



School of Business

About School of Business

The programs of School of Business offer a deep understanding of the complex business challenges facing today's emerging and mature global markets.

The key is to provide quality interaction with faculty members, recognized in their respective domains.

Academic sessions are planned with the innovative educational concepts, with the application of latest cutting edge business theories.

The School leverages out the benefit of being situated within the vicinity of industrial hub at Hazira, Surat. There is a regular interaction with corporate houses – NTPC, ONGC, BHEL, ESSAR, KRIBHCO, RELIANCE etc – for industry exposure and networking.

This hands-on learning gives students a competitive edge, leading to their personal and professional growth.

The School of Business currently offers-

- Master of Business Administration (2 years) with a specialization in any one: Marketing, Human Resource, Finance, International Business, or Hospitality Management
- Bachelor of Business Administration (3 years) with a specialization in any one: Marketing, Human Resource, Finance, International Business, or Taxation
- *Bachelor of Business Administration + PG Diploma in Family Managed Business (3 + 1 years)
- *Bachelor of Business Administration + PG Diploma in Financial Markets (3 + 1 years)
- PG Diploma in Family Managed Business (1 year)

New courses from Academic session 2018

- Ph. D. - Business Management
- PG Diploma in Financial Markets (1 year)
- Bachelor of Commerce (3 Years)

* With the provision to exit after 3 years with a BBA degree

MBA

Program Highlights

- Students learn to apply cutting edge management concepts to real, relevant and live business problems.
- It instils within students an entrepreneurial spirit and an ability to recognize and anticipate opportunity.
- Rigorous program with constantly evolving curriculum approved by academic and industry experts on board.
- Extensive industry engagement opportunities in terms of internships, live projects and distinguish guest speakers from industry.
- Integral & transformational approach to managing business with strong focus on value based management education.

Program Benefits

- Gain the knowledge, skills and attributes needed to make critical decisions as future business leaders and managers.
- Develop an understanding of the way businesses are run so that they can become positive change agents in their work and life.
- Work more effectively, efficiently and with greater creativity in the work place.
- Ability to go beyond academic management approaches.

- Develop an ethical perspective among students regarding problems and challenges faced by businesses across the world.

Eligibility Criteria for Master of Business Administration (2 years)

- Bachelor's degree (10+2+3 Or 10+2+4) from a recognized University / Institute in India or abroad, with a minimum of 50% marks.
- In case the Bachelor's degree received from abroad, an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- Student expecting their results by July 2018 may also apply for provisional admission subject to the fact that their aggregate score in Bachelor Degree Examination shall be a minimum of 50% marks.
- Valid score on either of the Management Aptitude Test (MAT) conducted by the All India Management Association OR Common Admission Test (CAT) conducted by IIMs OR Graduate Management Aptitude Test (GMAT) conducted by the Graduate Management Admission Council (GMAT) OR XAT conducted by XLRI OR Common Management Admission Test (CMAT) conducted by All India Council for Technical Education (AICTE), Ministry of HRD, Government of India.
- Group Discussion & Personal Interview.

Program Structure - MBA

YEAR-1	Sem - 1	Sem - 2
	<ul style="list-style-type: none"> Quantitative Techniques & Operations Research Accounting for Managers Principles of Management Organizational Behavior Marketing Management Managerial Economics Professional Communication 	<ul style="list-style-type: none"> Production and Operations Management Management Information System and Spread Sheet Modelling Financial Management Research Methodology Human Resource Management Entrepreneurship and New Venture Planning Introduction to Science of Living Foundation of Indian Culture expanding

YEAR-2	Sem - 3	Sem - 4
	<ul style="list-style-type: none"> Business Environment Logistics and Supply Chain Management Strategic Management 	<ul style="list-style-type: none"> Business Ethics and Corporate Governance Project Management Management Control Systems

* Electives available In Marketing, Finance, Human Resource Management, Hospitality Management and International Business

