AURORA’S BUSINESS SCHOOL

AMONG THE TOP 50 BUSINESS SCHOOLS IN INDIA
www.absi.edu.in
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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 one of the youngest countries 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.
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.

We want to caution you against being a passive participant in the system, remaining under the illusion that the certificate of business education will help you get placed.

It is to be noted that responsibility of any good educational institution is to design the best curriculum, deliver high quality teaching and continuously direct you towards your set goals, which Aurora's Business School will do with full commitment and vigor.

Regards,

Dr. Raghu N. Prabhakar
MBA., MHM., PGPM., MPhil., Ph.D.
Over a period of two 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 1990 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.
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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.

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 created by our college every year.

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

**MISSION**
We nurture socially and environmentally sensitive global business leaders.
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 core, important values in its students.

**Value System**

- **Professionalism**
  - The most respected and anticipated trait in any leader. Aurora's Business School focuses on grooming its students to think and act professionally in all situations.

- **Openness**
  - Agility is the most important attribute of a leader. Aurora's Business School acclimatizes the students to change without inhibitions.

- **Integrity**
  - A crucial element in a present-day multicultural society that helps the individual prosper and set an example to the society. Aurora's Business School trains students to be ethically responsible individuals with high moral reasoning and social etiquette.

- **Self-esteem**
  - An asset that can mitigate trouble in one's life. 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 to bring out empathy towards fellow beings, making them respectable leaders and complete human beings.
**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.
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.

The five-point philosophy of the college is the means through 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.

Institutional Builders

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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.

The five-point philosophy of the college is the means through 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.
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.

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## RECENT RANKINGS

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<td>B-School Ratings - The class of 2018 by Business Standard</td>
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The CEO Magazine (A Magazine for Business Leaders & Decision Makers) Received “Certificate of Excellence” in Top 50 private Management Colleges in India-2018
PROGRAMS

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.

Programs at Aurora’s Business School
Aurora’ s Business School offers the following AICTE approved programs in the institution:

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.
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About the Program
The two year full-time Postgraduate Diploma in management 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 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 long internship in reputed companies
- Case-based interactive teaching-learning process
- Continuous assessment pattern

Electives
The course includes electives in Operations, Supply Chain, Marketing, Finance 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 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**
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MARKETING ELECTIVES
01 Product & Brand Management
02 Product Portfolio Management
03 Rural Marketing
04 Advertising Management
05 Sales & Distribution Management
06 Consumer Behavior
07 CRM & Financial Services Marketing
08 Rural Advertising & Rural Distribution
09 OOH Marketing & Media Planning
10 Retail Marketing
11 Digital Marketing
12 Media Planning
13 SAP ERP Module
14 E-Tailing
15 Marketing Research with Big Data Analytics and Dash Boards

HR ELECTIVES
01 Recruitment & Selection
02 Performance Management
03 Change Management
04 Human Resources Planning & Development
05 Compensation Management
06 Cross Cultural Management
07 Training and Development
08 Performance Appraisal and Tools - Balance Score Card
09 Career Role and Identity (CRI)
10 Personal Growth Lab (PGL)
11 Inventory of Psychometric and Personality Indicator
12 360° Appraisal
13 Negotiations Management
14 Corporate Social Responsibility
15 SAP - HR Module
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.
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,
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.

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

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.
About the Program

The Indian healthcare industry is projected to continue its rapid expansion, with an estimated market value of US$ 280 billion by 2020. The advent of numerous multi-specialty hospitals across India attracted huge investments into the sector leading to a booming medical tourism sector in India. The two year full-time program combines theory with practice due to its association with leading hospitals in Hyderabad. The course consists of six trimesters each of 11 weeks duration comprising of 1050 hours of classroom contact. The Program has 35 courses which include 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
- Internship in reputed multi-specialty hospitals
- Case-based interactive teaching-learning process
- Continuous assessment pattern

Electives

The Program focuses on management of hospitals and its resources, health service products, service delivery systems, and patients. It includes electives in Life and Health Insurance, Patient Relationship Management, Healthcare and Supply Chain Management. Graduates can work in various multi-specialty hospitals across India and also in public health projects.

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.
- Students with background in Life Sciences including MBBS, BVMS, BAMS and allied subjects in alternative medicine, Biotechnology, Bachelors in Life Sciences and Nursing students are preferred due to their subject inclination.

