers.</p> <p>The on Overview Of Different Of IPR:Patents,Trademarks,Copyrights, and Trade Secrets.successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

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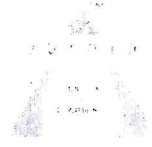


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Aurora's PG College (MBA)
Uppal, Hyderabad-500092

Feedback Form



Program Name: A Seminar On Overview of Different Types IPR

Program Dates: 07.01.2023

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		✓			
Depth of coverage	✓				
Usefulness of materials provided			✓		
Balance between theory and practice	✓				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction	✓				
Response to participants' questions			✓		

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: _____

Aurora
 DIRECTOR
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092



Date :09-12-2022


CIRCULAR

Dear students, we are pleased to inform that, Innovation cell is Organizing a Seminar on 'Ideation and Brainstorming Methods,' on 12/12/2022 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.


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Aurora's PG College (MBA)
Uppal, Hyderabad-500092

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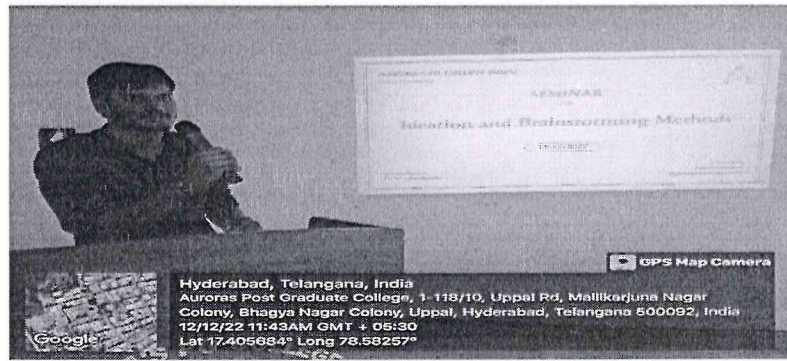

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Aurora's PG College (MBA)
Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	Ideation and Brainstorming Methods	
Type of Activity	Seminar	
Date and Time of Activity	12.12.2022	11:00 am
Details of Participants	MBA First Year Students	
Coordinator	Ms. A. Swathi MBA Dept.,	
Organizing Dept./Support System	MBA	
In Association with	Entrepreneurship Development Cell	
Details of Resource Persons	M.Govindaraju Professor Amritha Vishwa Vidyapeetham	
Description	<p>On 12th December 2022, Aurora's PG college(MBA), Uppal organized a seminar on Ideation and Brainstorming Methods. The event brought together all the students and Faculty Members. The principal addressed the gathering and welcomed the guest. The HOD introduced the guest and handed over to the speaker.</p> <p>Resource person M.Govindaraju has presented the seminar and educated the audience about the techniques of Brainstorming and case studies with examples.</p> <p>The objective of the seminar is to provide participants with practical insights and techniques to enhance their ideation process and foster creativity in problem-solving. By exploring various brainstorming methods, participants were equipped with valuable tools to generate innovative ideas individually and collaboratively.</p> <p>The outcomes of the seminar presentation on Ideation and Brainstorming Methods include equipping participants with practical tools, enhancing their creative thinking abilities, and empowering them to become more effective problem solvers and innovators.</p> <p>The seminar presentation on Ideation and Brainstorming Methods concluded successfully, achieving its objective of educating and empowering the audience with practical tools and techniques to enhance their ideation process.</p>	

Swathi
 DIRECTOR
 Aurora's PG College (MBA)
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Feedback Form

Program Name: *a seminar on Ideation and Brainstorming methods.*

Program Dates: *12.12.22*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓				
Usefulness of materials provided	✓				
Balance between theory and practice	✓				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		✓			
Clarity of presentation		✓			
Engagement and interaction	✓				
Response to participants' questions	✓				

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

4. Any Suggestions:

Aurora's
 Director
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092

Date :07-12-2022

CIRCULAR

Dear students, we are pleased to inform that the IPR cell is Organizing a Seminar on 'Indian Scenario of IPR,' on 09/12/2022 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

