



AURORA'S BUSINESS SCHOOL

AMONG THE TOP 50 BUSINESS SCHOOLS IN INDIA

www.absi.edu.in

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WELCOME FROM THE DIRECTOR

The Indian government is giving a boost to the manufacturing and services sector, which opens up phenomenal opportunities for the skilled Indian youth. It is also estimated that skilled youth is required to run the rest of the world which is ageing fast. India will be a country with largest youth population to serve the rest of the globe. We see a great opportunity in preparing global leaders for future opportunities across the world. Strict fiscal control both by the center and RBI will keep inflation under control. Strict fiscal and statutory compliance era will ensure vibrant financial markets. Credibility of the country's health is upbeat and positive, resulting in improved sectoral ratings. This positive landscape will result in innumerable opportunities for enthusiastic youngsters focusing on entrepreneurship and intrapreneurship. Young men and women pursuing their business management course would like to go through the journey of collaborating, sharing, practicing and learning the skills and knowledge required.



Director
Dr. Raghu N. Prabhakar
MBA., MHM., PGPM., MPhil., Ph.D.

We promise all of you an excellent atmosphere, which shall enable you to discover your latent potential and also guide you through the process of building your competencies that are required for taking up professional and career-related challenges. Aurora's Business School provides an enabling environment to its students through weekly field visits and training by corporate leaders. They work on social projects involving volunteering with NGOs and non-profit organizations to understand societal needs.

The Business School is widely known for its discipline and professional grooming. It possesses strong Governing and Academic Councils which act as advisory bodies to monitor and update the syllabi as per the current industry needs, professional inputs, adhering to global standards of education, to make the students industry-ready. As a result, the Business School has lucrative placement record and attracts students from all over India as well as abroad.



Over a period of three decades, Aurora has etched out its name as an institutional leader through quality undergraduate and postgraduate education in the fields of Commerce, Science, IT, Pharmacy, Education, Architecture, Engineering and Management. Aurora's Degree & PG College was the first college in Aurora Consortium established in 1989 as an undergraduate college affiliated to Osmania University. Today, Aurora Group has grown to seven engineering colleges, six post graduate colleges, one undergraduate college, one law college, one college of pharmacy and a college of education. With more than 5,000 students enrolled each year, there are close to 15,000 students at any given point of time. With a large alumni base of 50,000 students, Brand Aurora is continuously striving towards opening new vistas in education and training.

Thanks to the committed and competent faculty, the students of Aurora have taken its presence to Ivy League Universities, best research establishments, and Forbes 500 corporations around the globe. Believing in versatility as the core of education, Aurora has been encouraging students to participate not only in academics but also in several co-curricular activities and has nurtured a sizable number of distinguished students. It is no exaggeration that Aurora has truly become synonymous with education and every student perceives it as a temple of learning.

AURORA GROUP



VISION

ABS will be a global leader in management education with human values to serve the emerging needs of the society.

MISSION

We nurture socially and environmentally sensitive global business leaders.



Aurora's Business School was established with a vision of being a global leader in management education with humane values to serve the emerging needs of the society. To achieve this noble objective, socially and environmentally sensitive global business leaders are being groomed by our college every year.

Established in the year 2005, the college is making its distinct and unique presence felt among the academic and industrial circles by bringing together a large number of renowned academicians, institution builders, and management leaders to form strong governing and academic councils. The institution has been focusing on designing an ecosystem that would foster a culture of competence and commitment with high levels of social responsibility. Various academic programs offered by the Aurora's Business School deliver quality and relevant business courses which are taught with the help of experiential learning mechanisms.



VALUE SYSTEM

The future of any nation depends on the values imparted in student life. Being a finishing school, Aurora's Business School believes in bringing out graduates who imbibe a strong value system from their alma mater into the corporate world. Aurora's Business School strives to imbibe professional and human values into its students.

Professionalism

Openness

Integrity

Self-Esteem

Empathy

Professionalism

Professionalism is the most respected and anticipated trait in any leader. Aurora's Business School, understanding the importance of professionalism in the corporate world, focuses on grooming its students to think and act professionally in all situations.

Openness

Agility is the most important attribute of a leader. This in turn depends on the ability to accept change without inhibitions. Aurora's Business School has well-planned strategies both within the classroom and outside it to acclimatize the students to any change.

Integrity

In the present-day multicultural society, integrity is a crucial element which helps the individual prosper and set an example to the society. At Aurora's Business School, we train and nurture students to be ethically responsible individuals with high level of moral reasoning and social etiquette.

Self-esteem

Self-esteem is an asset that can mitigate trouble in one's life. Each student is taught to uphold self-esteem in every walk of life. Hence, Aurora's Business School nurtures self-esteem in its students.

Empathy

Love for the society is one of the most important attributes to become a global leader. Students of Aurora's Business School are exposed to various modules as a part of their course that will bring out the feeling of empathy towards fellow beings. This makes them not only respectable leaders but also complete human beings.





PHILOSOPHY

The five - point philosophy of the Business School is the meansthrough which it functions. Achieving these goals paves a way for active participation and naturally trains the individual to be a responsible global leader. These five philosophical points form the pillars of education at Aurora's Business School.

Versatile Individuals

Live as if you were to die tomorrow. Learn as if you were to live forever. - Gandhi

At Aurora's Business School, we believe that versatility is the cornerstone of the success of a modern day individual. Each individual is required to develop skills and abilities in various co-curricular activities and sports to make oneself ready for any eventuality. This goal is achieved through educating the students about the importance of participation in multiple activities.

Institutional Builders

Do not wait to strike till the iron is hot; but make it hot by striking. - William Butler Yeats

Many intellectuals opine that the recent trends in the management education have only resulted in creation of managers with diminishing productivity. This is because of the lack of hands-on training at B Schools.

We at Aurora's Business School ensure that students play a participatory role as institutional builders and contribute in decision making, execution and analysis of institutional activities while in the college and also as the alumni of the college. This is Aurora's way of making them a part of the institutional building process.





Collaborative and Participative Learning

The fact that I can plant a seed and it becomes a flower, share a bit of knowledge and it becomes another's smile at someone and receive a smile in return, are to me continual spiritual exercises.- Leo F. Buscaglia

At Aurora's Business School, students work as a team rather than as individuals. They are provided with the platform to work effectively as a team. All the learning activities of the college are largely collaborative and participative, generating an active spirit of teamwork aiming to achieve the goal of participative learning. This concept is implemented through projects, seminars, team quizzes, brainstorming, and other collaborative learning techniques where sharing becomes the chief element and this enhances the democratic spirit of learning.

Knowledge Seekers

Education is not received. It is achieved. - Chinese Proverb

The advent of coaching centres, tutorials, and training institutions have made students believe more in taking than in seeking. This has made the student just a passive recipient in the process of learning thus hindering the potential of the student from being realised.

At Aurora's Business School, we have developed an environment for students to evolve into a seeker of education and design one's requirements in the learning process. This equips the student with not just knowledge but also the confidence to take on the world.

Student-Centric Learning

Learning without thought is labour lost. - Confucius

In the conventional teacher centric learning, students are treated as empty vessels into which knowledge is poured without any student initiative. This creates an impaired learning system which is one-sided and monotonous. This turns students into incompetent managers.

At Aurora's Business School, we make the student an active participant in the process of learning. We design the course with the requirements of students as the axis of learning.

