

AURA

Global Business School

A next-generation business school in Hyderabad focused on real skills, confidence, and careers not just degrees.



You Make
a Difference

You are
Important

You are
Valued

You are
the Future

You are
Awesome

You are
Flawsome



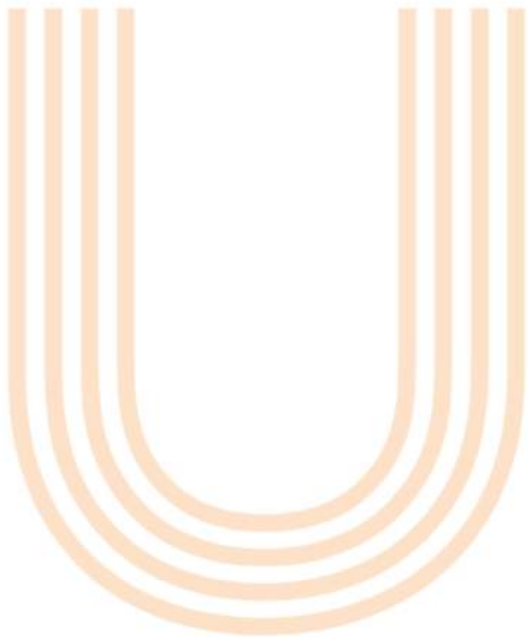
Founder's Note

With over 25 years of experience across academics, human resource management, psychology, and educational leadership, my journey has always revolved around one belief education must prepare students for life, not just examinations.

True learning goes beyond textbooks. It is shaped through meaningful guidance, real-world exposure, and the confidence to think independently. Having worked closely with students and institutions for decades, I have seen how the right environment can transform potential into purpose.

At AURA Global Business School, we aim to bridge the gap between academics and industry. Through strong industry connections and experienced professionals in the classroom, students gain practical insights alongside academic knowledge.

Our vision is simple: to create a balanced learning ecosystem where academics, technology, creativity, and leadership come together to nurture confident, capable, and future-ready individuals



Vani Meka

Founder | Chairperson
AURA Global Business School



Advisors & Mentors

Our advisors and mentors bring real industry perspective into the AURA experience. They help shape learning and guide students with practical insights, career clarity, and professional standards.



Prof. Pandu Ranga Rao

Professor, AU, Ex-Director –
XIME (Bangalore)



Krishna Meka

CEO - Real Variable
Venture Capital Advisor



KS Rao

Practice Head, Executive Search
& Senior Talent Solutions



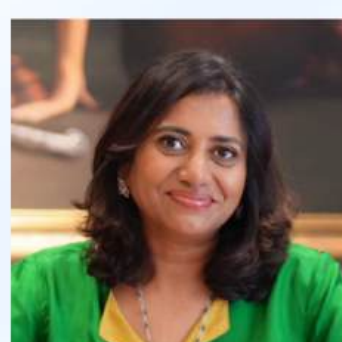
VN Aditya

Indian film director and
screenwriter



Dr. Sridevi Devireddy

Vice president Indo American
chamber of commerce



Deepa Dodla

Promoter of Dodla Dairy



Raghu D

Accessibility & Inclusive
Design Mentor



Anurag Jain

Director, One window
overseas education



Kiranmayi A

Senior Manager at
Accenture, USA

Core Team

AURA's core team brings together experienced leadership across academics, operations, finance, and marketing to ensure a professional, structured, and student-first campus environment.



Vani Meka

Founder | Chairperson



Raj Shriyan Meka

Chief Executive Officer



Srikanth Peddiredla

Chief Operations Officer



Sanjana Meka

Executive Director



Lakshmi Venkat

Technical Director



Arun Baikan

Finance Head



Manogna Narla

Marketing Head



Manisha S

Growth Associate



Adithya Kiran

Academic Head

Why **AURA** Exists?

Many conventional programmes rely on outdated, theory-heavy learning with limited industry exposure and career guidance. This often leaves students with a degree but without the skills required for today's workplaces.

AURA addresses this gap through industry-aligned curriculum, real projects, internships from the second year, and continuous mentoring so students graduate with proven capability, confidence, and career clarity.

Industry-aligned curriculum shaped by real company inputs.

Hands-on learning through live projects and modern labs.

Internships from the second year for early workplace exposure.

Career-focused guidance with mentoring and placement support.

Startup & entrepreneurship support through incubation & mentorship.