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Principal

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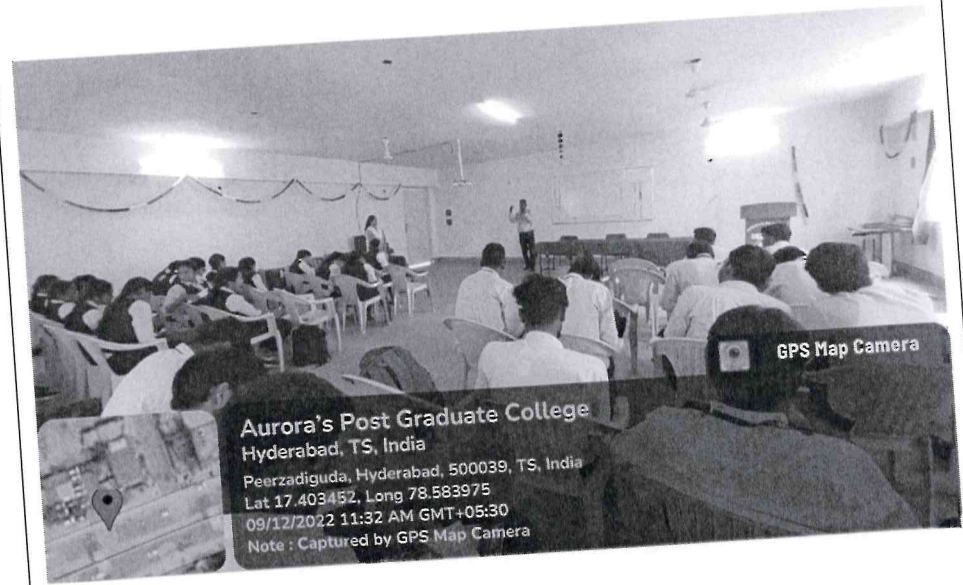
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DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

ACTIVITY REPORT

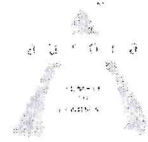
Name of the Activity	Indian Scenario of IPR	
Type of Activity	Seminar	
Date and Time of Activity	09.12.22	11:00am
Details of Participants	Staff, students of MBA, MCA 1 st year students Actively Participated n the seminar.	
Organizing Dept./Support System	MBA&MCA dept.	
In Association with	IPR cell	
Coordinator	Ms. A. Swathi MBA Dept.,	
Details of Resource Persons	Dr.S.Sumalatha Assistant Professor SRM University	
Description	<p>On 09.12.22, Aurora's PG college(MBA),Uppal. has hosted a Seminar on Indian Scenario of IPR to Understand the Importance of Intellectual Property Rights (IPR) are crucial legal protections granted to creators and inventors to safeguard their innovations, artistic works, and brands.</p> <p>The HOD addressed the students and welcomed the guest Dr.S. Sumalatha Assistant Professor at SRM University to address the students</p> <p>The objective of the seminar is to Understand By providing legal protections and exclusive rights, IPR aims to stimulate the development of new inventions, artistic works, and brands. This encourages individuals and organizations to invest time and resources in research and creative endeavours.</p> <p>The Outcomes of the seminar Participants India has seen a rise in patent filings, reflecting growing innovation in various fields, including pharmaceuticals, information technology, and engineering.The Indian copyright regime has adapted to new forms of digital content and technology, helping to protect literary, artistic, and entertainment works in the digital age.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers.</p> <p>The Indian Scenario of IPR Seminar successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

Swathi
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Feedback Form

Program Name: Indian Scenario of IPR

Program Dates: 09-12-22

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓				
Usefulness of materials provided	✓				
Balance between theory and practice	✓				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction		✓			
Response to participants' questions		✓			

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program	✓				

4. Any Suggestions: _____

DIRECTOR
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092



Date :24-11-2022

CIRCULAR


Dear students, we are pleased to inform that, ED cell is Organizing a Seminar on 'Trademarks: Building and Protecting Your Brand Identity,' on 25/11/2022 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.