RECENT RANKINGS



All India B-Schools' Survey-2020 of Times of India
(World's largest selling English daily) ranks
**No.1 among Top Private stand alone B-Schools of
Telangana & Andhra Pradesh**



Career Connect Ranking 2020 'Best B-Schools of India': Ranks
**No.1 among Top Private stand alone B-Schools of
Telangana & Andhra Pradesh**



Listed among India's Top 100 B-Schools 2020 by Dalal Street
(India's No.1 Equity Research & Capital Investment Journal)



Listed among India's Top 75 Best B-Schools 2020 by Business &
Management Chronicle.
(A survey based on inputs from Management Professionals,
Corporate, MBA aspirants and educators)



Accorded A++ rating by Silicon india in its
All India B-School Ranking 2020 and rated
**No.3 in Academic Excellence & Industry Interface
No.4 in Campus Placements**



India's To 50 Business School's - 2020 of
The Academic Insights (Inspiring Minds) ranks
**No.1 among Top private stand alone B-Schools of
Telangana & Andhra Pradesh**



B-School Ratings - The class of 2019 by Business Standard
(with 2nd largest news readership in India) rated
**No.1 in Industry Interface 2019 in
Telangana & Andhra Pradesh**



Beyond IIMs - B-Schools in India 2019 of
Higher Education Review ranks
**No.10 in Top B-Schools in South India
No.35 among Top 100 B-Schools in India**





RISK ANALYSIS IN
CAPITAL BUDGETING



PROGRAMS

Programs at Aurora's Business School

Aurora's Business School offers the following AICTE approved programs:

Postgraduate Diploma in Management (Core)

It is a two year full-time course in business management covering all the essential functional areas in management. The course is designed to integrate current theoretical and practical aspects in management.

Postgraduate Diploma in Management (Marketing)

Marketing has gained a pre-eminent position in managing the fast-globalizing Indian market. The two year full-time program in marketing has a dynamic and flexible industry-specific curriculum. Marketing of products for the fast growing middle-class consumers, tapping into the bottom of the pyramid market, fashion marketing, advertising & sales promotion campaigns, digital marketing, social media, and E-tailing are a few courses covered in the specialized course.

Postgraduate Diploma in Management (Executive)

This full-time 15 month program, designed for working professionals, provides diverse learning opportunities. The learning experience in the PGDM (Executive) course encompasses a diverse range of concepts - case studies with simulations, real life projects, debates, discussions with senior executives of organizations, startups and consulting projects.

Postgraduate Diploma in Management (Part-time)

The three year program has been designed for working executives with flexibility to attend classes in the weekends. The course helps to instill conceptual, communication, and management skills carving them as change agents for corporates. It will enhance the ability of students to take up leadership roles.



POSTGRADUATE DIPLOMA IN MANAGEMENT (CORE)

About the Program

The two year full-time Postgraduate Diploma in Management (PGDM) prepares students for a career in industry and services. The curriculum lays the foundation for a conceptual and analytical understanding of Indian and international business. The course is constantly updated to be in sync with the latest advancements in business management. The course consists of six trimesters each of 11 weeks duration comprising of 1050 hours classroom contact. This program has 37 courses including 18 Core courses and 19 Electives

Key Features

- Two year full-time AICTE approved PGDM
- Trimester system comprising of six trimesters spread across two years
- Eight week long internship in reputed companies
- Case-based interactive teaching-learning process
- Continuous assessment pattern

Electives

The course includes electives in Finance, Marketing, HR, Business Analytics, Operations Management, MIS, Entrepreneurship, International Business, Micro & Small Business Management, Retail Management, Infrastructure Management, Health Care Management, Tourism Management, Rural Management and Tourism and Hospitality Management.

Eligibility

Students who have completed three years of Bachelor's degree or its equivalent in any discipline, recognized by a University or Deemed University with a minimum score of 45% or equivalent CGPA are eligible to apply.

Career Opportunities

Students on completion of the course can become senior executives and managers in their respective field of choice. They can take up opportunities in state and central government or even in non-governmental organizations. Students interested in pursuing academic or research careers can join FPM program equivalent to Ph. D. in reputed Indian business schools like IIMs, XLRI, NMIMS, MDI and many more.



**Need-based advanced courses are appended to the list from time to time

MULTIPLE SPECIALIZATIONS

FUNCTIONAL AREA SPECIALIZATIONS

Finance

- Financial Risk Management
- Financial Analysis and Planning
- Investment Management
- Banking and Insurance
- International Finance
- Goods and Service Tax

Marketing

- Product and Brand Management
- Promotion and Distribution Management
- Consumer Behavior
- International Marketing
- Digital Marketing
- Marketing Decision Models

Human Resource Management

- Performance Management
- Organization Development
- Compensation Management
- Knowledge Management
- HRM in Services
- Human Resource Development

Business Analytics

- Business Analytics using R
- Business Forecasting
- Business Analytics using PYTHON
- Advanced Predictive Analytics
- Data Mining and Deep Learning for Business Decisions
- Data Visual Reporting Tools & Big Data Analytics for Business Decisions using Dash boards & Tableau

Operations Management

- Analytics & Visualizations in Operations Management
- Operations & Ergonomics: An Entrepreneurs perspective
- Innovations & Technology Management
- Predictive Analytics and Operations Management
- Logistics and Quality Operations Management
- Deep Learning and Automizing in Operations

Management Information Systems

- Software Project Management
- Database Management Systems
- Enterprise Resource Planning
- Data Mining and Data Warehousing
- Knowledge Management and Information Systems
- Information Security Systems, Control and Audit

NON-FUNCTIONAL AREA SPECIALIZATIONS

Entrepreneurship

- Startup Management
- Social Entrepreneurship

International Business

- International Marketing
- International Business Laws

Micro & Small Business Management

- Small Business Management
- Opportunities and Challenges of Small Business

Retail Management

- Retail Management and Retail Store Operations
- Retail Brand Management

EMERGING AREA SPECIALIZATIONS

Infrastructure Management

- Infrastructure Management and Maintenance
- Venture Capital Management

Health Care Management

- Principles of Health Care Management
- Marketing of Health Care Services

Tourism Management

- Tourism and Tourism Geography
- Tourism Marketing

Rural Management

- Rural Development Issues
- Rural Marketing

About the Program

This two year, full-time Postgraduate Diploma in Marketing aims at grooming young & energetic professionals to manage challenges in the Indian and global market. Marketing has gained a pre-eminent position in managing the fast globalizing Indian market. There is a growing demand for global standards of product quality and customer service. Since every profit, not-for-profit and non-profit organization requires a professional plan for marketing its products or services, there is an escalating demand for qualified marketing professionals. The course consists of six trimesters each of 11 weeks duration comprising of 1050 hours classroom contact. The program has 35 courses including 20 Core courses and 15 Electives.

Key Features

- Two year full-time AICTE approved PGDM
- Trimester system comprising of six trimesters spread across two years
- Eight week internship in reputed companies
- Case-based interactive teaching-learning process
- Continuous assessment pattern

Electives

The program exposes students to a wide range of functional aspects in marketing spanning FMCG, Retail, IT, Engineering, Automobile, Education, and Pharmaceuticals. It is divided into subjects to cover the three upcoming businesses: 1. Fast Moving Consumer Goods comprising of various top Indian and Multinational organizations 2. Retail and E-tailing sector to include fast growing retail chains and their online counterparts, and 3. Social Media and Digital Marketing which include usage of social media sites to leverage business potential.

Eligibility

Students who have completed three years of Bachelor's degree or its equivalent in any discipline, recognized by a University or Deemed University with a minimum score of 45% or equivalent CGPA are eligible to apply.

Career Opportunities

Students, on completion of the program can find opportunities in FMCG companies, advertising & sales promotion, digital marketing, social media, and E-tailing. They can take up opportunities in state and central government or even in non-governmental organizations. Students interested in pursuing academic or research careers can join FPM program equivalent to Ph. D. in reputed Indian business schools like IIMs, XLRI, NMIMS, MDI and many more.



A photograph of two business people shaking hands in a professional setting, with other people blurred in the background. The image is partially obscured by a purple banner and a yellow banner.

POSTGRADUATE DIPLOMA IN MANAGEMENT (MARKETING)

ELECTIVES

- | | |
|---|--|
| 01 Product & Brand Management | 09 OOH Marketing & Media Planning |
| 02 Product Portfolio Management | 10 Retail Marketing |
| 03 Rural Marketing | 11 Digital Marketing |
| 04 Advertising Management | 12 Media Planning |
| 05 Sales & Distribution Management | 13 SAP ERP Module |
| 06 Consumer Behavior | 14 E-Tailing |
| 07 CRM & Financial Services Marketing | 15 Marketing Research with Big Data
Analytics and Dash Boards |
| 08 Rural Advertising & Rural Distribution | |

**Need-based advanced courses are appended to the list from time to time

POSTGRADUATE DIPLOMA IN MANAGEMENT (EXECUTIVE)

About the Program

The 15 month full-time Postgraduate Diploma in Management prepares students for careers in manufacturing and services sectors. The curriculum lays the foundation for a conceptual and analytical understanding of Indian and international business. The course content is constantly updated to be in tune with the latest advancements in business management. The Program comprises of four trimesters which include three trimesters of classroom contact and one trimester of internship. The entire Program comprises of 750 - 850 hours of contact classes.

