



**AURA**  
INTERNATIONAL  
SCHOOL OF  
MANAGEMENT

**AURA LYON  
FRANCE**

**BBA/MBA**  
HOSPITALITY & BUSINESS



## **WORLD-CLASS MANAGEMENT PROGRAMS**

# **ABOUT US**

Aura International School of Management Lyon (Aura Lyon) is a fast-emerging private school offering world-class Management Programs. Built on marketing and management techniques the syllabus is drawn from varied business segments and successful start-ups. The courses are modelled on current-day management disciplines and novel approaches.

Our curricula include operative modules Hospitality, Travel & Leisure, Business Management, Finance Management and Banking which have proven to be successful. Our course also includes programs from burgeoning business segments in a buoyant economic climate. We strive to integrate an industry-based system of education that is collaborative and embedded in modern-day management practices. Apart from local students, we welcome students from across the globe. The ethnic diversity and indigenous skill which these eclectic groups bring to our forum widen their global vision and understanding of the global business world. Our students also learn from these multi-culture values apart from their own which helps them to grow as top-class professionals.

The ultimate purpose of this school is to produce quality professionals and facilitate their path-breaking success with their expertise and learnings gained at our institute. Thanks to our excellent internship network and association we deliver methodical and excellent internship programs. Our eminent faculty is hand-picked from the industries that are known for their expertise to create trailblazers of tomorrow.

**THE FUTURE BELONGS TO INNOVATIONS,  
WE CREATE INNOVATORS.**

# MISSION



**Our mission is to create  
thought leaders of tomorrow.**



**Fortified with the new-age  
methodology and corporate  
dynamics.**



**To help students imbibe the  
beauty, art and style of France  
as a multi-cultural nation.**



**To embrace and respect the  
values and ethos of other  
nationalities and cultures.**







# VISION

**Our vision is to be one of the most renowned Management schools serving to facilitate and bring out the best potential from each student and become an asset to the organisation. The institute strives for each student to make a name on the world platform.**



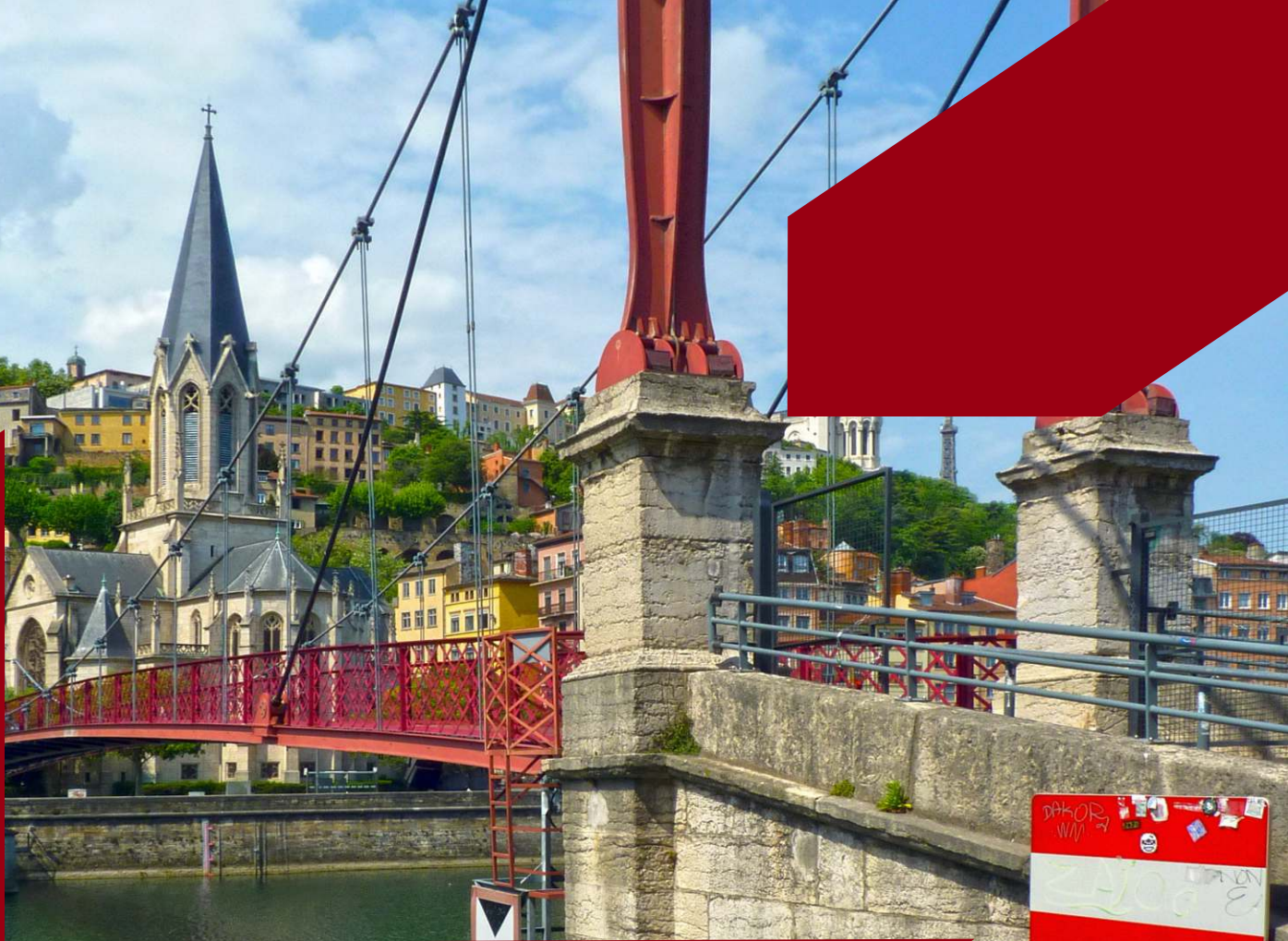
# WHY FRANCE?

