

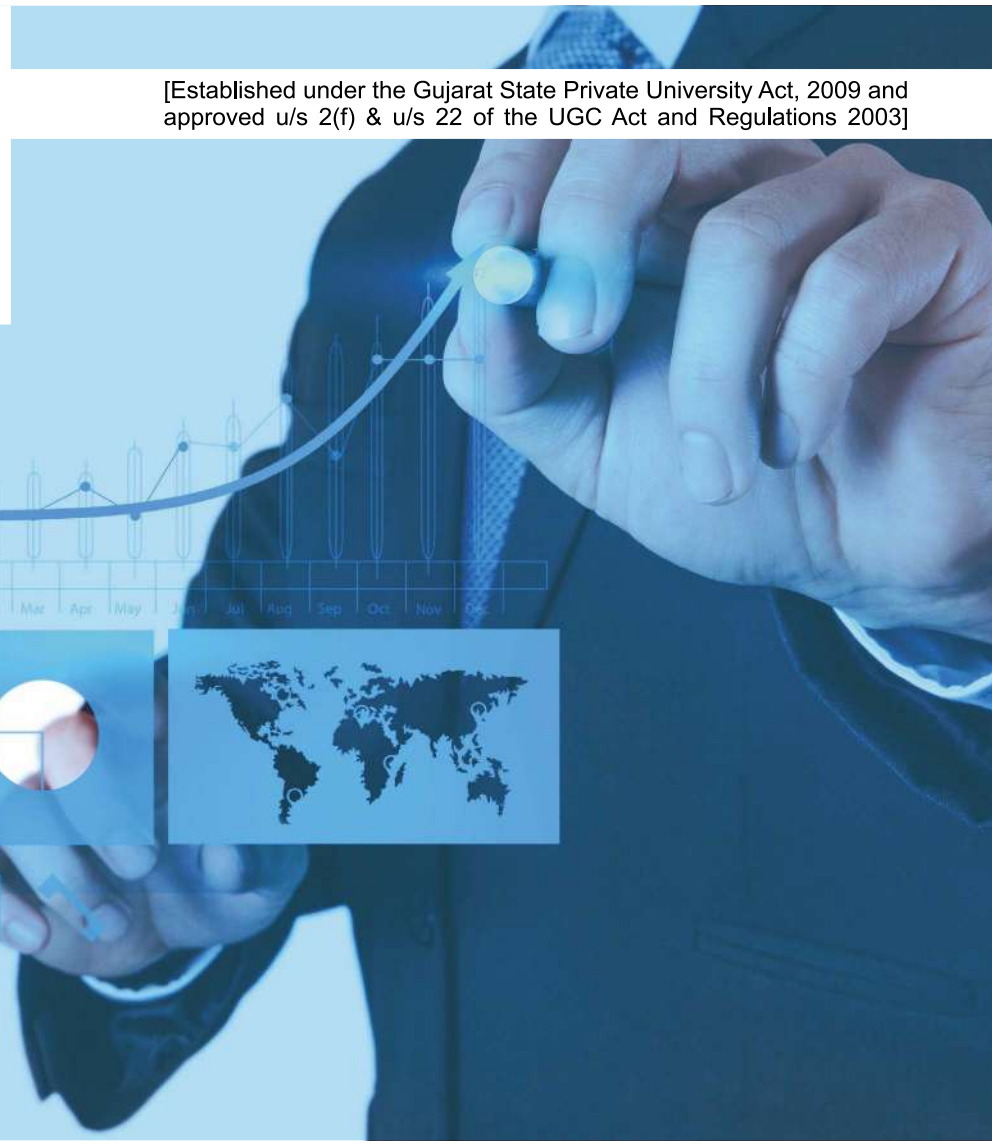


[Established under the Gujarat State Private University Act, 2009 and approved u/s 2(f) & u/s 22 of the UGC Act and Regulations 2003]



A collage of business-related icons on a blue background. It includes a set of interlocking gears, a white silhouette of a person in a suit, a glowing lightbulb, a white silhouette of a person's head and shoulders, a circular inset showing a hand holding a pen, and a white world map.

