



# PROSPECTUS



## **THE MOTHER    SRI AUROBINDO**

“Let us keep flaming in our heart the fire of progress, higher always higher.”

# Vision

To be a Premier University of  
Integral and Transformational  
Learning for Future Leaders

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# Mission

AURO University is grounded in value  
based education and provides -

## **TO STUDENTS**

an environment for self  
development; an institution that  
nurtures their potential based on  
their aptitudes and interests.

## **TO FACULTY**

a platform to be mentors and  
guides who shape the country's  
future leaders by imparting  
knowledge and skills; opportunities  
for research on emerging trends and  
industry practices.

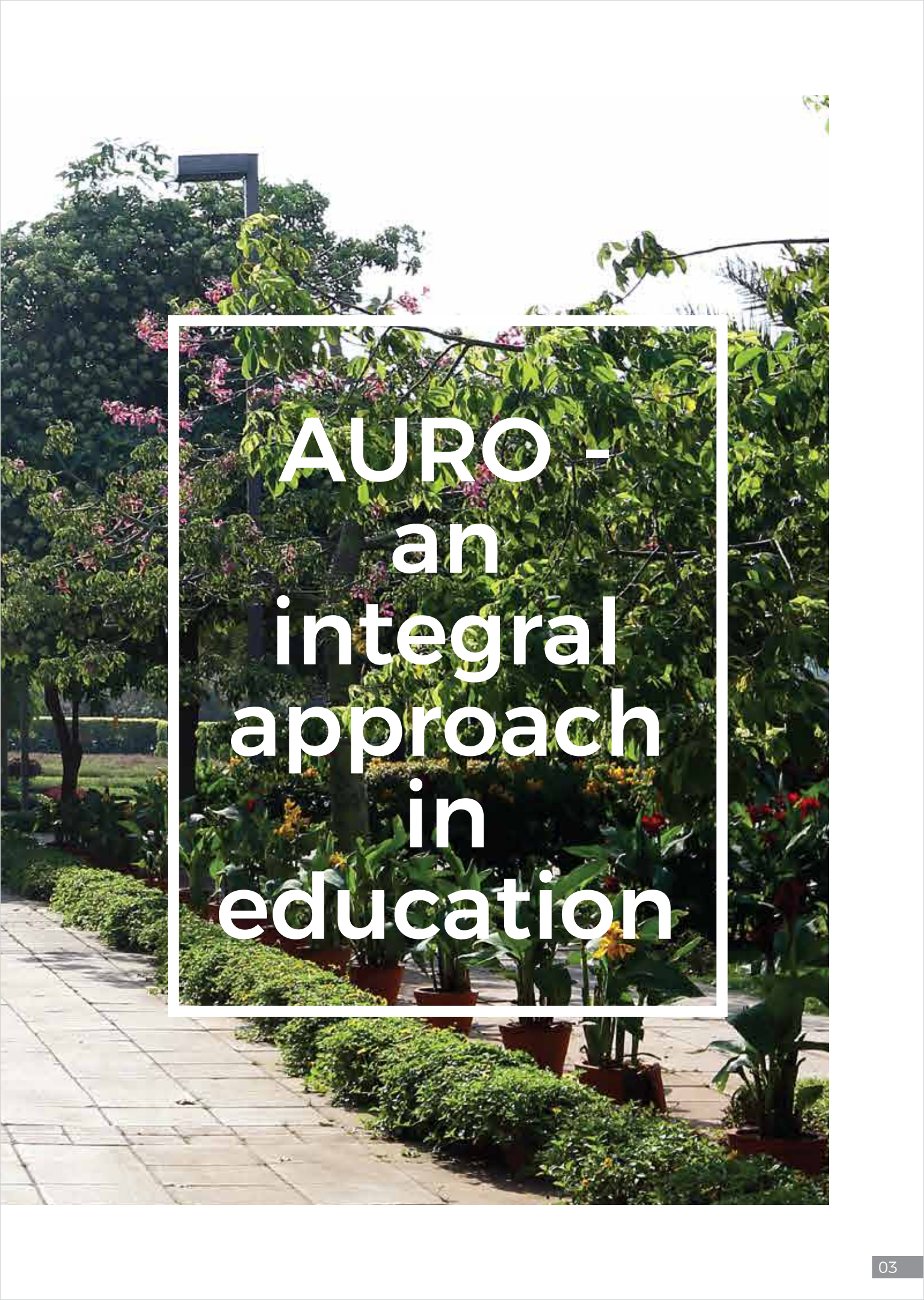
## **TO INDUSTRY AND COMMUNITY**

students with intellectual  
competence, reality-based  
knowledge and personal integrity;  
students who strive for excellence  
and aspire to become socially  
responsible leaders.









