



Curriculum and Credit Framework For Postgraduate Programmes

(MBA Batch 2024-26)

AURO UNIVERSITY

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

School of Business

Name of Programme: Master of Business Administration

(Trimester Mode)

Batch: 2024-26

Trimester – 1	Credits
1. Organization Behaviour	3.0
2. Financial Accounting	3.0
3. Managerial Economics	3.0
4. Legal Aspects of Business	3.0
5. Business Communication	2.0
6. Science of Living – 1	1.0
7. Physical Education & Yoga (Audit Course)	1.0
8. Comprehensive Viva-Voce (Audit Course)	1.0
Total Credits	17.0
Trimester – 2	Credits
9. Management Accounting & Control	3.0
1. Management Information Systems	3.0
2. Operations Research	3.0
3. Indian Economy & Policy	2.0
4. Business Statistics using Excel	3.0
5. Science of Living – 2	1.0
6. Physical Education & Yoga (Audit Course)	1.0
7. Comprehensive Viva-Voce (Audit Course)	1.0
Total Credits	17.0
Trimester – 3	Credits
1. Marketing Management	3.0
2. Human Resource Management	3.0
3. Logistics & Supply Chain Management	2.0
4. Research Methodology	3.0
5. Financial Management	3.0
6. Science of Living - 3	1.0
7. Physical Education & Yoga (Audit Course)	1.0
8. Comprehensive Viva-Voce (Audit Course)	1.0
Total Credits	17.0

Trimester – 4	Credits
1. Elective -1	3.0
2. Elective – 2	3.0
3. Elective – 3	3.0
4. Elective – 4	3.0
5. Elective - 5	3.0
6. Productions & Operations Management	3.0
7. Science of Living – IV	1.0
8. Health Education and Wellness (Audit Course)	1.0
9. Comprehensive Viva-Voce (Audit Course)	1.0
10. Summer Internship	4.0
Total Credits	25.0

Trimester – 5	Credits
1. Elective – 6	3.0
2. Elective -7	3.0
3. Elective – 8	3.0
4. Elective – 9	3.0
5. Elective - 10	3.0
6. Strategic Management	3.0
7. Foundation of Indian Culture – I	1.0
8. Health Education and Wellness (Audit Course)	1.0
9. Comprehensive Viva-Voce (Audit Course)	1.0
Total Credits	21.0
Trimester – 6	Credits
1. Capstone Project/Business Simulation	8.0
2. Foundation of Indian Culture – II	1.0
3. Health Education and Wellness (Audit Course)	1.0
Total Credits	10.0
Summer Internship of 4 credits after the third trimester.	

Total Credits = 65(Core) + 30 (Elective) + 4(Internship) + 8(Capstone Project) = 107 Credits

Electives Available in Marketing, Finance & Business Analytics

Sr. No.	Marketing	Finance	Business Analytics
1	Brand Management	Security Analysis & Portfolio Management	Business Analytics using R

2	Consumer Behaviour	Management of Financial Services	Data Visualization using Power BI
3	Services Marketing	Corporate Restructuring	Database Management using SQL
4	Sales Management	Behavioural Finance and Wealth Management	Prescriptive Analytics and Optimization
5	Integrated Marketing Communication	Financial Engineering	Big Data Analytics
6	International Marketing	Corporate Taxation Planning	Data Visualization Using Tableau
7	Digital Marketing	Corporate Finance	Social & Web Analytics
8	Retail Management	Business Analysis & Valuation	Business Intelligence
9	Customer Relationship Management	Corporate Governance	Text Mining and NLP
10	Marketing Analytics	FinTech	Project