YEAR-2	Sem - 3	Sem - 4
Marketing	<ul style="list-style-type: none"> Brand Management Marketing Research Services Marketing Retail Marketing 	<ul style="list-style-type: none"> Rural Marketing International Marketing Strategic Marketing Business to Business Marketing
Finance	<ul style="list-style-type: none"> Security Analysis & Portfolio Management MFS Mergers & Acquisitions International Finance 	<ul style="list-style-type: none"> Behavioral Finance Financial Derivatives Corporate Taxation Corporate Finance
Human Resource	<ul style="list-style-type: none"> Compensation and Benefits management Performance Management and Appraisals HRM Strategic HRM Talent Management 	<ul style="list-style-type: none"> Labor Relations and Industrial Disputes Leadership and Organizational Development Training and Development Employee Relationship Management
Hospitality Management	<ul style="list-style-type: none"> Fundamentals of Hospitality and Tourism Industry Hospitality Operations Management Gastronomic Tourism Managing the International Hospitality Service Experience 	<ul style="list-style-type: none"> 1 elective from: *Tourism Digital Distribution Strategies *Events *Revenue Management *Tourism Innovation and Entrepreneurship Facilities Planning Contemporary Strategic Management Issues in Hospitality Industry Dissertation
International Business	<ul style="list-style-type: none"> International Trade: Procedures and Documentation International Advertising Cross-Cultural Consumer and Buyer Behavior Global Strategic Management 	<ul style="list-style-type: none"> International Business Policy and Strategy International Entrepreneurship International Trade Operations Advanced Business French

BBA

Program Highlights

- Integral and Transformational Learning for future leaders
- Knowledge and understanding of all business and management disciplines
- Live projects and field visits
- Diverse Course Specializations with Entrepreneurial mindset development
- 24x7 Academic support with a fully equipped digital library & Technical Student support through VLE, Nemesis, and Virtual Recorded Sessions (If Smart Classes is a feature very soon)
- Eminent faculty experts - in house and visiting
- Contemporary and Innovative Pedagogy and curriculum
- Peer learning

Program Benefits

- Understanding and developing business acumen with a blend of entrepreneurship
- Broadens student awareness and understanding of the challenges in a global economy.

- Supports develop student capability to analyze business phenomena effectively and efficiently in a simulated environment.
- Makes students proficient in basic functional managerial knowledge and skills
- Helps develop sound decision making abilities and an analytical approach.
- Aids students demonstrate leadership skills with social sensitivity

Eligibility Criteria for

1. Bachelor of Business Administration (3 years)
 2. Bachelor of Business Administration + P G Diploma Family Managed Business (3 + 1 Years)
 3. Bachelor of Business Administration + P G Diploma Financial Markets (3 + 1 Years)
 4. BBA 2nd Year Lateral Entry
- Successful completion of Class XII (10+2) or equivalent examination in any stream with 50% aggregate marks or equivalent grade. Students expecting their results by July 2018 may also apply for provisional admission.

- Students appearing for their Class XII examination will be given provisional admissions based on their Class X performance.
- In case the student has received the Class XII certificate from abroad or has been an IB student and has received IB diploma an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- For BBA 2nd Year Lateral Entry - Successful completion of First Year of BBA / BMS / BBS from a recognized University with minimum 50% aggregate marks or equivalent grade. Students expecting their results by July 2018 may also apply for provisional admission.



Program Structure - BBA

	Sem - 1	Sem - 2
YEAR-1	<ul style="list-style-type: none"> Fundamentals of English – 1 Introductory Accounting Principles of Management History of Indian Business Introduction to Science of Living Skill Building Academic Writing Sociology and Change Development Indian and Foreign Language Human Rights 	<ul style="list-style-type: none"> Fundamentals of English - 2 Marketing Fundamentals Introduction to Information System and Computers Data Analysis for Business Business Environment Indian Society and Law Basic Psychological Processes Critical Thinking
	Sem - 3	Sem - 4
YEAR-2	<ul style="list-style-type: none"> Human Resource Management Business Mathematics Business Research Methods Business Communication Managerial Accounting Foundation of Indian Culture Creating Entrepreneurial Mindset 	<ul style="list-style-type: none"> Business Finance Business Economics Corporate Accounting Organizational Behavior Social Policy and Social Legislation Social Responsibility Project Developmental Psychology
	Sem - 5	Sem - 6
YEAR-3	<ul style="list-style-type: none"> Legal Aspects of Business Productions & Operations Management Project Report - I 	<ul style="list-style-type: none"> Supply Chain & Logistics Management Strategic Management Project Report - II