While education lags behind industry, AURA bridges the gap preparing students with real skills, confidence, & career readiness

The **AURA** Learning Model

At AURA Global Business School, learning is designed to go beyond traditional classroom education.

Our model blends academic knowledge with real-world exposure, ensuring students graduate with both confidence and practical capability.

Practical Learning

Students engage in case studies, projects, simulations, & real-world assignments that transform concepts into hands-on experience.



Industry Integration

Regular interaction with industry professionals, guest sessions, and mentorship from experienced leaders bridge the gap between academia and industry.



Technology-Driven Education

Programs integrate emerging technologies, data tools, and digital platforms to prepare students for the modern workplace.



Mentorship & Guidance

Personalised mentorship and career guidance help students discover their strengths and build clear, purposeful career paths.



Campus & Facilities

AURA operates from a 12,000 sq. ft. purpose-built campus in Banjara Hills, Hyderabad, one of the city's most accessible and well-connected neighborhoods. Easily reachable from Jubilee Hills, Madhapur, Gachibowli, Hitech City, Begumpet, and Secunderabad.

Modern Smart Classrooms

Our classrooms are equipped with audio-visual learning systems, including smart boards & interactive teaching tools, creating an engaging & technology-enabled learning environment that supports discussion, collaboration, and active participation.

Computer & Technology Labs

The campus features advanced computer labs with industry-standard software and high-speed connectivity, enabling students to develop practical skills in analytics, digital tools, and modern business technologies.

Library & Digital Learning Hub

Our library provides access to a wide range of academic books, research materials, & digital learning resources, offering students a quiet & focused space for study, exploration, and knowledge development.

Collaboration & Student Spaces

Dedicated project rooms and common areas encourage teamwork, discussions, & group learning. These spaces allow students to collaborate on projects, exchange ideas, & build a strong academic community.

Accessibility & Inclusivity

Designed for everyone, with accessible pathways and inclusive facilities that ensure a comfortable and seamless campus experience.

Podcast & Media Studio

A dedicated space for recording, storytelling, and content creation, helping students build confidence and communication skills.

Gallery



Podcast Studio



Pickel Ball



Terrace Gym

A Day at AURA

Student life at AURA is designed to balance academic excellence with personal growth, creativity, and well-being.

The campus environment encourages students to learn actively, collaborate with peers, explore new ideas, & develop the confidence and skills needed for their future careers.



01 Interactive Classroom Learning

Engaging classroom sessions combining lectures, discussions, and case studies encouraging active participation and deeper understanding.



02 Technology-Enabled Learning

Modern digital tools and learning platforms support data-driven education preparing students for evolving industries.



03 Mentorship & Academic Guidance

Faculty mentors provide continuous guidance helping students stay focused on academic progress and career goals.



04 Practical Projects & Application

Assignments, case studies, and projects help students apply concepts to practical real-world situations effectively.



05 Skill Development Workshops

Regular workshops and presentations strengthen communication, leadership, and essential professional skills for future careers.



06 Sports & Wellness Activities

Pickleball, terrace gym sessions, and recreational activities promote physical well-being and balanced campus lifestyle.

Programmes Offered

Industry-aligned undergraduate programs designed to prepare students for the evolving global economy.

BBA - General

Duration: 3 Years

Build strong business fundamentals across functions for versatile career paths.

BBA - Business Analytics

Duration: 3 Years

Combines business strategy with data analytics, preparing students for the data-driven business world.

BBA - Family Business & Entrepreneurship

Duration: 3 Years

Learn to build, scale, and lead businesses, with a focus on entrepreneurship and family enterprises.

BSc - Artificial Intelligence & Machine Learning

Duration: 3 Years

A future-focused program exploring AI technologies, machine learning systems, & intelligent data solutions.

BBA - Entertainment & Media Management

Duration: 3 Years

Designed for careers in media, content, events, digital platforms, and entertainment industries.



INDUSTRY PARTNERS

AURA collaborated with companies across:



BBA – GENERAL

This programme builds a strong foundation in business, management, and leadership across core domains including marketing, finance, human resources, and operations.

Students develop practical understanding through case studies, internships, and project work, preparing them to adapt across industries and roles.

You graduate with the ability to understand how businesses operate, make decisions, and lead teams in real-world environments.

Think Big. Think Bold.

WHO SHOULD DO THIS COURSE?