Studying in France is an exceptional experience. It has an advanced education system which is reputed to be one of the best in the world. When compared to other destinations, it is the pocket-friendly study fee that makes France one of the most popular study destinations.



Having decided to further your education in France, be ready for one of the most culturally evolved and breath-taking European destinations. France is one idyllic place, an invigorating cosmopolitan country brimming with light, style, music, and art. It is famous for its cuisine; the country's culinary popularity has beckoned the master chefs of tomorrow to gather this expertise too. French fashion is well known to the whole world, as many fashions show takes place in Paris around the year. Dotted with luxury hotels and exclusive resorts many affluent fashionistas visit Paris making it known as a 'Country of Luxury, Fashion and Beauty'. Paris has history of hosting numerous important fashion show fests. The French Riviera also cradles the most important resort town, Cannes, which host one of the most coveted film festivals. Studying in France is an exceptional experience. It has an advanced education system which is reputed to be one of the best in the world. When compared to other destinations, it is the pocket-friendly study fee that makes France one of the most popular study destinations.





# ABOUT LYON CITY

**A vibrant city Lyon is the most prominent city after Paris in France and most prominent centres for European business. Merited for being listed on the UNESCO World Heritage list, Lyon boasts of a thriving economy, excellent quality of life, and famous cuisine. One of Europe's most attractive destinations it is a perfect city for your international study and memorable experiences. It is not surprising that Lyon was chosen as the 'Best Student City' in France in 2018 by the student magazine "L'Etudiant".**

The public transport system is remarkable. The city is located such that you can reach number of cities in Europe in less than 2 hours by plane or train or bus. The lively city has a dynamic cultural life. It is art lovers' paradise with 15 libraries, 22 museums, and an array of theatres. Lyon is famous for hosting many grand events such as Grand Lyon Film Festival (Festival Lumière), the biennale festival of lights and contemporary arts and dance amongst many. A gastronomy capital of France, the city is adorned with restaurants, patisseries, bistro-style bouchons that serves Lyonnais and plenty of restaurants with Michelin stars. Take your pick at the numerous fresh food markets which is firmly entrenched in culinary tradition. Don't miss out the wine tasting event of sample some best tasting wines. Other main attractions include Fourvière, Vieux Lyon, Pérouges, and the Silk Factory.



