

ONLINE  
PROGRAM



AMITY  
UNIVERSITY  
ONLINE

# COMBO DEGREE PROGRAM

BBA + MBA

**University ranked  
among the top globally**  
for producing the most  
employable graduates

by **THE** WORLD  
UNIVERSITY  
RANKINGS



## USA, UK & CANADA ACCREDITATIONS

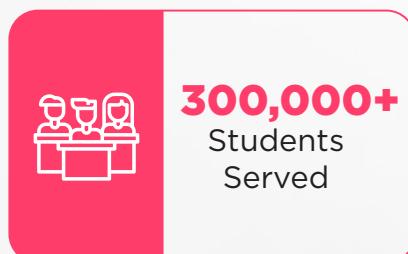


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# A LEADING GLOBAL EDUCATION GROUP

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

## INTERNATIONAL CAMPUSES

- |             |                 |                |             |
|-------------|-----------------|----------------|-------------|
| » LONDON    | » SAN FRANCISCO | » MAURITIUS    | » AMSTERDAM |
| » DUBAI     | » ABU DHABI     | » SHARJAH      | » TASHKENT  |
| » SINGAPORE | » CHINA         | » SOUTH AFRICA | » SEATTLE   |
| » 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 centers of thought leadership across the world, where faculty, scientists, and brilliant students can explore and expand the frontiers of knowledge.

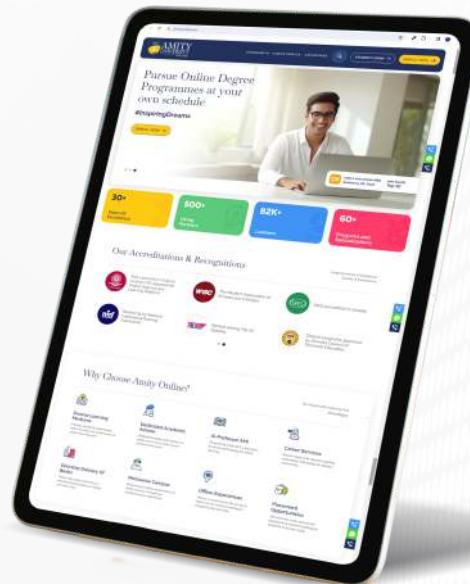
Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

# 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**.



Years of Excellence



Learners



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

## BBA+MBA PROGRAM

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### ACCELERATE YOUR CAREER SUCCESS WITH AMITY ONLINE'S BBA+MBA PROGRAM

Amity University Online is a pioneering initiative by Amity, aimed at providing flexible online learning opportunities for individuals looking to enhance their competencies, expertise, and skills across a wide range of disciplines and career paths. With an array of globally accredited undergraduate, postgraduate, and professional certification programs, Amity Online caters to diverse disciplines and career paths. The Combo Degree Program, a unique offering, allows students to seamlessly combine undergraduate and postgraduate studies into one cohesive journey, accelerating their academic and professional growth. Programs include live interactive sessions, self-paced learning options, and integrated project work, ensuring a holistic learning experience. Recognized and respected by employers worldwide, Amity Online's degrees empower learners to achieve their academic and professional aspirations, making it the preferred choice for individuals seeking a dynamic and impactful education.

### WHY CHOOSE A BBA+MBA PROGRAM?

Graduates of the BBA+MBA Combo Degree Program will gain a strong foundation in business principles and advanced managerial skills, equipping them for leadership roles in dynamic industries.

Here's why our program stands out:

- **Accelerated Leadership Path:** Earn two degrees in just 4.5\* years inclusive of internship.
- **Internship:** Gain real-world experience in corporate settings.
- **Integrated Curriculum:** Transition seamlessly from foundational business knowledge to advanced strategic skills.
- **Cost-Effective:** Achieve your academic goals through a single comprehensive program.
- **Competitive Edge:** Graduate with dual qualifications and practical expertise, ready to lead in the business world.

Step into the business world with confidence and a clear advantage.

# PROGRAM CURRICULUM: BBA + MBA

## BBA

### SEMESTER 1

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

### SEMESTER 3

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

### SEMESTER 5

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

### SEMESTER 2

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

### SEMESTER 4

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

### SEMESTER 6

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

# PROGRAM CURRICULUM: BBA + MBA

**MBA**

## 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 and Management
- Legal Aspects of Business

## SEMESTER 3

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

## SEMESTER 4

- Major Project
- Management in Action: Social Economic and Ethical Issues
- Digital Marketing
- Specialization Elective 1
- Specialization Elective 2

# SPECIALISATIONS



Finance and  
Accounting  
Management



Global Finance  
Market



Insurance  
Management



Marketing &  
Sales Management



International  
Business  
Management



Retail  
Management



Entrepreneurship  
& Leadership  
Management



Business  
Analytics



Information  
Technology  
Management



Digital Marketing  
Management



Data Science



Digital  
Entrepreneurship



Human Resource  
Management



Human Resources  
Analytics



Hospitality  
Management



Production &  
Operations  
Management



Petroleum &  
Natural  
Gas Management

# OUR ACCREDITATIONS AND RECOGNITIONS

## Endorsements of Academic Quality and Excellence



**ONLINE MBA  
RANKINGS  
2024**

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



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



The Western Association of Schools and Colleges



Ranked 35 by National Institutional Ranking Framework



Ranked among Top 3% Globally



Degree programs approved by All India Council of Technical Education



WES accredited in Canada



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



India's first private university to be a member



# AMITY UNIVERSITY ONLINE ADVANTAGES

## Top-Notch Online Learner Experience



### Top International Faculty

Lectures delivered by top international faculty offer captivating insights with a global perspective.