STUDENTS WHO WANT A WELL-ROUNDED UNDERSTANDING OF BUSINESS

THOSE EXPLORING MULTIPLE CAREER PATHS BEFORE SPECIALIZATION

COMMERCE, SCIENCE, OR HUMANITIES STUDENTS LOOKING TO ENTER BUSINESS

FUTURE MANAGERS, ENTREPRENEURS, AND LEADERS ACROSS INDUSTRIES

WHAT YOU'LL LEARN

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

Core management: Marketing, HR, Financial Management I & II, Operations, Consumer Behavior

Systems & strategy: Management Information Systems, Research Methodology, Strategic Management

Global & entrepreneurial: International Business, Entrepreneurship Development

Law & governance: Business Law I & II, Business Policy & Ethics

Leadership: Leadership & Change Management

Real outcomes: Internship + Minor Project + Major Project + Viva

CAREER OUTCOMES

This programme prepares students to step into diverse business roles with a strong understanding of operations, strategy, and management.

Business Executive

Marketing Executive

HR Executive

Operations Coordinator

Entrepreneur

Scan to get guidance
from our team



BBA – BUSINESS ANALYTICS

This programme builds a strong business base—management, economics, accounting, marketing, HR, finance—then layers in modern analytics: business analytics foundations, predictive forecasting, big data, visualization, and machine learning applications in business.

You graduate with real outcomes through internship + project work and a capstone that proves your ability to translate data into strategy.

Define your **Future.**

WHO SHOULD DO THIS COURSE?

STUDENTS WHO ENJOY WORKING WITH DATA, NUMBERS, AND PATTERNS

THOSE INTERESTED IN BUSINESS DECISION-MAKING BACKED BY ANALYTICS

COMMERCE, SCIENCE, OR MATHEMATICS STUDENTS LOOKING FOR ANALYTICAL CAREERS

FUTURE MANAGERS WHO WANT STRONG PROBLEM-SOLVING AND DATA-DRIVEN SKILLS

WHAT YOU'LL LEARN

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

Core business: Marketing Management, HR Management, Financial Management I & II, Operations Management, Strategic Management.

Analytics core: Introduction to Business Analytics.

Forecasting: Predictive Analytics & Forecasting.

Data depth: Big Data Analytics.

Communication with data: Data Visualization & Storytelling.

Applied AI: Machine Learning Applications in Business.

Real outcomes: Summer Internship + Minor Project; Capstone Project + Viva.

Ethics & governance: Business Policy & Ethics.

CAREER OUTCOMES

This programme prepares students to turn data into business decisions. Graduates work at the intersection of analytics, strategy, & operations across industries.

Business Analyst

Data Analyst

Market Research Analyst

Operations Analyst

Predictive Modeller

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BBA – FAMILY BUSINESS & ENTREPRENEURSHIP

This programme is designed for future entrepreneurs, next-generation business leaders, and individuals who want to build, scale, or transform businesses.

It combines core business fundamentals with specialized learning in family business management, venture creation, governance, and long-term sustainability.

You graduate with the ability to start ventures, manage family enterprises, and lead businesses across generations.

Define **Legacy**. Build **Future**.

WHO SHOULD DO THIS COURSE?

Students who want to start their own business or startup

Those from family business backgrounds looking to scale or modernize

Students interested in leadership, strategy, & decision-making

Commerce, business, or creative students who want practical business exposure

Individuals who want to build something of their own, not just seek jobs

WHAT YOU'LL LEARN

Foundation: Principles of Management, Business Economics, Financial Accounting, Business Communication

Entrepreneurship Core: Startup development, ideation, venture creation, MSMEs, and funding ecosystems

Family Business Core: Family business structures, governance, succession planning, conflict management

Strategy & Growth: Business strategy, market positioning, & long-term sustainability

Finance & Operations: Financial management, accounting, operational systems

Applied Learning: Startup feasibility, real-world projects, business simulations

Real Outcomes: Internships, business projects, venture creation, & capstone

CAREER OUTCOMES

This programme prepares students to build, lead, or transform businesses across industries.

Entrepreneur / Startup Founder

Family Business Manager

Business Development Executive

Operations Manager

Strategy Associate

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BSC – ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

This programme is designed to build strong foundations in computing, data, and artificial intelligence, preparing students to create intelligent systems and solve real-world problems.

It combines mathematics, programming, machine learning, and emerging AI technologies to develop both technical expertise and practical application.

You graduate with the ability to build, analyze, and deploy AI solutions across industries.