# AURO - an integral approach in education



# Hasmukh P. Rama

## The Founder President

On behalf of our faculty members, associates and the management team, it is my pleasure to welcome you to AURO University.

AURO University, founded by the Rama Family, is inspired by the vision and teachings of Sri Aurobindo Ghosh and The Mother. Our aim is to provide integral education, skill sets and values needed to lead a more purposeful and fulfilling life in today's complex and changing world.

**AURO UNIVERSITY** is an environment of collaboration and creativity driven by self-discovery of "Inner Being" that **ENCOURAGES, ENABLES** and **EMPOWERS** students in their **INTELLECTUAL, EMOTIONAL** and **SPIRITUAL GROWTH**.

The AURO University campus provides dynamic, energetic and progressive learning for students of tomorrow. Our campus atmosphere inspires students to discover themselves and to realize their highest potential. Students will be enriched through academic excellence, transformative experiences and excellent infrastructure facilities.

I invite you to join our learning community, which believes in pursuit of knowledge and success in life.

**President**  
**AURO University**

**AURO  
STUDENTS**

**Encouraged.**

**Empowered.**

**Enlightened.**



# From The Provost

AURO University is a campus for meaningful knowledge transactions-- acquisition, preservation, creation, dissemination and application of knowledge. It is a University with difference because apart from facilitating knowledge transactions through its qualitative academic programmes, it focuses on integral and transformational learning, inspired by the philosophy of Sri Aurobindo's vision of integral education.

The University aims at holistic development of its learners' Physical, Mental, Vital and Spiritual aspects, and thereby transforms them into future leaders.

'AURO' means 'dawn'. AURO University is a new 'dawn' of integral education. Human history informs us that mere knowledge is not ultimate goal of education. It goes beyond knowledge to wisdom and integral vision of life.

With this perspective in view, AURO University is committed to excellence in its teaching, outreach activities beyond its walls, collaborations at national and international levels, creation of knowledge through interdisciplinary, innovation and research with many new and value added programmes in its five existing Schools and in two new schools – School of Liberal Arts & Human Sciences and School of Journalism and Mass Communications that would be operational from the academic year 2018 - 19.



In consonance with this vision, AURO University is striving sincerely to bring about meaningful change in the domain of education.

On behalf of the AURO family, it is my privilege to greet all of you to your University, and invite you to embark on the journey of realizing your infinite potential.

Warm welcome to AURO!

**Prof. avadhesh kumar singh**  
Ph D

**Provost**  
**AURO University**





# The AURO Experience

## Physical Education

For agility, strength, flexibility, team-building and collaboration.

AURO University is grounded in value based education. We strongly believe that education must not be limited to purely academic learning. Our focus will be to develop all faculties of an individual to ensure holistic development.

## Vital Education

Learn to manage emotions, feelings, character development and the drive for self-perfection, build and manage relationships through drama, music, arts, and sports.

## Mental Education

Power of observation, analytical, decision-making skills, creativity and intuition.

## Spiritual Education

Discovering of inner being through growth of consciousness from a lower to higher level and developing deeper knowledge of self.



## Progressive faculty

Qualified and experienced national and international faculty, who promote innovative teaching methods supported by cutting edge technology.



## Experiential learning

Strong partnerships with businesses, especially in the service sector in India and abroad which provide a hands-on learning experience to all students. Regular guest lectures by experts from industry, workshops, live projects, and industry visits help students relate theory to practice in real life situations.



# The AURO Advantage

AURO's unique curriculum is focused on

## Unlocking highest potential

Each course requires students to complete real life experiential learning in addition to the theoretical foundations of the subject matter. Students are encouraged to think, question and participate in academic debate in a setting that promotes peer learning.



## Real time knowledge

The curriculum for each course is up-to-date and reflects present day workplace scenarios, challenges and expectations, supported by contemporary research findings and case studies.







# It all starts by listening to you: Our students

AURO places great emphasis on having a heart-to-heart interactions with students before they make their course choice. Picking a course out of peer pressure or family wishes, or simply following a trend can lead to a disappointing future. Our counselors make sure students make the right pick at AURO, after getting an insight into their aptitude and potential.

