

# MASTER OF **BUSINESS ADMINISTRATION**

With India's Most Trusted Education Brand

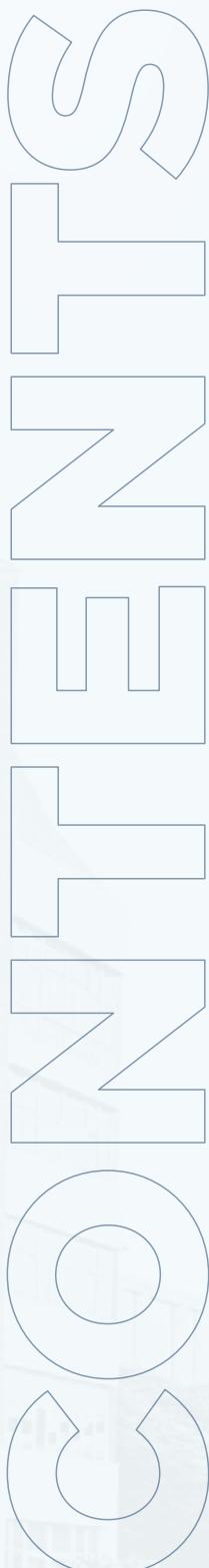


**ONLINE MBA  
RANKINGS  
2024**

**INDIA'S ONLY  
ONLINE MBA RANKED  
Asia Pacific Top 10**



## USA, UK & CANADA ACCREDITATIONS

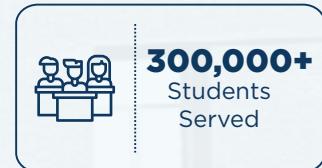


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# A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over thirty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG and PG programs across various disciplines in education.



## NATIONAL CAMPUSES

- » NOIDA
- » GURUGRAM
- » GREATER NOIDA
- » JAIPUR
- » LUCKNOW
- » MUMBAI
- » BENGALURU
- » HYDERABAD
- » MOHALI
- » GWALIOR
- » RAIPUR
- » KOLKATA
- » RANCHI
- » PATNA

## INTERNATIONAL CAMPUSES

- » LONDON
- » DUBAI
- » SINGAPORE
- » SAN FRANCISCO
- » ABU DHABI
- » CHINA
- » MAURITIUS
- » SHARJAH
- » SOUTH AFRICA
- » AMSTERDAM
- » TASHKENT
- » NEW YORK



## MESSAGE FROM **FOUNDER PRESIDENT**

### **Dr. Ashok K. Chauhan**

Hon'ble Founder President,

Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities)  
Chairman, AKC Group of Companies

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

Each one of our students will be a success story. This is my dream; this is my commitment.

## MESSAGE FROM **CHANCELLOR**

### **Dr. Atul Chauhan**

Hon'ble Chancellor,  
Amity University Noida

Amity Group of Institutions apart from imparting world-class education, also strives to inculcate good values, and ethics to build and groom the global leaders of tomorrow. We are creating centres of thought leadership across the world, where faculty, scientists, and brilliant students can explore and expand the frontiers of knowledge.

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.



# ABOUT AMITY UNIVERSITY ONLINE

Amity University Online stands as a pioneering institution in the realm of digital education, breaking down barriers and providing access to millions worldwide.

Through our platform, we are democratising education, ensuring that regardless of geographical location or socio-economic background, individuals have the opportunity to pursue knowledge and skills vital for their personal and professional growth.

Our commitment to inclusivity and innovation drives us forward, as we continue to expand access to high quality education in the digital age.



**Amity University Online, today, offers the largest number of approved online degrees to the largest number of online students across India, reflecting Amity's commitment towards empowering our youth through world-class education, who in turn will ensure a Viksit Bharat.**



30+

Years of Excellence



1.60 Lac+

Learners



60+

Programs and Specializations

## INDIA'S FIRST UNIVERSITY TO GET APPROVAL TO OFFER ONLINE DEGREES

Post the University Grants Commission (Online Courses or Programs) Regulations, 2018

60+ PROGRAMS AND SPECIALIZATIONS: Bachelors • Masters



## MESSAGE FROM **CHAIRMAN**

**Mr. Ajit Chauhan**  
Hon'ble Chairman,  
Amity University Online

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

As the landscape of education evolves, so do we. Our esteemed faculty, staff, and state-of-the-art technology are here to support your educational journey. From interactive online programs and courses to digital libraries and academic forums, you'll have access to a wealth of resources that will enhance your learning experience.

