



AMITY
UNIVERSITY
ONLINE



BACHELOR OF BUSINESS ADMINISTRATION

USA, UK & CANADA ACCREDITATIONS



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MESSAGE FROM **CHAIRMAN**



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

I am delighted to extend a warm welcome to all of you who have chosen to embark on your educational journey at 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.

The modern landscape of higher education is evolving, and so are we. Our dedicated faculty members, staff, and state-of-the-art technology are here to support your educational journey. You'll find a wealth of resources at your disposal, from interactive online courses to digital libraries, forums for academic discourse, and innovative tools to facilitate your learning experience. As you embark on your studies, I encourage you to engage with your peers and faculty, ask questions, seek out challenges, and embrace the opportunities that this digital age offers.

Remember, your education is an investment in your future. Each lesson learned, each assignment completed, and each milestone achieved brings you closer to your goals. It is my hope that your time at Amity will not only equip you with knowledge and skills but also empower you to be a positive force in the world, contributing to the betterment of society.

I encourage you to seize this opportunity and make the most of your time here. Stay curious, stay engaged, and never stop striving for excellence. I wish you a successful and rewarding educational experience and look forward to celebrating your achievements in the years to come.

MESSAGE FROM

VICE CHANCELLOR



Prof. Dr. Balvinder Shukla

Vice Chancellor, Amity University Online

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

Director, 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.

ABOUT AMITY UNIVERSITY ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.



A LEADING GLOBAL EDUCATION GROUP

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



175,000
Students



225,000
Online Students



6,000+
Faculty



120,000
Alumni Worldwide



1,200
Acres of Campuses

UNIVERSITIES IN

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

INTERNATIONAL CAMPUSES IN

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

ABOUT PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 127

One of our most popular programs, Bachelor of Business Administration, can be pursued by students from any stream. An exhaustive three-year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in business administration.

From managerial economics, business mathematics, organisational behavior, accounting, marketing, human resources, business law, management information systems, financial management, production & operations, and advertising & sales promotion, to total quality management, business statistics, and behavioural science, the course covers important concepts, practices, and trends in the subject area.

The course provides high-quality academic and technical training covering key functional aspects of business and their interconnection. The course covers the main business theories combined with practical implementation to develop knowledge and skills in real-time management and business decision-making. Given its scope, the program will benefit anybody (with 12/10+2 years of formal schooling) keen to gain deep knowledge in the subject area.



PROGRAM

CURRICULUM

SEMESTER 1

- Accounting Fundamentals
- Principles of Marketing
- Management Foundation
- Business Statistics
- Business Communication

SEMESTER 2

- Fundamentals of Financial Management
- Environmental Studies
- Fundamentals of Human Resource Management
- IT Applications in Business
- Individual Excellence & Social Dynamic

SEMESTER 3

- Essentials of Production & Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- Cross Cultural Management
- Financial Markets & Services

BBA GENERAL

- Financial Markets & services & Cross-Cultural Management

BBA DATA SCIENCE

- Introduction to R & Python Applications

SEMESTER 4

- Sales & Distribution Management
- Fundamentals of Project Management
- Fundamentals of Entrepreneurship
- Principles of Consumer Behaviour
- Operations Research

BBA GENERAL

- Sales & Distribution & Fundamentals of Project Management

BBA DATA SCIENCE

- Data Modelling & Analysis techniques

SEMESTER 5

- Business Strategy
- Marketing in Digital Age
- Managing Customer Relationships
- Financial Planning
- Quality Management
- Professional Ethics

BBA GENERAL

- Financial Planning & Quality Management

DATA SCIENCE

- Tableau

SEMESTER 6

- Brand Management
- Fundamentals of International Human Resource Management
- Fundamentals of Retailing
- Dissertation

BBA GENERAL

- Fundamentals of International Human Resource Management, Brand Management & Fundamentals of Retailing

BBA DATA SCIENCE

- Introduction to Artificial Intelligence & Introduction to Machine Learning

PROGRAM FACULTY



Mr. Adarsh Arora
M.Sc. Management
Boston University



Dr. Divya Goel
Ph.D Organizational Behavior
Jamia Millia Islamia



Mr. Umesh Rao
MBA Marketing- University of Pune



Mr. Arindram Patra
Masters in English Literature
The University of Burdwan

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

ACCREDITED. RESPECTED. TRUSTED.



Programmes Recognised
by Distance Education
Bureau (DEB) UGC



Amity's Online MBA has been
ranked by **QS as #37 Worldwide**
In 2021 ranking.



Asia's only not-for-profit
university to get
US regional accreditation



Accredited by
National Assessment And
Accreditation Council (NAAC)
Grade 'A+'



Amity's Online MBA & BBA are
the 1st and only EOCCS certified
programmes in India



Accredited Member of Accreditation
Council for Business School and
Programme (ACBSP), USA



Association of
Indian Universities



Recognised by
World Education Services

TESTIMONIAL



"Think Differently is something that Amity University encourages and, to a large extent, succeeds in teaching its students, and it invariably helps you achieve what you need."

M. S. Negi

Sales Manager at Home Credit india

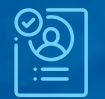
AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive
lectures by expert
faculty



Web Proctored Mode
for the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
& industry professionals



Learn from the
leading global
faculty



Regular webinars
by industry
leaders



Placement
drive & career
assistance



International
collaborations with
Ivy League universities



Easy-to-use LMS
accessible anytime,
anywhere



Strong alumni
network



Exemplary employer
rating of various
programs

ALUMNI WORKING AT



