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**SCHOOL OF  
BUSINESS**





# Surat

## Where student life can be dazzling.

Surat is one of the most attractive cities in India, dazzling you with its diamond industry, winning you over with its food and gastronomic delights, charming you with its culture and impressing you with its technology. Clean and spacious, focused and sharp, Surat has strong business roots that gives the city its power and clout. Drawing business visitors, tourists and students from all over the country and the world, Surat warmly hugs you with surprising opportunities and the lure of a prosperous life. Voted one of the cleanest cities in India, close to Mumbai and known to be highly safe for women, a vibrant campus in the heart of Surat will win you over. Surat is where you can happily find yourself today, and in a sparkling future.

**Whether you are from the farthest parts of the country or a localite In Surat and looking for pursuing BBA or B.Com (International) or a MBA, the School of Business Is highly sought-after for creating an entrepreneurial mindset.**





## 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. Academic sessions are planned using innovative pedagogies focusing on application of cutting edge business theories. The School leverages the benefit of being situated within the vicinity of industrial hub at Hazira, Surat. There is a regular interaction with corporate houses - NTPC, ONGC, GAIL, BHEL, KRIBHCO, Reliance, AM & NS Ltd. etc. for industry exposure and networking. This hands-on learning gives students and faculty a competitive edge, leading to their personal and professional growth.

### **Vision:**

To be a premier business school for shaping future leaders through integral and transformational learning.

### **Mission:**

1. To offer quality education for creating competent and industry – ready leaders
2. To create an environment that enhances physical, mental and vital skills for the holistic development
3. To ignite, create and nurture entrepreneurship for the benefits of business and society
4. To inculcate ethics, values and social sensitivity towards sustainable business practices

### ***The School of Business currently offers:***

- Master of Business Administration (2 years) with a specialization in any one: Marketing, Finance, HR, International Business/Business Analytics
- Bachelor of Business Administration (Honours) (4 years) with a specialization in any one : Marketing, Finance, HR, & International Business
- B.Com International(3 years) along with add on exemptions in ACCA papers

If you have a calling for a business degree, the Auro School of Business is where you can truly gain a multidisciplinary exposure to the field. Established in 2011, the School of Business offers two prestigious programs – MBA & BBA, with the idea of imparting quality education to business management students. You will exit the course armed with skills and assets that will be prized in numerous job avenues.

### **An individualized, immersive learning experience**

Shaped by the Auro Integral and Transformational education approach, the School of Business students benefit from the highly individualized and distinctly immersive learning atmosphere.



## **WHEN YOU CHOOSE TO STUDY BUSINESS, YOU CHOOSE TO BE AN EXCEPTIONAL LEADER MANAGING A COMPLEX WORLD.**



### **A business education creates global thought leaders.**

The aim of the School of Business is to inculcate functional competencies and core values in students to help them gain a competitive edge in today's international environment.

### **Transforming a generation with business thinking**

The school encourages, empowers and enables the students to unlock their potential and talent in various streams and specializations and excel productively in every sphere of their personal and professional life.

## Get the surat business community advantage

Auro University students have the added advantage of engaging with a robust entrepreneurial community in Surat.



## Amazing internships that students truly value

The School also sends students for experiential learning through field internships which are mandatory. It enables students to gain first-hand experience of the field and internalize how the real-world scenarios work.

## Auro provides a stimulating space to sharpen your self

As Auro University is guided by the vision of Sri Aurobindo and the Mother, the School of Business functions in an environment that enhances physical, mental and vital skills for holistic development. Students are encouraged to find their own path, becoming business leaders with confidence, clarity and strong values.

# The Auro Edge

## A campus where you get to plug and play

With state-of-the-art facilities, a sports and health-conscious student community, regular live events, stellar faculty and visiting lecturers from the business world, research emphasis and placement-focus, this is one campus where business students truly begin to thrive.