Career Opportunities

Students on completion of the Program can run the administration of multi-specialty hospitals, corporate clinics, private clinical chains and diagnostic laboratories. Opportunities are also available in public health and health modules of international NGOs. Students can also find opportunities in medical tourism, healthcare services outsourcing companies, healthcare management education and training, health care, KPOs, medical diagnostics, equipment and devices and consultancy organizations in the health sector. Students interested in pursuing academic or research careers can join FPM program equivalent to Ph. D. in reputed Indian business schools.
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 highest 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

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.
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
**ADD-ON CERTIFICATION COURSES**

**PGDM - 1ST YEAR**

**Business English Certification: Cambridge English**

English communication today plays a major role in clinching interviews and to reach higher positions in the career. Along with the regular PGDM course, in Association with the Cambridge University - Cambridge English, the Aurora’s Business School is offering Cambridge English: Business Certificates (also known as Business English Certificates (BEC) i.e. BEC Preliminary and BEC Vantage) to all the PGDM students. This course gives work-focused English language skills that are essential to operate in an international business environment and to enhance their employability.

Cambridge English Language Assessment is part of the University of Cambridge with 100 years of experience and expertise in English language assessment. Cambridge English is a world leader in the area of English language teaching.

**Business English Certification (BEC)** is a high-quality international English language exam that assesses students’ work-focused English language skills relevant for study and career success. The BEC levels are aligned to the CEFR (Common European Framework of Reference for Languages) the internationally recognized standard for describing language ability. As a part of the Cambridge English program every student will get two certifications listed below:

- Cambridge English: BEC Preliminary - CEFR Level B1 (IELTS band scores 4.0 - 5.0)
- Cambridge English: BEC Vantage - CEFR Level B2 (IELTS band scores 5.5 - 6.5)

BEC exam tests all the four language skills (reading, writing, listening and speaking), plus grammar and vocabulary, and uses work-related tasks and activities. The BEC Speaking Test is face to face for a more realistic test of communicating successfully at work.

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**Finance:**

Due to globalization, most international financial institutions are setting up their firms in our country leading to more employment opportunities in the financial sector. To help our students grab opportunities in placements / internships with commercial & investment banks, stock broking firms, stock exchanges, asset & wealth management companies, credit rating agencies etc., the Aurora’s Business School is offering National Institute of Securities Market (NISM) Certifications in association with the Ascend Academy along with the regular PGDM program. The NISM is an educational arm of Securities Exchange Board of India (SEBI). Two add-on certification programs of NISM Modules are offered to Finance majors in the 2nd year PGDM one each on *Mutual Funds Distributors* *Security Operations & Risk Mgt.*

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**Marketing:**

Marketing department is the back bone of organizations which are increasingly going digital. Digital Marketing plays a key role in boosting website traffic, sales revenue, brand recall and many other promotional activities. The Aurora’s Business School is offering Digital Marketing Program in the 2nd year PGDM for Marketing Major students in association with the Adonai Advertising (A Google Partner Company). The program covers digital marketing overview, website planning, Google AdWords, Search Engine Optimization, Social Media Marketing, Google analytics, email marketing, affiliate marketing, Google Ad sense, blogging etc. On successful completion of the certification program students will be awarded Google AdWords Certifications that are highly valued in the job market.

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**Human Resource Management:**

In association with the Husys Consulting Limited (First HR company listed on NSE), the Aurora’s Business School is offering Mission HR Certification to help students become Certified Recruiters and Certified Payroll Professionals. This certification helps students to be industry ready because of hands-on practical exposure. Students with HR major specialization will spend time with a number of companies to learn the implementation of the subject. Case Studies and Role Plays will be used as training tools to give hands on experience for HR specialization students.
PGDM - 2ND YEAR

**Finance:**
Due to globalization, most international financial institutions are setting-up their firms in our country leading to more employment opportunities in the financial sector. To help our students grab opportunities in placements / internships with commercial & investment banks, stock broking firms, stock exchanges, asset & wealth management companies, credit rating agencies etc., the Aurora’s Business School is offering National Institute of Securities Market (NISM) Certifications in association with the Ascend Academy along with the regular PGDM program. The NISM is an educational arm of Securities Exchange Board of India (SEBI). Two add-on certification programs of NISM Modules are offered to Finance majors in the 2nd year PGDM one each on *Mutual Funds Distributors* *Security Operations & Risk Mgt.*

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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 is a 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.

