

BBA – GENERAL ENTREPRENEURSHIP FOCUSED

AN UNDERGRADUATE COURSE BY AURA GLOBAL BUSINESS SCHOOL

A FULL-SPECTRUM UNDERGRADUATE BUSINESS PROGRAMME
COVERING MARKETING, HR, FINANCE, OPERATIONS,
STRATEGY AND BUILT FOR REAL WORKPLACE READINESS.

FEBRUARY 2025



ABOUT THIS COURSE

The BBA Business Management (General) programme builds a strong base in management, economics, accounting, and communication, and then moves into applied domains like marketing, HR, finance, operations, and business law.

You'll progress into strategy, entrepreneurship, and international business, supported by electives and hands-on outcomes through internship and projects.

At AURA, learning is structured to feel real projects, presentations, reviews, and feedback, so students graduate with clarity and confidence.



Think **Big**.
Lead **Bold**.





WHO SHOULD DO THIS COURSE?

ASPIRING ENTREPRENEURS AND STARTUP-MINDED STUDENTS

THOSE WITH LEADERSHIP AMBITION AND A PROBLEM-SOLVING MINDSET

INDIVIDUALS WHO WANT TO BUILD, MANAGE, OR SCALE BUSINESSES

STUDENTS FROM FAMILY BUSINESS BACKGROUNDS

WHAT YOU'LL LEARN

- Build business thinking across functions and learn to present decisions with clarity.
- You'll move from fundamentals to execution: analyze, plan, communicate, and deliver across real business scenarios.
- Across six semesters, the curriculum takes you from management and economics fundamentals into marketing, HR, finance, operations, and law then into strategy, entrepreneurship, and international business, supported by electives. The programme includes a summer internship and project work so you graduate with proof-of-work, not only theory

Foundation: Principles of Management, Microeconomics, Financial Accounting, Business Communication Skills.

Core management: Organizational Behavior, Marketing Management, Human Resource Management, Operations Management.

Finance & analysis: Cost Management Accounting, Financial Management I & II, Business Statistics.

Law & governance: Business Law I (Contract / Company Law), Business Law II (Labour / Industrial Laws), Business Policy & Ethics.

Strategy & growth: Strategic Management, Entrepreneurship Development, International Business, Leadership & Change Management.

Real outcomes: Summer Internship + Minor Project; Major Project + Comprehensive Viva.

COURSE STRUCTURE

SEMESTER 1

- Principles of Management
- Business Economics I (Microeconomics)
- Financial Accounting
- Business Mathematics
- Business Communication Skills

SEMESTER 2

- Organizational Behavior
- Business Economics II (Macroeconomics)
- Cost & Management Accounting
- Business Statistics
- Environmental Studies

SEMESTER 3

- Marketing Management
- Human Resource Management
- Financial Management I
- Management Information Systems
- Business Law I (Contract & Company Law)

SEMESTER 4

- Operations Management
- Research Methodology
- Financial Management II
- Consumer Behavior
- Business Law II (Labour & Industrial Laws)

SEMESTER 5

- Strategic Management
- Entrepreneurship Development
- International Business
- Elective I (Marketing / Finance / HR)
- Summer Internship / Minor Project

SEMESTER 6

- Business Policy & Ethics
- Leadership & Change Management
- Elective II (Marketing / Finance / HR)
- Elective III (Marketing / Finance / HR)
- Major Project / Comprehensive 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

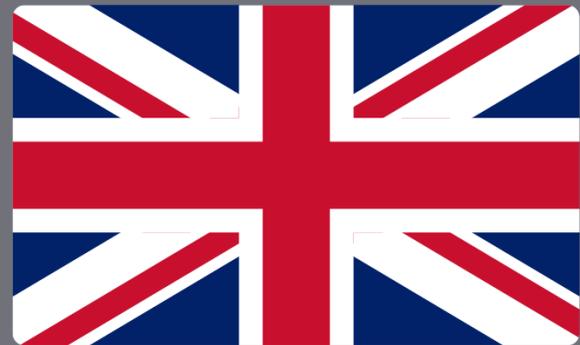
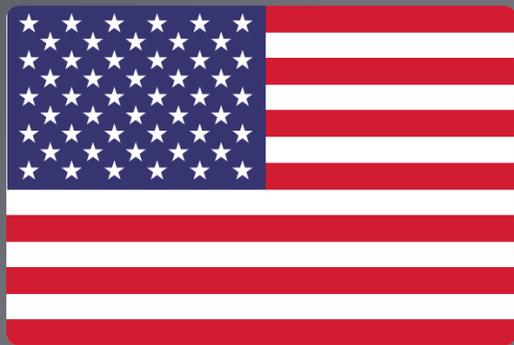
CROSS-CULTURAL LEARNING AND PROFESSIONAL NETWORKING

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



Designed for future founders and business leaders, this programme builds skills to start, scale, or manage ventures in fast-growing ecosystems.



Startup Founder / Co-Founder

Business Development Executive

Product Manager (Entry-Level)

Strategy & Growth Associate

Family Business Manager

READY TO START LEARNING?

ENROLL TODAY AND UNLOCK YOUR POTENTIAL

 aurabschool.com



CAMPUS LOCATION:

ROAD NO 3, BANJARA HILLS, HYDERABAD



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