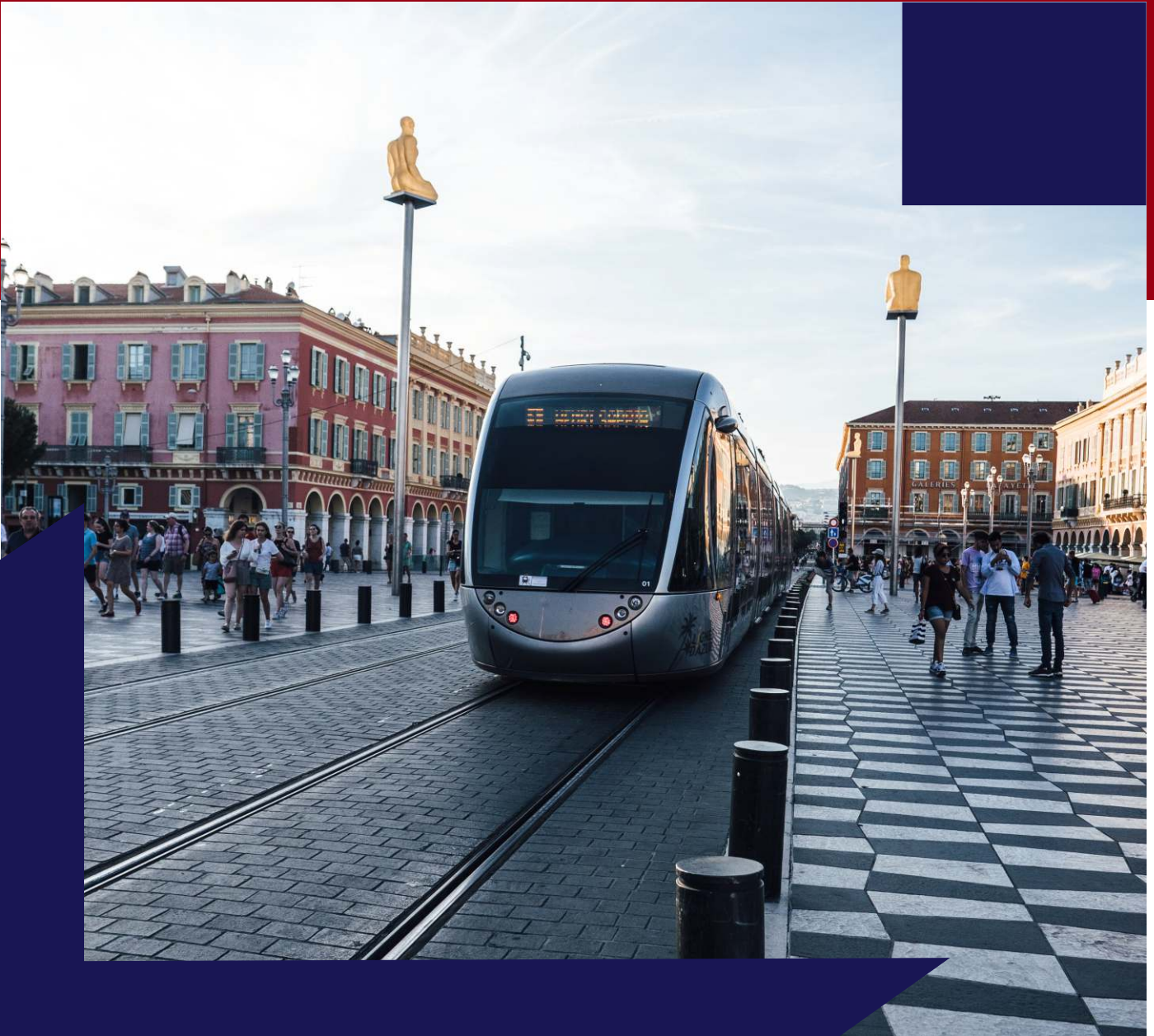
# CLIMATE & WEATHER



Packed by the Atlantic Ocean and the Mediterranean Sea, the Alps and the Pyrenees, France has four distinctive seasons from these four distinctive regions. **From snow-clad mountains to radiant sunny coasts, from shady woods to mineral-rich flatlands, the country is an amalgamation of different seasons and an amazing landscape.** Primarily the French climate is temperate the oceanic climate of western France brings rains that are spread over numerous days. Central and eastern France's mainland harbours extreme climates such as cold winters and sweltering summers. The Mediterranean climate of south-eastern France is accountable for sweltering, dry summers, with rainfall from October to April when the environs is soggy yet gentle and adequate daylight throughout the entire year. At 600-800m in height, France's mountainous climate brings heavy rains, and snowfall, every three to six months each year.



