



## **School of Business**

### **Curriculum and Credit Framework**

**For**

### **Undergraduate Programmes**

**(BBA Honours Batch 2026-29/30)**

**(Academic Year 2026-27)**

**AURO UNIVERSITY**

**#earthspace, Bhatpore, Hazira Road Surat 394510,**

**Gujarat**



**Bachelor of Business Administration (Honours) (Batch 2026-29/30)**  
**Credit Distribution Framework for Four Years Honours Degree Programme**  
**With Multiple Entry and Exit Options**

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<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.	MD-1: Business Statistics	4
4.	MD-2: Dynamics of Human Behavior (From the common pool of Courses)	2
5.	AEC-1: Communication Skills	2
6.	SEC-1: AI for Business Strategy & Innovation	2
7.	VAC-1: Science of Living – I	2
8.	Minor-1: Comprehensive Viva-voce (Audit Course)	1*
9.	VAC-2: Physical Education & Yoga-1 (Audit Course)	1*
	Total	22

Year 1: Second Semester			
S. No.	Course Title	Credits	
1.	Major-3: Marketing Management	4	
2.	Major-4: Business Economics	4	
3.	Minor-2: Essentials of Organizational Behavior	4	
4.	MD-3: (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
	Design Thinking		School of Business/CDC
	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	
5.	AEC-2: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2	
6.	SEC 2: Agentic AI & No-Code Business Workflows	2	
7.	VAC-3 Science of Living – II	2	
8.	Minor-3: Comprehensive Viva-voce-2 (Audit Course)	1*	
9.	VAC-4: Physical Education, Sports & Yoga-2 (Audit Course)	1*	
	Total	22	

**Exit 1: Award of UG certificate in Major course with 44 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-5: Managerial Accounting	4																		
2.	Major-6: Essential s of Human Resource Management	4																		
3.	Major-7: Business Environment	4																		
4.	<b>SEC-3: AI-Powered Marketing &amp; Branding</b>	2																		
5.	MD-4 : (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	
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6.	AEC-3: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2																		
7.	<b>SEC-4: Financial Strategy &amp; Forecasting Using AI</b>	2																		
8.	VAC-5: Science of Living –III	2																		
9	VAC-6: Physical Education & Yoga-III (Audit Course)	<b>1*</b>																		
10	Minor-4 : Comprehensive Viva-voce-2 (Audit Course)	<b>1*</b>																		
	Total	24																		

Year 2: 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-5: Business Laws	2
5.	Minor-6: Introduction to E-Commerce	2
6	AEC-4: AI in Practice - Tools for the Digital Age/ French / Sanskrit / Hindi / Gujarati/Practical English, Personality Development	2
7	SEC-5: Operations & Supply Chain Intelligence	2
8	VAC-7: Science of Living – IV	2
9	Minor-7: Comprehensive Viva-voce-2 (Audit Course)	1*
10	VAC-8: 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 92 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: Operations Management	4
2	Major-12: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Sales &amp; Distribution Management</li> <li>● F: Financial Derivatives</li> <li>● HR: Human Resource Planning</li> <li>● IB: Cross Cultural Management</li> </ul>	4
3	Major-13: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Consumer Behaviour</li> <li>● F: Investment Management</li> <li>● HR: Compensation &amp; Benefits Management</li> <li>● IB: International Economic Trade and Multilateral Agencies</li> </ul>	4
4	Minor-8: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Services Marketing</li> <li>● F: Management of Financial Services</li> <li>● HR: Talent &amp; Performance Management</li> <li>● IB: Global Business Environment</li> </ul>	4
5	Minor-9: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Strategic Brand Management</li> <li>● F: Introduction to Taxation</li> <li>● HR: Training and Development</li> <li>● IB: International Trade Logistics - Documentation &amp; Procedures</li> </ul>	4
6.	Minor-10: Simulation	<b>2</b>
7.	SEC-6: Building AI-Powered Businesses (Capstone)	2
8.	VAC-9: Foundation of Indian Culture	2
9.	Minor-11:: Comprehensive Viva-voce (Audit Course)	<b>1*</b>
10		
	<b>Total Credits</b>	<b>27</b>



Year 3: Sixth Semester		
Sr. No.	Course Title	Credit
1.	Major-14: Internship	24
	Total Credits	24

**Exit 3: Award of UG Degree in Major Course with 143 credits and Internship in core discipline OR continue with Major and Minor course for next NCrF credit level**

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Year 4: Seventh Semester		
Sr. No.	Course Title	Credits
1	Major-15: Sustainable Business Practices	4
2	Major-16: (Marketing/Finance/HR/International Business): <ul style="list-style-type: none"> <li>● M: Marketing Analytics</li> <li>● F: Financial Analytics</li> <li>● HR: HR Analytics</li> <li>● IB: Global Financial Management</li> </ul>	4
3	Major-17: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Luxury Marketing</li> <li>● F: Financial Engineering</li> <li>● HR: Industrial Relations &amp; Labor Laws</li> <li>● IB: Social Responsibility &amp; Ethics in International Business</li> <li>●</li> </ul>	4
4	Minor-12: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"> <li>● M: Retail &amp; Franchise Marketing</li> <li>● F: Corporate Restructuring</li> <li>● HR: Strategic HRM</li> <li>● IB: FDI and Project Execution</li> </ul>	4
	Total Credits	16



Year 4: Eighth Semester		
Sr. No.	Course Title	Credits
1	Major-18: Family-Managed Business	4
2	Major-19: (Marketing/Finance/HR/International Business) <ul style="list-style-type: none"><li>● M: Metaverse Marketing</li><li>● F: Investment Banking &amp; Underwriting</li><li>● HR: Organizational Development &amp; Change Management</li><li>● IB: Imports Management</li></ul>	4
3	Minor Course-13: Business Ethics (Project Driven)	4
4	Research Project/Dissertation (OJT)	12
	Total Credits	24

Award of BBA (Honours) Degree in Major Course with total **183** credits.

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