BBA Electives

*Electives Available In Marketing, Finance, Human Resource Management, International Business & Taxation

International Business	<ul style="list-style-type: none"> International Business Policy and Strategy International Entrepreneurship International Trade, Practice and Policy Framework International Economic Trade and Multilateral Agencies 	<ul style="list-style-type: none"> International Business Environment International Trade Logistics Business French Market Access Issues
Finance	<ul style="list-style-type: none"> Security Analysis and Portfolio Management Capital Market and Investment Banking Corporate Finance International Finance 	<ul style="list-style-type: none"> Financial Derivatives Entrepreneurial Finance Taxation Wealth Management
Marketing	<ul style="list-style-type: none"> Consumer Behavior Sales & Distribution Management Services Marketing Rural Marketing 	<ul style="list-style-type: none"> Marketing Research Managing Marketing Innovations Integrated Marketing Communications Introduction to Digital Marketing
Human Resource	<ul style="list-style-type: none"> Career Planning and Development Talent Management HR Outsourcing & Planning Human Resource Information Systems 	<ul style="list-style-type: none"> Compensation and Benefits management Performance Management and Appraisal Human Resource Planning Leadership and Organizational Development
Taxation	<ul style="list-style-type: none"> Direct Tax – I GST (Goods & Services Tax) – I Customs Duty Act Compulsory Seminar Paper 	<ul style="list-style-type: none"> Direct Tax - II GST (Goods & Services Tax) - II International Aspects of Taxation Compulsory Seminar Paper

B. Com.

The Bachelor of Commerce program is focused on developing professionals for the industry in a dynamic and value added era; this Programme is a perfect blend of theoretical and practical knowledge. A three year degree program with an objective to produce graduates equipped with the knowledge, skills and attitude to meet the challenges of the modern day business organizations

B Com Programme at AURO University addresses the requirement of students who want to pursue professional qualifications such as CMA, CA, CFA, CPA etc. or want to work in the field of commerce. **The key features of the B Com program at Auro University is the globally orientated program preparing graduates for a career in finance and accounting with a Placement support services as well.**

Why B. Com. from AURO University ?

- Integral and Transformational Learning for Future Leaders
- Assistance for professional enhancement with guidance toward CPA, CMA, CFA and CA.
- A globally orientated program preparing graduates for a career in finance and accounting and multidisciplinary fields.

- Offering Specializations in Taxation, Computer Applications, Banking & Insurance, Marketing, Finance and Human Resource.
- Placement support services.
- Peer learning and Self-development with guidance from expert faculties and Industry Mentors.
- Hands on training with latest tools and techniques related to computer aided technologies.

Program Benefits

- Understanding the concepts of finance, accounting, laws, policies related to commerce and business management.
- Graduating with professional certificate to have an edge getting placement / qualifying competitive exams.
- Familiarity in accounting and commerce offers a candidate an aptitude and ability to comprehend and scrutinize financial reports and their future relevance with respect to industry.
- Enhance student's proficiency in understanding trade and industry and current scenario of Indian and Global economy.

Selection Procedure

- Successful Completion of class XII (10 +2) or equivalent examination in any stream with 50% aggregate marks or equivalent grade.
- Students expecting their result in July 2018 may also apply for provisional admission.
- In case the students has received the class XII certificate from abroad or has been an IB student and has been received an IB diploma an equivalent certificate issued from Association of Indian University (AIU) must be attached with application form.
- Personal Interview



Program Structure - B. COM.

