

BBA – ENTERTAINMENT & MEDIA MANAGEMENT

AN UNDERGRADUATE COURSE BY AURA GLOBAL BUSINESS SCHOOL

A SPECIALISED UNDERGRADUATE BUSINESS PROGRAMME FOR
EVENTS, MEDIA, AND ENTERTAINMENT, BUILT AROUND
OPERATIONS, BRANDING, AND REAL INDUSTRY WORKFLOWS.

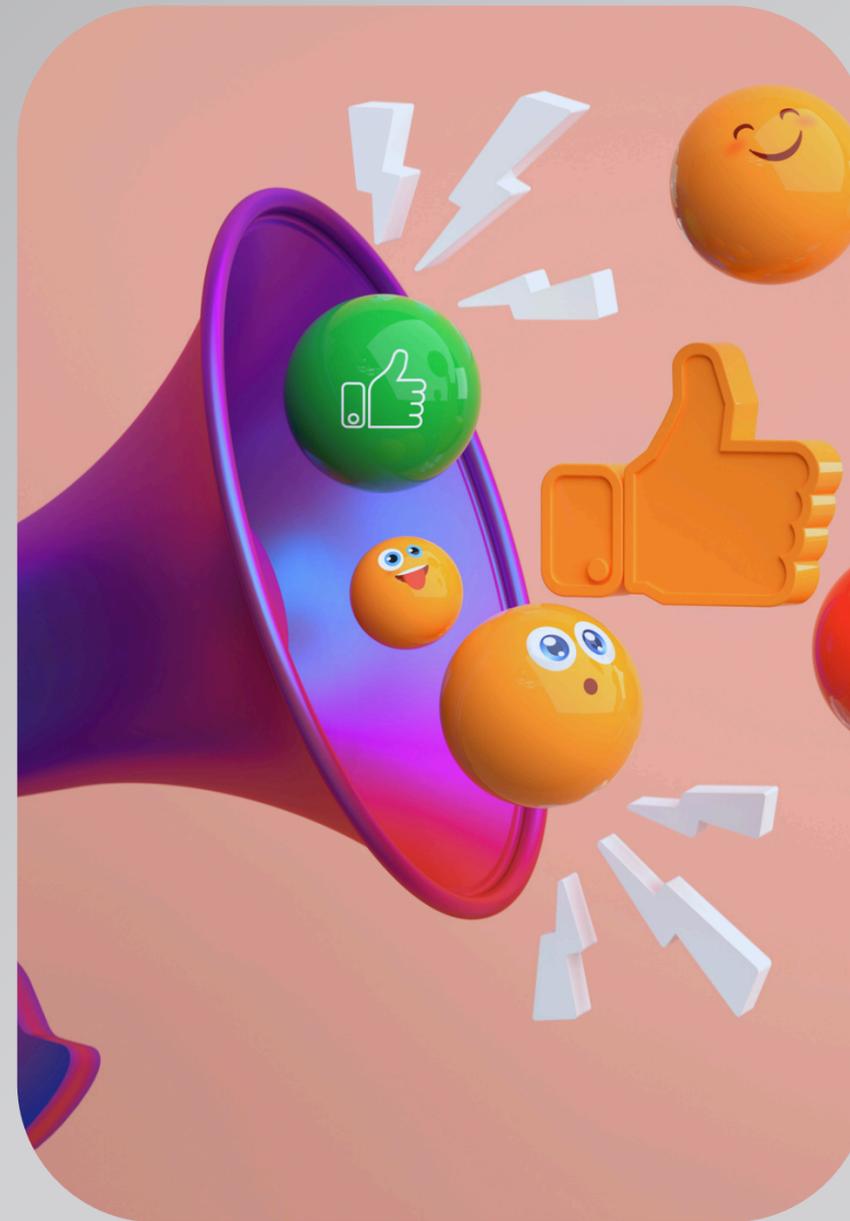
FEBRUARY 2025



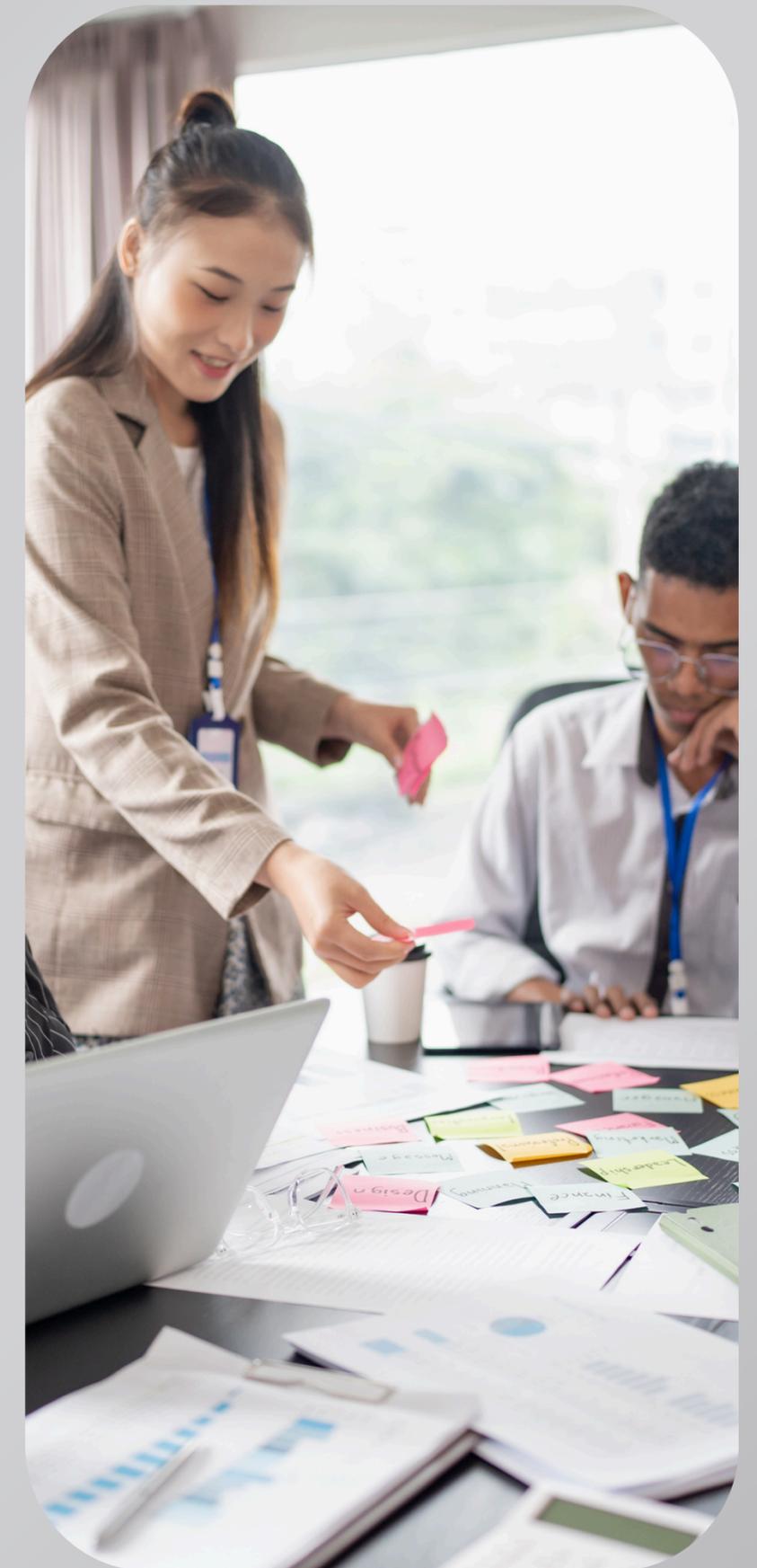
ABOUT THIS COURSE

This programme builds strong business fundamentals and then moves into the mechanics of the entertainment ecosystem, event planning and logistics, event production and operations, media laws and ethics, PR, sponsorship, celebrity/artist management, and content creation.

It includes an internship/industry project and a major project/dissertation, so students graduate with real outcomes they can show, present, and defend.



Industry **ready**.
Future **strong**.



WHO SHOULD DO THIS COURSE?

CREATIVE STUDENTS INTERESTED IN MEDIA, FILMS,
DIGITAL PLATFORMS, AND EVENTS

COMMERCE, SCIENCE, OR MATHEMATICS STUDENTS
LOOKING FOR ANALYTICAL CAREERS

STUDENTS LOOKING FOR DYNAMIC, NON-
TRADITIONAL MANAGEMENT CAREERS

ASPIRING PROFESSIONALS IN MEDIA OPERATIONS,
TALENT, AND CONTENT MANAGEMENT

WHAT YOU'LL LEARN

- Plan, market, produce, manage talent, and run real-world operations, then document outcomes through projects.
- You'll learn how the entertainment industry works then train to manage it with business discipline and operational clarity.
- The curriculum blends core management with entertainment-specific business realities, events, production, PR, sponsorship, digital marketing, and ethical/legal frameworks. As you progress, you move from fundamentals into strategy, marketing, operations, and risk management, supported by internship and a major project/dissertation.

Foundation: Principles of Management, Business Communication, Financial Accounting, Microeconomics, Computer Applications in Business.

Industry entry: Introduction to Media & Entertainment Industry; Film/Television/Music Industry Overview.

Events core: Event Planning & Logistics; Event Production & Operations; Event Risk & Safety Management.

Media framework: Media Laws & Ethics; Digital Media Communication.

Brand & growth: PR & Corporate Communication; Event Marketing & Sponsorship; Digital Marketing & Social Media Analytics.

Talent & strategy: Celebrity/Artist Management; Entertainment Business Strategies; International Business in Entertainment.