### AI-ProfessorAMI

AI-PROF. AMI, powered by Chat-GPT 4 and Open AI Tech for 24/7 doubt clearing and support.



### Diverse learning mediums

Diverse learning options through recorded lectures, audio books, physical books, e-books and more.



### Industry-Aligned Curriculum

Program curriculum aligned with industry demand for better employability.



### Interactive faculty sessions

Engage in a dynamic learning environment with our continuous faculty interaction and dedicated doubt-clearing sessions.



### Career services and placement assistance

Career services and placement assistance with multiple hiring partners ensuring opportunities for professional growth.



### Remote proctored exams

Take exams with ease, integrity and convenience from the comfort of your own space.



### Dedicated Academic Advisor

Expert guidance by professionals who support you in your academic journey.



### 1:1 industry mentorship

Elevate your skills and career prospects with tailored insights, cultivating a pathway to professional success.

# ON CAMPUS **EXPERIENCE**

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## EXTENSIVE INTERACTION WITH **FACULTY AND PEERS**

- Campus orientation for new learners in all the Amity University campuses
- Last-minute revision classes at select Amity University campuses
- Guest lecture series on the campuses
- Access to library and programming labs on the campus
- Exam preparation classes
- Access to campus events



# 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.



# STUDENT TESTIMONIALS



“ I completed my online MBA from Amity University Online in the year 2023. I am presently working as a Technical Project Manager at Tata Consultancy Services. To start 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 BBA Online Program helped me balance work and education, providing interactive portals, and live lectures towards my entrepreneurial dreams. ”

**MR. BIPINDEEP SINGH**  
BBA Student



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

**RAGHVENDRA SINGH**  
MBA Student



“ Choosing BBA at Amity Online was a stepping stone towards my career goals. The master classes and profile-building opportunities equipped me with the essential skills. ”

**JIA BHATIA**  
BBA Student



“ I work in Accenture and it's been 5 years that I've been working at Accenture. Amity Online is actually one of the most reputed private online universities, which is recognized by UGC. I decided to pursue an online MBA course & it is a valuable online course. ”

**SUJITHA NAIR**  
MBA Student

## ALUMNI WORKING AT



NOKIA

paytm

KPMG

MetLife

Justdial™

Google



AMERICAN  
EXPRESS



Microsoft

HDFC

## CORPORATES SPEAK

“ With HCLTech's expertise and Amity University's commitment to excellence, you can trust that you're receiving top-notch education and support every step of the way. Together, let's embark on a journey towards success and unlock endless opportunities in the world of technology. ”

**SRIMATHI SHIVASHANKAR**

CVP & Business Head, HCLTech Edtech Service

“ At 9Yards Technology, education is at the heart of our mission. Partnering with Amity University Online allows us to extend valuable learning opportunities to our employees, fostering growth and innovation with exclusive deals. We are committed to empowering our team through education, ensuring a future of limitless possibilities. ”

**ZUBAIR AHMAD**

Founder and CEO, 9Yards Technology

“ At Wockhardt, we strongly believe that investing in knowledge yields the greatest returns. We are committed to supporting the future of our employees. To facilitate this, our team members can now access exclusive discounts and opportunities for top-notch academic programs through our partnership with Amity University Online. This initiative aims to encourage continuous learning and personal and professional growth for everyone! ”

**Dr. JAGMOHAN SINGH RISHI**

LnD Head, Wockhardt

# FAQs

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## 1. What is the BBA+MBA Combo Degree Program?

The BBA+MBA Combo Degree Program offers students the opportunity to pursue both a Bachelor's in Business Administration(BBA)and a Master's in Business Administration(MBA)in a single, streamlined academic journey. This program provides a strong foundation in business fundamentals followed by advanced managerial expertise.

## 2. What are the advantages of pursuing an BBA+MBA Combo Degree Program over separate degrees?

This program is more cost-effective than pursuing the two degrees separately, offering financial savings and locking in today's tuition rates. It also provides a seamless transition between undergraduate and postgraduate studies, saving time and ensuring academic continuity.

## 3. What types of careers can I pursue after completing this program?

Graduates are prepared for diverse roles such as Business Analyst, Marketing Manager, Financial Consultant, Operations Manager, and more. The dual qualification enhances employability, making graduates attractive for leadership roles across industries.

## 4. Does the BBA+MBA Combo Degree Program include practical learning opportunities?

Yes, the program incorporates internships, industry projects, and case studies, providing hands-on experience and real-world business insights that prepare students for the workforce.

## 5. What is the duration of the BBA+MBA Combo Degree Program?

Program can be completed in 4.5 Years, as per recent regulatory notification on the Accelerated Degree Programs

## 6. What are the eligibility requirements for this program?

Applicants must have completed their higher secondary education (12<sup>th</sup> grade) from a recognized board or equivalent. The program is open to students from all academic backgrounds.

## 7. How does the BBA+MBA Combo Degree Program enhance employability?

The program equips graduates with a dual qualification, combining foundational business knowledge with advanced managerial expertise. This versatility enables them to excel in cross-functional roles and meet the demands of dynamic job markets.

## 8. What kind of support is provided to students during the program?

Students benefit from career counselling, placement assistance, mentorship opportunities. These resources help them secure internships and full-time roles aligned with their career aspirations.

## **OTHER ONLINE PROGRAMS OFFERED**

**BCA**

**BBA**

**BA**

**MCA**

**B.COM**

**BAJMC**

**M.COM**

**MAJMC**

**MBA**



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