



PROSPECTUS YEAR 2010 - 2011



AURA Management Studies
Light of Knowledge



Vision



- *Aura's core values are respect for the individual, continuous learning, achievement in spreading education and student's satisfaction. Each Aura employee is responsible to uphold these values in the workplace, in employee relations, corporate community involvement, health, safety and the environment.*
 - *Aura aims to be a market leader; the best contribution we can make to the global community is to conduct our business in a responsible way. This belief drives our commitment to creating ethically sound policies and principles that guide us in our work.*
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Mission

- *Aura's goal is to be a good and responsible contributor to societies in terms of providing quality education wherever we operate. As such we undertake corporate community initiatives based on the company's core values.*

We also pursue long-term community projects on a regional and local market level, which aim to help galvanize employees to be more proactive in community involvement and corporate volunteerism. It is also an important part of the company's Corporate Community Involvement activities that focus on youth and education. We want to enable young people to create their own place in this competitive world.



Accreditation



MANONMANIAM SUNDARANAR UNIVERSITY

Accredited With B++ Grade by NAAC

Tirunelveli, Tamilnadu, India. Pin - 627012.

அறிவே அனைத்து ஆற்றலும்
KNOWLEDGE IS POWER



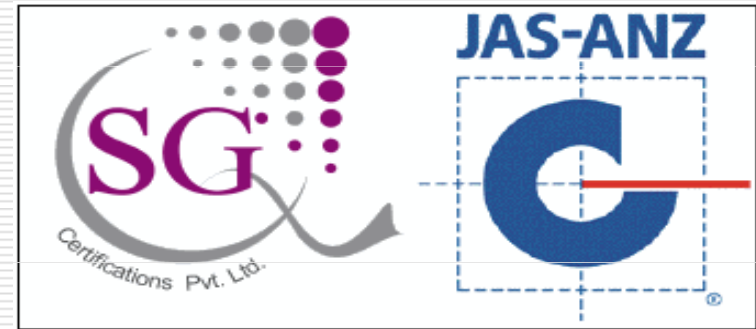
Aura is associated with M.S.University as one of the authorized study centre. It is ranked amongst the top Universities of INDIA . M.S. University is rated B++ graded university by NAAC.

- *Manonmaniam Sundaranar University (MSU) named after the famous Tamil Scholar Professor P. Sundaram Pillai, was established on 7 September, 1990. The University has under its jurisdiction 61 affiliated colleges, 5 Mano Colleges and 1 Constituent College, with 65,000 students on rolls. These colleges, amongst which three are over 100 years old (St. John's College, M.D.T. Hindu College, Sarah Tucker College, the oldest women's college in the state).*

The University has been accredited by National Assessment and Accreditation Council of India with five star status. i.e. Accredited with B++ grade.

Accreditation

JAS-ANZ is the government-appointed accreditation body for Australia and New Zealand responsible for providing accreditation across the globe in the fields of certification and inspection.