Principal

Aurora's PG College (MBA)
Uppal, Hyderabad-500092

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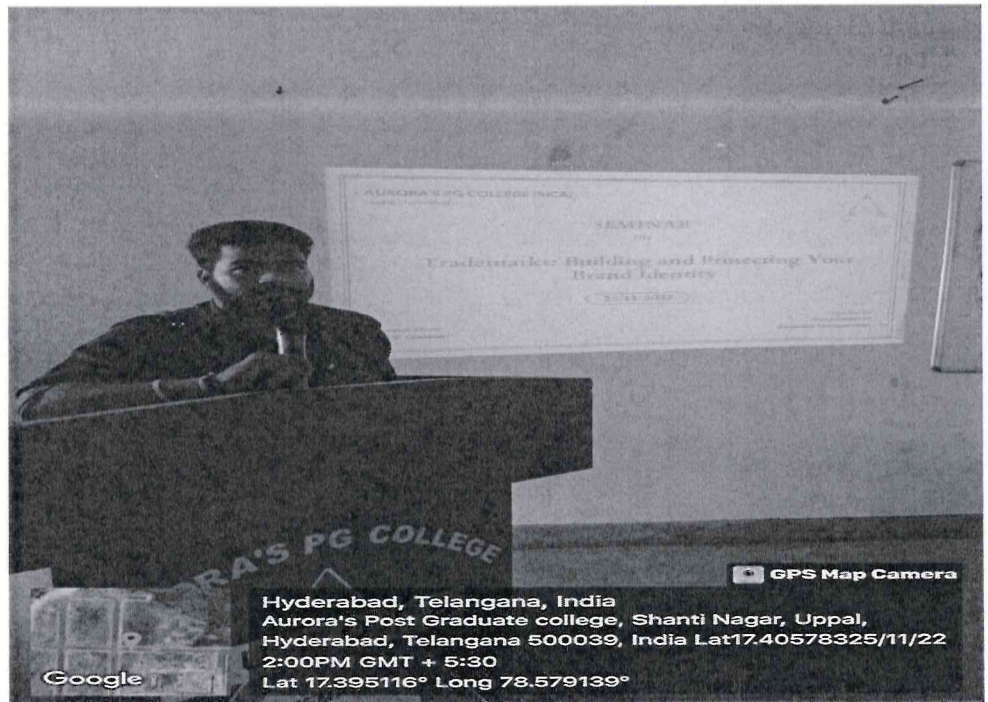
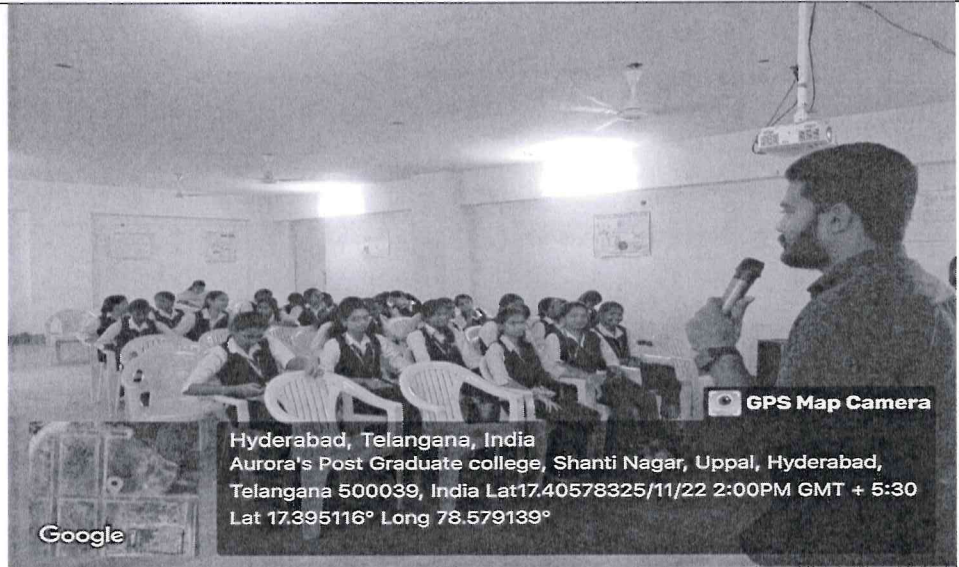

DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

ACTIVITY REPORT

Name of the Activity	Trademarks Building and Protecting Your Brand Identity	
Type of Activity	Seminar	
Date and Time of Activity	25.11.22	1:00pm
Details of Participants	Staff, Students MBA 1 st , 2 nd year actively participated in the seminar	
Organizing Dept./Support System	MBA dept.	
In Association with	IPR cell	
Coordinator	Ms. A. Swathi MBA Dept.,	
Details of Resource Persons	Dr.R.Dinakar Associate Professor, Research Supervisor at Chinmaya Vishwa Vidyapeeth.	
Description	<p>On 25.11.22, Aurora's PG college(MBA),Uppal. has hosted a Seminar on Trademarks Building and Protecting Your Brand Identity to Understand the Importance of Trademarks are crucial for establishing and maintaining a unique brand identity in the marketplace.</p> <p>The HOD addressed the students and welcomed the guest Dr.R.Dinakar Associate Professor, Research Supervisor at Chinmaya Vishwa Vidyapeeth. to address the students</p> <p>The objective of the seminar is to Educate students on businesses and individuals on what constitutes a trademark, including symbols, names, logos, and slogans. Guide businesses in creating a distinctive and memorable trademark that effectively represents their brand.</p> <p>The Outcomes of the seminar A clear grasp of the elements that can be protected under trademark law Development of a unique brand identity that stands out in the marketplace and resonates with target audiences.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers. The Trademarks Building and Protecting Your Brand Identity Seminar successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

Swathi
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092

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 DIRECTOR
 Aurora's PG College (MBA)
 Uppal, Hyderabad-500092

Feedback Form

Program Name: *A Seminar on "Trademarks: Building and protecting your brand identity"*

Program Dates: *25-11-2022*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage			✓	✓	
Usefulness of materials provided		✓			✓
Balance between theory and practice					✓

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise	✓				
Clarity of presentation		✓			
Engagement and interaction			✓		
Response to participants' questions				✓	

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

4. Any Suggestions: _____

Aurora
DIRECTOR
Aurora's PG College (MBA)
Uppal, Hyderabad-500092



Date :29-10-2022

CIRCULAR

Dear students, we are pleased to inform that, R&D cell is Organizing a Seminar on 'Leveraging Big Data: Opportunities and Challenges for Researchers,' on 31/10/2022 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.

WJ
Principal

Aurora's PG College (MBA)
Uppal, Hyderabad-500092

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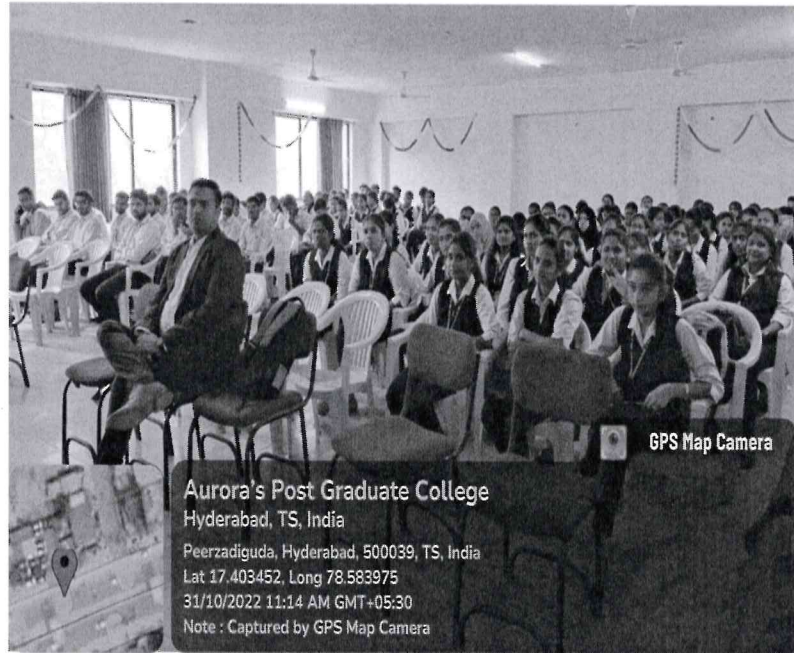
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ACTIVITY REPORT