# FACILITIES



This is significantly important as France is home to some of the world's topmost international students. Right from informational websites, apps, forums, discount programmes, language exchange, online marketplaces, affordable things to do, you can get anything. Even if you are well aware of the tuition fees in France, one must consider the cost of living. It is high compared to its neighbouring countries.

However, **a student ID card helps them avail of subsidised rates at public transportation and eating joints.** France is known to have one of the world's best public transportation facilities. Right from local buses, subway, and regional trains, to innovative rental services for bikes and cars, France has amazing public transportation facilities.



# ACCOMMODATION



Plenty of options are available for the students in France. There are many online portals through which students can book their accommodation. The accommodation may range between €400-€600 per person depending on size and facilities. If students have booked and taken accommodation agreement in their name, they also have the option to apply for a grant from their local Caisses' Allocation Familiale (CAF). The application of CAF is free and the student is eligible to get up to 35%-50% of your rent back monthly. Terms and Conditions apply for the CAF eligibility, check with the landlord before you make agreement.



# INTERNSHIP

France government's regulation for student internships is for at least two months and a maximum of six months. However, companies offering short-term internships have a choice to pay or not to pay the intern. However, this has to be agreed upon in consultation with the recruiter. This law has been more than welcome by students considering student internships are compulsory for most Bachelors and Master's degrees. Students who graduate from higher education institutions usually need to spend to attend the internship. Usually, the stipend pay is for an internship starts from €558 per month. Apart from the pay, there are other benefits also provided to the interns like coupons that can be used at many supermarkets, restaurants or cafés in France.





## PROGRAMMES OFFERED

### **COURSE FEE:**

8500 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

SEPTEMBER - 2023

# BBA BUSINESS

### **SPECIALISATIONS:**

- **International Human Resource Management(IHRM)**
- **International Accountancy & Financial Management(IAFM)**
- **International Digital Marketing Management(IDMM)**

### **COURSE DURATION – 2 YEARS**

**COURSE STRUCTURE – 9 MONTHS STUDIES + 3 MONTHS INTERNSHIP (1st & 2nd Year)**  
**6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (3rd Year)**

BBA Business is a professional course that helps develop and sharpen the entrepreneurship skills of the candidates. Our BBA-Business combines business-related subjects with a specialized course which the student may choose to take. It is a three years course that includes classroom theory and industry internship each year. We ensure that all the topics can be applied in today's macro-environment of the corporate world. Our emphasis is on applied technology to give our students a competitive edge.

**ELIGIBILITY CRITERIA:** Bachelor in any stream / BAC Level 3 or 4 (Europe) / Equivalent (Any stream)

**Marks:** 55% and more



## PROGRAMMES OFFERED

### **COURSE FEE:**

8500 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

SEPTEMBER - 2023

# BBA HOSPITALITY

### **SPECIALISATIONS:**

- **International Hospitality & Hotel Management(IHHM)**
- **International Culinary Arts & Management(ICAM)**
- **International Digital Hospitality Management(IDHM)**

### **COURSE DURATION – 2 YEARS**

**COURSE STRUCTURE – 9 MONTHS STUDIES + 3 MONTHS INTERNSHIP (1st & 2nd Year)**  
**6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (3rd Year)**

BBA Hospitality is a professional course that provides knowledge and training in management of Hotels, Motels, Resorts, Tourism and the entire segment of Hospitality and its operations. It also develops the aptitude and capabilities in the field of Hospitality and its various avenues. It is a three years course that includes classroom theory and industry internship each year. As France is a hub of hospitality industry and fine dining, a perfect place to learn about the pairing and serving of various food, cheese and wine. Students also learn about different departments like Accommodation Management, Housekeeping Operations, Food Production, International Accountancy, Business Taxation and Law etc. will provide the student an edge in this highly competitive space of Hospitality. With this course, the student is minted to take an internship at luxury hotels, Resorts, Restaurants, Airports and Cruise-liners etc.