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-

- ◆ Ph. D. - Business Management
- ◆ Master of Business Administration (2 years) with a specialization in any one : Marketing, HR, Finance, International Business, or Hospitality Management
- ◆ Bachelor of Business Administration (3 years) with a specialization in any one : Marketing, HR, Finance, International Business, or Taxation
- ◆ *BBA + PGD in Family Managed Business (3 + 1 years)
- ◆ *BBA + PGD in Financial Markets (3 + 1 years)
- ◆ B. Com. + Certified Management Accountant from IMA, USA
- ◆ PG Diploma in Family Managed Business (1 year)
- ◆ PG Diploma in Financial Markets (1 year)
- ◆ PG Diploma in Business Analytics (1 year)
- ◆ Certificate Course in Digital Marketing (6 Months)

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

MBA

Eligibility Criteria for Master of Business Administration (2 years) Program

Program Highlights

1. Practical learning through case studies and business simulations
2. Mandatory internships and live projects
3. Constantly evolving curriculum
4. Distinguished guest lectures from industry & academic experts
5. Instilling entrepreneurial spirit to recognize & anticipate opportunity
6. Integral and transformational approach to learning

Program Benefits

1. Develop knowledge, skills and attributes for critical decision making
2. Gain effectiveness, efficiency and greater creativity
3. Go beyond academic management approaches
4. Become positive change agents
5. Develop ethical perspective to business
6. Develop an ethical perspective among students regarding problems and challenges faced by businesses across the world

- 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.
- Student expecting their results by July 2019 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 (CMAT) conducted by the Graduate Management Admission Council (CMAT) 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

Sem - I

- Quantitative Techniques & Operations Research
- Accounting for Managers
- Principles of Management
- Organizational Behavior
- Marketing Management
- Managerial Economics
- Introduction to Science of Living
- CBCS: Life Skills

Sem - II

- Production and Operations Management
- Management Information System and Spread Sheet Modelling
- Financial Management
- Research Methodology
- Human Resource Management
- Entrepreneurship and New Venture Planning
- Foundation of Indian Culture
- Professional Communication

Sem - III

- Strategic Management
- Business Ethics and Corporate Governance
- Family Business Management
- Legal Aspects of Business
- ELECTIVE - 1 • ELECTIVE - 3
- ELECTIVE - 2 • ELECTIVE - 4

Sem - IV

- Business Environment
- Logistics and Supply Chain Management
- Project Management
- ELECTIVE - 1 • ELECTIVE - 3
- ELECTIVE - 2 • ELECTIVE - 4

Choice Based Credit System

The courses provide the students with a holistic approach towards interschool learning. It is a basket of assorted subjects which provides additional credits to the students.



MBA Electives

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

Program Highlights

1. Integral and Transformational Learning for future leaders
2. Knowledge and understanding of all business and management disciplines
3. Live projects and field visits
4. Diverse Course Specializations with Entrepreneurial mindset development
5. 24x7 Academic support with a fully equipped digital library & Technical Student support through VLE, Nemesis.
6. Eminent faculty experts - in house and visiting
7. Discover the challenges of the real business world through frequent interactions with business leaders and entrepreneurs throughout the program.
8. Contemporary and Innovative Pedagogy and curriculum
9. Mentoring program that facilitates the overall development of the students.
3. Supports develop student capability to analyze business phenomena effectively and efficiently in a simulated environment.
4. Makes students proficient in basic functional managerial knowledge and skills
5. Helps develop sound decision making abilities and an analytical approach.
6. 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 2019 may also apply for provisional admission.

Program Benefits

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

- 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 2019 may also apply for provisional admission.



