



# **Curriculum and Credit Framework For Undergraduate Programmes**

**(Academic Year 2023-24)**

**AURO UNIVERSITY**  
**#earthspace, Opp. ONGC, Bhatpore, Hazira Road**  
**Surat 394510, Gujarat**

## School of Business

### Part A: Programme Structure

**Name of Programme: Bachelor of Business Administration (Honours)**

**Year-wise Distribution of Total Credits among Different Courses**

S.No.	Category of Course(s)	Credits Required			
		3-year UG programme structure as per GoG Guidelines	AURO	4-year UG programme structure as per GoG Guidelines	AURO
1	Major (Core) Courses (with internship)	68	68	92	92
2	Minor (Elective) Courses	24	24	32	32
3	Multidisciplinary (MD)/Interdisciplinary/ Allied courses	12	12	12	12
4	Ability Enhancement Courses (AEC)	10	10	10	10
5	Skill Enhancement Courses (SEC)	10	10	10	10
6	Value Added Courses (VAC) including Indian Knowledge System (IKS)	08	12	08	12
7	Dissertation/(Research Project)/On-the-Job Training (OJT)	00	00	12	12 (OJT)
	<b>Total Credits</b>	<b>132</b>	<b>136</b>	<b>176</b>	<b>180</b>

## Part B: Credit distribution framework for three/four years Honours Degree Programme with Multiple Entry and Exit options

Name of the Programme: BBA (Honours)

Code of the Programme: 02

### Year I

S. No.	Course Title	Credits																		
<b>First Semester</b>																				
1.	Major-1: Introduction to Accounting	4																		
2.	Major-2: Principles of Management	4																		
3.	Minor-1: Micro Economics	4																		
4.	MD-1: Business Statistics	2																		
5.	MD-2: Dynamics of Human Behaviour	2																		
6.	AEC-1: Communication Skills / Sanskrit	2																		
7.	SEC-1: Creating an Entrepreneurial Mind-set	2																		
8.	VAC-1: Science of Living – I	2																		
	<b>Total</b>	<b>22</b>																		
<b>Second Semester</b>																				
1.	Major-3: Marketing Management	4																		
2.	Major-4: Macro Economics and Policy	4																		
3.	Minor-2: Organizational Behaviour	4																		
4.	MD-3: Business Communication	2																		
5.	MD-4: (Any one course to be chosen from the following pool of courses)	2																		
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Travel and Itinerary Design	School of Hospitality																			
6.	AEC-2 Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-2: Leadership Skills	2																		
8.	VAC-2 Science of Living – II	2																		
	<b>Total</b>	<b>22</b>																		
<b>Total Credits: First Year</b>		<b>44</b>																		

**Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level**

## Year 2

### Semester 3

Sr. No.	Course Title	Credits																		
1.	Major-5: Managerial Accounting	4																		
2.	Major-6: Human Resource Management	4																		
3.	Major-7: Business Environment	4																		
4.	MD-5: Data Science	2																		
5.	MD-6 : (Any one course to be chosen from the following pool of courses)	2																		
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6.	AEC-3: Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-3: Design, Technology and Innovation	2																		
8.	VAC-3: Science of Living –III	2																		
	Total	22																		

### Semester 4

Sr. No.	Course Title	Credits
1.	Major-8: Strategic Management	4
2.	Major-9: Financial Management	4
3.	Major-10: Digital Marketing	4
4.	Minor-3: Legal Aspects of Business	2
5.	Minor-4: Data Visualization using R / Python	2
6.	AEC-4: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
7.	SEC-4: Introduction to E-Commerce	2
8.	VAC-4: Science of Living - IV	2
	Total Credits	22

**Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level**

**Year 3****Semester 5\***

Sr. No.	Course Title	Credits
1	Major Course -11: Production & Operations Management	4
2	Major Course -12: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Sales and Distribution Management</li> <li>• F: Corporate Finance</li> <li>• HR: Human Resource Planning</li> <li>• IB: International Business Environment</li> </ul>	4
3	Major Course -13: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Consumer Behaviour</li> <li>• F: Investment Management</li> <li>• HR: Managing Employees Compensation and Benefits</li> <li>• IB: International Economic Trade and Multilateral Agencies</li> </ul>	4
4	Minor Course -5: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Services Marketing</li> <li>• F: Money and Banking</li> <li>• HR: Career Planning and Development</li> <li>• IB: Market Access Issues</li> </ul>	4
5	Minor Course -6: Financial and Social Intelligence	4
6	SEC-5: Business Intelligence using PowerBI	2
7	VAC-5: Foundation of Indian Culture - I	2
	Total Credits	24

**\* The particular specialization shall be offered only if the criteria of minimum number of students per specialization is satisfied.**

**Semester 6**

Sr. No.	Course Title	Credits
1.	Major Course -14: Logistics and Supply Chain Management	4
2.	Major Course -15: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Integrated Marketing Communications</li> <li>• F: Investment Banking</li> <li>• HR: Training and Development</li> <li>• IB: International Trade Logistics</li> </ul>	4
3.	Major Course -16: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Brand Management</li> <li>• F: International Finance</li> <li>• HR: Leadership &amp; OD</li> <li>• IB: International Finance</li> </ul>	4
4.	Minor Course -7: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Marketing Research</li> <li>• F: Introduction to Taxation</li> </ul>	4

	<ul style="list-style-type: none"> <li>• HR: International HRM</li> <li>• IB: Cross-Cultural Management</li> </ul>	
5.	AEC-5: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
6.	Internship	4
7.	VAC-6: Foundation of Indian Culture - II	2
	Total Credits	24

**Exit 3: Award of UG Degree in Major Course with 136 credits and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level**

## Year 4

### Semester 7

Sr. No.	Course Title	Credits
1	Major Course -17: Research Methodology	4
2	Major Course -18: (Marketing/Finance/HR/IB): Functional Business Analytics : <ul style="list-style-type: none"> <li>• M: Marketing Analytics</li> <li>• F: Financial Analytics</li> <li>• HR: HR Analytics</li> <li>• IB: Data Analytics for IB</li> </ul>	4
3	Major Course -19: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: B2B Marketing</li> <li>• F: Introduction to Financial Derivatives</li> <li>• HR: Performance Evaluation Systems</li> <li>• IB: International Trade Procedures and Documentation</li> </ul>	4
4	Minor Course -8: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Product Management</li> <li>• F: M&amp;A and Corporate Restructuring</li> <li>• HR: Future of Work and Implication for HRM</li> <li>• IB: International Entrepreneurship</li> </ul>	4
5	Research Project/OJT	6
	Total Credits	22

**Semester 8**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credits</b>
1	Major Course -20: Business Simulation ( Capstone)	4
	Major Course -21: Fundamentals of Family-Managed Business	4
2	Major Course -22: (Marketing/Finance/HR/IB) <ul style="list-style-type: none"> <li>• M: Strategic Marketing</li> <li>• F: Wealth Management</li> <li>• HR: Strategic HRM</li> <li>• IB: International Marketing</li> </ul>	4
3	Minor Course-9: Business Ethics (Project Driven)	4
4	Research Project/Dissertation/OJT	6
	Total Credits	22

Award of BBA (Honours) Degree in Major Course with total 180 credits.

