



## **School of Business**

### **Curriculum and Credit Framework For Undergraduate Programmes**

**(BBA-Financial Analytics Honours Batch 2025-29)**

**(Academic Year 2025-26)**

**AURO UNIVERSITY**

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



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

<b>Year 1: First Semester</b>		
<b>S. No.</b>	<b>Course Title</b>	<b>Credits</b>
1.	Major-1: Introduction to Accounting	4
2.	Major-2: Principles of Management	4
3.	Minor-1: Financial Statement Analysis, Corporate Issuers and Ethics	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*
	<b>Total</b>	<b>26</b>

**Year 1: Second Semester**

S. No.	Course Title	Credits	
1.	Major-4: Marketing Management	4	
2.	Major-5: Economics, Derivatives & Fixed Income	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: Quants & Portfolio Management for Finance	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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course</th> <th style="text-align: left;">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: MOOC Course – Digital Skilling	2																		
8.	VAC-3: Science of Living –III	2																		
9	Major 10: Comprehensive Viva-voce-3 (Audit Course)	<b>1*</b>																		
10.	VAC-4: Physical Education & Yoga-III (Audit Course)	<b>1*</b>																		
	<b>Total</b>	<b>24</b>																		

### Year 2: Fourth Semester

Sr. No.	Course Title	Credits
1.	Major-11: Financial Statement Analysis, Economics, Corporate Issuers	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)	<b>1*</b>
10.	VAC-6: Physical Education and Yoga-IV (Audit Course)	<b>1*</b>
	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**