

AURA

Global Business School



Think big. Lead bold

FOUNDER'S NOTE

I'm **Vani Meka**. With over 25 years of experience across academics, human resource management, psychology, and educational leadership. I have closely worked with students and institutions to understand how learning truly shapes individuals. I believe education should go beyond textbooks, combining structure, guidance, and real-world exposure to help students grow with confidence and clarity.



VANI MEKA

Founder | Chairman

We create personalities

WHY AURA?

Where students are prepared for the real world of work.

At AURA Global Business School, learning is designed to go beyond classrooms focusing on application, exposure, and personal development alongside academics.

Practical, Experience-Led Learning

No rote memorisation. Students learn through presentations, projects, case discussions, and real-world problem solving.

Industry-Aligned Curriculum

Programmes are designed around current industry needs, ensuring relevance across business, analytics, AI, and media.

AI-Enabled Education

AI is taught across all programmes not as a tool add-on, but as a core subject that builds future-ready thinking.

International Industry Tour

Free international exposure through industry & university visits, building global perspective, confidence, and real-world awareness.

PROGRAMME FRAMEWORK

Focused learning aligned to the student's chosen degree path.



BBA – General (Entrepreneurship Focus)

- Startup development, business modelling, market validation, pitch preparation, and early-stage venture skills.

BBA – Business Analytics

- Data tools, dashboards, business intelligence, decision analytics, and applied analytics labs.

B.Sc – Artificial Intelligence & Machine Learning

- Machine learning tools, coding labs, automation workflows, research projects, and industry-relevant AI skills.

BBA – Entertainment Business & Media Management

- Film, media, digital content, talent management, production workflows, and entertainment industry operations.

GLOBAL PATHWAYS (UK | USA)

Choose the academic route that fits your goals.



Option 1: Complete Your Bachelor's in India

Study at AURA for all three years and graduate with a full Indian Bachelor's degree.

Option 2: 2+1 International Bachelor's

Study first two years at AURA → transfer abroad for the final year → graduate with an international Bachelor's degree.

Option 3: 2+2 Integrated Bachelor's + Master's

Study first two years at AURA → transfer abroad for the final year → progress directly into a Master's programme abroad through an integrated pathway.

FEE STRUCTURE

Particulars	Amount (INR)
Admission Fee (One-time, Non-Refundable)	20,000/-
First Year Tuition Fee	1st Term (May) - 1,00,000/-
	2nd Term (December) - 1,00,000/-
Second Year Tuition Fee	3rd Term (May) - 75,000/-
	4th Term (December) - 75,000/-
Third Year Tuition Fee	5th Term (May) - 75,000/- (International Tour Included)
	6th Term (December) - 75,000/-

Approximate Total Cost for Global Pathway Program: ₹15,00,000*

Students opting for the Global Pathway Program will be charged as per the partner university's fee structure.

The approximate total cost for the Global Pathway Program is ₹15,00,000* subject to university norms, international travel, and currency variations.

*Subject to university norms, international travel, and currency variations.

Scholarships at AURA

Benefits

- ✓ Partial tuition fee waivers may be offered
- ✓ Amount varies based on merit and evaluation
- ✓ Limited scholarships each academic year

Selection Process

- ✓ Reviewed by the Scholarship Committee
- ✓ Based on overall profile, not just marks
- ✓ Committee's decision is final

Apply early as scholarships are limited.



A DAY AT AURA

12,000 sq ft of learning that doesn't feel like a classroom.

- **Morning:** Smart classroom sessions
- **Afternoon:** Lab work & Project time
- **Evening:** Pickleball, Terrace Gym or Workshops
- **Support:** Counselling & One-on-One Mentorship
- **Growth:** Presentations, Reviews & Feedback
- **Networking:** Guest lectures, Industry talks & Peer events

A routine that builds confidence every day.

INDUSTRY PARTNERS

AURA collaborated with companies across:



Scan to speak with our Academic Counsellor



Campus Location:

Road No 3, Banjara Hills, Hyderabad



contact@aurabschool.com



Admissions Support: +91 92 58 58 79 79



@vanimekaofficial



@aurabschool



aurabschool.com