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).

Dr. Raghunadha 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. 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.
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.
Ms. Sunita Atri

Professor, Marketing and Human Resource Management

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.

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.

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 as 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.

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.

Ms. N Sangeetha Reddy

An accomplished academician with more than 16 years’ experience, Ms. N Sangeetha Reddy 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.

Avitha. J

Received her PGDBA from the prestigious Symbiosis Institute of Management, she served in coveted positions in reputed institutions like SITEL, MARK PEAKE, and Google etc. A winner of SITEL awards for her outstanding performance, she is gifted with rare communication and convincing skills and accompanied the students as a guide and tour manager for Industrial Study Tour of Aurora’s Business School to the countries of Malaysia, Singapore, Abu Dhabi and Dubai while enlightening them with global practical industrial exposure.
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 well-reputed firms, such as, Max Life Insurance and HBL Global and also rendered his valuable 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.

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.

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.

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.
The curriculum of Aurora’s Business School has been designed under the guidance of experts from premier business schools like IIMA, IRMA, XLRI and TISS. Peer group learning has become a significant method in the changing pedagogy of management. Classroom dynamics play a vital role in accumulation, assimilation and dissemination of knowledge.

Pedagogy at Aurora’s Business School draws from the following three Teaching-Learning Processes (TLP): Conventional, Interactive and Experiential TLP.
Every Program has an in-built evaluation system. Attendance of a student has a direct impact on their academic performance. Every student is expected to secure a minimum 80% attendance in each course. 20% absence in a Program is permitted for unexpected exigencies with prior permission. If the absence is more than 20% and less than 30%, the student will be penalized with a reduction in one full grade point in that course. Absence of more than 30% will lead to the student being awarded ‘Fail’ grade by the institute.

Conventional TLP
The teacher is the controller of the learning environment. There is a one way transfer of knowledge from a teacher to student. The following are tools in Conventional TLP:

**Lectures**
Despite the enormous change in imparting management education, classroom teaching forms a substantial component in most B schools across the world. Delivery of lectures by eminent professors educated from reputed academic institutions with industry experience make all the difference in the delivery process and systems. 30 clock hours of formal classroom instruction is a bare minimum in each subject.

**Interactive TLP**
It enables interaction between a teacher and students and among students. The following interactive TLP tools are used at Aurora’s Business School:

**Case Studies**
Case method is an active learning method requiring participation and involvement from the student in the classroom. A case is the description of a real life situation involving individual preparation, small group discussion, and class discussion. They allow students to step into the shoes of the decision makers and improve their ability to pose the right questions.

**Labs**
Aurora’s Business School is endowed with 3 state-of-art computer laboratories housing more than 150 computers. All the laboratories and classrooms are Wi-Fi connected to enable students explore the virtual world in the classroom. A communication lab fosters students to improve effective communication though listening, audition clarity of speech and modulation, acoustics and pronunciations. One lab per trimester is conducted in the first four trimesters. The first two labs are on IT tools and the other two are on specialization modules like SAP.

**Debates**
Debates inculcate critical thinking among students. They present an opportunity for students to think and speak extempor. Students are engaged in serious discussions on a topic in a mature and professional environment. One debate is conducted per course.

**Seminars**
Constant interaction tends to improve the confidence of students. Seminars hold promise in improving communication skills and updating subject knowledge on a regular basis. This enables them to face interviews more confidently and work more efficiently on their entry into the corporate world. A case is given on which a seminar is conducted. One seminar per subject is given to students.

**Group Discussion**
Team work is crucial in the effective functioning of an organization. The ability of working in a team requires to be inculcated in management graduates. This also enables a cross learning and knowledge sharing among students. A case is given to the students on which discussion ensues. One group discussion is conducted per course.

**Quiz**
Management graduates are expected to be aware about all facets and sectors of businesses relevant to India and rest of the world. Mere bookish knowledge will not suffice. Quizzing is a time tested mind sport wherein players attempt to answer questions correctly. Subject quizzes improve knowledge and confidence. One quiz per subject is conducted in each trimester.
**Field Work**
Field work enables students to understand and apply their theoretical learning in the field. Students observe, interact and present their findings in small groups. Report writing skills are enhanced since they are expected to make notes during field visits and submit group wise reports. One field visit is conducted in the first trimester.