At Amity, we're not just preparing you for a career; we're empowering you to make a positive impact on this world. So, whether you're ready to take the next step in your career or explore new horizons, we invite you to join us at Amity University Online and embark on a journey of discovery and growth.



## MESSAGE FROM **VICE CHANCELLOR**

**Prof. Dr. Balvinder Shukla**

Amity University, Noida

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.



## MESSAGE FROM **DIRECTOR**

**Prof. Abhinash Kumar**

Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.



## MESSAGE FROM **DIRECTOR-ACADEMICS**

**Ms. Monica Agarwal**

Amity University Online

Amity University Online is dedicated to redefining education through innovation and excellence. Our meticulously crafted programs cater to the dynamic needs of learners, equipping them with industry-relevant skills and an unwavering commitment to growth.

Our aim is to inspire curiosity, ignite potential, and deliver a learning experience that goes beyond the ordinary. Therefore we focus on academic excellence, innovation and holistic development which creates a pathway for success, achievement, and lifelong impact.

# ABOUT PROGRAM **MASTER OF BUSINESS ADMINISTRATION**

**LEARNING EFFORTS:** 12/15 HRS A WEEK

**DURATION:** 2 YEARS | **CREDITS:** 102

ACCELERATE YOUR CAREER SUCCESS  
WITH **AMITY ONLINE'S MBA**

Amity Online's MBA is crafted to fast-track your professional journey through a powerful blend of academic excellence, industry relevance, and digital-age learning tools. Designed for working professionals, early-career aspirants, and entrepreneurs alike, this globally recognized two-year program combines core business knowledge with cutting-edge applications to help you lead, adapt, and thrive in today's evolving business landscape.

With future-forward features like AI-powered learning tools, real-world business simulations, certification in AI fundamentals, and mentor-led live industry projects, the MBA program prepares you with job-ready skills and strategic thinking. Its flexible mobile-friendly platform and a globally aligned curriculum empower you to grow faster, smarter, and with greater confidence in your leadership journey.



**NEXT-GEN MBA**  
FOR AN AI-READY CAREER

# WHAT MAKES AMITY ONLINE'S MBA SPECIAL?

Beyond a degree program, Amity Online's MBA is a modern learning experience designed for the learners who are ready to lead with impact. The program integrates academic excellence with real-world relevance, delivered through a suite of powerful features including



## Inclusive & Flexible Learning Design

Learn in a way that works best for you. With content designed using Universal Design for Learning (UDL) principles, every concept is explained through multiple formats - videos, visuals, and interactive exercises, so you can grasp ideas faster, retain them longer, and apply them confidently in real-world scenarios.



## Interactive Learning Material with AI-Powered Features

Study smarter, not harder, with tools that give you an edge: AI-powered summaries for instant clarity, smart question generation to test your understanding, A built-in note-taker to organise your thoughts effortlessly.



## Prof. AMI – Now in a New Avatar

Your AI-powered learning companion, available 24/7, guiding you through assignments, keeping you motivated, and ensuring you're never stuck, no matter where or when you study.



## Gamified Assignments

Step into the shoes of a business leader through immersive roleplay simulations. Make strategic decisions, tackle real-life business challenges, and develop leadership, problem-solving, & decision-making skills, all before you graduate.



## Live Industry Projects

Work on actual business problems alongside industry experts. Gain hands-on experience, earn exclusive project certifications, and showcase your skills to recruiters even before your final semester.



## Certification in Basics of AI

Add future-ready AI skills to your MBA. With a certification in AI fundamentals, you'll graduate with a competitive edge in a market where technology and business go hand-in-hand.

This future-ready MBA gives you the flexibility to learn on your terms, while staying connected with the real-world approach to business challenges. With 24x7 academic support, interactive learning tools, and mentor-led learning, the program equips you with everything you need to accelerate your career with confidence.