School of  
Business



School of  
Hospitality  
Management

School of  
Information  
Technology



School of  
Law



School of  
Design



School of  
Journalism  
& Mass  
Communication



School of  
Liberal Arts &  
Human  
Sciences



**Seven Centres  
of Learning**

**Seven Choices  
to pursue**



## School of Business



The programs of **School of Business** offer a deep understanding of the complex business challenges facing today's emerging and mature global markets.

The key is to provide quality interaction with faculty members, recognized in their respective domains.

Academic sessions are planned with the innovative educational concepts, with the application of latest cutting-edge business theories.

The School leverages out the benefit of being situated within the vicinity of industrial hub at Hazira, Surat. There is a regular interaction with corporate houses – NTPC, ONGC, BHEL, ESSAR, KRIBHCO, RELIANCE etc – for industry exposure and networking.

This hands-on learning gives students a competitive edge, leading to their personal and professional growth.

### The School of Business offers:

- Master of Business Administration (2 years) with a specialization in any one: Marketing, Human Resource, Finance, International Business, or Hospitality Management
- Bachelor of Business Administration (3 years) with a specialization in any one: Marketing, Human Resource, Finance, International Business, or Taxation
- \*Bachelor of Business Administration + PG Diploma in Family Managed Business (3 + 1 years)
- \*Bachelor of Business Administration + PG Diploma in Financial Markets (3 + 1 years)
- PG Diploma in Family Managed Business (1 year)

### New Programmes 2018 - 19

- Ph. D. - Business Management
- PG Diploma in Financial Markets (1 year)

*\* With the provision to exit after 3 years with a BBA degree*

**School of Hospitality Management** is a premium School focused on creating through value education, a generation of high achieving leaders for the most dynamic and sought-after hospitality industry.

The School accomplishes its mission through engagement of students and scholars in holistic learning environment, topical research and enriching continuously through industry interface. The curriculum is dynamic, practical and is constantly revised to keep up with industry requirements.

The faculties at School disseminate current knowledge and skills through education and training to its learners while also continuously raising the bar higher to acquire and generate new knowledge through research.

Aspiring leaders in the hospitality sector are keen to take advantage of School, which also has the solid backing of AURO Hotels group – a notable presence in the hospitality sector across the globe - and with Courtyard Marriott on the University Campus forhands on experience.

## School of Hospitality Management



### The School of Hospitality Management offers:

- Bachelor of Science – Hospitality Management (4 Years)

### New Programmes 2018 - 19

- Post Graduate Diploma in Event Management (1 Year)
- Post Graduate Diploma in Contemporary Bakery & Patisserie (1.5 Years)





### School of Information

**Technology** has been envisioned to provide education with holistic approach in the area of information technology. The School aims at delivering an integrative and application centric approach for delivering academically rigorous curricula.

The School shall facilitate the students to integrate their knowledge and skills to be able to work on and with the latest software, software development as well as to deliver excellence in various domains of information technology.

## School of Information Technology

The faculty members strive to deliver knowledge and skills to the students with an intent to transform their learning orientation and approach to meet the expectations of the various stakeholders from the IT Industry from India and abroad.

The School offers undergraduate and post graduate program in Information Technology benchmarked with international curriculum and follows pedagogy by experienced faculty members as specialists.



### The School of IT offers:

- Bachelor of Science - Information Technology (3 Years)
- \*Integrated M. Sc.- Information Technology (3 + 2 Years)
- Master of Science - Information Technology (2 Years)

*\* With the provision to exit after 3 years with a B. Sc. IT degree*

**School of Law** offers a curriculum designed to impart contemporary legal knowledge, acts, legal procedures, discussions of contemporary technology-enabled systems, processes and procedures in the course of teaching Indian laws as well as international laws. The focus is on developing a critical and usable understanding of the laws of India and international laws extending to related domains such as business, international trade and relations.

The teaching-learning process blends knowledge and skills in such a way that the student can apply them in the real world with a focus on promoting and delivering multi-disciplinary inquiry and practical appreciation of problems. The pedagogy offers an optimal integration of classroom lectures, Moot Courts, Cases, Case Studies, Judgment Review and Analysis, Projects and Assignments.

Each course is monitored by a module leader who facilitates academic delivery by professional/s and/or academician/s having proven competencies and experience in a range of domains under law and allied areas. The module leader provides a teaching plan well in advance: the plan includes course outline, teaching plan, reference materials, cases, etc. A module handbook consisting of various case studies, lecture notes, research papers, judgments and judicial reviews of various courts, reports, and allied content is also provided to each student.