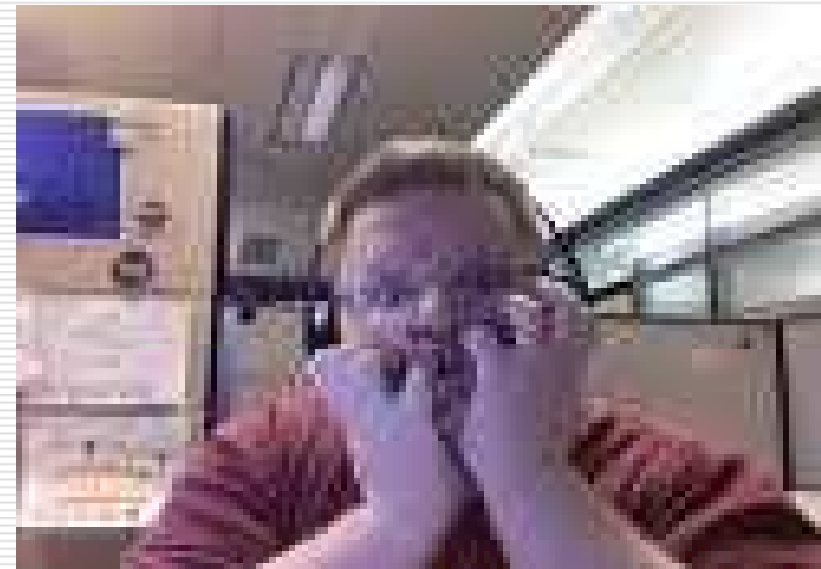


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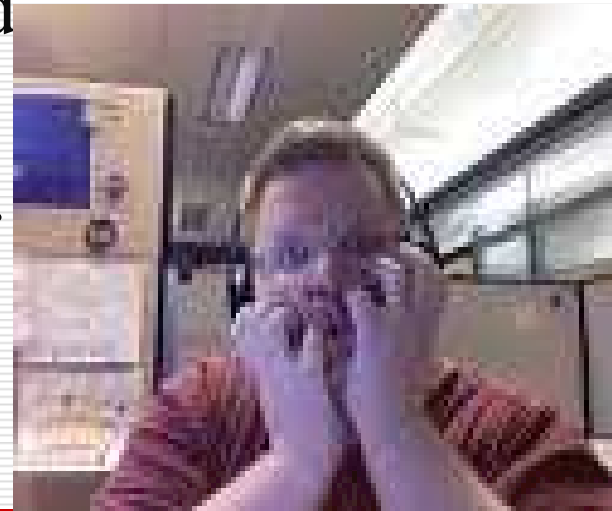
Why AURA ???

- ❑ *Wide range of courses right from the diploma to the master level in the field of Management, Computers and Engineering.*
- ❑ ***Fast track option for working professionals.***
- ❑ *Govt. of Gujarat Registered.*
- ❑ *Our University UGC & AICTE approved.*
- ❑ *Affiliations with ISO, UKAS, IAF.*
- ❑ *DEC approved.*
- ❑ *100 plus specializations.*
- ❑ *100% Job Assistance.*
- ❑ ***Nominal charges.***
- ❑ ***EMI Facility.***



Why AURA ???

- ❑ Interview training.
- ❑ Personality Development & Spoken English classes.
- ❑ Fully equipped classrooms and Computer Lab.
- ❑ Free Query session every week.
- ❑ Highly qualified Lectures for query session.
- ❑ Visiting faculties from the corporate world
- ❑ Internship.
- ❑ Tailor made easy to learn Study Materials.
- ❑ Reference base case-study approach.
- ❑ Online Web base 24 * 7 support.
- ❑ Different exam options available.



Courses Offered

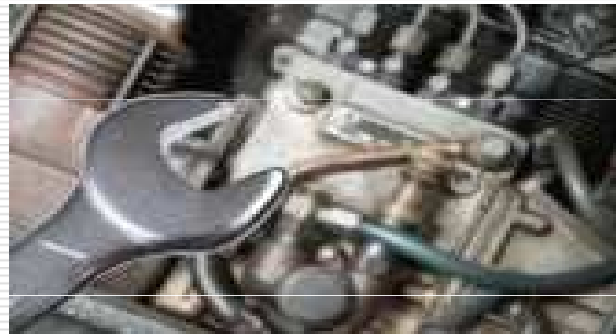
■ *Management*



■ *Computers*



■ *Engineering*



MANAGEMENT

- Diploma in Business Administration*
 - Graduate Diploma in Business Administration*
 - Post Graduate Diploma in Business Administration*
 - Executive – MBA*
 - MBA FT*
 - Master of Business Administration (MBA)*
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Diploma in Business Administration



Eligibility: 10th pass

Fees: Rs. 14000

Duration: 1 year

Semester – I

General Management

Business Communication

Semester – II

Organizational Behavior

Specialization

Project

(Thesis, Seminar & Viva)

Graduate Diploma in Business Administration



Eligibility: 12th pass,

Duration: 3 year

Fees: Rs. 35000

Year – I

General Management
Business Communication
Computer Fundamentals
Accountancy
Personnel Management
Consumer Behavior

Year – II

Organizational Behavior
E- Commerce
Corporate Law
International Business
Essential of Financial Management
Operations Management

Year – III

Business Strategy
Business Ethics
Marketing Management

Entrepreneur Management
Total Quality Management
Project Study (Viva)

Post Graduate Diploma in Business Administration



**Eligibility: Graduate,
Fees: 28000**

Duration: 1 year

Semester – I

General Management
Consumer Behavior
Business Communication
Organizational Behavior

Semester – II

Business Ethics
Business Management
Specialization
Project Study (Viva)

Executive – MBA



**Eligibility: Graduate,
Fees: 37000**

Duration : 1 year

Semester – I

Marketing Management
Human Resource Management
Mergers & Acquisitions
Operations Management
Logistic & Supply Chain Mng't