## Part A: Programme Structure

**Name of Programme: Bachelor of Commerce (International)**

**Year-wise distribution of Total Credits among Different Courses**

S.No.	Category of Course(s)	Credits Required	
		3-year UG programme structure as per GoG Guidelines	AURO
1	Major (Core) Courses (with internship)	68	68
2	Minor (Elective) Courses	24	24
3	Multidisciplinary (MD)/Interdisciplinary/ Allied courses	12	12
4	Ability Enhancement Courses (AEC)	10	10
5	Skill Enhancement Courses (SEC)	10	10
6	Value-Added Courses (VAC) including Indian Knowledge System (IKS)	08	12
7	Dissertation/(Research Project)/ /On-the-Job Training (OJT)	00	00
	<b>Total Credits</b>	<b>132</b>	<b>136</b>



**Part B: Credit distribution framework for three years' Degree Programme  
with Multiple Entry and Exit options**

Name of the Programme: B.Com. (International)

**Year I**

S. No.	Course Title	Credits														
<b>First Semester</b>																
9.	Major-1: Management Accounting-I	4														
10.	Major-2: Management Accounting-II	4														
11.	Minor-1: Capital Markets	4														
12.	MD-1: Business and Technology	2														
13.	MD-2: Dynamics of Human Behaviour	2														
14.	AEC-1: Communication Skills /Sanskrit	2														
15.	SEC-1: Excel and Advanced Excel	2														
16.	VAC-1: Science of Living – I	2														
	<b>Total</b>	<b>22</b>														
<b>Second Semester</b>																
9.	Major-3: Performance Management-I	4														
10.	Major-4: Performance Management-II	4														
11.	Minor-2: Equity Derivatives	4														
12.	MD-3: Financial Accounting	2														
13.	MD-4: (Any one course to be chosen from the following pool of courses)															
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Sculpture	School of Design															
Short Film Making	School of Journalism and Mass Communication															

	The Art of Expressive Writing	School of Liberal Arts and Human Sciences	2
	Travel and Itinerary Design	School of Hospitality	
14.	AEC-2 : Communication Skills / French / Sanskrit / Hindi / Gujarati		2
15.	SEC-2: Digital and Technological Solutions		2
16.	VAC-2 Science of Living – II		2
	Total		22
<b>Total Credits: First Year</b>			44

**Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level**

## Year 2

### Semester 3

Sr. No.	Course Title	Credits																		
9.	Major-5: Financial Reporting	4																		
10.	Major-6: UK Taxation	4																		
11.	Major-7: Corporate and Business Law	4																		
12.	MD-5: Data Science	2																		
13.	MD-6 : (Any one course to be chosen from the following pool of courses)	2																		
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14.	AEC-3 : Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		

15.	SEC-3: Financial Modelling	2
16.	VAC-3: Science of Living –III	2
	Total	22

**Semester 4**

Sr. No.	Course Title	Credits
1.	Major-8: Financial Management-I	4
2.	Major-9: Financial Management-II	4
3.	Major-10: Audit and Assurance	4
4.	Minor-3: Blockchain Fundamentals for Accounting and Finance-I	2
5.	Minor-4: Blockchain Fundamentals for Accounting and Finance-II	2
6.	AEC-4: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
7.	SEC-4: Introduction to E-Commerce	2
8.	VAC-4: Science of Living – IV	2
	Total Credits	22

**Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level**

**Year 3****Semester 5**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credits</b>
1	Major-11: Strategic Business Reporting-I	4
2	Major-12: Strategic Business Reporting-II	4
3	Major-13: Fundamentals of Design Thinking	4
4	Minor-5: Brand Analysis and Digital Marketing	4
5	Minor-6: Financial and Social Intelligence	4
6	SEC-5: Business Intelligence using PowerBI	2
7	VAC-5: Foundation of Indian Culture - I	2
	<b>Total Credits</b>	<b>24</b>

**Semester 6**

<b>Sr. No.</b>	<b>Course Title</b>	<b>Credits</b>
1.	Major-14: Strategic Business Leader-I	4
2.	Major-15: Strategic Business Leader-II	4
3.	Major-16: Business Ethics and Profession	4
4.	Minor-7: Fundamentals of Family-Managed Business	4
5.	AEC-5: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
6.	Internship	4
7.	VAC-6: Foundation of Indian Culture -II	2
	<b>Total Credits</b>	<b>24</b>

**Award of B.COM. (International) Degree in Major course with 136 credits.**