#### **The School of Law offers:**

- BA-LLB (5 Years integrated)
- BBA-LLB (5 Years integrated)

#### **New Programmes 2018 - 19**

- Master of Law - LLM (1 Year)
  - ✓ Intellectual Property Rights
  - ✓ Constitutional & Administrative Law

## **School of Law**





## School of Design



The curriculum of **School of Design** is structured to help the design students achieve their goal, even if it means a major in more than one design field depending upon what the student chooses.

The team at the School is very diverse, which helps in providing a very effective interdisciplinary learning environment.

The multi-sided, environment conscious, personalities of learners equipped with a holistic vision will help in creating appropriate human environments of the future.

It will help in shaping insightful and responsible designers in the areas of Inter-space Design, Communication Design, and Fashion and Textile Design.

### The School of Design offers:

- Bachelor of Design - Inter-Space Design (4 Years) with topical specializations in Furniture, Sustainability, and Exhibition and Lightning
- Bachelor of Design - Communication Design (4 Years) with topical specializations in Graphic, Advertising, and Interaction

### New Programmes 2018 - 19

- Bachelor of Design - Fashion and Textile Design (4 Years)
- \*Integrated Master of Design - Inter-Space Design (4 + 2 Years)
- \*Integrated Master of Design - Communication Design (4 + 2 Years)
- \*Integrated Master of Design - Fashion and Textile Design (4 + 2 Years)

*\* With the provision to exit after 4 years with a B. Des. Degree*



# School of Journalism & Mass Communication

Whether you dream of being a traditional media person, like an editor or a reporter in print or TV media, or aspire to be a social media curator, a PR professional or advertising expert, the School of Journalism and Mass Communication offers you the best mix of subjects and courses. Following blended mode of learning, live projects, live news gathering and documentary film-making constitute core of teaching learning processes. Updated with the latest in media pedagogy, the School offers various specializations like Event Management (PR) and Digital Media among others workshop mode classes by the best in

academia and the media industry, seminars, media festivals and placement workshops will form a part of regular curriculum. Our live internship programs will make you work and employment-ready. Incubator Cell is designed to help you get hands-on experience with media industry partners.

The highly skilled technical team will sharpen your visual communication skills and teach you the nuances of photography, and help you become good audio-video editors with state-of-the-art laboratories, studios and editing equipment.

## **The School of Journalism & Mass Communication offers:**

- B. A. - Journalism & Mass Communication (3 Years) after Class XII
- Bachelor of Journalism & Mass Communication (BJMC): (1 Year) after graduation
- Integrated Master of Journalism & Mass Communication (1 + 1 Years) with the provision to exit after one year with a BJMC degree



# School of Liberal Arts & Human Sciences

Liberal arts and human sciences nurture human vision whereas sciences take care of provision for human civilization. Both complement each other through integral approach. The School is launched with this vision in view and follows interdisciplinary and comparative approach in its courses and pedagogical processes. The curricula will include foundation courses in integral education, history and philosophy, leading to specialization in Aurobindo studies, Economics, Psychology, English, Cultural

studies, Public policy, and Film studies among others.

Its courses will be taught by distinguished faculty from India and abroad. They would aim at inculcating comprehensive understanding of the works and teachings of Indian and Western thinkers and writers like Valmiki, Ved Vyasa, Shakespeare, Sri Aurobindo, Plato, Aristotle, and modern social science thinkers from diverse domains as well.

The School proposes to manifest talents of its learners as integral thinkers, academicians, administrators, creative writers, artists, social scientists, film critics, and translators.

## The School of Liberal Arts & Human Sciences offers:

- Bachelor of Arts (3 Years) with a Specialization in any one: Sri Aurobindo Studies, English, Economics, Psychology, Public Policy, Cultural Studies, and Film Studies
- \*Bachelor of Arts – Hons. (3 + 1 Years)
- \*Integrated Master of Arts (3 + 2 Years)
- Ph. D. Programme
  - i) Sri Aurobindo Studies
  - ii) Interdisciplinary Studies

*\* With the provision to exit after 3 years with a B. A. degree*







# The Surat Edge

## City Snapshot

Surat, the original Gateway of India, has been a host of many travelers and traders from different civilizations for centuries. Surat, the commercial capital of Gujarat, is one of the fastest growing cities in India. By 2020, it is estimated that Surat will be the largest city in Gujarat. Also, it is the textile capital of India and the diamond manufacturing capital of the world.