Semester – II

International Business
Project Management
Consumer Behavior
Managerial Accounting
Project Study (Viva)

MBA FT



Eligibility: Graduate in any discipline,
Fees: 25000

Duration : 1 year

Semester – I

Essentials of Management
Organizational Behavior
Business Administration

Semester – II

International Business
Specialization

Master of Business Administration

(MBA)



Eligibility: Graduate in any Discipline

Duration: 2Years

Fees: 40000

Semester – I

Essentials of Management
Business Communication
Consumer Behavior
Organizational Behavior
Accounting for Management

Semester – II

Export Management
Entrepreneur Management
E- Commerce
Marketing Management
Economics (Macro - Micro)

Semester – III

Business Ethics
Human Resource Management
Financial Management
International Business
Operations Management

Semester – IV

Management Information System
Strategic Management
Specialization -I
Specialization - II
Project Study (Viva)

SPECIALATIONS



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|----|------------------------------|----|-------------------------------|
| 1 | Accountancy Management | 15 | Chartered Finance management |
| 2 | Advanced Accounting | 16 | Clinical Pharmacology |
| 3 | Advertising Management | 17 | Clinical Research |
| 4 | Agriculture management | 18 | Communication Management |
| 5 | Air transport management | 19 | Construction Management |
| 6 | Architectural management | 20 | Consumer Behavior |
| 7 | Asset Management | 21 | Contemporary Auditing |
| 8 | Audit Management | 22 | Corporate Training |
| 9 | Aviation Management | 23 | Corporate Finance Management |
| 10 | Banking Management | 24 | Corporate Law |
| 11 | Bio Technology Management | 25 | Cost & Management Accountancy |
| 12 | Business Administration | 26 | Customer Care Management |
| 13 | Business Process Outsourcing | 27 | Customer Relations Management |
| 14 | Call center Management | 28 | Cyber Law Management |
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SPECIALATIONS



29	Database Systems and Concepts	43	Foreign Trade Management
30	Disaster Management	44	Hardware Management
31	Drug Store Management	45	Health Care Management
32	E-commerce	46	Hospital Administration
33	Energy Management	47	Hospital Management
34	Entertainment Management	48	Hospitality Management
35	Entrepreneur Management	49	Hotel Management
36	Environment Management	50	Human Resource Management
37	Equality Research Management	51	Industrial Management
38	Event Marketing Management	52	Information Technology
39	Exports Marketing	53	Intellectual Property Rights
40	Fashion Management	54	Interior Management
41	Financial Management	55	International Finance Management
42	Foreign Exchange Management	56	International Management

SPECIALATIONS



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|----|-------------------------------------|----|----------------------------------|
| 57 | International Trade | 71 | Networking Management |
| 58 | Investment & Portfolio Management | 72 | Office Administration Management |
| 59 | Investment Analysis Management | 73 | Operations Management |
| 60 | Labor Law Management | 74 | Packaging Management |
| 61 | Library Administration & Management | 75 | Pathological Lab Management |
| 62 | Logistics Management | 76 | Personnel Management |
| 63 | Market Risk Management | 77 | Petroleum Management |
| 64 | Marketing Management | 78 | Pharmacology Management |
| 65 | Mass Communication | 79 | Portfolio Management |
| 66 | Material Management | 80 | Process Analysis |
| 67 | Media Management | 81 | Production Management |
| 68 | Mergers & Acquisitions Management | 82 | Programming with C++ |
| 69 | Multimedia System & Designing | 83 | Project Management |
| 70 | Mutual Funds Management | 84 | Public Relation Management |
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SPECIALATIONS



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- | | | | |
|----|---------------------------------|-----|-----------------------------------|
| 85 | Purchasing Management | 95 | Takeover & Acquisition Management |
| 86 | Retail Management | 96 | Taxation Management |
| 87 | Risk & Insurance Management | 97 | Telecom Management |
| 88 | Rural Management | 98 | Textile Management |
| 89 | Safety Management | 99 | Time Management |
| 90 | Sales & Distribution Management | 100 | Total Quality Management |
| 91 | School Management | 101 | Transport Management |
| 92 | Shipping Management | 102 | Travel & Tourism Management |
| 93 | Software Project Management | 103 | Treasury Management |
| 94 | Supply Chain Management | 104 | Ware-Housing Management |
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COMPUTERS