Real outcomes: Internship/Industry Project; Major Project/Dissertation + Seminar/Viva.

COURSE STRUCTURE

SEMESTER 1

- Principles of Management
- Business Communication
- Financial Accounting
- Microeconomics
- Computer Applications in Business
- Environmental Studies

SEMESTER 2

- Organizational Behaviour
- Marketing Management
- Business Mathematics & Statistics
- Macroeconomics
- Introduction to Media & Entertainment Industry
- Value Added Course / Language Elective

SEMESTER 3

- Human Resource Management
- Cost & Management Accounting
- Event Planning & Logistics
- Media Laws & Ethics
- Digital Media & Communication
- Skill Development Course

SEMESTER 4

- Financial Management
- Consumer Behaviour
- Entertainment Business Strategies
- Event Production & Operations
- Film, Television & Music Industry Overview
- Open Elective

SEMESTER 5

- Strategic Management
- Public Relations & Corporate Communication
- Celebrity & Artist Management
- Event Marketing & Sponsorship
- Digital Marketing & Social Media Analytics
- Internship / Industry Project

SEMESTER 6

- Entrepreneurship Development
- International Business in Entertainment
- Event Risk & Safety Management
- Media Production & Content Creation
- Major Project / Dissertation
- Seminar & Viva

Semester V features an International Tour enabling global business exposure.

INTERNATIONAL INDUSTRY TOUR

- AURA offers an free international industry tour designed to give students short-term global exposure through university visits, industry interactions, and cultural learning.
- The focus is on global awareness, confidence, and real-world perspective not mandatory travel or degree dependency.

WHAT STUDENTS **GAIN:**



EXPOSURE TO INTERNATIONAL UNIVERSITIES AND WORKPLACES

INSIGHTS INTO GLOBAL BUSINESS CULTURE AND PRACTICES

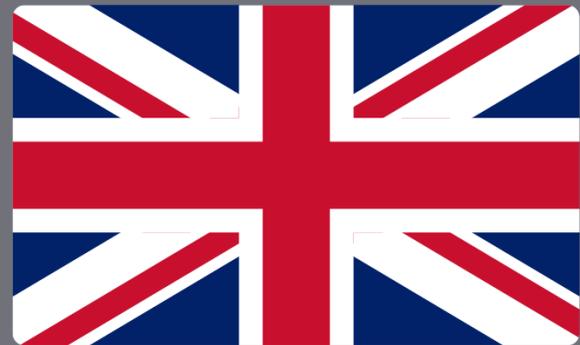
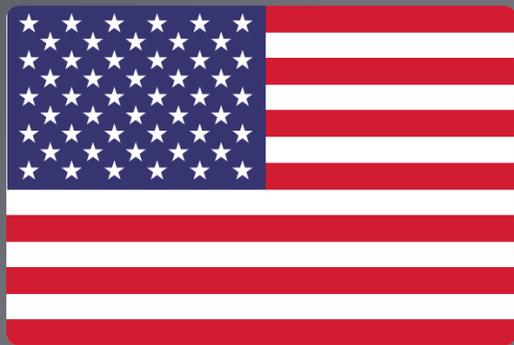
CROSS-CULTURAL LEARNING AND PROFESSIONAL NETWORKING

CLARITY ON FUTURE INTERNATIONAL STUDY OR CAREER OPTIONS

PARTICIPATION IS VOLUNTARY AND DOES NOT IMPACT ACADEMIC PROGRESSION AT AURA.

GLOBAL PATHWAYS

A flexible academic option that allows students to begin their undergraduate studies in India and optionally explore international progression through partner universities



01

COMPLETE YOUR BACHELOR'S DEGREE IN INDIA

Study all years at AURA and graduate with your full Indian bachelor's degree.

02

2+1 INTERNATIONAL BACHELOR'S PATHWAY

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

03

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.

AURA

Career Progression Model

A milestone-based learning journey that builds fundamentals, validates capability through real work, enables informed career decisions, and opens structured global progression pathways.

India Foundation
(Year 1)

Proof of Work
(Year 2 Momentum)

Pathway Choice Point
(Decision + Counselling)

International Progression
(UK/US)(Optional)

- Core business fundamentals & a learning rhythm that actually holds.
- Projects, presentations, & early exposure that turn learning into outcomes.
- Decide based on eligibility, goals, and outcomes, not guesswork.
- Partner options in the UK & the US, aligned to a structured pathway model.

CAREER OUTCOMES



This programme prepares students for managerial and operational roles in the entertainment, media, and creative industries.

Media Project Coordinator

Talent & Artist Management Executive

Production Operations Executive

Content & Programming Manager

Entertainment Business Analyst



READY TO START LEARNING?

ENROLL TODAY AND UNLOCK YOUR POTENTIAL

 aurabschool.com



CAMPUS LOCATION:

ROAD NO 3, BANJARA HILLS, HYDERABAD



CONTACT@AURABSCHOOL.COM



ADMISSIONS SUPPORT: +91 92 58 58 79 79



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