**Integral Approach to  
business education**

# UniquelyAuro

**Broad-based  
curriculum with  
focus on  
individual, firm and  
industry aspects.**



**Outcome-based approach  
to assessment**

**Mentoring, training and  
guidance for developing  
an entrepreneurial  
mindset.**

**Holistic learning experience  
based on the 20:30:50  
principle of integral  
philosophy**



# School of Business - MBA

## (2 Years Full Time Program)

AURO University School of Business offers an integral approach to learning with a focus on 12 core values based on Sri Aurobindo's Philosophy. The School of Business provides holistic education that enables students to be competent and socially responsible. The various programs offered by the School of Business provide a deep understanding of the complex business challenges faced by today's emerging and mature global markets.

School of Business has an amalgamation of highly qualified and dedicated faculties who provide a comprehensive learning experience through a combination of strong content and varied pedagogies. Most importantly, the faculty at School of Business are contributing to multiple activities including research, training and management development programs, which results in creation of new knowledge that is brought into the classroom setting.

A variety of activities including guest lectures, workshops, internships, simulation-based learning are embedded in the program structure to enhance the overall learning and competence of the students. Also, a strong industry connect and support for entrepreneurship enhance the industry readiness and entrepreneurial potential of the students. Our industry based curriculum and integral approach to learning is the USP of the PG programme, which takes care of physical, mental, vital and spiritual development of the students.

Regular interaction with the corporate houses like ArcelorMittal Nippon Steel, NTPC, ONGC, BHEL, KRIBHCO, AMUL, DELOITTE, RELIANCE etc. gives the students an opportunity enabling them to foster their personal and professional skillsets.

### Program Highlights:

- Virtual Business Lab for management students- AIMA Bizlab to offer them hands-on experience and make them industry ready through simulation based learning.
- Mandatory Winter and Summer Internships.
- Research based Dissertation.
- Distinguished guest lectures from industry and academic experts.
- Instilling entrepreneurial spirit to recognize & anticipate opportunities.
- Exposure to Workshops /Conferences /Seminars/ Retreats/ Summer and Winter School opportunities for skill building, networking and for personal and professional development.

### The School of Business offers a Two Year Full Time MBA Program with specialisations in Marketing, Finance, Human Resource and International Business

- Bachelor 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 degree is received from abroad, an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- 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 (GMAC) 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.



## 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 support through ERP.
- Eminent faculty experts - in house and visiting
- Discover the challenges of the real business world through frequent interactions with business leaders and entrepreneurs throughout the program. Contemporary and innovative pedagogy and curriculum
- Mentorship program that facilitates the overall development of the students.

### Program Benefits:

- Understanding and developing business acumen with a blend of entrepreneurship
- Develop analytical skills to meet the economic, social and ethical challenges of the global world.
  - Supports developing 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:

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

# B. Com (International)

## (Three Years Full time program)

The Bachelor of Commerce (International) program is focused on developing professionals for the global 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 professional qualification at International level.

The program offers a dual degree benefits for students after 12th, who plan to become Global Accounting and Finance professionals to explore international career opportunities worldwide. The Program also covers modules of ACCA Qualification combined with business practical knowledge, focus on professional personality grooming, and learning business analytical skills. The key features of the B Com International program is a uniquely designed program to give students first-hand knowledge and skills in the league of IFRS global accounting and International financial reporting standards.

### Program Highlights:

- Integral and Transformational Learning for Future Leaders
- Assistance for professional enhancement with ACCA (Six paper exempted).
- A globally orientated program preparing graduates for a career in finance and accounting and in the league of IFRS global accounting and International financial reporting standards.
- Global Internship and Placement support.
- Employability enhancement skills like communication skills, life skills and management, sales management and negotiation skills, design thinking, data analysis, image management and corporate communication every semester.
- Hands on training with latest tools and techniques related to computer aided technologies.

### Program Benefits:

- Bachelor of Commerce program with International Curriculum
- Advanced Diploma in Accounting and Business post completion of 6 papers of ACCA along with B. Com degree.
- National and International tie ups for better internship and career opportunities for students globally.
- Hybrid classes for ease and reach of students.
- Learning Demand Skills.
- Enhance student's proficiency in understanding trade and industry and current scenario of Indian and Global economy.

### Eligibility Criteria:

- 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 2023 may also apply for provisional admission.
- In case the students have 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.