Surat is widely regarded as one of the cleanest metropolitan regions in India.

## Transport and Connectivity

Surat is connected to the national railway system through the Western Railways connecting it to Mumbai and beyond to the south as well as New Delhi, Ahmedabad, Vadodara and other cities to the north. Also, the city is connected to the national highway 8 through a 16 km connector highway. National Highway 8 corridor is one of the most industrially developed areas in the country and Surat.

Surat is connected to Delhi, Mumbai, Hyderabad, Kolkata and Jaipur by air and to all the major cities of Gujarat.

## Culture and Life

Due to its amicable people, Surat is amongst the safest and peaceful cities. Surtis are fun loving people with family values and welcome outsiders with open arms.

The modern Surat is a hub of activities with various modes of entertainment in the form of shopping, dining, and a plethora of events like marathons, cyclothons, start-up conclaves, comedy nights, and flea markets amongst others.





# Delivery Methods at AURO:

- Value Based Education
- Innovation & Incubation Centre
- Simulations
- Capstone Project
- Internships
- Industry Visits
- Skill Development



AURO uses an experiential process of learning and self-discovery. From interactive lectures that encourage the discovery of new insights on every subject through debate and discussion, to real life business realities, students are given multiple platforms to true learning.





## **Smart Class Room Features**


- Virtual Learning Environment for students to stay connected at all times
- Lecture Capture
- Live Stream
- Virtual Classroom
- Collaborative Learning
- Advance Search
- Strong Analytics
- Connected Classrooms





# A smart classroom can expand your world

AURO classroom is designed to provide deepening of subject matter with critical thinking. AURO classroom is space for innovation and creativity in teaching and learning processes.

A male faculty member with a beard, wearing a dark pinstripe suit and a blue striped tie, is standing and gesturing with his right hand. He is looking towards the right. A female student with long brown hair and glasses, wearing a blue top, is sitting and smiling, looking up at the faculty member. The background is a blue textured wall.

At AURO, the faculty helps students to connect learning with real life, helping them respond better to a changing world. The faculty comprises of teachers and mentors who go beyond the traditional role and develop a healthy bond with students.

AURO Faculties as:  
friend,  
philosopher,  
guide,  
mentor.