# SPECIALIZATIONS



**Finance & Accounting Management**



**Information Technology Management**



**Global Finance Market**



**Digital Marketing Management**



**Insurance Management**



**Business Analytics**



**International Finance (ACCA)**



**Digital Entrepreneurship**



**Marketing & Sales Management**



**Human Resource Management**



**International Business Management**



**Human Resources Analytics**



**Retail Management**



**Hospitality Management**



**Entrepreneurship & Leadership Management**



**Production & Operations Management**



**Data Science**



**General Management**

# PROGRAM CURRICULUM

## SEMESTER 1

- Accounting for Managers
- Marketing Management
- Managerial Economics
- Statistics for Management
- Professional Communication

## SEMESTER 2

- Business Research Methods
- Financial Management
- Human Resource Management
- Conflict Resolution & Management
- Legal Aspects of Business

## SEMESTER 3

- Strategic Management
- Specialization Elective Course 1
- Specialization Elective Course 2
- Specialization Elective Course 3
- Specialization Elective Course 4
- Professional Ethics
- Minor Project

## SEMESTER 4

- Specialization Elective Course 5
- Specialization Elective Course 6
- AI Tools and Applications
- Digital Marketing
- Management in Action - Social Economic and Ethical Issues
- Major Project

## ELIGIBILITY

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- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

# OUR ACCREDITATIONS & RECOGNITIONS

## Endorsements of Academic Quality and Excellence



First university in India to receive UGC approval for Online Degrees and Learning Platform



Ranked 32 by National Institutional Ranking Framework



Degree programs approved by All India Council of Technical Education



First Indian University to be accredited by National Council for Higher Education, Africa



India's first private university to be a member



INDIA'S ONLY  
ONLINE MBA RANKED  
Asia Pacific Top 10

Amity Online is India's only university accredited by WASC, reflecting global academic excellence.



Amity University ranks globally for employability and employer reputation by THE.



WES-recognised degrees for easier global education and career mobility.



Accredited by the UK's Quality Assurance Agency, assuring students of globally benchmarked academic quality.



# STUDENT TESTIMONIALS



“ I am presently working as a Technical Project Manager at Tata Consultancy Services. Starting off with my journey during my online MBA, I would say it was pretty much seamless and it blended in with my professional commitments. ”

**ABHIK GANGULY,**  
MBA Student



“ Amity is one of the best universities in India providing Online MBA. It was one of the best decisions I ever made. ”

**MIRZA AKRAM BAIG**  
MBA Student



“ I recently joined Amity Online. It's been a wonderful experience because we are getting to learn so much from the faculty. Also, the whole process of joining Amity University Online was pretty smooth. ”

**RATIKA SINGHAL**,  
MBA Student



“ I really cherish my choice of Amity University Online. It is the best platform if you want to work as well as pursue higher education. I have never seen an online program better than this. ”

**DIVISHA CHOWDHARY**  
MBA Student



“ I am a working professional, I joined MBA Data Science and experience has been wonderful. The online classes, faculty and support has been great. ”

**RAGHVENDRA SINGH**  
MBA Student

# AMITY UNIVERSITY ONLINE ADVANTAGES

## Delivering A Top-Notch Online Learning Experience

### Global Recognition

Study with the confidence of a degree that's valued by employers and institutions worldwide.



### Flexible Learning

Balance work, life, and study with complete access to learning anytime, anywhere.



### Career-Focused Curriculum

Master skills that matter, with real-world case studies, simulations, and industry-aligned content.



### Wellness Support

24/7 counselling, stress workshops, community support, and self-care tips for balanced student success.



### Integrated Certifications

Earn job-ready certifications as part of your course, no extra time or effort needed.



### Mobile-First Experience

Learn on the go with a platform designed for seamless mobile access and intuitive navigation.



### On-Campus Connections

Stay digitally engaged while enjoying optional in-person events, workshops, and networking.



### Adaptive Learning Support

Receive personalized academic guidance and feedback powered by intelligent learning systems.