**Survey Project**
Designing a questionnaire, administering the same by choosing the right sample and right respondents by conducting a pilot survey is good grounds for learning. Statistical analysis and report writing will ensure further learning in that specialized field. Surveys expose the students to practical learning. One survey is conducted in the second trimester.

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**Experiential TLP**
This TLP engages students in critical thinking, problem solving and decision making. It teaches the competencies they need for real world success. The student is tested on one tool per trimester. The following experiential learning tools are used.

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**Mini Projects**
Project based learning enables students to acquire skills like team work, problem solving, critical thinking, research gathering, time management, information synthesizing, and utilizing hi-tech tools. At Aurora’s Business School, small time bound projects have been integrated into the coursework of each trimester. The following are trimester wise mini projects.

<table>
<thead>
<tr>
<th>TRIMESTER</th>
<th>MINI PROJECT</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Field work</td>
<td>Designed to address social issues. Students work with NGOs and not-for-profit organizations</td>
</tr>
<tr>
<td>2</td>
<td>Survey Project</td>
<td>Collection of data and analysis using statistical tools</td>
</tr>
<tr>
<td>3</td>
<td>Research Project</td>
<td>An extension of internship to learn management theories in sector of employment</td>
</tr>
<tr>
<td>4</td>
<td>Industry Exposure</td>
<td>Visiting manufacturing facilities, small and medium enterprises</td>
</tr>
<tr>
<td>5</td>
<td>CIS - 1</td>
<td>Course of independent study on sector of student’s choice</td>
</tr>
<tr>
<td>6</td>
<td>CIS - 2</td>
<td>Course of independent study on Entrepreneurship</td>
</tr>
</tbody>
</table>

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**Research Project**
It is important for management students to assimilate the art of getting involved in research. This includes data collection, analysis and preparation of technical reports. Research projects enhance their critical thinking and might inspire them to pursue higher education. One Research Project is conducted in the third trimester.

**Industrial Exposure**
Industrial visits provide vital insight into the processes involved in the functioning of an organization. It helps in filling the gap between theory and practice. Students get to observe the atmosphere in an organization and comprehend critical management concepts and theories. One industry visit is conducted in the fourth trimester.

**Course of Independent Study (CIS)**
CIS presents a research opportunity during which the student can explore a topic in-depth, integrating several fields of study in searching for solutions to a single problem. CIS comprises of an investigation followed by a written report and interpretation. Students undertake one CIS each in trimesters 5 and 6.

**Internship Project**
Internship is for a period of 8 weeks between the 3rd and 4th trimesters. Students work on pre-defined problems on the job and try to find solutions on live projects in an organization. Students can undertake projects in India or abroad.

**Role-Plays**
Role-play exercise is an effective method of teaching management, in which each student concentrates on playing the role of a stakeholder defined in a case or a real life situation to solve problems from the student’s perspective. It helps in stimulating the student to think like a professional by simulating a situation and trying to find alternate solutions to problems. One role-play is conducted per trimester.
Evaluation at Aurora’s Business School is based on the three methods of pedagogy integrated into the course work. Conventional pedagogical tools are followed by continuous and end term evaluation. Interactive TLP exclusively follows continuous evaluation and Experiential TLP follows continuous evaluation only.

Continuous evaluation happens every day in the classroom and has 50% weightage. End term evaluation happens after each trimester and includes a written/laboratory examination in each subject. Remaining 50% weightage is given to end term evaluation.
EVALUATION OF CONVENTIONAL TLP

Midterm Tests (Theory)
Two midterm tests are conducted as part of conventional TLP. They are conducted in each course. Equal weightage is given to both objective and descriptive questions. Midterm tests comprise of 10 marks each.

Midterm Tests (Labs)
Two midterm lab tests are conducted. Labs comprise 50 marks each.

Surprise Tests
Two surprise tests are conducted without prior notice in all theory subjects. These tests assess the preparedness of the student and also measures their knowledge and analytical skills. They are usually administered online though some subjects might require a traditional paper-based method. Surprise tests are evaluated for 10 marks.