Key Features

- 15 month full-time AICTE approved course
- 12 month exhaustive classroom contact
- Internship of three months duration
- Case based interactive teaching-learning process
- Continuous assessment pattern

Electives

The Program offers electives in Operations, Supply Chain, Marketing, Finance and Human Resource Management

Eligibility

- Bachelors degree from a recognized university in India/abroad
- Employed in a full-time job with minimum of 5 years of relevant managerial experience.

Career Opportunities

Students, on completion of the Program, can become senior executives and managers in their respective fields. They can take up opportunities in State and Central government or even in non-governmental organizations. Students can also pursue careers in academics and research in business management.



**Need-based advanced courses are appended to the list from time to time

CORE COURSES

- 01 Financial Management
- 02 Human Resource Management
- 03 Management Accounting
- 04 Management Information Systems
- 05 Managerial Economics
- 06 Strategic Management
- 07 Supply Chain Management
- 08 Quantitative Techniques
- 09 Operations Management
- 10 Marketing Management

ELECTIVES

- 01 Enterprise Resource Planning
- 02 Entrepreneurship and New Ventures
- 03 Executive Development Tools and Techniques
- 04 Financial Modeling using Excel
- 05 Fundamentals of Development Economics
- 06 Game Theory and its Business Applications
- 07 HR issues in M&A
- 08 International Management
- 09 Performance Management and Appraisal
- 10 Product & Brand Management
- 11 Production Planning and Control
- 12 Project Management
- 13 HR Analytics
- 14 Resource Based Strategy
- 15 Sales & Distribution Management
- 16 Service Operations Management
- 17 Services Marketing
- 18 Social Banking and Inclusive Finance
- 19 Software Project Management
- 20 Strategic HRM
- 21 Strategies for the Bottom of the Pyramid
- 22 Strategies of Co-operation
- 23 Structured Finance
- 24 Supply Chain Analytics
- 25 Systems Dynamics
- 26 Theory of Constraints
- 27 Total Quality Management
- 28 Advanced Corporate Finance
- 29 Advertising & Integrated Brand Communications
- 30 Applied Econometrics for Business
- 31 Big Data Analytics
- 32 Business Analysis & Valuation
- 33 Business Intelligence and Data Mining
- 34 Business Modeling using Spreadsheets
- 35 Business Models for Organizational Excellence
- 36 Business to Business Marketing
- 37 Capital Expenditure, Planning & Control
- 38 Consumer Behavior
- 39 Corporate Tax Management
- 40 Demand and Business Forecasting
- 41 e-Business Strategy
- 42 Economics of International Trade
- 43 Economics of the Currency Market and Open Economy
Macroeconomics
- 44 Logistics and Supply Chain Management
- 45 Managing Competencies and Performance in
Organizations
- 46 Managing Information Businesses
- 47 Marketing Analytics
- 48 Marketing in Emerging Countries
- 49 Marketing Research
- 50 Marketing Strategy & Implementation
- 51 Mergers, Acquisitions & Corporate Restructuring
- 52 Money and Banking
- 53 Operations Strategy
- 54 Internet Marketing
- 55 Investments

About the Program

The three year Program is designed exclusively for working executives and business owners. The course retains the same rigor of a full time program through 950-1050 hours of classroom interaction spread over three academic years. It allows working professionals and entrepreneurs busy with their career/livelihoods to pursue high quality management education. They have the flexibility of attending classes in the evenings and also on Saturdays and Sundays when they get respite from their busy schedule. The Program is spread over six semesters having 35 courses including 20 Core courses and 15 Electives.

Key Features

- Three year part-time AICTE approved PGDM
- Rigorous programme of 950 - 1050 contact hours
- Flexibility to attend classes in the evenings and weekends
- Case-based interactive teaching - learning process
- Continuous assessment pattern
- Live industry projects under expert guidance

POSTGRADUATE DIPLOMA IN MANAGEMENT (PART-TIME)

Electives

The Program electives are similar to the full-time PGDM (core) course.

The Program includes electives in Operations, Marketing, Finance, Supply Chain Management and Human Resource Management.

Eligibility

- Students who have completed three years of Bachelor's degree or its equivalent in any discipline, recognized by a University or Deemed University with minimum score of 45% or equivalent CGPA are eligible to apply.
- 2 years of work experience after completion of graduation in executive and supervisory roles.

Career Opportunities

Participants get an opportunity to apply conceptual insights gained in the classroom to their respective sectorial roles. Executives and entry level managers get an opportunity to climb up the corporate ladder after learning new skills in the classroom and project-based learning in the course. On completion, students find opportunities in various sectors like Banking, FMCG, Retail, Healthcare and Hospitality.



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ADD-ON CERTIFICATION

COURSES

Business English Certification
in association with



CAMBRIDGE ENGLISH
Language Assessment
Part of the University of Cambridge

Finance
NISM Certifications

Marketing
Google Digital
Marketing Certifications

HR
Mission HR Certifications



FACULTY

▶ **Dr. Raghu Naga Prabhakar Kalepu**

Professor, Marketing Management; Director, Aurora's Business School; Heads the Placement and Corporate Relations Division of the Aurora Group, Hyderabad.

An academic-cum-management professional with an accomplished educational background; a Bachelor of Computer Applications, MBA in Hospital Management (Osmania University), MBA in Marketing Management from Acharya Nagarjuna University and M Phil in Business Administration from Annamalai University; obtained a PG Diploma in Planning and Project Management from the University of Hyderabad and Ph D in Management Studies from Acharya Nagarjuna University; has 14 years of experience in Industry and Academics. carried out a number of research studies in the health care sector and published a number of scholarly articles in reputed journals and edited volumes.

▶ **Dr. Srinivas R. Gangidi**

Professor of Human Resource Management and Dean of the Business School

With an experience of over four decades in teaching, research and training, Dr. Srinivas holds Bachelor and Master's degree from Osmania University and obtained PhD in the area of HRM. Served two leading Indian Universities, a foreign university and a research institute of national importance, he has more than 100 publications in the areas of General Management, Human Resource Management, Public Policy and Rural Development Studies. Successfully guided dozen PhDs and held all senior executive positions such as Registrar, Dean, I/c VC in the university system. Specialized in quality assurance, course design, curriculum development, training and faculty development, this awardee of many a national and international fellowships has visited USA, Canada and Nepal on academic assignments.

▶ **Dr. Raghunadh Achary**

Visiting Professor, Business Analytics

After obtaining his M. Sc Statistics degree from Osmania University, Dr. Chary did M.Phil and Ph D in Statistics with special reference to Applied Stochastic Processes from Osmania University. With 20 years of experience in academics, industry, and research in the areas of Quantitative Techniques, Data Mining and Computer Applications, He has published several papers in various national and international journals in the field of Statistics. Also holds PGDCA from AP Productivity Council. Founder and Director of the Decision Tree Consulting.

▶ **Dr. RamaKrishna Kompella**

Professor

Pursued his MBA in marketing and doctoral degree from the prestigious University of Rhode Island and has varied experience in teaching and industry. A visiting faculty at KIAMS, Principal consultant for Rhapsody Synergy consultancy, and Professor of practice at TASK Govt. of Telangana, his specialization is consumer behavior and sustainable consumption. Besides conducting training sessions for students in life skills, soft skills, interview techniques etc., he has attended many global conferences and consortiums across the country.

▶ **Dr. S. Brinda**

Visiting Professor, Service Marketing

Obtained B Com, M Com, PGDCA and Ph D Degrees from Osmania University and has 35 years of academic experience and 3 years of Industry experience. Besides being The Dean, Faculty of Commerce at Anwar-ul-uloom College, she is the author of 17 books and 21 research papers on Marketing & Banking and recipient of many awards. Her research interests include CRM, Banking, Cyber security and E-Commerce.