Name of the Activity	Leveraging Big Data: Opportunities and Challenges for Researchers"	
Type of Activity	Seminar	
Date and Time of Activity	31.10.2022	11.00am
Details of Participants	Students of MCA 1,2 year has attended the seminar.	
Organizing Dept./Support System	MCA dept.	
In Association with	R&D cell	
Coordinator	Dr. M. V. Narasimha Rao MBA Dept.,	
Details of Resource Persons	Dr. HariKrishna Battu .NET Developer at wipro	
Description	<p>On 31.10.2022, Aurora's PG college (MBA), Uppal. had of A Seminar on Leveraging Big Data: Opportunities and Challenges for Researchers to Understand the importance of In our digital age, the advent of big data—characterized by its vast volume, velocity, and variety—has opened new frontiers for discovery and innovation. Researchers are now equipped with unprecedented tools and methodologies to extract insights, predict trends, and make data-driven decisions. From health and social sciences to environmental studies and beyond, the potential applications are boundless.</p> <p>The HOD addressed the students and welcomed the guest Dr. HariKrishna Battu .NET Developer at wipro. The Seminar Brought Together Students, Faculty Members to Explore the Strategies of Leveraging Big Data: Opportunities and Challenges for Researchers</p> <p>The Objective of the seminar to Understand “Leveraging Big Data: Opportunities and Challenges for Researchers” is to provide researchers with a comprehensive understanding of how to effectively utilize big data in their work while addressing the inherent challenges</p> <p>The Outcome of this seminar Enhanced Understanding of Big Data Awareness of Opportunities and Challenges Practical Knowledge and Skills Strategies for Overcoming Challenges, Insightful Case Studies</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers</p> <p>The Seminar on Leveraging Big Data: Opportunities and Challenges for Researchers successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	

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Feedback Form

Program Name: A Seminar on leveraging Big data: opportunities & challenges in research

Program Dates: 31/10/2022

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered	✓				
Depth of coverage	✓				
Usefulness of materials provided	✓				
Balance between theory and practice	✓				

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		✓			
Clarity of presentation		✓			
Engagement and interaction		✓			
Response to participants' questions		✓			

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		✓			

4. Any Suggestions:

Aurora
 DIRECTOR
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 Uppal, Hyderabad-500092



Date :06-08-2022

CIRCULAR

Dear students, we are pleased to inform that, R&D cell is Organizing a Seminar on 'Data collection Strategies: from Surveys to Experiments' on 08/08/2022 at 11:00 am in 2nd floor Seminar Hall. Request all the students to attend, we look forward to your enthusiastic participation.