Assignments
Faculty is given the flexibility to set the number of assignments and the weightage given to each of the assignments in every course. Students are required to strictly adhere to the deadlines prescribed for the submission of all written assignments. Late submission is liable to reduction in grade. Assignment evaluation is for 5 marks.

End Term Examination
A schedule for the end term examinations will be released by the Examinations Department and will not be changed under any circumstances. End term evaluation is for 75 marks. End term (Lab) examination is conducted for 50 marks.

EVALUATION OF INTERACTIVE TLP

Case Studies
Case material is circulated in advance. Students are expected to come prepared to participate in the discussions with proper materials, notes on the case, and key issues of the case. Discussion ensues in small groups and the analysis is presented in large group. Case studies are evaluated based on the case write-up, participation in discussion and presentation of analysis. 10 marks are allocated for case study.

Seminars
Students are encouraged to give seminars in all the courses. This instils confidence in them and improves their communication skills. Seminars comprise of 10 marks.

Group Discussions
Students are encouraged to work in groups during case discussions, field visits and some assignments given extempore. This enables them to develop communication skills, and interpersonal skills. Group discussions are evaluated for 10 marks.

Quizzes
A diverse pool of questions is collected for the activity. Quiz evaluation is for 10 marks.

Debates
Debates improve critical thinking ability and communication skills of students. One debate is held per course. Feedback is given to the students regularly to enable improvement. Students learn about current affairs and also learn the art of articulating information and presenting in a large group. Debate evaluation is for 10 marks.
EVALUATION OF EXPERIENTIAL TLP

Field Work
Field work is conducted in the first trimester to understand various social issues. It helps the student to appreciate livelihoods at the bottom of the pyramid. Evaluation is based on data collection, interpretation, presentation and report writing skills. Field work is evaluated for 75 marks.

Surveys Project
Surveys are conducted as part of market research in subjects like Quantitative Techniques in the second trimester. Evaluation is based on questionnaire design, data collection and data analysis. Surveys are evaluated for 75 marks.

Research Project
A research project is conducted in the third trimester as an extension of the subject on Business Research Methods. Research project is evaluated for 75 marks.

Internship
An eight week internship is conducted after 3rd trimester and before 4th trimester. Evaluation is done by the Company Guide and Faculty Guide at various stages of internship on an ongoing basis. Students are required to communicate with the institution through daily reporting. Evaluation is based on daily reports and three interim presentations that are conducted once in 3 weeks. The final interim presentation will lead to submission of a project report. Evaluation of internship is for 150 marks.

Industry Exposure
Industry visits follow subjects like operations management in the fourth trimester. Evaluation is based on participation in the field, presentation and report writing skills. Industry exposure is evaluated for 75 marks.

Course of Independent Study (CIS)
One CIS each is conducted in the 5th and 6th trimesters. CIS is based on secondary data collected on field in functional areas of students’ choice and is done under the guidance of the subject expert concerned. Evaluation is based on presentation and the final report. CIS is evaluated for 75 marks.

Results
Performance of students is evaluated and results are declared by the Controller of Examinations. Continuous evaluation is declared within one week of completion of respective course. End term results are declared within one week of completion of examinations.

Evaluation Methodology
Aurora’s Business School follows a 4.33 (13 Point Grade Scale) that is followed in Ivy League institutions like Stanford University and other reputed institutions across the world. It is used for evaluating the performance of the students in core courses, projects as well as in extracurricular and co-curricular activities.

Cumulative Grade Point Average (CGPA) for a program will be calculated as the average of the Grade Points secured in each of the components of the course measured by the weightage allocated to that component by the faculty.

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There are two intakes for the regular two year full-time PGDM Programs. The first intake is in the month of June (Fall) and the second intake is in January (Spring). An elaborate admission process follows for both Fall and Spring.

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

**Important Dates (Fall)**
- 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

**Important Dates (Spring)**
- Last date of registration for AMAT: 3rd week of October
- Date of AMAT: 1st Sunday of November
- Last date of registration for admissions: 3rd week of November
- Personal Interviews: 1st week of December
- Course Commencement: Last week of December

**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
- Transcripts
- Merit certificates
- Sports/NCC and other certificates (If applicable)
- 10 passport size photographs
INFRASTRUCTURE AND FACILITIES

Location
The campus is located at Punjagutta, 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 Term - 1.