▶ **Dr. A. Muralidhar Prasad**

Holds MBA Finance, M.Com, M.Phil and Ph. D. degrees from prestigious universities. He is a member of Indian Institute of Banking, Mumbai besides being an Accredited Trainer and Entrepreneurship Mentor of NEN. He is the author of many books and articles in professional journals. He has worked in banking industry for about three decades. Currently he is handling Strategic Finance course at the Business School and is mentoring students interested in banking as a career.

▶ **Dr. V. Sree Jyothi**

Professor of Marketing and Controller of Examination

A MBA, M Com and PGDFMC from OU and M Phil. in Management from MKU. Dr. Sree Jyothi V has obtained Ph D degree from the University of Hyderabad. Besides 16 years of teaching and research experience, she has an impressive publication profile and has membership of several professional organisations like the NHRD, HMA.

▶ **M. Narasimham**

Professor of Accounting, Security Analysis and Portfolio Management

Obtained his M.Com, MBA, LLB degrees from Osmania University, Professor Narasimham is Associate Member of Company Secretaries of India. A visiting faculty at reputed institutions such as, Institutions Of Company Secretaries Institute of cost and Works Management Of India Institute of cost, he has worked as General Manager (CLA) of the AP Mineral Development Corporation and as company secretaries of HSW solutions Ltd (Ramky Group).

▶ **Venu G.Vedula**

Professor

A business leader with 30 years of progressive global experience in retail and project management. He worked with many different corporates such as HCL, Modi Xerox, Future Group at the senior level. He has visited many countries on executive assignments. He is currently teaching courses on International Marketing. He is a multilingual who can speak eight languages.

▶ **Sangeetha Thakur**

HR Business Partner of Husys and a Visiting Fellow at ABS

Holds Post Graduate degrees in Psychology and Industrial Relations and a Ph D in Industrial Psychology. A recipient of two gold medals for her academic achievements. A seasoned professional with expertise in Human Resource Management, she has served the industry and academia for over two decades. Her areas of interest are OD, Work Psychology, Talent Management and Performance Management.

▶ **C. Kameswari**

Professor

After obtaining MBA from JNTU Smt. Kameswari, has taught in North East Africa for four years. Specialized in HR, career guidance and personality development areas, She has 18 years of experience including academic, research and administrative. Her research interests are in the area of Employability Skills and Job Readiness. Has contributed with her research papers in various national and international seminars. Workshops and conferences.

Uday Tiwari

Visiting Professor, Operations Management

A Bachelor of Computer Science and Master of Business Administration with HR major from the Osmania University, Mr. Tiwari has put in 13 years of corporate experience in process enhancement, customer service, call center management and strategy development by serving Karvy Computer Share Pvt Ltd, Eclert Sevices Pvt Ltd and currently working as Operations Manager with Sitel India.

Pramod Kumar Sravan

Visiting Professor, Management Information System

A certified System Administrator from ISIT Institute, Hyderabad and a dynamic professional with over 11 years of experience in installing Network Services and Systems Administration, Mr. Sravan holds degrees of B Com (Computers), MCA and M Tech from reputed varsities and earlier worked with reputed organizations like IBM, Tech Mahindra, Karvy Computer Systems, and ICFAI Knowledge Centre.

Ravi Kanth Ganti

Professor, Human Resource Management

With more than 12 years of experience in teaching, training and documentation, Mr. Ganti has spent seven years in the development sector working for national and international NGOs. A Master's degree holder in Human Resource Management and an expert in non-formal education, he has conducted a large number of training programs for various stakeholders including government teachers, high School students, and farmers.

Sudha Singh

Visiting Faculty, Business Communication

With B Sc and MBA Marketing degrees from Andhra University she gained about two decades of experience covering service with Accel ICM, Deekay Industrial Corporation, BITM, Yashoda Hospitals and a stint as freelance behavioural soft skills trainer. She is MBTI, Dale Carnegie Certified (TTT) NLP practitioner. An effective communicator with excellent people management skills, Mrs. Sudha She is proficient in designing and conducting customized training programmes.

P.N.S. Datta Sarma

Professor

Pursued his M.A in English from Osmania University, Post Graduate Diploma in the Teaching of English (PGDTE) from the prestigious Central Institute of English and Foreign languages (CIEFL), Hyderabad, he has a long and promising career of 32 years in the department of Intermediate Education A.P., as lecturer in English, Principal of various Govt. colleges in A.P., and Reader in the ERTW (Educational Research and Training Wing) of the Board of Intermediate Education. Phonetics is his specialisation. He delivers discourses on personality development, leadership qualities and communication skills, for the students of Professional colleges and at organizations like Lions club, Rotary club etc.

N. Sangeetha Reddy

An accomplished academician with more than 16 years' experience, Sangeetha is highly qualified with 2 P.G. degrees in English and Economics, 2 MBA's in HRM and Educational Management, and 3 PG Diplomas. An eminent member of HMA, National Entrepreneurial Network (NEN) and SDI (Silicon Daily Dose India), she has been a visiting faculty with ICFAI, AMITY, and IIPM. She served as Ratified Associate Professor, HOD in Osmania University affiliated colleges. An expert in imparting soft skills, personality development, behavioral training, she teaches many subjects for PGDM/ PGDBM/ MBA/ BBA/ BBM/ courses. Conducted various seminars and orientation programmes at ICFAI, Dr. B.R. Ambedkar Institute of Management, Ramakrishna Mutt. etc on FDP, TQM, capacity building etc.

A social worker who actively co-ordinates with organizations like Alpha Foundation, Save Our Planet, and HelpAge India.

Raspal Singh Sadhana

After obtaining his Bachelor's degree from Osmania did PGDM from TAPMI. He started his career as a Management Trainee at Aditya Birla Retail Ltd and worked with Deloitte and Wipro doing the roles of Business Analyst, Tax Consultant and Marketing Strategist. He has wide international exposure related to business in countries like China, Malaysia, Singapore, Dubai and Abu Dhabi. He has won many awards in various events related to paper presentation, strategy making, advertising and event management. He has a total of 10 years of experience in corporates and academics. He is currently professor of marketing with expertise in retail and advertisement segments.

Srikanth V.

An estimable business graduate, a MBA in Sales and Marketing from Nagarjuna University, and with his experience of more than 20 years in the field of sales and business development, Srikanth. V is an expert in networking and managing operations. Gifted with excellent communication skills and problem solving strategies, he has proved his mettle in client servicing too.

Syed Ziya Mohiuddin

Received his master's degree in Management (Marketing & HR) from Kakatiya University, he holds a promising career in sales and marketing, business development, client relationship and team supervision. With his extraordinary flair for sales sector, he held key positions in reputed firms, such as, Max Life Insurance and HBL Global and also rendered services at Edubrill, as chief sales manager. He plays cricket, solves puzzles and an expert in catering to the needs of educational field.

Ranjith

A pioneer in the career of sales and marketing, he received his MBA from Bangalore University and presently holds the position of a manager in HT campus.com (Hindustan Times Ltd). He excels in client feedback, cost reduction, Revenue growth and competitor analysis, and an expert in designing innovative promotional sales structure for a given product. With his fluency in four languages, he has dealt with esteemed clients, such as APTDE, Tata Tele Services, Bharati Airtel, APCO and HDFC bank, and received many awards for his achievements as best sales executive, Branch topper, and Top manager.

Sunita Atri

Obtained her B.Sc Degree from DBRAU, UP and MBA degree with Marketing specialization from the UP Technical University, Lucknow. A passionate teacher qualified in UGC NET in Management, Ms. Atri has six years of teaching experience serving R K Group and SGM Group of Educational institutional, and currently pursuing her Doctoral studies at Osmania University.

Venugopal Rajamanuri

He has more than 30 years of experience in insurance, banking, and other financial services. He has an expertise in training, teaching, content development, sales support, team building, and people management. He is a Fellow of Insurance Institute of India. He is also an Associate of Indian Institute of Banking & Finance and MBA (Finance) from Nagpur University. He was associated with Institutions like Aviva Life Insurance, ICFAI National College, and United Western Bank in the past. He is a chartered Wealth Manager from IIFM and Fellow of Insurance Institute of India.