- Diploma in Computer Application*
 - Graduate Diploma in Computer Application*
 - Post Graduate Diploma in Computer Application*
 - Master in Computer Application*
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Diploma in Computer Application



**Eligibility: 10th pass,
Fees: 15000**

Duration: 1 year

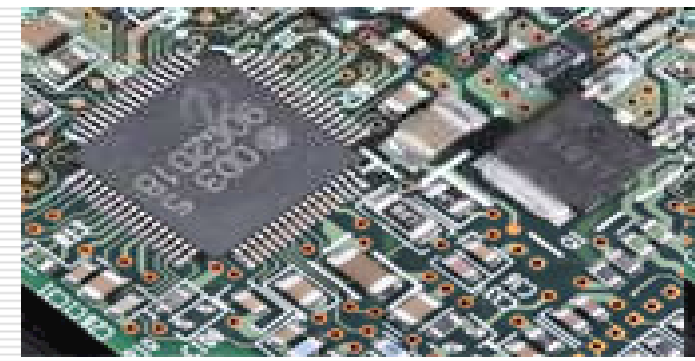
Semester – I

Semester – II

Introduction to Info & Techno.
Operating System
PC Computing I
PC Computing II
Multimedia
Programming Lab
Office Automation
Graphics Designing & Flash

Web Application
Database Management System
Programming Lab
Web Application Designing

Graduate Diploma in Computer Application



Eligibility: 12th pass
Fees: 28000

Duration 3 year

Year – I

Fundamentals of Computers
Operating Systems
Installations & Management
PC Computing I
PC Computing II
Programming Lab
Office Automation & Graphics

Year – II

Introduction to Scripting Language
Uses of Internet and Web Designing
Installation & Management
Multimedia Systems
Programming in 'C'
Programming Lab
C & C++' and Web Designing
DBMS through Oracle 8i, System Analysis,
Design

Year – III

Network Concepts and Management
Optional
Programming thru JAVA or Asp. Net

E – Commerce
Web Application Project for 3 months

Post Graduate Diploma in Computer Application



Eligibility: Graduate

Fees: 25000

Duration 1 year

Semester – I

Introduction to Programming
Principles of Digital Electronics
Theory of Computation
Microprocessor & its Applications

Semester – II

Planning & Management of Computer
Object Oriented Programming
Oriented Numerical&Statistical Mthds
Relational Database Mgmt System

Master in Computer Application



Eligibility: Graduate with experience
Fees: 45000

Duration 2 year

Semester – I

System Software
Introduction to Programming
Principles of Digital Electronics
Elements of Computer Science
Oriented Numerical & Statistical Methods
Programming Lab (MS-Office 'C')

Semester – II

Internet Application
Planning & Management of Computer
Computer Networks
Computer Graphics
Systems Simulations
Programming Lab
(Graphics, Web aided design & Java)

Semester – III

Data File Structures
Computer Organization & Arch
Operating Systems
Computer based Optimization Tech.
Accounting & Financial Management
Programming Lab (C++ & Oracle 8i)

Semester – IV

Knowledge base Systems
Object Oriented Programming
Software Engineering
Programming Lab
Assembly Language
Management Info. System

Documents required



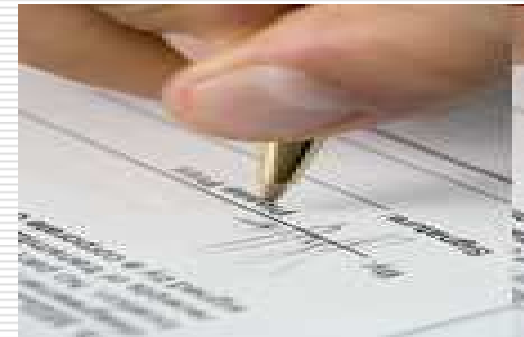
- Application form*
 - 3 colored (passport size) photographs*
 - Residence Proof*
 - Photo Identity Proof*
 - Experience Letter*
 - Last cleared mark sheet*
 - Payment*
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Remittance / Payment Options



□ Demand Draft:

Student can pay their fees by Demand Drafts in the favor of "AURA" payable at Rajkot.



□ Cheque:

Students can pay their fees by cheque in the favor of "AURA".



□ Credit / Debit cards:

Students can pay their fees by Credit / Debit cards at the main office, Rajkot.

□ Cash:

Students can pay their fees by Cash to Accounts Department.

