



School of Business

Curriculum and Credit Framework For Undergraduate Programmes

(BBA Honours Batch 2025-29)

(Academic Year 2025-26)

AURO UNIVERSITY

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



Bachelor of Business Administration (Honours) (Batch 2025-29)
Credit Distribution Framework for Four Years Honours Degree Programme
With Multiple Entry And Exit Options

Year 1: First Semester		
S. No.	Course Title	Credits
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: Leadership Skills	2
8.	SEC-2: Entrepreneurship	2
9.	VAC-1: Science of Living – I	2
10.	Major-3: Comprehensive Viva-voce (Audit Course)	1*
11.	VAC-2: Physical Education & Yoga-1 (Audit Course)	1*
	Total	26

Year 1: Second Semester

S. No.	Course Title	Credits
1.	Major-4: Marketing Management	4
2.	Major-5: 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: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2
7.	SEC 3: Foundations of ESG	2
8.	VAC-3 Science of Living – II	2
9.	Major 6: Comprehensive Viva-voce-2 (Audit Course)	1*
10.	VAC-4: Physical Education, Sports & Yoga-2 (Audit Course)	1*
	Total	24

Exit 1: Award of UG certificate in Major course with 50 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: Third Semester

Sr. No.	Course Title	Credits																		
1.	Major-7: Managerial Accounting	4																		
2.	Major-8: Essentials of Human Resource Management	4																		
3.	Major-9: 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"> <thead> <tr> <th>Course</th> <th>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	
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-3: Communication Skills / French / Sanskrit / Hindi / Gujarati	2																		
7.	SEC-4: MOOC Course – Digital Skilling	2																		
8.	VAC-3: Science of Living –III	2																		
9	Major 10: Comprehensive Viva-voce-3 (Audit Course)	1*																		
10.	VAC-4: Physical Education & Yoga-III (Audit Course)	1*																		
	Total	24																		

Year 2: Fourth Semester

Sr. No.	Course Title	Credits
1.	Major-11: Strategic Management	4
2.	Major-12: Financial Management	4
3.	Major-13: Business Research Methods	4
4.	Minor-3: Business Laws	2
5.	Minor-4: Introduction to FinTech	2
6.	AEC-4: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2
7.	SEC-5: Introduction to E-Commerce	2
8.	VAC-5: Science of Living – IV	2
9.	Major 14: Comprehensive Viva-voce-2 (Audit Course)	1*
10.	VAC-6: Physical Education and Yoga-IV (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 98 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: Fifth Semester

Sr. No.	Course Title	Credits
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	SEC – Simulation	2
8	Major-14: Comprehensive Viva-voce (Audit Course)	1*
9	VAC-6: Physical Education & Yoga V (Audit Course)	1*
Total Credits		26

Year 3: Sixth Semester

Sr. No.	Course Title	Credit
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: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2
6.	(With Major) Internship	4
7.	VAC-7: Foundation of Indian Culture - II	2
8	VAC-8: Physical Education & Yoga VI (Audit Course)	1*
	Total Credits	25

Exit 3: Award of UG Degree in Major Course with 138 credits and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level

Year 4: Seventh Semester

Sr. No.	Course Title	Credits
1	Major-17: Sustainable Development	4
2	Major-18: (Marketing/Finance/HR/International Business/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
6	VAC: Physical Education & Yoga -7 (Audit Course)	1*
	Total Credits	23

Year 4: Eighth Semester

Sr. No.	Course Title	Credits
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
6	VAC: Physical Education & Yoga -8 (Audit Course)	1*
	Total Credits	23

Award of BBA (Honours) Degree in Major Course with total **182** credits.