Vishwanadham Bulusu

He holds M.Com. and MBA degrees and has been in the field of teaching and mentoring for the last two decades. He served for a long time as Vice-principal and Head of Department of Commerce at Aurora's Degree and PG College. He is an accomplished educator with demonstrated ability to teach, motivate, and direct students. His planning, organizational and leadership skills are worth noting. During his long journey as an academician he has presented high impact articles at various international conferences.

Srinivasan

He is a veteran HR professional who proved his mettle in both the public and private sector, and lent his active support to the companies for HR linked Business goals. He is an expert in performance management system, strategic recruitments and competency mapping. He enabled exclusive leadership conferences. He headed the wing of change management at the time of Vysya Banks merger with ING Bank. He is the author of a 157 page strategic HR document for expansion of Mumbai and Delhi Air ports. He received P.G. Degrees in commerce, public Administration, and Business administration, PGDIRPM. His life ambition is to improve HR skills among the students of Management.

Shasikanth T.N.

He is a product of JNTU, Hyderabad. He received his PGDM from Narsee Monjee in Analytics. He is proficient in programming, Data Mining, statistical modeling etc. He held prestigious positions as senior Associate consultant in Infosys, Hyderabad. He has experience of nearly 5years in the teaching field. He possesses rare skills like importing and cleaning data, machine learning, data visualization etc. He owns data camp certifications in plenty. He is an able data scientist with python. He believes in innovative technology for our country's progress.

UNIQUE FEATURES

Part of 30+ year old Aurora Group running 30 professional colleges

Listed in Top B'Schools of India every year

World Class Teaching-Learning Practices

Best of Faculty (qualified from IIMs/IITs/Best B'Schools & Top Universities)

EXCELLENT INFRASTRUCTURE

- A/C Class rooms with AV facility
- 100 capacity A/C Seminar hall with AV facility
- 400 capacity A/C Auditorium with AV facility
- 100 capacity modern computer lab
- Language laboratory

Huge and well stocked library including digital collection

Summer Placements for all students in India or abroad

Excellent Placement Record (100+ Companies visit Aurora Annually)

Industry Visits

International Study Tours

Students from all over India and even abroad

Activity oriented teaching

Add on courses (in English + Specialization wise)

Student friendly Staff & Administration

SPORTS ARENA

- Billiards
- FUSS ball
- Table Tennis
- Squash court
- Shuttle court and more.

Central Location

(with Metro, Bus, Train, MMTS connectivity)

Ragging free Campus



TEACHING-LEARNING PROCESS (TLP)

Aurora's Business School has been continuously striving to invent and reinvent the Teaching-Learning Process through introduction of modern Teaching-Learning methodologies and techniques for the benefit of students. Aurora believes that the Teaching-Learning Process should be comprehensive enough to enhance the knowledge of the students and to make them all-round professionals. The Teaching-Learning methodology followed at Aurora's Business School is a judicious combination of five distinct components as mentioned below:

- Conventional TLPs
- Interactive TLPs
- Experiential TLPs
- Research-based TLPs and
- Supplementary TLPs

CONVENTIONAL TLPs

Under this category, the teacher is the central figure in the learning activity. The teacher plans and delivers the contents as per a pre-defined schedule. Here a major part of the instruction delivery is undertaken by the teacher with limited scope for student participation. Conventional teaching is further divided into Lectures, Tutorials and Practical / Laboratory sessions as mentioned below:

Lectures

Lectures are the information sharing tools for classroom sessions. Good lecture sessions serve as knowledge sharing and enriching tools for the students. Lectures are further supplemented by sharing of documents, material and other required information with the students. There will be

3-4 lecture sessions per week per course based on the type of the course chosen like whether it is a core course, functional elective, non-functional elective or emerging area elective.

Tutorials

Tutorial based teaching is a unique aspect of the education that concentrates on the learning experience of the students. The number of students in the tutorial sessions is limited and the interaction will be more than that of a lecture session. Tutorial sessions are arranged as per the requirement of each course in the trimester concerned.

Practical/Laboratory Sessions

Practical or laboratory sessions provide opportunity to the students to apply the theoretical knowledge into practice and develop program specific skills from performance to production, from collection

to analysis of data, from interpretation to presentation of the data. The Laboratory and practical sessions required for various categories of courses is scheduled at 2 hours per week during the course of study in the trimester concerned. Required software on general and specialisation modules are made available in the institution to facilitate students' learning and practice throughout their course of study.

INTERACTIVE TLPs

Interactive Teaching-Learning (ITL) methods supplement the conventional teaching methodologies in all areas of higher education including management education. This method has many advantages over the traditional method of teaching as the interaction and participation of the students is the primary focus in under this. ITL results in increased knowledge sharing among students, enhanced peer learning and helps in all-round personality development of the students.

The ITLs include Case Studies, Seminars, Group Discussions, Debates and Quiz programmes. These interactive sessions are used for all the courses with six sessions each in all the Trimesters. Thus by the end of the PGDM Programme at the ABS, a student undergoes 180 interactive TLPs, at @ 30 per Trimester.

Case Studies

Primarily developed in business and law contexts, the case method of teaching-learning can be productively used to develop the critical thinking and problem solving skills in the students. The students are presented with a recorded set of circumstances and are asked to find out the facts and figures of the case and present a solution to the problem reported in the case. Topics of contemporary relevance are identified and assigned to the students for presentation. All the core, non-functional, functional and emerging area electives contain case studies.



Seminars

A seminar is a sort of conference in which eminent people from the related fields get together, exchange views, present papers, and interact professionally. Such interaction make the students confident, sociable and job-worthy. It promotes communication skills in them and enables them to keep themselves updated in their subjects. Seminars help them to perform well in interviews and acquire jobs. One seminar per subject/course is given to each student for presentation.

Group Discussions

Group discussion has a special place among ITL sessions. Being working in groups, the students can effectively share their knowledge with others. Arguments and counter arguments take place among them in a cordial atmosphere. Listening as well as speaking skills are enhanced through group discussion. The habit of co-ordination is inculcated. The pros and cons of the issue are discussed by the group in detail. Finally a logical conclusion is arrived at. The ABS organises group discussions course wise by motivating students to participate in them actively.

Debates

Debate is another term for elocution. It arouses faculties of critical observation and counter arguments among students who can analyse a situation practically. It presents wonderful opportunity for students to express their views extempore. It develops the speaking and listening skills of the students. Debates are schedules in all the theory courses of the program to enhance the observation and critical thinking skills of the students.

Quiz Programmes

Quiz programmes are aimed at testing the subject knowledge of the students. As it involves application of knowledge and information in the scheduled time, it arouses interest among the students to participate with enthusiasm. Quizzes are scheduled in all the courses. In addition to the general quizzes technical quizzes are also conducted in the institution to encourage the students' learning in the functional and the general areas of business, economy, international and national happenings.

EXPERIENTIAL TLPs

Experiential learning facilitates "learning by doing." It teaches the students competencies they need for real time success. A true experiential learning creates an invaluable opportunity to prepare students for a professional career. It enables them to encounter the real time activities and learn through experiencing the same. This aims at increasing the observation capabilities of students and helps them to understand the practical aspects of theoretical concepts.

The AICTE in the model curriculum has suggested some 'Alternative Study Credit Activities' to be undertaken by the students as experiential learning activities. The following are the activities the students are made to undertake during different Trimesters.

Communication through Theatre Techniques

Students have to undertake Communication through Theatre Techniques to enhance their communication, interaction and interpersonal skills. There are several techniques practiced under this category like storytelling, mime, skit presentation, discussion forums and other interactive sessions. The students have to undertake these modules during their first Trimester of study and submit a report for the same at the end of each session of activity.

Social Sensitisation Project

Social sensitisation is very much necessary for the current generation of students as their social interaction is gradually becoming less due to limited social interaction of the students. This project enables the students understand various social situations and respond to these situations sensibly. The social sensitisation project can be done in any area like gender sensitisation, literacy promotion, health awareness etc.