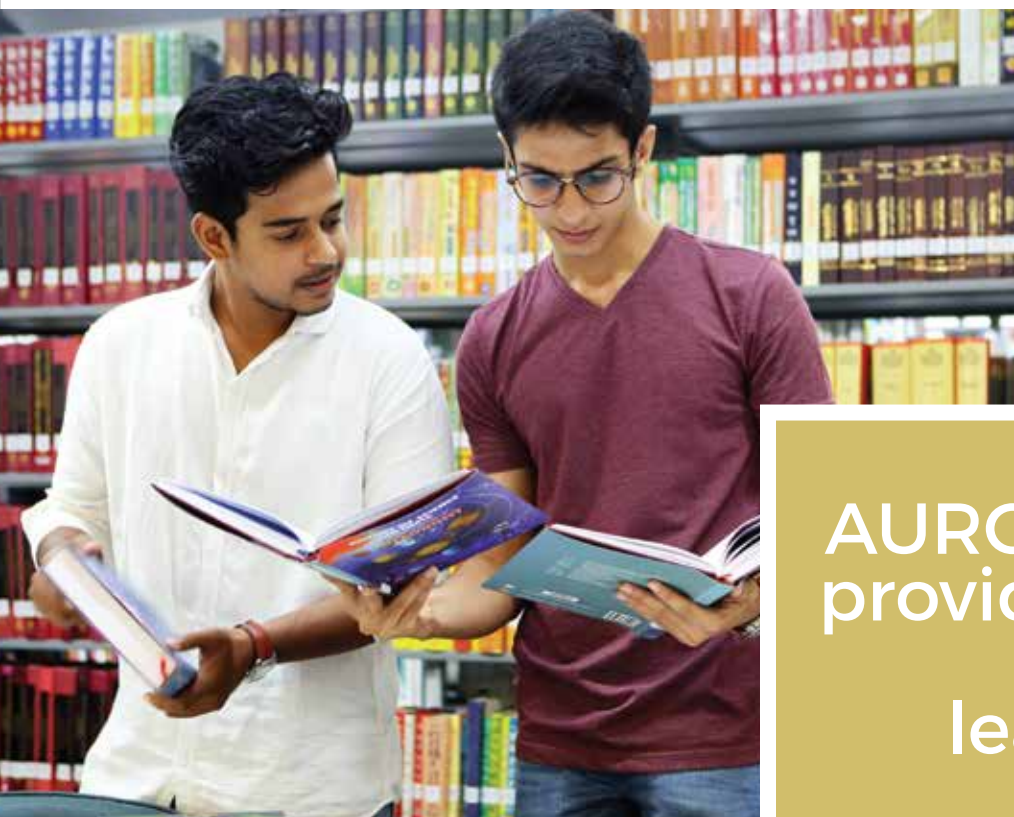






**A campus  
which brings  
out the best  
in you**

AURO seeks to maintain a campus that will make a positive impact on students for life. This is where students forge lifelong bonds with friends from across the country, gaining new perspectives that are critical to growth as an individual. Geographically, the AURO student's campus stretches between the lush green open grounds to the beautifully planned school buildings, the dining halls and the popular canteen areas, and the hostel quarters. The AURO campus is always buzzing with activity and infectious energy.



AURO resources  
provide facilities  
for deeper  
learning and  
studies



Whether to focus on academic studies, enhance research, discover new world of books, the AURO library is more than a hushed space of learning. Stocked with invaluable books and tomes, the library boasts of frequent updates, exhaustive online resources, and comfortable and spacious seating. Outside the classroom, this is an endless treasure for students to channel their hunger for knowledge.



## Courtyard Marriott – On Campus Hotel

Courtyard Marriott, a 5 star hotel on the University campus, provides opportunities to students of all Schools to apply their knowledge and go through learning and training.



## Choice Based Credit System

Choice Based Credit System (CBCS) offers a basket of courses beyond the limits of learners and schools. It caters to the interests of students and gives them choices to opt for discipline, courses across Schools. Also, they can earn extra credits. In the process, it facilitates integral and holistic view of knowledge and life.



## Ph D Programme @ AURO

Apart from supporting research activities and publications by its faculty, AURO University has launched PhD programme in Business Management, Sri Aurobindo Studies, and Interdisciplinary Studies from 2018.



# Sri Aurobindo Integral Life Centre (SAILC)

SAILC is envisioned as the soul of the University, generating new thought leadership. It is proposed to be a modern day gurukul that would introduce new light and consciousness brought to the earth for humanity by Sri Aurobindo and The Mother.



## Hostel Facilities

Hostel accommodation with twin sharing rooms featuring attached bathrooms.



Healthy and safe food services with all day dining and cafe.







AURO realizes importance of physical health and wellness. Its physical education activities supported by indoor and outdoor facilities, sports grounds, game-rooms, and gymnasium help in developing body consciousness.

# Physical education for developing conscious body









# Unplugged @ AURO

Beyond academics, AURO University is always buzzing with new ideas like Box Cricket, Fun-fests, Fashion Shows, Food Bazaars, Idea Bazaars, Leadership Camps, and many other exciting events. They provide opportunities for new friendships, creating team spirit and increasing social bandwidth.





# Our Globe-trotting Interns

Students of School of Law attended a Summer School Programme in Ukraine and Poland organized in association with Ukrainian Ministry of Education. Topics covered were on history and culture of the two countries pre and post-Soviet period, integration of European Union, public international law, politics and the role of mass media, and on the economy of Ukraine.



The students of B. Sc. – Hospitality Management have been provided with 6 months Paid Internship (Supervised Work Experience) with various reputed 5 star hotels in USA, New Zealand, France and Malaysia. The students do internships at JHM Hotels at Greenville SC and Orlando.

These include Renaissance, Hyatt, Courtyard by Marriott, Taj, Hilton, Oceania and Fairfield Inn by Marriott.

## Global Outreach

Global Exposure Tour facilitates students of AURO University, enrolled in any program, a unique experience and understanding of business from a global perspective.