YEAR - 1	YEAR - 2	YEAR - 3
<ul style="list-style-type: none"> • Business Economics • Financial Accounting • Business Law • Business Communication • Business Statistics • Business Organization and Management • Cost Accounting and Management • Financial Reporting • Business Environment • Computer Application in Business 	<ul style="list-style-type: none"> • Financial Planning and Performance • Management Accounting • Indian Economy and Development • Corporate Accounting • Financial Decision Making I • E commerce • Planning, Budgeting & Forecasting • Financial Decision Making II • Financial Control • Fundamentals of Financial Management 	<ul style="list-style-type: none"> • Banking and Financial Services • Entrepreneur Finance • Company Law & Secretarial Practice • Elective 1 • Elective 2 • Business Ethics and corporate Governance • Advanced Financial Management • Project Report • Elective 3 • Elective 4

* Elective Available in Banking and Insurance, Taxation, Computer Application, Marketing, Finance & HR

** Students Articleship / Internship Assistance After Year II

<ul style="list-style-type: none"> • Banking and Insurance 	<ul style="list-style-type: none"> • Principles and Practices in Banking • Life and General Insurance 	<ul style="list-style-type: none"> • International Banking • Insurance & Risk Management
<ul style="list-style-type: none"> • Taxation 	<ul style="list-style-type: none"> • Direct Tax -I • Indirect Tax -I 	<ul style="list-style-type: none"> • Direct Tax 2 • Indirect Tax- II
<ul style="list-style-type: none"> • Computer Application 	<ul style="list-style-type: none"> • E-Commerce • Business Networks 	<ul style="list-style-type: none"> • Accounting Information System • Enterprise Resource Planning
<ul style="list-style-type: none"> • Marketing 	<ul style="list-style-type: none"> • Consumer Behavior • Advertising and Digital Marketing 	<ul style="list-style-type: none"> • Retail Marketing • Rural Marketing
<ul style="list-style-type: none"> • Finance 	<ul style="list-style-type: none"> • Security Analysis & Portfolio Management • Management of Financial Services 	<ul style="list-style-type: none"> • International Finance • Financial Valuation & Modeling
<ul style="list-style-type: none"> • Human Resource 	<ul style="list-style-type: none"> • Human Resources Development • Performance Management and Appraisals 	<ul style="list-style-type: none"> • Strategic Human Resource Development • Leadership and Organizational Development

** AURO University reserves the right to change in course structure

Post Graduate Diploma in Family Managed Business

Post Graduate Diploma in Family Managed Business is specifically designed to advance awareness about the prospects, characteristics and future challenges to family businesses, although family businesses in India have distinction of having deep rooted cultural values, along with the Joint-family structure and strong inclination towards kinship and brotherhood, in present dynamics of business environment it very difficult to retain deep rooted cultural values along with the growth trajectories of business. This programme will enable family business owners to build on and leverage on the strengths of the family businesses and ponder through and develop suitable solutions to respond to the complexities and uncertainties in their existing businesses for sustainable and holistic growth, creation of wealth across generations and attracting and retaining right professional talent.

Programme is designed based on innovative pedagogy and latest researches on global family owned businesses. This course would enhance the knowledge for those who are involved in family business on broad areas of general management including succession and family dynamics to continuity planning and strategic performance.



Program Highlights

- Program exclusively designed for 2nd, 3rd and 4th generations of family business owners and those who wish to pursue entrepreneurial career.
- Prepare the participant for a leadership role in his/her family business and be a positive influence.
- Sharpen the ability and skills to understand the intricacies desired to scale up the family businesses.
- Provide networking opportunities and mentoring services.
- Integral & transformational approach to managing family owned businesses.

Program Benefits

- Provide knowledge, tools and skills required for managing a business.
- Provide strong technical, economic and financial understanding, especially in the field of international operations, information technology, business analytics, customer engagement, succession planning, tax and corporate governance.

- Inculcate among students, entrepreneurial competencies including self-confidence, goal setting, planning, information seeking, problem solving and planned risk taking.
- Develop an ethical perspective among students regarding problems and challenges faced by family owned businesses.