### Hands-on Industry Exposure

Apply your learning through internships and live projects curated from leading organizations.



# CAREER SERVICES

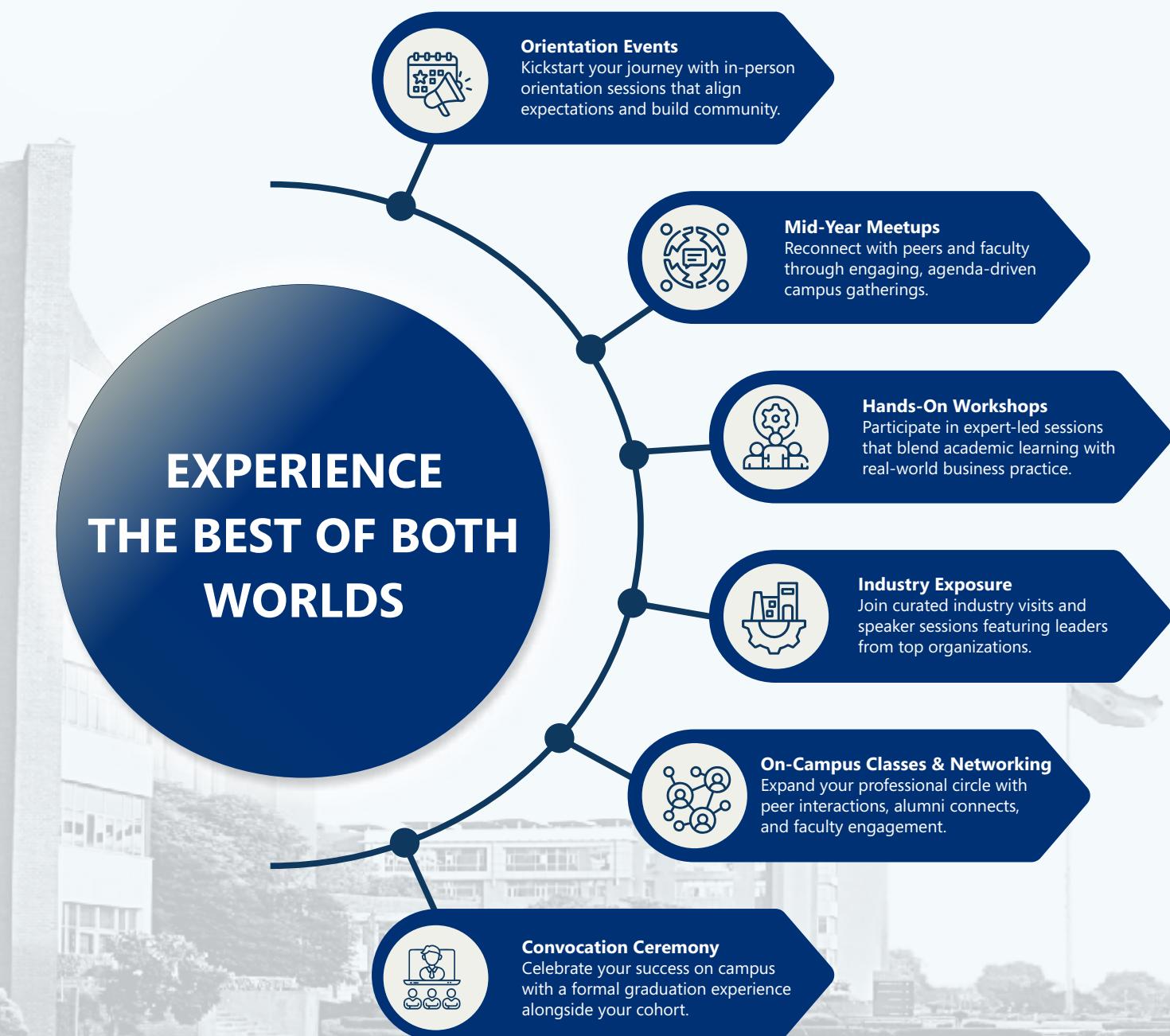
## PREPARING YOU TO BECOME JOB-READY

Amity University Online is committed to enhancing your employability by helping you become industry-ready. From skills assessments and resume-building workshops to mock interviews and placement drives, we provide a range of services to help you succeed. Our goal is to ensure that you are matched with the perfect job that aligns with your aspirations.