Program Structure - BBA

YEAR-1	Sem - 1	Sem - 2
	<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 Systems and Computers • Data Analysis for Business • Business Environment • Indian Society and Law • Basic Psychological Processes • Critical Thinking
YEAR-2	Sem - 3	Sem - 4
	<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
YEAR-3	Sem - 5	Sem - 6
	<ul style="list-style-type: none"> • Legal Aspects of Business • Productions & Operations Management • Start - up And Innovation 	<ul style="list-style-type: none"> • Logistics & Supply Chain Management • Strategic Management • Social Policy & Social Legislation

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

The BBA Internship Testimonial

Internships @ AURO have provided me a platform where I can discover about myself and what I want to achieve in life. Summer Internship, which was for a social cause, has helped me to understand my society well and to try my best in helping other people. Winter Internship, which was a corporate internship, has certainly given me a glimpse of the organizational environment and an idea of where my interest lies, so that I can select my path carefully. I am thankful to AURO University for providing me a vast number of opportunities so that I can make a better version of myself.

Yours Sincerely,
Deep Rayththa
BBA 2017-20



This internship opportunity at Courtyard by Marriott, Surat, acted as a catalyst in the process of gaining industry related knowledge and experience. I am glad to work under HR department as it helped me to learn about HR roles and responsibilities starting from recruitment process till exit interviews.

Yours Sincerely,
Ami Patel
BBA 2016-19



What sets AURO University apart from the other institutes is the integral and transformational learning. The focus is not only on Academics but also on life skills and the overall cultural well-being. These are the features that set the students apart from the sea. They act like pillars along with knowledge and experience which forms a strong foundation for a better future.

Yours Sincerely,
Jeel Italia



Bachelor of Commerce

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.

USP's for B. Com Program

1. Tie ups with International University – Options of Student exchange program – UMASS - Lowell
2. Integrated US CMA Course for dual degree.
3. Winter/ Summer internship every year.
4. Articleship support to students pursuing CA.
5. Scholarship up to 100% for meritorious and need based students
6. Electives in third year (Finance, Marketing, Banking and Insurance, Taxation, Human Resource, Information technology for business)
7. Experiential Learning through projects / Internship / Workshops / Smart Classes / Specialized Training / Seminars and Guest Lecture series.

Students applaud us

Dev Soni, B. Com – Batch 2018



“Integral learning environment has helped me to focus on my CA along with B. Com, it is a privilege to be an Auroite. A friendly environment and highly educated faculty resource has helped me to enhance my skills as a student. It goes without saying that being associated with Auro as a student is a privilege and a pleasure. I treasure the opportunity to be a part of AURO learning environment. With the help of my faculty mentors I also have cleared CA Foundation with flying colours.

Niyati Bhakta, B. Com – Batch 2018



“I like the fact that classes of B. Com are practical and faculty mentors are friendly. They are always willing to help and very flexible in meeting the students whenever we need help. We do have many choices for social activities at our university as well. Most important, though placed in outskirts of Surat City, it's one of the safest campus to be in. The best part is they have students winter and summer internship in B. Com program every year, which makes students a practical hands on the industry & not just confined to books.”

Vincy Gondalia, B. Com – Batch 2018



“I choose B. Com at AURO University as it offers wide verities of specializations in the program. It also have option of US CMA course which in turn gives an option of dual degree along with B.Com. The independent learning environment has polished my critical thinking skills and made me a more strategic thinker. I am better able to evaluate situations and make decisions more appropriately as compared to what I was before joining AURO.”

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 2019 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.

Semester 1	Semester 3	Semester 5
<ul style="list-style-type: none"> • Business Economics • Financial Accounting • Business Law • Business Communication • Business Statistics • Fundamentals of English – I • Science of Living 	<ul style="list-style-type: none"> • Financial Planning & Performance • Production & Operation Management • Indian Economy and Development • Corporate Accounting • Financial Decision Making I 	<ul style="list-style-type: none"> • Banking and Financial Services • Entrepreneurial Finance • Company Law and Secretarial Practice • Elective 1 • Elective 2
Semester 2	Semester 4	Semester 6
<ul style="list-style-type: none"> • Business Organization and Management • Marketing Fundamentals • Financial Reporting • Business Environment • Computer Application in Business • Fundamentals of English – II • Foundation of Indian Culture 	<ul style="list-style-type: none"> • E-commerce • Supply Chain and Logistic Management • Financial Decision Making II • Financial Control • Data Analysis for Business 	<ul style="list-style-type: none"> • Business Ethics & Corporate Governance • Strategic Management • Project Report • Elective 3 • Elective 4

** Students Articleship / Internship Assistance After Year II

* Elective Available from any one of the following :

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



AURO University signs MoU with Institute of Management Accountants, USA, Wiley India and Miles Education.