Palau de les Arts- Reina Sofia - Opera House, Valencia, Spain

Program Structure - Post Graduate Diploma in Family Managed Business

PHASE - 1 (September to December)	PHASE - 2 (January to April)	PHASE - 3 (May - August)
<ul style="list-style-type: none"> • Understanding of Family Business Dynamics • Marketing Concepts and Practices • Men Management and Family Business (Managing & Developing Human Capital) • Accounting for Managers in Business 	<ul style="list-style-type: none"> • Operations Management (Managing Operations in Business) • Communication • Leadership and Decision Making • Entrepreneurship • Strategy 	Presentation of the Action plan implementation and plan of action with vision for the existing business in the next 5 years. (Peer Evaluation)

*AURO University reserves the right to change the course curriculum



Area 31 - Entrepreneurship & Innovation Hub, IE Business School, Madrid, Spain



Fassi Gelateria, Gelato Factory, Rome, Italy

Post Graduate Diploma in Financial Markets

The Post Graduate Diploma in Financial Markets is a 1 year program designed jointly by Auro University and BSE Brokers' Forum with the objective of developing professionals capable of occupying positions of responsibility in stock exchanges, commodity exchanges, regulatory bodies, market intermediaries, banks, mutual funds, asset management companies and other similar entities.

The uniqueness of the programme lies in its extensive use of market professionals as resource persons for the programme. Apart from sound grounding in academic concepts pertaining to the capital markets, the participants will get a chance to interact with senior regulatory officials, executives of exchanges, leading merchant bankers and foreign institutional investors.

The programme is comprehensive in nature, covering all major areas of financial markets viz. equity, debt, mutual funds, equity derivatives, currency derivatives, commodities etc. What has been sought to be achieved is an ideal blend of relevant academic knowledge and its application to financial markets.

Pedagogy for the programme comprises class room teaching, case studies, panel discussions, presentations and visits to national and overseas financial centres. Skills development has been given special emphasis by providing simulated live market conditions, trading and investment software so that the students are market ready.

Program Objectives

The objectives of PGDFM program include the following:

1. To develop intensive, systematic and practical understanding of various aspects of Financial markets
2. To engage with real tools, techniques and best practices that can be applied on the job
3. To broaden the horizon and expand the network of the participant through extensive interaction with peers and mentors
4. To imbibe experiential learning that shall help the participant sustain in the dynamic and challenging world of financial markets

Program Highlights

- Globally benchmarked curriculum designed jointly by academicians and industry experts
- Experienced Faculty
- Practical, hands-on training in advanced financial software
- Extensive live market training through trading simulations
- Visits to national financial centers and stock exchanges
- Guest lectures, seminars and industry-integrated training sessions
- Internship and Placement Assistance



MOU with Brokers' forum for knowledge dissemination, internship and placement assistance



Eligibility Criteria for Post Graduate Diploma - Family Managed Business (1 year) & Post Graduate Diploma - Financial Market (1 year)

- Bachelor's degree (10+2+3 or 10+2+4) from a recognized University / Institute in India or abroad, with a minimum of 50% marks.
- In case the Bachelor's degree received from abroad, an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- Student expecting their results by July 2018 may also apply for provisional admission subject to the fact that their aggregate score in Bachelor Degree Examination shall be a minimum of 50% marks.

Program Structure - Post Graduate Diploma in Financial Markets (PGDFM)

Bridge Course	Block 1 (Concepts)	Block 2 (Application)	Block 3 (Specialization)	Block 4 (Industry Integration)
Basics of Accounting	Overview of Financial Markets and Institutions	Trading Simulation Practicals	Capital Markets: Equity Debt Derivatives	Project Work / Internship
Basics of IT	Investment Banking and Portfolio Management	Fundamental Analysis		
Professional Communication	Financial Valuation and Modelling	Technical Analysis	Wealth Management: Insurance Mutual Funds Behavioral Finance	
	Accounting and Taxation	Forecasting & Time series Analysis		

Details of Faculties: School of Business

Dr. Rohit Singh

Professor & Dean
Ph.D. in Marketing
UGC-NET, UP-SLET in Commerce,
MDBA & M.Com

Mr. Ajay Kumar Yadav

Associate Professor and Registrar
Pursuing PhD
MFC

Dr. Monika Suri

I/C Head of School & Associate
Professor
Ph.D. in Marketing
PGDM, PGDBM, MBA, UGC-NET in
Management