Community Development Project

Community Development is a neglected area in the developing countries and India is no exception. Hence students need to focus on this area. The Business school provides for a community development project to sensitise the students to understand the scope for their contribution in community development. The students have to undertake a community development project during their third trimester and carryout any activity related to identification of problems in the particular community and developing strategies to address the same. Developing Social Capital, Developing social networks, extending Voluntary Service Activities, Promotion of Alternate Energy resources, Creating Awareness on Government/NGO supported Developmental Schemes, arranging for Plantation Programs and Adoption of Communities/Villages are a few of the likely community development activities. The students have to prepare a detailed report of the work undertaken by them during the project duration and submit the same to the institution.

Summer Internship Program

The students have to undergo Summer Internship for duration of 8 weeks, with any of the industry-manufacturing organisation or service sector organization of their choice to learn the practical knowledge and application of the theoretical knowledge to practical problems. The Internship program enhances the practical skills of the students and helps them to collect, analyse and present data in a sequential manner. The students have to undertake the Internship Program at the end of the third trimester and have to complete the same before commencement of fourth trimester.

Rural Innovation Project

Students have to undertake a Rural Innovation Project as a part of their experiential learning activity in their third trimester of the PGDM Program. It can be in any one of the areas like identification of gaps in the current policy framework and developing solutions; Co-working with rural innovators in the areas of agriculture / small industries / start-ups / marketing of products developed in village and cottage industries; Creating awareness on Entrepreneurship; Incubation support activities; Support activities for women Self- Help Groups; Creating Awareness on the initiatives of various National and International Agencies that support and promote rural innovations. By working in these areas the students get exposure to the ground level problems in the rural areas and gain useful insights for solving such problems.

Global Virtual Teams Project

The developments in the field of technology have made the global information highly accessible to anyone. The technology has also enabled online and virtual learning in many ways. In order to equip students with the latest technologies and make them familiar with the global happenings, the Business School has introduced the concept of 'Global Virtual Teams'. Under this students have to interact with their global counter parts in any of the areas like Leadership in virtual teams, Team Building Activities in virtual platform, Communication among virtual teams, knowledge sharing, participation in negotiations and collective decision-making. They have to prepare a report on the activity undertaken and submit the same after completion of the activity in their fifth trimester.

Capstone Project

Capstone Project is a major project work to be undertaken by the students during their sixth trimester of study. The students have to demonstrate a level of professional competence in the preparation, planning, design and execution of the project with necessary documentation from time to time under the guidance of a faculty member. Overall the Capstone project provides the students a thorough understanding of the practical concepts of management, application of data, analysis and presentation of the data gathered in a sequential manner.

RESEARCH BASED TLPs

The Research-based Learning is a unique concept introduced by Aurora to inculcate research culture among the students and encourage them to undertake research on their own. There are two components in the Research-based Learning. They are:

Theory of Knowledge (ToK)

The Theory of Knowledge (ToK) is derived from the broad area of Epistemology, which is a branch of ancient philosophical science that establishes the nature of knowledge and how we know what we claim to know. There are three categories of Knowledge; Personal, Procedural and Propositional that can be acquired through belief, truth and justification. It is a mandatory requisite for the students to understand the nature of knowledge in various conceptual as well as practical areas and to apply that to the real life situations. Through ToK, students gain greater awareness of various assumptions and develop an ability to understand and analyse the relation between knowledge and its application in a wider perspective. The students have to undertake this exercise in their 4th trimester.

Extended Essay

Extended Essay is a self-directed research work carried out by the student in any area of his/her interest under the guidance of the faculty. It is directed towards encouraging students to have an independent thought and pursue research as per a clearly articulated research question or problem. The Extended Essay provides an opportunity to explore various research avenues with a possibility to enhance the knowledge of students through verifiable facts and rational analysis. Students have to undertake this course in their fifth trimester.

SUPPLEMENTARY TLPs

Supplementary Teaching includes orientation on Attendance, Discipline, Mentoring, Counseling and other student support initiatives extended for promoting their holistic development. The ABS is well known among the student and parent communities for its best practices in supporting the students in all academic, personal and other endeavours.





ASSESSMENT AND EVALUATION

Aurora always tries to bring in reforms in all academic endeavors. The Business School has a transparent and robust evaluation system. The Academic Council regularly monitors the Evaluation Process adopted by the institution and makes resolutions for necessary updates in the process to keep pace with the latest happenings in the national and international business scenarios. The Business School adopts two types of evaluation. They are: **Continuous Evaluation** with 50% weightage of the total marks assigned to a course and **End Trimester Evaluation** with another 50% weightage of the marks.

CONTINUOUS EVALUATION

The continuous evaluation is in the nature of internal assessment. The Internal Assessment (IA) at the ABS comprises of evaluation of classroom lectures through internal examinations, evaluation of interactive teaching-learning methods through performance assessment, evaluation of experiential learning through seminars, evaluation of supplementary teaching methods through reports, and evaluation of contents beyond syllabus through technical tests and performance tests. It is done for a maximum of 50 Marks for all the courses.

CONVENTIONAL TLPs

Theory Courses (Max 50 Marks)

- i. A Mid trimester Examination with 20 marks is conducted as per the pattern decided by the Academic Senate one at the end of five weeks of instruction and another after ten weeks of instruction.
- ii. An Assignment with 5 marks in each of the theory course is given at the end of eight weeks of instruction.

Practical Subjects (Max 50 Marks)

- i. For continuous internal evaluation of practical subjects, a maximum of 3 marks is allotted for each lab session summing up to 30 marks (for 10 sessions) in a trimester.
- ii. A maximum of 20 marks are allotted to internal lab examination which are conducted during the last week of instruction in a trimester.

INTERACTIVE TLPs

Interactive Teaching-Learning Evaluation with 20 marks with the following details:

S.No.	ITL Method	Max Marks
1	Case Study	4
2	Group Discussion	4
3	Debate	4
4	Student Seminar	4
5	Quiz	4
	Total	20

EXPERIENTIAL TLPs

The Experiential Learning Activities are evaluated for a maximum of 50 marks each. There will not be any End Trimester Evaluation for the components of Experiential Learning except for the Capstone Project.

Communication through Theatre Technique

- i. The students have to present any of the defined activity like storytelling, mime, group discussion, role play as per the guidelines and submit a report on the activity.
- ii. Presentation carries a maximum of 30 marks and report carries a maximum of 20 Marks.

Social Sensitisation Project

- i. The students have to present any of the defined activity like gender sensitisation, literacy promotion, social sensitisation, health awareness etc. as per the guidelines and submit a report on the activity.
- ii. Participation in the activity for 20 hours carries a maximum of 20 Marks.
- iii. The students have to prepare a report on the Project which carries a maximum of 30 Marks.

Community Development Project

- i. The students have to undertake any of the activities defined under 'Community Development Activities' like developing social capital, extending voluntary service activities, promoting alternate energy sources etc.
- ii. Participation in the activity for 20 hours carries a Maximum of 20 Marks.
- iii. The students have to prepare a report on the Project which carries a maximum of 30 Marks.

Summer Internship Program

- i. The students have to undertake an internship with any of the industry for a period of 8 weeks between the third and fourth trimesters.
- ii. Presentation on the progress carries a maximum of 20 Marks.
- iii. The students have to prepare a report on the Internship which carries a maximum of 30 Marks.



Rural Innovation Project

- i. The students have to undertake any of the activities defined under 'Rural Innovation Project' like creating awareness on entrepreneurship; helping women self-help groups.
- ii. Participation in the activity for 20 hours carries a maximum of 20 Marks.
- iii. The students have to prepare a report on the Project which carries a Maximum of 30 Marks.

Global Virtual Teams Project

- i. The students have to undertake any of the activities defined under 'Global Virtual Teams' like participation in virtual teams, leadership development, network development, knowledge sharing, collective decision making and negotiations etc.
- ii. Participation in the activity for 20 hours carries a Maximum of 20 Marks
- iii. The students have to prepare a report on the Project which carries a Maximum of 30 Marks

Capstone Project

- i. The students have to do a Capstone Project in any functional area of their choice.
- ii. The students have to present the progress through two seminars that carry 25 marks each with a total of 50 marks.

