



Curriculum and Credit Framework For Undergraduate Programmes

(BBA Honours Batch 2024-28)

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/Interdisciplinary/ Allied courses	12	12	12	12
4	AEC (Ability Enhancement Courses)	10	10	10	10
5	SEC (Skill Enhancement Courses)	10	10	10	10
6	VAC (Value Added Courses) including Indian Knowledge System (IKS)	08	12	08	12
7	Dissertation/(Research Project)	00	00	12 (OJT)	12 (OJT)
8	Audit Courses: Others (Comprehensive Viva, Physical Education, Health & Wellness)	00	09*	00	09*
	Total Credits	132	145	176	189

**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	
First Semester			
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 Behavior (From the common pool of Courses)	2	
6.	AEC-1: Communication Skills	2	
7.	SEC-1: Business Mathematics	2	
8.	SEC-2: Entrepreneurship	2	
9.	VAC-1: Science of Living – I	2	
10.	Comprehensive Viva-voce (Audit Course)	1*	
11.	Physical Education, Sports & Yoga-1 (Audit Course)	1*	
	Total	26	
Second Semester			
1.	Major-3: Marketing Management	4	
2.	Major-4: Macro Economics	4	
3.	Minor-2: Essentials of Organizational Behavior	4	
4.	MD-3: Business Communication	2	
5.	MD-4: (Any one course to be chosen from the following pool of courses)	2	
	Course		Offered by
	Digital Literacy		School of IT
	Environmental Education		School of Design
	Financial Literacy		School of Business
	Introduction to IPR		School of Law
	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
	Travel and Itinerary Design	School of Hospitality	
6.	AEC-2 Communication Skills / French / Sanskrit / Hindi / Gujarati	2	
7.	SEC 3: Data Visualization using Tableau / PowerBI	2	
8.	VAC-2 Science of Living – II	2	
9.	Comprehensive Viva-voce (Audit Course)	1*	
10.	Physical Education, Sports & Yoga-2 (Audit Course)	1*	
	Total	24	

Exit 1: Award of UG certificate in Major course with 46 credits with additional 4 credits of Audit Courses and 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

Sr. No.	Course Title	Credits																		
Third Semester																				
1.	Major-5: Managerial Accounting	4																		
2.	Major-6: Essential s of Human Resource Management	4																		
3.	Major-7: Business Environment	4																		
4.	MD-5: Introduction to Digital Marketing	2																		
5.	MD-6 : (Any one course to be chosen from the following pool of courses)	2																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%;">Course</th> <th style="width: 50%;">Offered by</th> </tr> </thead> <tbody> <tr> <td>Digital Literacy</td> <td>School of IT</td> </tr> <tr> <td>Environmental Education</td> <td>School of Design</td> </tr> <tr> <td>Financial Literacy</td> <td>School of Business</td> </tr> <tr> <td>Introduction to IPR</td> <td>School of Law</td> </tr> <tr> <td>Sculpture</td> <td>School of Design</td> </tr> <tr> <td>Short Film Making</td> <td>School of Journalism and Mass Communication</td> </tr> <tr> <td>The Art of Expressive Writing</td> <td>School of Liberal Arts and Human Sciences</td> </tr> <tr> <td>Travel and Itinerary Design</td> <td>School of Hospitality</td> </tr> </tbody> </table>	Course	Offered by	Digital Literacy	School of IT	Environmental Education	School of Design	Financial Literacy	School of Business	Introduction to IPR	School of Law	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	Travel and Itinerary Design	School of Hospitality	
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6.	AEC-3: Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-4: Design Thinking and Innovation	2																		
8.	VAC-3: Science of Living –III	2																		
9.	Comprehensive Viva-voce (Audit Course)	1*																		
10.	Health Education and Wellness - 1 (Audit Course)	1*																		
	Total	24																		
Fourth Semester																				
Sr. No.	Course Title	Credits																		
1.	Major-8: Strategic Management	4																		
2.	Major-9: Financial Management	4																		
3.	Major-10: Business Research Methods	4																		
4.	Minor-3: Business Laws	2																		
5.	Minor-4: Introduction to R Programing	2																		
6.	AEC-4: Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-5: Introduction to E-Commerce	2																		
8.	VAC-4: Science of Living – IV	2																		
9.	Comprehensive Viva-voce (Audit Course)	1*																		
10.	Health Education and Wellness – 2 (Audit Course)	1*																		
	Total Credits	24																		

(Students will complete the internship after semester IV; credit thereof to be counted in semester VI)

Exit 2: Award of UG Diploma in Major course with 90 credits with additional 8 credits of Audit Courses and 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

Sr. No.	Course Title	Credits
Fifth Semester		
1	Major-11: Production & Operations Management	4
2	Major-12: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Sales Management • F: Corporate Finance • HR: Human Resource Planning • IB: International Business Environment • BA: Predictive Analytics using R 	4
3	Major-13: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Introduction to Consumer Psychology • F: Investment Management • HR: Introduction to Total Reward • IB: International Economic Trade and Multilateral Agencies • BA: Prescriptive Analytics and Optimization 	4
4	Minor-5: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Services Marketing • F: Money, Banking and Financial Markets • HR: Performance Evaluation System • IB: Market Access Issues • BA: Business Intelligence 	4
5	Minor-6: Corporate Accounting	4
6	VAC-5: Foundation of Indian Culture - I	2
7	Comprehensive Viva-voce (Audit Course)	1*
	Total Credits	23

Sr. No.	Course Title	Credits
Sixth Semester		
1.	Major-14: Supply Chain Management	4
2.	Major-15: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Integrated Marketing Communications • F: Investment Banking • HR: Training and Development • IB: International Trade Logistics • BA: Business Analytics for Functional Areas 	4
3.	Major-16: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Brand Management • F: International Finance • HR: Organizational Development • IB: International Finance • BA: Project 	4
4.	Minor-7: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Marketing Research • F: Introduction to Taxation • HR: Talent Management • IB: Cross-Cultural Management • BA: Text Mining and NLP 	4
5.	AEC-5: Communication Skills / French / Sanskrit / Hindi / Gujarati	2
6.	(With Major) 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 with additional 09 credits of Audit Courses, and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level

Year 4

Sr. No.	Course Title	Credits
Seventh Semester		
1	Major-17: Sustainable Development	4
2	Major-18: (Marketing/Finance/HR/International Business/Business Analytics) Functional Business Analytics : <ul style="list-style-type: none"> • M: Marketing Analytics • F: Financial Analytics • HR: HR Analytics • IB: Data Analytics for IB • BA: Mobile Analytics 	4
3	Major-19: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: B2B Marketing • F: Introduction to Financial Derivatives • HR: Global HRM • IB: International Trade Procedures and Documentation • BA: Big Data Analytics 	4
4	Minor-8: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Product Management • F: M&A and Corporate Restructuring • HR: Future of Work and Implication for HRM • IB: International Entrepreneurship • BA: Social and Web Analytics 	4
5	Research Project	6
	Total Credits	22

Eighth Semester		
1	Major-20: Business Simulation (Capstone)	4
2	Major-21: Family-Managed Business	4
3	Major-22: (Marketing/Finance/HR/International Business/Business Analytics) <ul style="list-style-type: none"> • M: Strategic Marketing • F: Wealth Management • HR: Strategic HRM • IB: International Marketing • BA: ML with Python 	4
4	Minor Course-9: Business Ethics (Project Driven)	4
5	Research Project/Dissertation	6
	Total Credits	22

Award of BBA (Honours) Degree in Major Course with total 180 credits with additional 9 credits of Audit Courses