**ELIGIBILITY CRITERIA:** Bachelor in any stream / BAC Level 3 or 4 (Europe) / Equivalent (Any stream)

**Marks:** 55% and more





## PROGRAMMES OFFERED

### **COURSE FEE:**

9500 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

SEPTEMBER - 2023

# MBA BUSINESS

### **SPECIALISATIONS:**

- **International Human Resource Management(IHRM)**
- **International Accountancy & Financial Management(IAFM)**
- **International Digital Marketing Management(IDMM)**

### **COURSE DURATION – 2 YEARS**

### **COURSE STRUCTURE – 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (Each Year)**

It is a post-graduate course that develops analytical and strategic thinking to broaden your perspective. Offering specialisation in International Human Resource, Finance and Digital Marketing, this program gives the student the required competency and knowledge for stellar performance. Postgraduate is a two-year course that includes six months of theory studies and six months of industry internship each year. The program aims to bridge the gap between theory and practical application to build competencies like critical thinking, decision-making, economics, governance of financial markets, business law and ethics, management, organisational behaviour, and statistical techniques. This course builds your leadership qualities and boosts marketability as a professional with a promise of a bright future.

**ELIGIBILITY CRITERIA:** Bachelor in any stream / BAC Level 3 or 4 (Europe) / Equivalent (Any stream)

**Marks:** 55% and more



## PROGRAMMES OFFERED

### **COURSE FEE:**

9500 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

SEPTEMBER - 2023

# MBA HOSPITALITY

### **SPECIALISATIONS:**

- **International Hospitality & Hotel Management(IHHM)**
- **International Culinary Arts & Management(ICAM)**
- **International Digital Hospitality Management(IDHM)**

### **COURSE DURATION – 2 YEARS**

### **COURSE STRUCTURE – 6 MONTHS STUDIES + 6 MONTHS INTERNSHIP (Each Year)**

This programme prepares you for an exciting career in hospitality industry, its operations and as well as the management which are the important spheres of this sector. Gastronomy today has reached new heights therefore the focus of this course will be a dual approach of global business practices, F&B principles and fine dining trends. This is a two years course that includes six months of theory studies and six months of industry internship each year. An postgraduate in Hospitality also makes a student to adapt in fast-changing world of hospitality and its skills to managing a luxury hotel and conform to new trends related to this field.

**ELIGIBILITY CRITERIA:** Bachelor in any stream / BAC Level 3 or 4 (Europe) / Equivalent (Any stream)

**Marks:** 55% and more





## PROGRAMMES OFFERED

### **COURSE FEE:**

11200 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

MAY - 2023

# EXECUTIVE MBA BUSINESS

### **SPECIALISATIONS:**

- **International Business Management**

### **COURSE DURATION – 15 MONTHS**

### **COURSE STRUCTURE – 6 MONTHS STUDIES + 9 MONTHS INTERNSHIP (Each Year)**

It is a post-graduate course that develops analytical and strategic thinking to broaden your perspective. Offering specialisation in International Human Resource, Finance and Digital Marketing, this program gives the student the required competency and knowledge for stellar performance. Postgraduate is a two-year course that includes six months of theory studies and six months of industry internship each year. The program aims to bridge the gap between theory and practical application to build competencies like critical thinking, decision-making, economics, governance of financial markets, business law and ethics, management, organisational behaviour, and statistical techniques. This course builds your leadership qualities and boosts marketability as a professional with a promise of a bright future.

**ELIGIBILITY CRITERIA:** Bachelor Degree in any discipline or equivalent with 55% marks or above

**MINIMUM JOB EXPERIENCE:** At least 2 years and more in job experience in any field.



## PROGRAMMES OFFERED

### **COURSE FEE:**

11200 EUR / ANNUM

### **ADMINISTRATION FEE:**

320 EUR / ANNUM

### **INTAKE:**

MAY - 2023

# EXECUTIVE MBA HOSPITALITY

### **SPECIALISATIONS:**

- **International Hospitality Management**

### **COURSE DURATION – 15 MONTHS**

### **COURSE STRUCTURE – 6 MONTHS STUDIES + 9 MONTHS INTERNSHIP (Each Year)**

This programme prepares you for an exciting career in hospitality industry, its operations and as well as the management which are the important spheres of this sector. Gastronomy today has reached new heights therefore the focus of this course will be a dual approach of global business practices, F&B principles and fine dining trends. This is a two years course that includes six months of theory studies and six months of industry internship each year. An postgraduate in Hospitality also makes a student to adapt in fast-changing world of hospitality and its skills to managing a luxury hotel and conform to new trends related to this field.

**ELIGIBILITY CRITERIA:** Bachelor Degree in any discipline or equivalent with 55% marks or above

**MINIMUM JOB EXPERIENCE:** At least 2 years and more in job experience in any field.



# ACCREDITATIONS /MEMBERSHIPS





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