Dr. Vikrant Makhija

Associate Professor
Ph.D. in Psychology
Master's in PMIR

Dr. Vipin Agrawal

Associate Professor
PhD. in Marketing
UGC NET - JRF in Management,
MBA

Dr. C V Ramana

Associate Professor
Ph.D. in Entrepreneurship
M.B.A., B.E. in Electronics and
Communication

Mr. Gaurav Ashesh

Associate Professor
MBA, MA in French
Jean Monnet Fellow (Ecole
Polytechnique, France)

Dr. Meghna Dangi

Assistant Professor
Ph.D. in Behavioral Finance
AICWA, CA

Dr. Ankita Khanna

Assistant Professor
PhD. in Indian Writing in English
MA in English, B.Ed.

Ms. Indrani Sengupta

Assistant Professor
Pursuing PhD
UGC-NET in Management, UP-SLET
in Management
MBA, MA Economics

Dr. Tanu Narang

Assistant Professor
PhD in Marketing
M.Phil., UGC-NET,
MA, MBA in HRM

Ms. Richa Agarwal

Assistant Professor
Pursuing PhD
UGC-NET in Management, MBA, B.E.
(Chemical), Oracle 11i Distribution
Module (Supply Chain Management)

Ms. Dhaarna Singh Rathore

Assistant Professor
Pursuing PhD in ERP
CA, MBA and M.Com
G-SET in Commerce

Dr. Mohammad Irfan

Assistant Professor
PhD in Finance
UGC-JRF/NET in Management,
UGC-NET in Commerce,
MBA, M.Com

Dr. Vineet Gupta

Assistant Professor
Ph.D. in International Business
MBA, B.Com

Dr. Kshama Sharma

Assistant Professor
PhD. in Organization Behavior
MBA

Ms. Shruti Jain

Teaching Associate, MBA, PGDBM,
UGC-NET Qualified

Ms. Payal Agarwal

Teaching Assistant, MBA, BBA

Ms. Ritika Yadav

Teaching Assistant, MBA

Industry Visits

- SRK Diamonds
- Signode India - Silvassa
- Infinity Mall - Mumbai
- Amul Dairy • Essar Steels
- The Gateway Hotel
- Future Lifestyle & Fashions (Future Group)
- Landmark Group - Lifestyle Retail
- GHCL Limited, (Textile Unit), Vapi
- ABG Shipyard Ltd.
- Garden Silk Mills
- Blue Star Diamond Factory
- ONGC, Hazira
- Pepsico Bharuch, Plant
- Mumbai Dabbawala
- Akshaya Patra
- Schmitten Chocolate factory
- Kribhco • ONGC • GAIL



Other Events

- AD MAKING COMPETITION "Ad-E-Sartaj"
- TEDx @ AURO
- YOUTH FESTIVAL "ARTH"
- YOUTH Parliament "Saksham"
- AURO UNIVERSITY MODEL UNITED NATIONS
- Projects on Scriptures / Epics / Holy Books projecting Integral Learning