RESEARCH BASED TLPs

Theory of Knowledge

- i. Theory of Knowledge will be evaluated for a maximum of 50 Marks.
- ii. The students have to present the progress in two seminars with 10 marks each with a maximum of 20 Marks.
- iii. They have to submit an essay with 1500 words that carries a maximum of 30 Marks.

Extended Essay

- i. Extended Essay will be evaluated for a maximum of 50 Marks.
- ii. The students have to present the progress in two seminars with 10 marks each with a maximum of 20 Marks.
- iii. They have to submit an essay with 4000 words that carries a maximum of 30 Marks.

SUPPLEMENTARY TLPs

Attendance with a maximum of 5 marks as detailed below:

S.No	Attendance	Grade	Letter	Marks
1	>= 95%	Outstanding	O	5
2	>= 90% and <95%	Excellent	A	4
3	>=85% and <90%	Very Good	B	3
4	>=80% and <85%	Good	C	2
5	>=75% and <80%	Satisfactory	D	1
6	<75%	Poor	E	0

END-TRIMESTER EVALUATION

End-Trimester Evaluation (ETE) is conducted as per the prescribed pattern of examination for all the prescribed courses with a maximum of 50 marks per course.

CONVENTIONAL LEARNING - THEORY SUBJECTS

The question paper for trimester end evaluation for theory subjects consists of 5 short answer questions with 2 marks each and 5 essay questions with 8 marks each. A maximum of 50 marks for each theory subject.

EXPERIENTIAL LEARNING- CAPSTONE PROJECT

- i. The Capstone Project shall be evaluated for a maximum of 100 marks in the End Trimester Evaluation.
- ii. There shall be a maximum of 75 Marks for Project Report.
- iii. There shall be a maximum of 25 Marks for the comprehensive viva voce examination.

EVALUATION METHODOLOGY

As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks is followed:

S. No.	% of Marks in a Subject	Grade	Letter Grade	Grade Points
1	>= 90%	Outstanding	O	10
2	>= 80% and <90%	Excellent	A	9
3	>=70% and <80%	Very Good	B	8
4	>=60% and <70%	Good	C	7
5	>=50% and <60%	Satisfactory	D	6
6	<50%	Poor (Fail)	E	0
7	Absent	Absent	Ab	0



85% of seats in all the courses are allocated for Indian Nationals. Remaining 15% seats have been allotted to Non Resident Indians and Persons of Indian Origin. The admission process is divided into the following three categories.

Category A: Exclusively for students of Telangana State

Category B: Indian Nationals from outside Telangana

Category C: International students - Non Resident Indians and Persons of Indian Origin

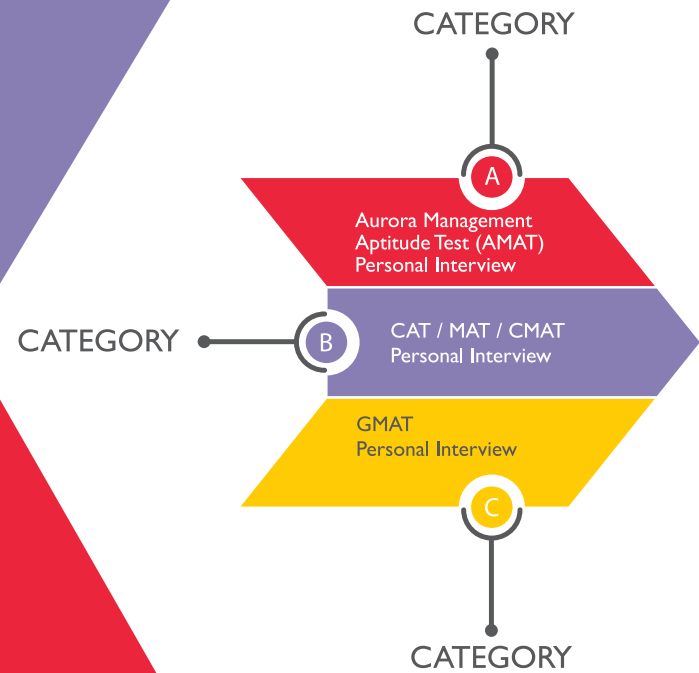
ADMISSION PROCESS

Important Dates

- Last date of registration for AMAT: **3rd week of April**
- Date of AMAT: **1st Sunday of May**
- Last date of registration for admissions: **3rd week of May**
- Personal Interviews: **1st week of June**
- Course Commencement: **Last week of June**

Submission of documents during admission

- Original TC from institutions last studied
- Original Degree Certificate or Provisional Certificate if convocation is yet to be held
- Integrated marks memos of SSC, Inter and Degree
- Merit certificates
- Sports/NCC and other certificates (If applicable)
- 10 passport size photographs





INFRASTRUCTURE AND FACILITIES

Location

The campus is located at Dwarakapuri Colony, the most happening area in the city of Hyderabad. The campus is a stone's throw away from the reputed media houses, service and IT industry hubs. This proximity helps us in attracting the cream of the industry to our campus for interactions. The campus is also the hub for a lot of academic and professional activities making it vibrant with positive energy.

Classrooms

The state-of-the-art classrooms are the final word in quality education. The classrooms are air-conditioned and have provisions for computer-aided education. Naturally ventilated and designed to facilitate a learning atmosphere, these classrooms provide the ambiance of the corporate world. This will acclimatize the students to their future workplaces.

Auditorium

A spacious auditorium is available for conducting seminars, workshops, conferences, guest lectures, events and screening of management-related films for enhancing learning experience of students.

Seminar Hall

A world-class seminar hall has been designed for enabling interaction between students and corporate head bigwigs on a regular basis.

Laboratories

IT is an indispensable part of business today. With five servers based on Windows and Linux, more than 200 workstations and over 50 software packages, our IT Centre provides the necessary platform that makes our students industry-ready. The high speed Wi-Fi allows the students to surf the web without any hurdles.

Games and Sports

The challenges that will be faced by leaders of the future require unwavering physical and emotional strength. Hence, the facilities of a yoga hall and a gymnasium along with qualified trainers are made available to the students.

Facilities for various other activities such as Table Tennis, Billiards, Foosball, and Snooker are provided on the campus. Students enjoy the nourishing food at the canteen. The canteen also acts a platform for informal discussions and entertainment.

Tutorial room

A tutorial room has been designed with fixed LCD data projector, a wall mounted white board and provisions for connecting with laptop/personal computer.

Canteen

Refreshments are available in college hours through a student cooperative run canteen. First year students take up canteen as an entrepreneurial activity and sell all refreshments and food at a nominal price.

Parking facilities

Ample space is available in the institution for parking two wheelers and four wheelers. Students are encouraged to use public transport or bring their two wheelers. Faculty and visitors from corporates are allocated space for parking four wheelers.

Medical Facilities

The institution is centrally located with 3 corporate hospitals within one kilometer radius and the institute has tie-ups with all of them to cater to the needs of Hospital Management students. A consultant doctor is available for any exigency.

Library

ABS is equipped a library that has over 15000 volumes of books. The digital library comprises of over 250 DVDs, along with access to 33 national journals and 12 international journals. EBSCO provides access to over 5000 online journals and three databases. The library is updated continuously to keep the students abreast not only of the business related information, but also on various other topics.

The library is made available for extended hours to ensure that students make the most of it. The access to online journals ensures that information collection is made possible round the clock. The library is named as Dr. Udai Parikh Knowledge Centre.



Anubhooti - Induction Day

The induction day ceremony for first year students is aptly titled 'Anubhooti'. This ceremony marks the official entry of PGDM students into the college when they are introduced to the college staff, and to rules and regulations to be followed during their two year stay. Anubhooti is organized before commencement of Trimester - I.

Abhivyakthi - Biz Fest

Abhivyakthi is the platform for nurturing the next generation leader in the student. Students and academicians from all over the country exhibit their creativity in paper

presentations. Many other events such as the business model creation, market simulations, and quizzes have vibrated the Aurora's Business School atmosphere with the music of prosperity. Abhivyakthi is organized in Trimester - I.

Adviteeya - Management Fest

Adviteeya is a management fest with a difference! The uniqueness of Adviteeya reflects our unique philosophical approach towards business education which values social sensitivity and eco-friendliness. The crème de la crème of the Indian corporate world have appreciated the initiative. Adviteeya is organized in Trimester - 2.