### Internship Opportunities:

- The students of B. Com International Program at AURO University will get good internship opportunities every year during winter/ summer semester break. The B.Com International Qualification delivers Industry Integration through the Industry Internship Program (IIP) to enable real-time business experience is shared during the course to compliment student's learning with practical & conceptual skills.
- The Qualification also gives the opportunity to the students to access Employability Enhancement Program (EEP) to nurture employability skills with access career opportunities as part of post qualification placements.

### Unique selling propositions of B. Com International Program:

- Bachelor of Commerce program with International Curriculum
- Six modules of ACCA incorporated
- Tie ups with FINPLAN for better internship and career opportunities for students globally.
- The program offers dual degree benefits for students.
- Hybrid classes for ease and reach of students.
- Learning through Business Simulation and Expert Lectures
- 360 degree Student Development
- 2 degree with 10 certification within 3 years





**BBA Honours (4 Years)  
New 4-year BBA Honours (Hons.) Program with an exit option after  
three years as a BBA Degree Program**

**Semester 1**

Name of Course	Type of Course	Credits	Total Credits
Data Science	Multidisciplinary 1	2	24
History	Multidisciplinary 2	2	
Gender and Society	Interdisciplinary - 1	2	
Communication Skills in English	Ability Enhancement Course - 1	2	
Environment Science	Value Added Course - 1	2	
Introduction of Accounting	Major Course - 1	4	
Introduction to Organization and Management	Major Course – 2	4	
Micro Economics	Major Course - 3	4	
Science of Living – I	University Mandate - 1	2	

**Semester 2**

Name of Course	Type of Course	Credits	Total Credits
Social Work	Multidisciplinary – 4	2	24
Creative Writing	Multidisciplinary – 5	2	
Sustainable Development	Interdisciplinary - 2	2	
French	Ability Enhancement Course - 2	2	
Design, Technology and Innovation	Value Added Course - 2	2	
Marketing Fundamentals	Major Course – 3	4	
Human Resource Management	Major Course - 4	4	
Applied Statistics	Minor Course - 1	4	
Science of Living – II	University Mandate - 2	2	

**BBA Honours (4 Years)  
New 4-year BBA Honours (Hons.) Program with an exit option after  
three years as a BBA Degree Program**

**Semester 3**

Name of Course	Type of Course	Credits	Total Credits
Managerial Accounting	Major Course – 6	4	24
Macro Economics and Policy	Major Course – 7	4	
Introduction to Business Analytics with Excel	Major Course - 8	4	
Legal Aspects of Business	Major Course – 9	4	
Business Communication	Ability Enhancement Course - 3	2	
Science of Living – III	University Mandate 3	2	
summer internship		4	

**Semester 4**

Name of Course	Type of Course	Credits	Total Credits
Financial Management	Major Course – 10	4	24
Business Environment	Major Course – 11	4	
Data Visualization using R / Python	Major Course - 12	4	
Digital Marketing	Minor Course - 2	4	
IT Skills for Business	Ability Enhancement Course - 4	2	
Leadership Skills	Skill Enhancement Course - 1	2	
Money Management	Skill Enhancement Course - 2	2	
Science of Living – IV	University Mandate - 4	2	

**BBA Honours (4 Years)**  
**New 4-year BBA Honours (Hons.) Program with an exit option after three years as a BBA Degree Program**

**Semester 5**

Name of Course	Type of Course	Credits	Total Credits
Production & Operations Management	Major Course – 13	4	20
Minor Elective – 1 (Refer to the Elective Table)	Minor Elective – 1	4	
Minor Elective – 2 (Refer to the Elective Table)	Minor Elective – 2	4	
AI Skills for Business	Skill Enhancement Course - 3	2	
Foundations of Indian Culture - I	University Mandate - 5	2	
SummerInternship / Project	Major Course - 1	4	

**Semester 6**

Name of Course	Type of Course	Credits	Total Credits
Strategic Management	Major Course – 14	4	20
Logistics and Supply Chain Management	Major Course – 15	4	
Minor Elective – 3 (Refer to the Elective Table)	Minor Elective – 3	4	
Minor Elective – 4 (Refer to the Elective Table)	Minor Elective – 4	4	
BusinessIntelligence using PowerBI	Skill Enhancement Course - 4	2	
Foundations of Indian Culture - II	University Mandate - 6	2	