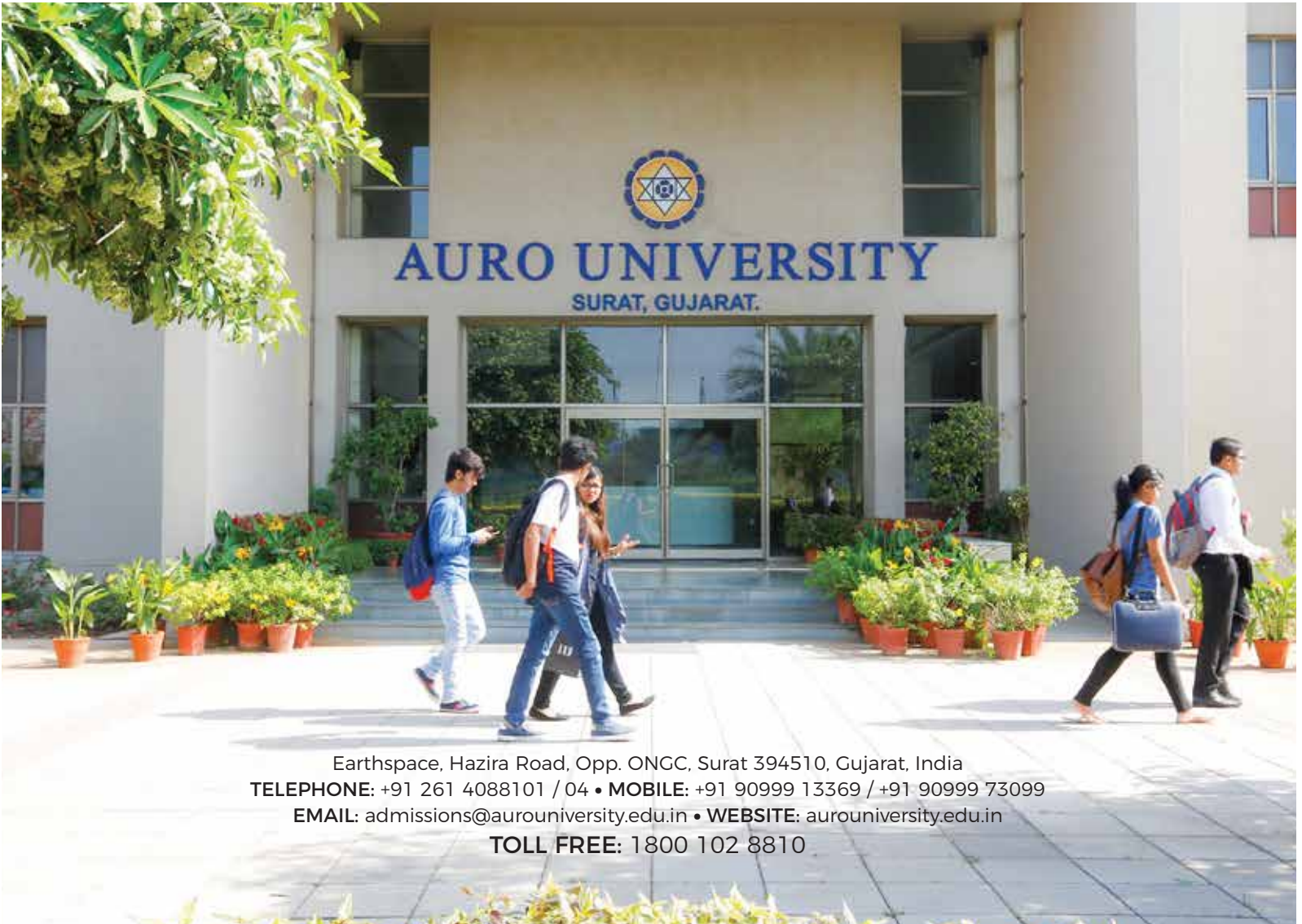


Vibrant Environment Conducive for Student Growth

- Emphasis on Integral and Transformational Learning.
- Well-equipped library with books, journals and online management database.
- All four aspects of education viz., physical, mental, vital and inner being are catered.
- Preparation to face challenges of life. Two courses are taught irrespective of the programme i.e. Foundation of Indian culture and Introduction to Science of Living.
- Facility of gymnasium available on the campus.
- Various clubs and societies are functional like Music Club, Dance Club, Photography Club, Foodie Club, Entrepreneurship Club etc. This caters to all round growth and development of the students.
- State of art hostel facilities are available on the campus for boys and girls.
- Gujarat is undisputed the safe place for studies and growth of women
- Highly equipped English Communication Lab

Fees Structure

1. Annual Fees Structure for 2 years full time MBA program is Rs. 3,50,000
2. Annual Fees Structure for 3 years full time B. Com. program is Rs. 2,75,000
3. Annual Fees Structure for 3 years full time BBA program is Rs. 2,70,000
4. Annual Fees Structure for (3 + 1) years full time BBA + PGD Family Managed Business program is Rs. 2,70,000
5. Annual Fees Structure for (3 + 1) years full time BBA + PGD Financial Market program is Rs. 2,70,000
6. Annual Fees Structure for 1 year full time PGD Family Managed Business program is Rs. 3,85,000
7. Annual Fees Structure for 1 year full time PGD Financial Market program is Rs. 2,70,000



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