AI-driven Career Services further accelerate your job-readiness with smart resume tools, real-time mock interviews, and curated job matches tailored to your profile.



# REAL-WORLD CONNECTIONS, ON-CAMPUS!



# EMPLOYEES FROM LEADING ORGANIZATIONS TRUST AMITY FOR LIFELONG LEARNING



SAMSUNG



HCLTech



DELL Technologies



J.P.Morgan



## CORPORATE SPEAK

**“**I am delighted to share my positive experience with Amity Online regarding the smooth and efficient conduct of our recent recruitment drive. As a part of CredFlow, I must commend the team at Amity Online for their professionalism, dedication, and innovative approach that made the entire process seamless and effective.**”**

**LAKSHAY BHOLA**

Talent Acquisition Specialist, Bizcon Fintech Labs Pvt. Ltd

**“**It was a great experience interacting with Amity Online students today. The quality of the students was impressive, and their skill set was at par with our expectations. What impressed us most was their ability to manage multiple responsibilities simultaneously. They are ambitious and will only push the bar higher in the coming times.**”**

**ABHINAV SINGH**

Director, VMS India Mart

**“**The hiring experience was nice as we got splendid support from the faculty to provide us with the talent pool. The career services team was of great assistance in providing us with all the requested details of the candidates and that too in the form that we wanted, which is very much appreciated as it made the process easy for us.**”**

**SAKSHAM BHARDWAJ**

Senior Executive HR Operations, Republic World

# FREQUENTLY ASKED QUESTION



## **1. What is Amity University Online?**

Amity University Online is the online learning platform of Amity University, one of India's leading private universities. It offers a wide range of undergraduate, postgraduate, and diploma programs across various disciplines, delivered entirely online.

## **2. How does online learning with Amity University Online work?**

Our online learning platform provides students with access to course materials, lectures, assignments, and discussions through an intuitive and user-friendly interface. Students can engage with their studies at their own pace and convenience, accessing resources from anywhere with an internet connection.

## **3. Are the programs offered by Amity University Online accredited?**

Yes, all programs offered by Amity University Online are accredited by the relevant accreditation bodies. Our online degree programs are recognized and respected by employers and institutions worldwide.

## **4. What are the admission requirements for Amity University Online programs?**

Admission requirements vary depending on the program and level of study. Generally, applicants are required to meet certain academic qualifications and need to submit documents such as transcripts, national identity cards.

## **5. How are online classes conducted?**

Online classes are conducted through live lectures, pre-recorded videos, interactive discussions, and virtual classrooms. Students can participate in real-time or access recordings later, providing flexibility to accommodate various schedules and time zones.

## **6. Can I interact with faculty and classmates in an online program?**

Yes, our online programs encourage interaction and collaboration among students and faculty. You can engage in discussions, ask questions, and seek guidance from instructors and classmates through various online communication channels.

## **7. What academic support services are available to online students?**

Amity University Online offers a range of academic support services to help students succeed, including academic advising and technical support.

## **8. How are exams and assessments conducted in online programs?**

Assessments may vary depending on the course but typically include a combination of quizzes, assignments, projects. Exams are conducted through a remote online proctoring system and can be taken from anywhere.

## **9. Can I transfer credits earned from other institutions to Amity University Online programs?**

Yes, we accept transfer credits from accredited institutions, subject to evaluation and approval by our admissions team.

## **10. How do I apply for an online program at Amity University Online?**

To apply for an online program, simply visit our website, select the program you're interested in, and follow the application instructions provided.

## **11. Are student loans available for online students?**

Yes, we offer various options, including scholarships, loans, and easy payment plans, to help make education more accessible for our students.

## OTHER ONLINE PROGRAMS OFFERED

**BCA**

**BBA**

**BA**

**BAJMC**

**B.COM**

**MCA**

**M.COM**

**MAJMC**

**MA**



**AMITY**  
UNIVERSITY  
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