**BBA Honours (4 Years)**  
**New 4-year BBA Honours (Hons.) Program with an exit option after three years as a BBA Degree Program**

**Semester 7**

Name of Course	Type of Course	Credits	Total Credits
Business Simulation ( Capstone)	Major Course - 12	2	20
Minor Elective – 5	Minor Elective – 5	4	
Minor Elective – 6	Minor Elective – 6	4	
Research Methodology		4	
Project Proposal		2	
Summer internship		4	

**Semester 8**

Name of Course	Type of Course	Credits	Total Credits
Minor – Elective 7	Minor – Elective 7	4	20
Minor – Elective 8	Minor – Elective 8	4	
Research Project/ Dissertation		12	

**List of Electives**

Subject Name	
<b>Marketing</b> <ul style="list-style-type: none"> <li>Sales and Distribution Management</li> <li>Consumer Behaviour</li> <li>Marketing Analytics (Functional Business Analytics)</li> <li>Services Marketing</li> <li>Integrated Marketing Communications</li> <li>Product Management</li> <li>Brand Management</li> <li>B2B Marketing</li> <li>Strategic Marketing</li> <li>Marketing Research</li> </ul>	<b>Human Resources Management</b> <ul style="list-style-type: none"> <li>Human Resource Planning</li> <li>Career Planning and Development</li> <li>Training and Development</li> <li>Managing Employees Compensation and Benefits</li> <li>Performance Evaluation Systems</li> <li>Leadership &amp; OD</li> <li>HR Analytics (Functional Business Analytics)</li> <li>Strategic HRM</li> <li>International HRM</li> <li>Future of Work and Implication for HRM</li> </ul>
<b>Finance</b> <ul style="list-style-type: none"> <li>Investment Management</li> <li>International Finance</li> <li>Financial Markets &amp; Services</li> <li>Introduction to Taxation</li> <li>Introduction to Financial Derivatives</li> <li>Introduction to Corporate Finance</li> <li>FINTECH (Functional Business Analytics)</li> <li>Behavioural Finance</li> <li>M&amp;A and Corporate Restructuring</li> <li>Management of Financial Institutions</li> </ul>	<b>International Business</b> <ul style="list-style-type: none"> <li>Data Analytics for IB (Functional Business Analytics)</li> <li>International Finance</li> <li>International Economic Trade and Multilateral Agencies</li> <li>International Business Environment</li> <li>International Trade Logistics</li> <li>Market Access Issues</li> <li>International Marketing</li> <li>Cross-Cultural Management</li> <li>International Entrepreneurship</li> <li>International Trade Procedures and Documentation</li> </ul>

# MBA Programme Structure (2023 - 2025)

Semester 1 (Year 1)

Course Details	Credits
1.1 Marketing Management	4
1.2 Quantitative Techniques for Managers	4
1.3 Organizational Behaviour	4
1.4 Accounting for Managers	4
1.5 Managerial Economics	4
1.6 Business Communication	4
1.7 Introduction to Science of Living -1	4
<b>Total Credits</b>	<b>24</b>

Semester 2 (Year 1)

Course Details	Credits
2.1 Financial Management	4
2.2 Research Methodology	4
2.3 Human Resource Management	4
2.4 Management Information System	4
2.5 Production and Operations Management	4
2.6 Introduction to Science of Living -2	2
<b>Total Credits</b>	<b>22</b>

Semester 3 (Year 2)

Course Details	Credits
3.1 Strategic Management	4
3.2 Operations Research	4
3.3 Foundation of Indian Culture – I	2
Elective-1	4
Elective-2	4
Elective-3	4
Elective-4	4
<b>Total Credits</b>	<b>26</b>

Semester 4 (Year 2)

Course Details	Credits
4.1 Business Analytics	4
4.2 Logistics & Supply Chain Management	2
4.3 Foundation of Indian Culture - II	2
Elective-1	4
Elective-2	4
Elective-3	4
Elective-4	4
<b>Total Credits</b>	<b>24</b>