Future ready.

WHO SHOULD DO THIS COURSE?

Students passionate about technology, AI, & innovation

Those who enjoy problem-solving, logic, & systems thinking

Individuals curious about machine learning, data, & automation

Future professionals aiming for tech-driven careers

WHAT YOU'LL LEARN

Foundation: Mathematics for Computing, Programming (Python/Java), Digital Systems, Communication Skills

Programming base: Intro to Programming (Python/Java), OOP.

CS core: Data Structures & Algorithms, DBMS, Operating Systems, Computer Networks.

ML/DL: Machine Learning I (supervised/unsupervised), Deep Learning (Neural Networks), ML II (reinforcement/advanced ML)

Applied AI: AI Algorithms, Data Mining & Warehousing.

Language + vision: NLP I & II, Computer Vision & Image Processing.

Responsible AI: AI Ethics & Governance.

Modern systems: Cloud Computing for AI, Robotics & Intelligent Systems, Big Data Analytics for AI.

Real outcomes: Minor Project + Internship I; Capstone (Major Project) + Seminar/Viva.

CAREER OUTCOMES

This programme prepares students to build careers in high-growth technology and AI-driven industries.

AI Engineer (Entry-Level)

Machine Learning Engineer

Data Scientist

Automation & AI Solutions Analyst

Research & AI Development Associate

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BBA – ENTERTAINMENT & MEDIA MANAGEMENT

This programme is designed for students interested in the dynamic world of events, media, and entertainment, combining business fundamentals with creative execution.

It focuses on planning, production, marketing, and management across events, media platforms, and entertainment industries.

You graduate with the ability to manage experiences, content, and large-scale productions.

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

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.

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

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from our team



Global Pathway

At AURA Global Business School Start your undergraduate journey in Hyderabad. Progress to international study options, through structured credit transfer pathways.

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

There is no requirement to transfer abroad. The global pathway is a guided option, not an obligation.

Pathway Options & Timeline

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.

Global Outcomes

A pathway designed for confidence, capability, and global readiness not just travel.

At AURA, global exposure is about building perspective, employability, & long-term career strength. Through cross-cultural learning, international academic options, and industry-integrated experiences, students gain outcomes that matter whether they choose to work in India or abroad.

Global Exposure & Networks

Cross-cultural learning with international academic networks.

Flexible Credential Pathways

Stronger academic credentials based on the student's chosen pathway, India or international.

Career-Ready Confidence

Built through live projects, presentations, internships, & real-world industry exposure.

Global Partners

Across Countries:



one window – International Study Abroad Partner

International Tour



In the third year, students will embark on an enriching international tour that goes beyond exposure, it includes a structured student exchange program with global peers and faculty. Participants will engage in interactive workshops and receive internationally recognized certificates upon completion.

This experience is designed to build confidence in interacting with diverse cultures and nationalities, enhance global perspectives, and develop professional communication skills. The program also includes curated sightseeing experiences, allowing students to explore iconic destinations and create unforgettable memories.

FINANCING

HappiRate provides education loan support for AURA students with fast approvals, minimal documentation, and access to multiple lending partners.

Our team offers personalised guidance to make the process smooth, ensuring students can focus on their education without financial stress.



Scholarship Policy

At AURA Business School, we believe in recognizing talent, diversity, and potential. Our scholarship programs are designed to support deserving students across multiple dimensions of excellence.

Merit-Based Scholarship

For strong academic performers

- Based on marks and evaluation
- Rewards consistency and excellence

Sports Scholarship

For achievements in sports

- District, State, or National level
- Valid certifications required

Inclusive Scholarship

For equal opportunity access

- Economically challenged backgrounds
- Special category support

Creative Talent Scholarship

For exceptional creative ability

- Arts, Design, Media, Innovation
- Portfolio/performance based

Performance-Based (After Year 1)

A unique opportunity for existing students to earn scholarships based on their overall development at AURA.

Evaluation Criteria:

- Academic performance
- Behaviour and discipline
- Participation in extracurricular activities
- Leadership and initiative
- Social responsibility and community involvement

Selection Process:

- Continuous assessment by mentors
- Final decision by the Founder & Leadership Team



Note:

- Scholarships are limited and awarded on a competitive basis.
- Students may apply under multiple categories but final allocation will be at the discretion of the institution.
- Supporting documents are mandatory for all scholarship categories.
- The institution reserves the right to revise or withdraw scholarships based on performance and conduct

Admission

Your Journey Starts Here
In 4 Simple Steps

Apply Online

Submit your application through our official website with your basic academic details.