Cultural Night

An event that celebrates the rich Indian culture through various music and dance forms is organized in Trimester - 2.

Green Holi

Green Holi enables the students to create awareness of the ill-effects of chemical colours during Holi. It is a sales and marketing activity during which students sell organic colours across Hyderabad. It is conducted in Trimester - 3.

Udbhav - Business Plan Contest

The development of any country is based on its entrepreneurs. Udbhav creates the context for the expression of an entrepreneur in the students. As these young entrepreneurs contest in collaboration with NEN and TIE, they gain hands-on experience in various functional areas. Udbhav is organized in Trimester - 3.

Sankalp - Convocation

The Convocation ceremony of Aurora's Business School is aptly titled 'Sankalp' wherein students take their graduation oath to uphold the values of the institution in the corporate world. They will be ready to become ethical social and global citizens. The ceremony is organized after the completion of third and Trimester of the II year.

EVENTS AND CELEBRATIONS



YEAR I

S.No.	Description	From	Duration
1	Preparatory Course	July 1st week	1 Week
2	Trimester - 1 (Course)	July 2nd week	11 Weeks
3	Preparation Holidays	Sept 4th week	1 Week
4	Exams	Oct 1st week	1 Week
5	Trimester Break	Oct 2nd week	1 Week
6	Results	Oct 2nd week	

S.No.	Description	From	Duration
1	Trimester - 2 (Course)	Oct 3rd week	11 Weeks
2	Preparation Holidays	Dec 4th week	1 Week
3	Exams	Jan 1st week	1 Week
4	Trimester Break	Jan 2nd week	1 Week
5	Results	Jan 3rd week	

S.No.	Description	From	Duration
1	Trimester - 3 (Course)	Jan 3rd week	11 Weeks
2	Preparation Holidays	Apr 1st week	1 Week
3	Exams	Apr 2nd week	1 Week
4	Results	Apr 3rd week	

S.No.	Description	From	Duration
1	Internship	Apr 3rd week	8 Weeks
2	Presentations	Jun 3rd Week	1 Week
3	Holidays	Jun 4th week	1 Week

YEAR 2

S.No.	Description	From	Duration
1	Trimester - 4 (Course)	Jul 1st week	11 Weeks
2	Preparation Holidays	Sept 2nd week	1 Week
3	Exams	Sept 3rd week	2 Weeks
4	Trimester Break	Oct 1st week	1 Week
5	Results	Oct 2nd week	

S.No.	Description	From	Duration
1	Trimester - 5 (Course)	Oct 2nd week	11 Weeks
2	Preparation Holidays	Dec 4th week	1 Week
3	Exams	Jan 1st week	2 Weeks
4	Trimester Break	Jan 3rd week	1 Week
5	Results	Jan 3rd week	

S.No.	Description	From	Duration
1	Trimester - 6 (Course)	Jan 4th week	11 Weeks
2	Preparation Holidays	Apr 2nd week	1 Week
3	Exams	Apr 3rd week	2 Weeks
4	Results	May 1st week	

ACADEMIC CALENDAR

Academic Schedule (Summary)



INTERNATIONAL CORPORATE SUMMER INTERNSHIP PROGRAM

MAURITIUS (A PARADISE ISLAND)

The International Corporate Summer Internship Program (ICSIP) provides students the opportunity to develop their knowledge and leadership skills through academic activities, networking and internship in industry and cultural interaction in Mauritius. Entering the world of International Business, an ICSIP could be the ideal start for a student.

The objective of the ICSIP is to give a first-hand impression of the day-to-day working environment of esteemed corporates in Mauritius. Student will be given a real chance to work with business experts and industries of their choice. As part of their team, working directly with outstanding and inspiring professionals and senior management, a student will be exposed to high-profile work environment, and contribute to analytical work as well as organizational day to day functioning in your area of specialization such as Finance, Marketing and Human Resource Management etc.

The ICSIP gives opportunity to enable students to put into use what they have learned, expand their knowledge and benefit from invaluable on-the-job experience. This is a great way to explore the career choices that lie ahead of them.



LEARN

About culture, language, cuisine, history, business reality, etc.



EXPERIENCE

Academic activities, history, beautiful landscapes, economy, business activities, etc.



INTERACT

With International young leaders from different countries.

The ICSIP activities include academic sessions, company visits, networking events, panel discussion, Intern-ship in Industry, Cultural activities and tourism.



FEE STRUCTURE

TRIMESTER	ADMISSION FEE	TUITION FEE	SPECIAL FEE
Trimester - 1	₹ 30,000/- (Non-refundable)	₹ 80,000/-	Other than admission and tuition fee the student has to pay per trimester special fee of ₹ 5,000/- & exam fee of ₹ 1,500/-, one time internship fee of ₹ 5,000/- and convocation-cum-alumni fee of ₹ 5,000/-
Trimester - 2		₹ 80,000/-	
Trimester - 3		₹ 80,000/-	
Trimester - 4		₹ 80,000/-	
Trimester - 5		₹ 80,000/-	
Trimester - 6		₹ 80,000/-	
Total	₹ 30,000/-	₹ 4,80,000/-	

ONE TIME PAYMENT OPTION

- ₹4, 40,000/- tuition fee to be paid at the time of admission
- Special fee to be paid in the corresponding trimesters

PAYMENT IN TWO INSTALLMENTS

- ₹2,30,000/- of 1st year fee to be paid at the time of admission
- ₹2,30,000/- of 2nd year fee to be paid in the 2nd year
1st trimester before commencement of classes
- Special fee to be paid in the corresponding trimesters

INTERNATIONAL STUDY TOUR



MALAYSIA & SINGAPORE

(The two leading economies of the South East Asia)



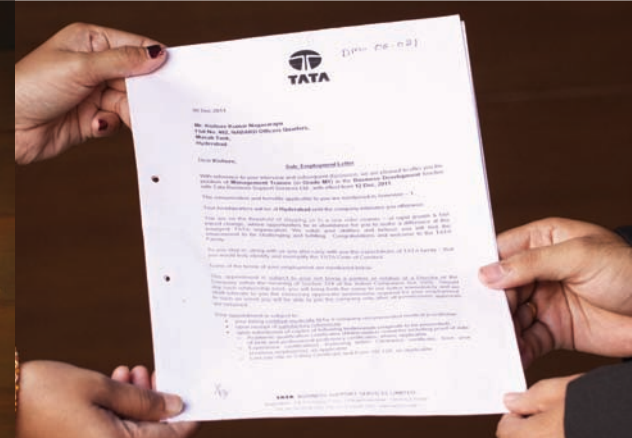
ABU DHABI & DUBAI

(Two of the rich emirates in Central Asia well known for International Business)



Our track record of having good placements both during the time of the boom and burst has been recognized by top-notch business magazines. The two year PGDM program of Aurora's Business School is ranked among the top three in the State by business magazines like Business World, Business India and Dalal Street.

PLACEMENTS



We are grateful to the patronage of a range of corporate recruiters such as ADP, Google, Wipro, Infosys, Mahindra Satyam, TCS, GVK BIO, Ranbaxy, ITC, CRISIL, JSW, Karyx, Deloitte, GE Capital, Bank of America, ICICI, and HSBC. This is because of the industry-ready leaders that we have been producing since the inception of our college for whom we have been securing excellent placements.

Placement of a student is an elaborately designed process at Aurora's Business School. The placement cell of Aurora's works continuously to place a student based on his/her abilities and interests unlike many other B-Schools where placement is in accordance with the requirement in the industry. This ensures the sense of job satisfaction and achievement in our students.

OUR MAJOR RECRUITERS

						ANANDRATHI
						BERKADIA
						Deloitte.
						
						HCL
						HSBC The world's local bank
						IndusInd Bank
						jaro education ISO 9001:2008 Certified
						
						
						
						
						ZENQ



ALUMNI

The course is initiated, designed and delivered to meet the transformational needs of the students in line with the demands of the industry. Our students and alumni is a medley of variety of education and work experience backgrounds. Our students and alumni are the real representation of diversity that India offers.

Aurora's Business School

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