Summer Internship of two months: 8 Credits

Electives Available in Marketing, Finance, HR & International Business			
Marketing	Finance	HR	IB
Brand Management	Security Analysis & Portfolio Management	Compensation and Benefits management	International Trade: Procedures and Documentation
Consumer Behaviour	Management of Financial Services	Performance Management and Appraisals	International Advertising
Services Marketing	Corporate Restructuring	Strategic HRM	Cross-Cultural Consumer & Buyer Behaviour
Retail Marketing	Multinational Financial Management	Talent Management	Global Strategic Management
Marketing Analytics	Behavioural Finance and Wealth Management	HR Analytics	International Finance
International Marketing	Financial Engineering	Organizational Development and Change Management	International Entrepreneurship
Marketing Research	FINTECH	Training and Development	International Mergers and Acquisitions
Integrated Marketing Communication	Corporate Finance	Employee Relationship Management	New Product Development in Global Markets

## Program structure – B. Com (International)

**Semester 1**

Core Course	Credits
Business And Technology (Bt)	4
Financial Accounting (Fa)	4
<b>Disipline Specific</b>	
Capital Markets	3
<b>Generic Specific</b>	
Microeconomics	3
<b>Skill Enhancement</b>	
Life Skills Management	3
<b>Ability Enhancement</b>	
Environmental Studies	3
<b>Total Credits</b>	<b>20</b>

**Semester 2**

Core Course	Credits
Management Accounting (Ma)	4
Performance Management (Pm)	4
<b>Disipline Specific</b>	
Financial Planning And Asset Allocation	3
<b>Generic Specific</b>	
Macroeconomics	3
<b>Skill Enhancement</b>	
Soft Skill(Presentation Skills)	3
<b>Ability Enhancement</b>	
Ethos Management	
<b>Total Credits</b>	<b>20</b>

**Semester 3**

Course Subjects	Credits
International Taxation (Tx)	4
Corporate & Business Law (Clw)	4
Financial Reporting - Part 1 (Fr)	3
Financial Reporting - Part 2 (Fr)	3
<b>Ability Enhancement</b>	
Busuiness Research Methods	3
<b>Skill Enhancement</b>	
Excel & Advance Excel	3
<b>Total Credits</b>	<b>20</b>

**Semester 4**

Course Subjects	Credits
Audit & Assurance - Part 1 (Aa)	3
Audit & Assurance - Part 2 (Aa)	3
Financial Management - Part 1 (Fm)	3
Financial Management - Part 2 (Fm)	3
<b>Ability Enhancement</b>	
Companies Act 2013	4
<b>Skill Enhancement</b>	
Sales Management & Negotiation Skills	4
<b>Total Credits</b>	<b>20</b>

## Program structure – B. Com (International)

**Semester 5**

Course Subjects	Credits
Strategic Business Leader - Part 1 (Sbl)	3
Strategic Business Leader - Part 2 (Sbl)	3
Advanced Performance Management - Part 1 (Apm)	3
Advanced Performance Management - Part 2 (Apm)	3
Goods And Services Tax	4
<b>Disipline Specific (Any Two )</b>	
Enterprise Risk Management	3
Accounting With Tally	3
Entrpreneurship And Design Thinking	3
<b>Total Credits</b>	<b>25</b>

**Semester 6**

Course Subjects	Credits
Strategic Business Reporting - Part 1 (Sbr)	3
Strategic Business Reporting - Part 2 (Sbr)	3
Advanced Financial	3
Management - Part 1 (Afm)	
Advanced Financial	3
Management - Part 2 (Afm)	
Business Project	4
<b>Disipline Specific (Any Two)</b>	
Exim Management	3
Data Analytics	3
Family Managed Business - Value Creation & Negotiations	3
<b>Total Credits</b>	<b>25</b>

Courses	Fees/Yr
Bachelor of Business Administration With specializations in 1. Marketing, 2. Finance, 3. Taxation, 4. HR, 5. International Business	<b>2,90,000.00</b>
Bachelor of Commerce - International (ACCA)	<b>2,85,000.00</b>
Masters of Business Administration With specializations in 1. Marketing, 2. Finance, 3. HR, 4. International Business	<b>350,000.00</b>

*Additional 21000 will be charged with first semester fees where 10,000 is for refundable Security Deposit and rest is for Alumni and FOL charges*