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 Term - 1.

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 Term - 2.

Cultural Night
An event that celebrates the rich Indian culture through various music and dance forms is organized in Term - 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 Term - 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 Term - 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 final term.
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**YEAR 2**

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**ACADEMIC CALENDAR**

Academic Schedule (Summary)
### SPRING

#### YEAR 1

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#### YEAR 2

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**FEE STRUCTURE**

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<td>Trimester - 1</td>
<td>₹ 30,000/-</td>
<td>₹ 80,000/-</td>
<td>Other than admission and tuition fee the student has to pay per trimester special fee of ₹ 5,000/- &amp; exam fee of ₹ 1,500/-, one time internship fee of ₹ 5,000/- and convocation-cum-alumni fee of ₹ 5,000/-</td>
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<td><strong>₹ 4,80,000/-</strong></td>
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**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
To facilitate easy access to education, Aurora's Business School offers financial assistance to deserving students. Students interested in availing the scholarship will be assessed in terms of their academic achievements and/or notable display of talent and accomplishments in various fields, by a Panel of Experts invited by Aurora’s Business School.

**Selection**
Apart from the performance in the eligibility test and GD & PI, consistent academic record backed by substantial participation in co-curricular activities such as debate, quizzing, literary events, advertising, and involvement in social development & entrepreneurial activities are given due importance.

**Types of Scholarships**
Scholarships will be awarded based on the eligibility criteria of each scholarship category and will be awarded to the most deserving candidate among the applicants. The decision of awarding the scholarship solely rests with the management and their decision is final and binding. Students can apply to any one of the following scholarships at the time of their admission.

1. Seethaiah Memorial Trust Scholarships (2) of `1.25 lacs each
2. Aurora Foundation Scholarships (3) of `1 lac each
3. Nimmatoori Foundation Scholarships (5) of `50,000/- each

**Seethaiah Memorial Trust Scholarship:** A merit-cum-means scholarship scheme to provide financial assistance to the poor and meritorious students to enable them to study the management course. The student should possess an outstanding academic record throughout his/her career and also belong to a lower income group. Proof pertaining to income details is required to be submitted along with the application form.

**Aurora Foundation Scholarship**
A merit scholarship for excellent performance in academics. The student should have a consistent academic track record from 10th standard to Bachelor’s Degree. Participation in co-curricular and extra-curricular activities will be an added advantage. Students having academic certifications should furnish the required proof. It is mandatory for the applicant to have more than 80 percentile in any reputed management eligibility test (CAT, MAT, XAT, GMAT, CMAT, AMAT).

**Nimmatoori Foundation Scholarship:** A means scholarship for deserving students belonging to lower income group who are eligible to apply for this scholarship. A consistently good academic record and willingness to learn with discipline and code of conduct are prerequisites for this scholarship.

**Other Scholarships**
The institution also explores other scholarships like Government of India Scholarship for SC students, Aditya Birla Scholarships and OP & SJ Jindal Scholarships for its students.

**Downloading Scholarship Forms**
Those who seek Aurora’s Business School scholarships may obtain application forms from the college office or download them from the website and mail to:

scholarships@absi.edu.in
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, Karvy, 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.
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**OUR MAJOR RECRUITERS**

- Infosys
- Asian Paints
- Broadridge
- ADP
- Google
- HDFC Bank
- HSBC
- Axis Bank
- The Times Group
- Indiabulls
- CRISIL
- ICICI Bank
- Genpact
- Deloitte
- Capmark
- 98.3 FM Radio Mirchi
- JSW
- Franklin Templeton Investments
- Edelweiss
- ITC Limited
- Mahindra Satyam
- NewsWire 18
- Datamonitor
- Rambaxy Laboratories Limited
- Tata Consultancy Services
- GVK BIO
- Tata AIG
- Bank of America
- Heritage Laboratories
- Oracle
- SpiceJet
- GE Capital
- Cognizant
- NSF
- Capital IQ
- ICICI Securities
- Soma
- Reliance
- NCL
- Karvy
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. The chart gives an overview of the spread of the students from various streams over the last few years. Our students and alumni are the real representation of diversity that India offers.
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