Profile Evaluation

Our admissions team reviews your profile, achievements, and career aspirations.

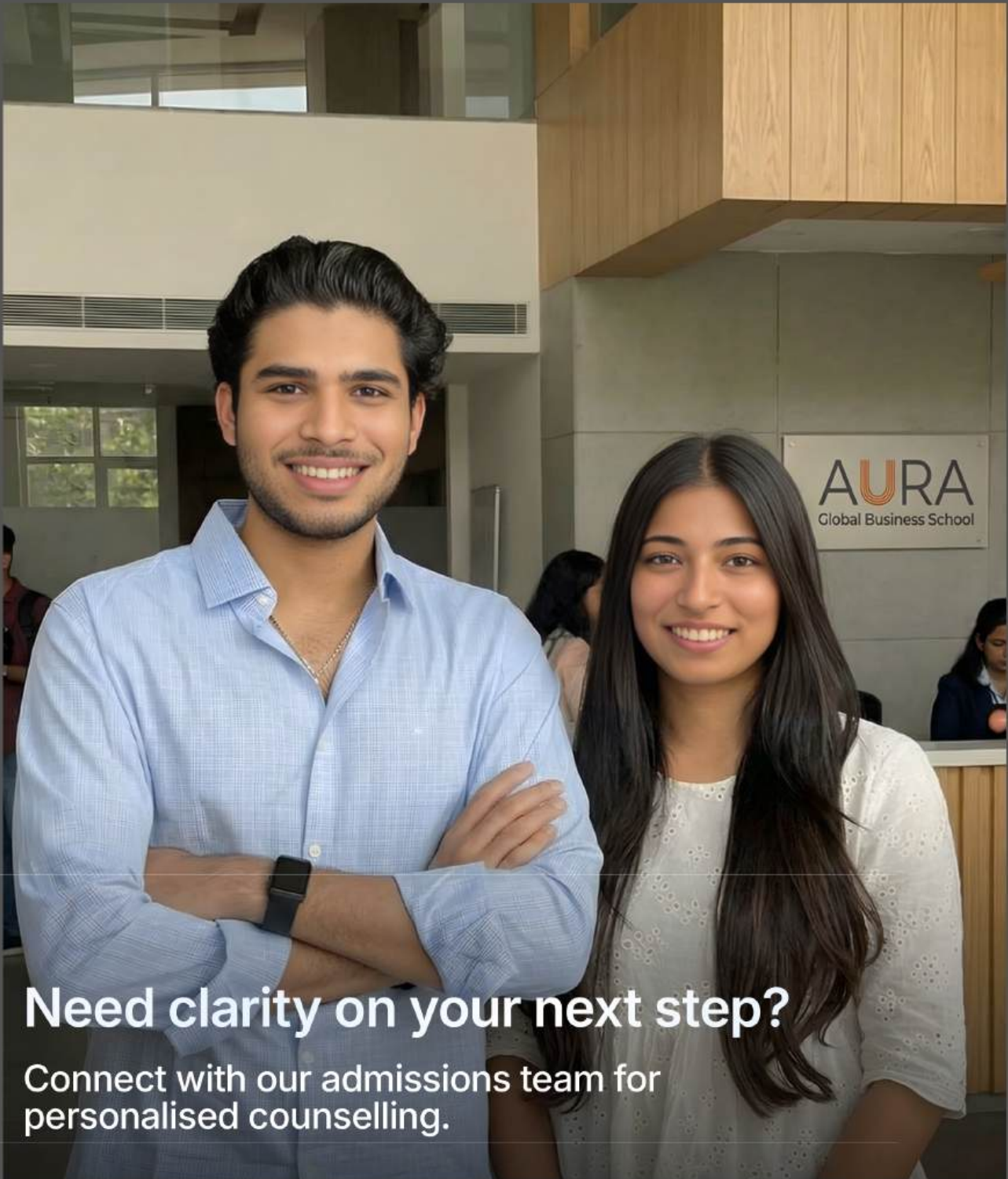
Aptitude / Interaction

Appear for an aptitude test or a personal interaction to assess your potential.

Offer & Enrollment

Receive your admission offer, confirm your seat, and begin your AURA journey.





Need clarity on your next step?

Connect with our admissions team for personalised counselling.

Contact Us



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