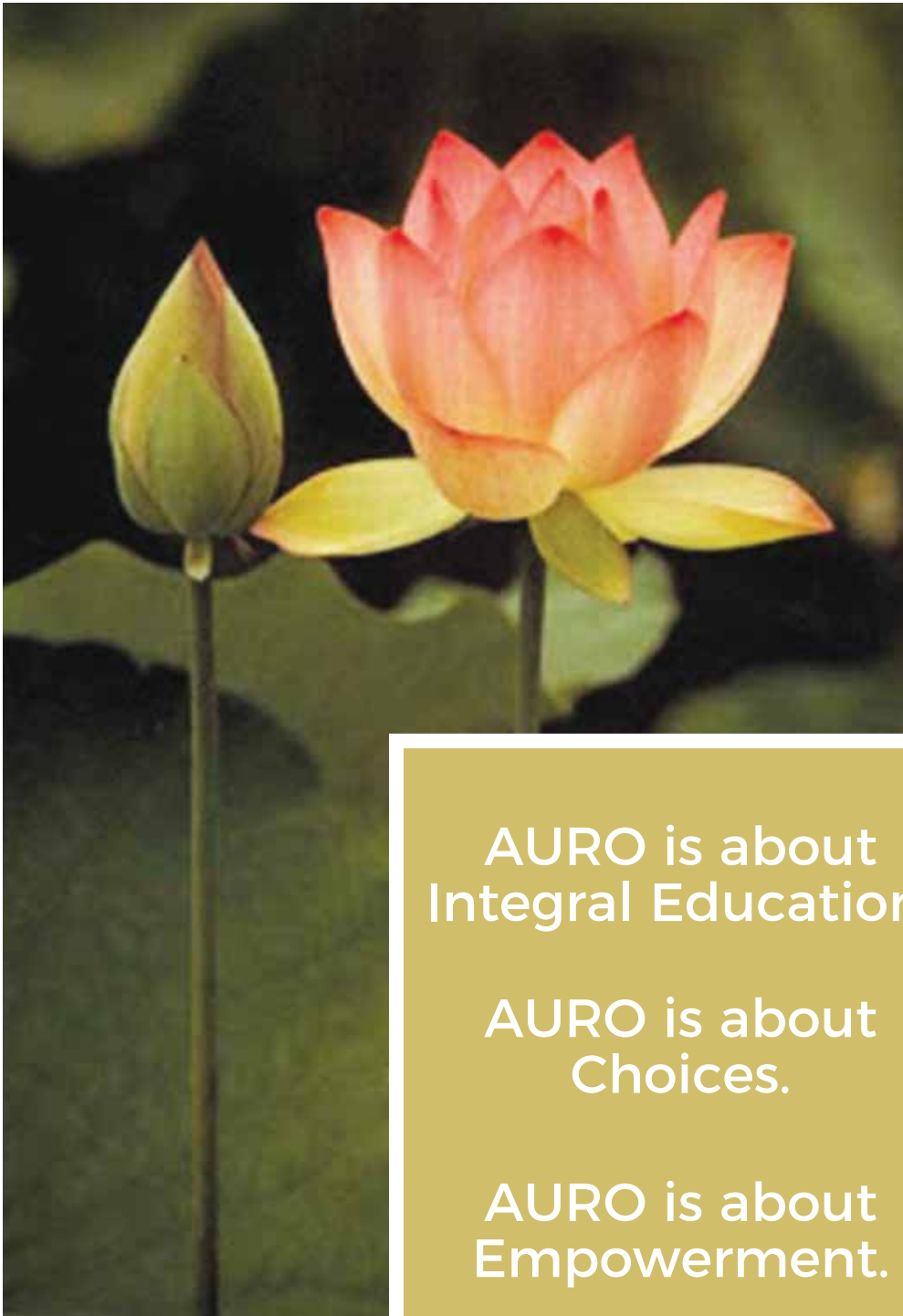


### TOUR HIGHLIGHTS INCLUDE:

- Tours of Boston, New York, Washington DC, Greenville SC, Atlanta - Charlotte NC, Orlando, Las Vegas, San Francisco, etc
- Visit to Rama Lake House, Venetian Casino, YMCA's Camp Greenville and Museums, etc
- Corporate Visit to Bank of America, BMW Manufacturing Unit, Marriott Head Quarter, New York Stock Exchange
- 3 days seminar at University of Massachusetts, Lowell, Boston
- Visit to NASA and Kennedy Space Centre, US Parcel Services and Hershey's
- Visit to US Mint, Philadelphia







AURO is about  
Integral Education.

AURO is about  
Choices.

AURO is about  
Empowerment.

AURO is about  
Leadership.

(Established under the Gujarat State Private Universities Act, 2009 and approved u/s 2(f) & 22 of the UGC Act, 1956)



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