PG Diploma in Family Managed Business Program

Post Graduate Diploma in Family Managed Business is an unique innovative 12 months program specifically designed to advance awareness about the prospects, characteristics and the distinctive challenges of the Family Businesses . This programme will enable family business owners to build on and leverage the strengths of the family businesses and ponder through complexities and uncertainties in their existing businesses for a suitable and holistic growth leading to creation of wealth across generations.

Program Highlights

- **Learn & Work Convergence** :- Our unique teaching pedagogy serves as a catalyst in transforming the students from learners to working professionals of their business. The students are continuously in work & learn mode, the classes are held only 3 days per week and 3 days they spend compulsorily in their own businesses delving better understanding of the same.
- **Facilitators** :- Top rank faculties from best business schools in India, renowned management guru's, Working Business professionals and Practicing Consultants are the facilitators in a typical PGDFMB class in AURO to scale up the family business .

Program Objectives

- Prepare the participants for a leadership role for his/her family business and be positive influence.
- To provide strong technical, economic & financial understanding of the business in order to scale up, diversify & manage the business.
- To promote participation in their existing business by working on their skills and entrepreneurial competencies.
- **Peer Evaluation Assignments** :- Innovative pedagogy includes an unique way of handling assessment structure where in the written examinations are replaced by experiential grading classroom sessions with peer evaluations on their real time business.
- **Networking**: - Lunch with Leaders - Prominent business leaders of society are invited to share their leadership journeys and inspire and motivate the students to craft their own leadership endeavor's. Students are able to network and build their own connections during the interactions.

Action Based Learning: - ACTION PLAN – Is a tailor-made module in phase 2 and 3 for each student which caters as an unique stimulator where the students need to pick choose one specific task in their respective business to be accomplished in a period of 8 months. Experienced mentors do the handholding during the period for successful accomplishment of the tasks. Authentic assessment and documentation helps in assimilation of the task.

International Trip: - International Immersion trip gives exposure to understand the Global family business scenario and develop creative thinking abilities for applications in ones own business environment. Europe and Italy have been identified as the next prominent family owned business countries , Students visit prominent business such as Duccatti factory , Gellatto , Gucci , Torres winery , Illadaroetc and also have had workshops with top International business schools such as IE business School and CME Universal etc.

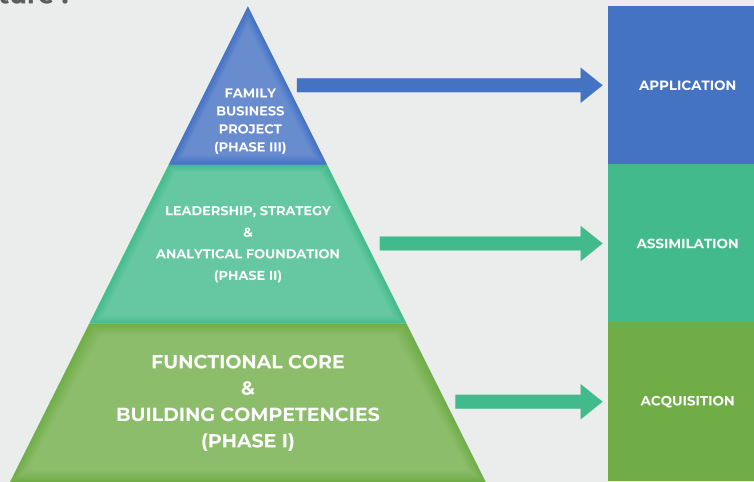
Eligibility

- Student must be a graduate from any field.
- Must own a family business and should have basic exposure of the same.
- Age limit : Below 30 years



The PGDFMB program is divided in 3 phases of 4 months each.