# Distinguished Talks by

Eminent leaders from Various Sectors across India and Globe

# Guest Lectures by Industry Experts



**Dr. Suresh Prabhu**  
India's Sherpa to  
G20/G7 &  
Member of Parliament



**Mr. R. S. Sodhi**  
Managing Director,  
GCMMF (AMUL)



**CA Jaimin Panchal**  
Associate Director,  
CFO Advisory (Finance  
Advisory) KPMG -  
Ahmedabad



**Mr. Dipesh Shah**  
Former Head IFSC  
department, GIFT City,  
Gandhinagar, Executive  
Director-IFSCA



**Prof. Manas K Mandal**  
K Mandal, IIT,  
Kharagpur &  
Ex Director General,  
DRDO



**Dr. Hasmukh Adhia**  
Former Revenue  
Secretary, Department  
of Finance, Govt. of  
India.  
Honorable Chancellor,  
Central University of  
Gujarat



**Mr. Anand  
Bhatnagar**  
TEDx Speaker



**Mr. Shakti Leekha**  
Former Senior GM and  
Head, Marketing,  
Illumination Industry  
Mentor, upGrad



**Dr. R. Vaidyanathan**  
Former Professor, IIM,  
Bangalore



**P N Santosh**  
Co-founder, BYJU'S



**Mr. Jatin Joshi**  
Group COO, Nirmal  
Hospital Pvt. Ltd.  
Surat, Gujarat



**Mr. Parth Rana**  
Business Relationship  
Manager,  
CMIE Ahmedabad



**Mr. Denny Julius**  
Mentor, TCSION Digital



**Mr. Gaurav Dua** Senior  
Vice President, Market  
Strategist and  
Fund Manager,  
Sharekhan



**Mr. Anil Jetwani**  
MD, Navin  
Electronics, Retail

# Master Classes by Alumni



"Best Business Practices in Business Management"  
**Ms. Mausam Desai**  
*Director, Rajhans Group of Industries*



"One Step at A Time"  
**Ms. Sudiksha Patil**  
*Founder, Ink Tales*



"Career Opportunities in Finance"  
**Ms. Adhira Chordia** Analyst,  
*Master Fund Team at National Investment and Infrastructure Fund Limited (NIFL)*



"Creating Careers Abroad"  
**Ms. Ami Patel** Administrative Assistant,  
*Crew+ Logistics Ltd., Ontario based company*



"Leap While You Can"  
**Ms. Rajeshwari Kejriwal**  
*Founder, BODH Selfcare*



"Things I wish I knew before I entered into Corporate World"  
**Mr. Raj Joshi**  
*Entrepreneur*

# Faculty

**Dr. Nimesh Joshi**  
Professor

**Dr. Monika Suri**  
Associate Dean  
Academics & Associate Professor

**Dr. Gaurav Ashesh**  
I/C Head, School of Business and Associate Professor

**Dr. Vikrant Makhija**  
Associate Professor

**Dr. Vipin Agarwal**  
Associate Professor

**Dr. Chivukula Venkata Ramana**  
Associate Professor

**Dr. Dhaarna Singh Rathore**  
Assistant Professor

**Dr. Meghna Dangi**  
Associate Professor

**Dr. Kshama Sharma**  
Assistant Professor

**Dr. Vishal Shukla**  
Associate Professor

**Ms. Shruti P. Jain**  
Assistant Professor

**Dr. Richa Agarwal**  
Assistant Professor

**Dr. Tina Dutta**  
Assistant Professor

**Mr Krishna Kedia**  
Research Associate

**Dr. Keren Khambhata**  
Assistant Professor

# Know your Major

## MBA

The MBA at AURO University is intended to provide students with the knowledge, skills and attributes needed to make critical decisions in the future, where they will lead teams and manage businesses. Students learn not just theory, but how to apply cutting-edge concepts to real, relevant and live business problems. The MBA program is rigorous with a constantly evolving curriculum, teaching students how to work more effectively, efficiently and with greater creativity in the workplace – attributes that successful companies not only look for while recruiting, but also reward through promotions.

## BBA

The Bachelor of Business Administration Degree program is a 4-year full-time program, which provides knowledge, understanding, and coverage of all business and management disciplines. The distinguishing feature of the program is the applied and realistic nature of delivery and its relevance to real-world business situations and its applications. It is in accordance with NEP 2020 with an exit option available at third year with a BBA degree.