Principal

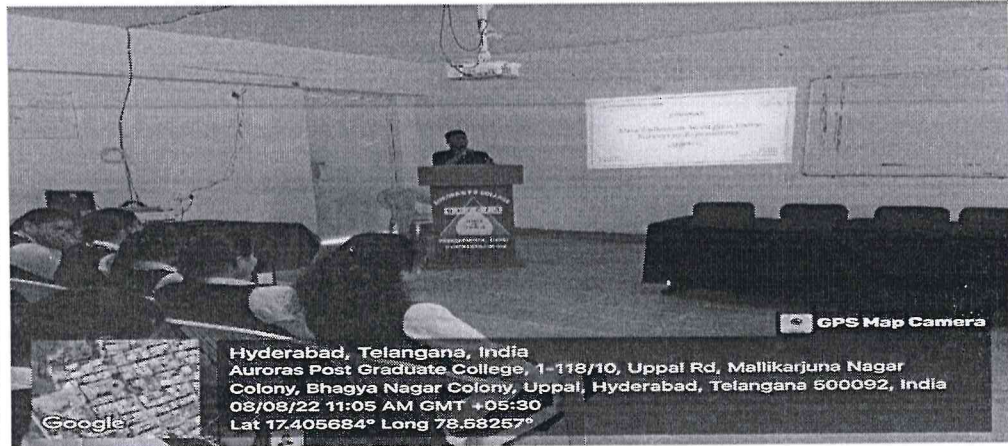
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ACTIVITY REPORT

Name of the Activity	Data Collection Strategies: From Surveys to Experiments	
Type of Activity	Seminar	
Date and Time of Activity	08.08.2022	11:00am
Details of Participants	Students of MBA 1 year, has attended the seminar.	
Organizing Dept./Support System	MBA dept.	
In Association with	R&D cell	
Coordinator	Dr.M.V.Narasimha rao	
Details of Resource Persons	Dr.Raju Polumaru Assistant Professor,Department ofBusiness management, Osmania University Post Graduate College,	
Description	<p>On 08.08.2022, Aurora’s PG college(MBA),Uppal. had hosted A Seminar on Data Collection Strategies: From Surveys to Experiments to Understand the importance of In today's rapidly evolving world, effective data collection is the backbone of informed decision-making, research, and innovation. Whether you’re a researcher, business analyst, or policymaker, understanding the best strategies for gathering and interpreting data is crucial.</p> <p>The HOD addressed the students and welcomed the guest Dr.Raju Polumaru Assistant Professor,Department ofBusiness management, Osmania University Post Graduate College.</p> <p>The Seminar Brought Together Students, Faculty Members to Explore The Strategies Of Data Collection Strategies: From Surveys to Experiments</p> <p>The Objective of the seminar Understand Different Data Collection Methods Design Effective Surveys Implement Experimental Designs Assess Data Quality Address Ethical ConsiderationsImprove your ability to make informed decisions based on robust data collection methods, leading to more effective and credible conclusions in your research or professional work.</p> <p>The Outcome of this seminar Provides Distinguish between various data collection methods, including surveys, experiments, interviews, and observational techniques, and select the most suitable approach based on research goals and context.Design robust experimental setups, including control and treatment groups, to test hypotheses. Understand how to analyse experimental data to establish causality and interpret findings accurately.</p> <p>Attendees appreciated the practical advice and real-world examples provided by the speakers</p> <p>The Seminar on Presentation Skills: How to Effectively Share Your Research Findings successfully met its objectives by providing valuable insights and practical skills essential for conducting research.</p>	



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Aurora's PG College (MBA)
Uppal, Hyderabad-500092

Feedback Form

Program Name: *Data collection strategies - from surveys to experiments*Program Dates: *08-08-22*

1. Program Content:

Please rate the following aspects of the program content:

Aspect	Excellent	Very Good	Good	Fair	Poor
Relevance of topics covered		/			
Depth of coverage	/				
Usefulness of materials provided		/			
Balance between theory and practice		/			

2. Program Delivery:

Aspect	Excellent	Very Good	Good	Fair	Poor
Instructor's knowledge and expertise		/			
Clarity of presentation		/			
Engagement and interaction		/			
Response to participants' questions		/			

3. Overall Satisfaction:

Aspect	Excellent	Very Good	Good	Fair	Poor
Overall satisfaction with the program		/			

4. Any Suggestions: _____

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