Program Structure :



PHASE - I	PHASE - II	PHASE - III
<ul style="list-style-type: none"> • Modern Management Concept & Practices • General Management • Family Business Governance (Case Series) 	<ul style="list-style-type: none"> • Action Plan • Succession Planning • Understanding Leadership • Integrating Technology in Family Business 	<ul style="list-style-type: none"> • Action Plan Continued • Project Work on One's Own Business

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 2019 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		

PG Diploma in Business Analytics

Business Analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. In contrast, business intelligence traditionally focuses on using a consistent set of metrics to both measure past performance and guide business planning, which is also based on data and statistical

methods. Business analytics makes extensive use of statistical analysis, including explanatory and predictive modeling and fact-based management to drive decision making. It is therefore closely related to management science. Analytics may be used as input for human decisions or may drive fully automated decisions. analytics can answer questions like why is this happening, what if these trends continue, what may happen next (predict), and what is the best outcome that can happen.



Course Structure : PG Diploma in Business Analytics

Semester - I	Semester - II	Semester - III
<p>Basic Business Courses</p> <ol style="list-style-type: none"> 1. Financial Management 2. Principles of Accounting 3. Marketing Management 4. Production and Operations Management 5. Organizational Behavior <p>Domain Courses</p> <ol style="list-style-type: none"> 1. Fundamentals of Business Analytics 2. Stochastic Processes and Applications 3. Inference 4. Statistical Structures in Data <p>5. Electives (Any Two from):</p> <ol style="list-style-type: none"> (i) Optimization and Business Decision Analysis (ii) Venture Analytics (iii) Product Analytics (iv) Business Accounting and Banking Analytic (v) Marketing Analytics (vi) Business Model Analytics (vii) Healthcare Analytics (viii) Supply Chain Analytics (ix) Conversational Analysis (x) Ethical & Legal Considerations In Business Analytics 	<p>Basic Business Courses</p> <ol style="list-style-type: none"> 1. Human Resources Management <p>Advanced Business Courses</p> <ol style="list-style-type: none"> 1. Managerial Communication 2. New Venture Creation 3. Business Ethics <p>Domain Courses</p> <ol style="list-style-type: none"> 1. Computing for Data Science 2. Data Base Systems 3. Regression and Time Series Models 4. Foundations of Algorithm Design and Machine Learning 5. Data Science Laboratory <p>6. Electives (Any One):</p> <ol style="list-style-type: none"> (i) Information Retrieval (ii) Cloud Computing (iii) Complex Network (iv) Enabling Technologies for Data Analytics (v) Modeling in Operations Management 	<p>Domain Courses</p> <ol style="list-style-type: none"> 1. Categorical Data Analysis <p>2. Elective (Any One from):</p> <ol style="list-style-type: none"> (i) Analytics in Business Forecasting (ii) Selected Aspects of Advanced Predictive Modeling (iii) Econometric Methods with Applications in Business and Economics (iv) Business Data Mining <p>Advanced Business Courses</p> <ol style="list-style-type: none"> 1. Business Economics 2. Project Management 3. Strategic Management 4. Leadership <p>5. Electives (Any Three from):</p> <ol style="list-style-type: none"> (i) Consumer Analytics (ii) Applied Marketing Research (iii) Financial Risk Management (iv) Financial Statement Analysis (v) Computational Finance (vi) High Frequency Finance and News Analytics (vii) Advanced Spreadsheet Modeling (viii) Business Process Management (ix) Pricing and Revenue Optimization (x) Analytical Tools in Demand Management (xi) Manufacturing Analytics (xii) Legal Aspects Of Data Mining

Certificate Program in Digital Marketing

The future of business is digital and digital marketing is at the core of what all marketing professionals and business people do. The Postgraduate Diploma in Digital Marketing is designed to provide students with an extensive knowledge of tactics and strategies across social media, mobile marketing, online analytics, and search engine marketing. The students will learn how to integrate new tactics and strategies with traditional marketing tools and practices aimed at capturing new customers, building customer loyalty, providing superior customer service, developing new products, improving profitability and conducting marketing research. The

program provides students an opportunity to learn how to develop an Internet marketing strategy and plan with the goal of maximizing your marketing budget. The program provides a unique opportunity to students to do internship with companies that have academic partnership with Auro University or at other firms in the domain of digital marketing. The program will adopt a practical approach to teaching with an emphasis on content and the digital language. This program is highly beneficial for any business professional especially students with or without experience and industry people who want to enhance their career.