## B. Com (International)

The Bachelor of Commerce (International) program is focused on developing professionals for the global industry in a dynamic and value-added era; this Programme is a perfect blend of theoretical and practical knowledge. A four-year degree program with an objective to produce graduates equipped with professional qualification at the International level.

The program offers a dual degree benefits for students after 12th, who plan to become Global Accounting and Finance professionals to explore international career opportunities worldwide. The Program also covers modules of ACCA Qualification combined with business practical knowledge, focus on professional personality grooming, and learning business analytical skills. The key features of the B Com International program is a uniquely designed program to give students first-hand knowledge and skills in the league of IFRS global accounting and International financial reporting standards.

# Internship

Name of The orgnsiation	City
India World Record Foundation Chhaydo	Surat Surat
Sri Aurobindo Ashram, Dekhi Branch, Madhuvan ESH Home Schooling	New Delhi Surat
Nationa First	Surat
ONGC Ltd	Surat
NJ India Group	Surat
Hardik Nayak Fina. Prod. Distribution Pvt. Ltd	Surat Surat
Avenue Super Market	Surat
Tourism Corporation of Madhya Pradesh	Bhopal Surat
Rajhans Group	Surat
Sumul Dairy	Surat
Arecllor Mittal Company Limited	Hazira/Surat Surat
Gail	Surat
Surat Cooperative Bank Limited	Surat
Amul	Anand Surat
jainam broking limited	Surat
Harmony Multi Media Technologies	Surat Surat
SRK Group	Surat
Hari Krishna Exports	Surat
NTPC	Surat
Kribhco	Surat
Navjivan Hundai	Surat



# Placement Companies

Name of The orgnsiation	City
Magneto Brokers	Surat
Hardik Nayak and Company	Surat
Ivenus	Surat
IIFL	Surat
MaxBupa Life Insurance	Surat
NJ India Group	Surat
ITC Ltd	Mumbai
Deloitte	Mumbai
Blox Inc	Nevada, USA
Bunge Food Company	USA
Touchlabs Healthcare Private Limited	Surat USA
SS&C GlobeOP	USA
ArcelorMittal Nippon Steel India (AM/NS India)	Hazira/ Surat
Bunge Food Company	Surat
Touchlabs Healthcare Private Limited	Surat
Delhivery	Surat
Vala Food Product Pvt Ltd	Surat
Midtickle	Mumbai /USA
Nomura Holdings	Mumbai /Japan
Prakash Chemicals Pvt Ltd	Ahmedabad
Unisync Angels Pvt Ltd	Surat
IndiaMart	Surat
IDFC First Bank	Surat



# Industrial Visits

## Company

- Courtyard by Marriott Surat SGCCI
- Haardik Nayak Wealth Management
- HK group at Gems and Jewellery Park
- AMUL
- GIFT City
- Bombay Stock Exchange
- Bisleri
- Godrej Industries
- Deloitte
- Star Plus
- Nykaa
- Mumbai Dabbawalas
- BRTS
- Euro Foods
- Easy Pay
- Stahl Kitchens

## Place

- Gujarat
- Gujarat
- Gujarat
- Gujarat
- Gujarat
- Maharashtra
- Maharashtra
- Maharashtra
- Maharashtra
- Maharashtra
- Maharashtra
- Gujarat
- Gujarat
- Gujarat
- Maharashtra
- Maharashtra

# Academic & Non-Academic Events

- Auro Pitcher's League
- Ad Making Competition "Ad-E-Sartaj"
- TEDx@AURO
- Youth Festival "BizYug"
- Strategy War
- Youth Parliament "Saksham"
- AURO University Model United Nations
- Live projects on Scriptures/Epics/Holy Books projecting integral approach to learning

# Student Immersion Program

- Immersion Program for the students of "The Bhopal School of Social Sciences" were organized from January 21-24, 2020
- Immersion program for Aspiring MBA Students from Universities across Gujarat was organized on January 21, 2021
- Immersion program for the group of students from WYNInstitute of Management, Surat on February 11, 2021