Program Outcomes

- To build effective online marketing strategies for customer acquisition, conversion and retention
- To integrate key analytics and consumer browsing behaviour into your online marketing efforts
- To drive more traffic to a website with search engine marketing (SEM) techniques, including search engine optimisation (SEO) to enhance organic search and paid search tactics that maximize promotional dollars
- To Track and measure online marketing campaigns using website analytical services
- To Apply Web 2.0, social media, mobile and emerging technologies as marketing and promotional tactics

Program Description

Semester - I	Semester - II
<ul style="list-style-type: none">• Introduction to Digital Marketing• Search Marketing• Web Analytics• Social Media Marketing	<ul style="list-style-type: none">• Integrated Digital Marketing Communications• Mobile Marketing Strategy• Online Consumer Behavior• Digital Marketing Capstone (Internship with a Company)

Details of Faculties: School of Business

Dr. Rohit Singh
Professor & Dean

Mr. Ajay Kumar Yadav
Associate Professor & Registrar

Dr. Monika Suri
Associate Professor & I/c Head of School

Dr. Vikrant Makhija
Associate Professor

Dr. Vipin Agarwal
Associate Professor

Mr. Gaurav Ashesh
Associate Professor

Dr. Chivukula Venkata Ramana
Associate Professor

Dr. Meghna Dangi
Associate Professor

Dr. Tanu Narang
Associate Professor

Dr. Smruti Bulsari
Associate Professor

Ms. Indrani Sengupta
Assistant Professor

Ms. Richa Agarwal
Assistant Professor

Ms. Dhaarna Singh Rathore
Assistant Professor

Dr. Mohammad Irfan
Assistant Professor

Dr. Kshama Sharma
Assistant Professor

Ms. Shruti P. Jain
Assistant Professor

Mr. Prashant Pareek
Assistant Professor

Dr. Vinod Lakhwani
Assistant Professor

Dr. Rohini Bhatt
Assistant Professor

Dr. Krupa Rao
Assistant Professor

Ms. Mayanka Chhonker
Assistant Professor

Ms. Keren Khambhata
Teaching Associate

Ms. Karishma Kumar
Teaching Assistant

Ms. Payal Agarwal
Teaching Assistant

Mr. Dharav Jamadar
Teaching Assistant

Industry Visits

Company	Place
NISM	Mumbai
Star Plus, Deloitte , Nykaa	Mumbai
Great Place to Work	Mumbai
APMC	Surat
Mumbai Dabbawalas	Mumbai
Hajoori & Sons	Surat



Other Events

- AD making competition "Ad-E-Sartaj"
- TEDx @ AURO
- Youth Festival "BizYug"
- Live project on Smart Railways
- 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.
- The teaching learning philosophy covers all four aspects of education viz., physical, mental, vital and spiritual
- Students are prepared for 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, Aadhar Club, Literature Society, etc. This caters to all around growth and development of the students.
- State-of-the-art hostel facilities are available on the campus for boys and girls.
- Gujarat is undisputedly known to be one of the safer place for studies and growth.
- Course content is revised every year

Fee Structure

1. Annual Fee Structure for 2 years full time MBA program is Rs. 3,50,000
2. Annual Fee Structure for 3 years full time B. Com. program is Rs. 2,75,000
3. Annual Fee Structure for 3 years full time BBA program is Rs. 2,80,000
4. Annual Fee Structure for (3 + 1) years full time BBA + PGD Family Managed Business Program is Rs. 2,80,000
5. Annual Fee Structure for (3 + 1) years full time BBA + PGD Financial Market Program is Rs. 2,80,000
6. Annual Fee Structure for 1 year full time PGD Family Managed Business Program is Rs. 4,00,000
7. Annual Fee Structure for 1 year full time PGD Financial Market Program is Rs. 2,80,000
8. Annual Fee Structure for 1 year full time PGD Business Analytics Program is Rs. 2,80,000
9. Fee Structure for 6 months full time Certificate in Digital Marketing Program is Rs. 75,000



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