

ONLINE
PG PROGRAM



AMITY
UNIVERSITY
ONLINE

MASTER OF BUSINESS ADMINISTRATION in General Management



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 | » 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 centres of thought leadership across the world, where faculty, scientists, and brilliant students can explore and expand the frontiers of knowledge.

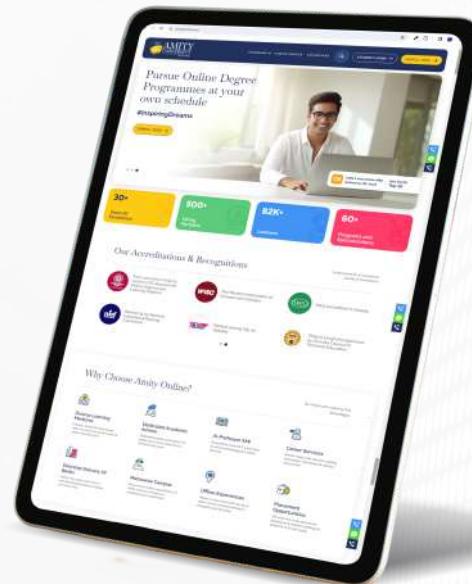
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ABOUT AMITY UNIVERSITY ONLINE

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

MBA IN GENERAL MANAGEMENT

LEARNING EFFORTS: 12/15 HRS A WEEK

DURATION: 2 YEARS | **CREDITS:** 99

ACCELERATE YOUR CAREER SUCCESS WITH AMITY ONLINE'S MBA IN GENERAL MANAGEMENT

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. Our Online MBA in General Management program, a globally accredited two-year course spanning four semesters, offers specializations in diverse areas, along with integrated project work. This comprehensive curriculum is meticulously crafted to equip graduates with the necessary skills and knowledge to excel in various roles within the realm of business administration. Amity Online's degrees are highly regarded and sought-after by employers and recruiters worldwide, making them the preferred choice for individuals aspiring to advance their careers.

WHY MBA IN GENERAL MANAGEMENT?

The MBA in General Management is a two-year, four-semester program designed to build versatile leaders with expertise across core business functions like marketing, finance, operations, and strategy.

Here is why our program stands out:

- **Leadership Excellence:** Cultivate the ability to lead teams and manage departments.
- **Career Versatility:** Seamlessly shift roles and industries with confidence.
- **Comprehensive Business Knowledge:** Expertise in core functions for a holistic understanding.
- **Strategic Acumen:** Enhance decision-making, problem-solving, and strategic thinking.
- **Industry Adaptability:** Stay ahead of economic and professional shifts.
- **Future-Ready Skills:** Gain modern management tools for a dynamic business world.

Prepare to tackle today's business challenges and drive organizational success with unmatched expertise and confidence.

PROGRAM CURRICULUM

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

- Strategic Management
- Management of Financial Services
- Strategic Human Resource Management
- Product and Brand Management
- Operations Planning, Scheduling and Control
- Professional Ethics
- Minor Project

SEMESTER 4

- Big Data Analytics
- Digital Commerce - Reinventing Business Models
- Digital Marketing
- Management in Action - Social Economic and Ethical Issues
- Major Project

ELIGIBILITY

- 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 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**

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



“ Whether it was student support, webinar or lecture, Amity University Online provided an excellent support and service. **”**

HARNEET
MBA Student



“ I actually chose Amity University Online to mainly enhance my knowledge in sales and marketing, aiming for a career growth and experience. **”**

JACQUIN JANCY
MBA Student



“ Amity Online has come up with Amigo. I feel it is a one-stop shop for students studying here. The lectures are very knowledgeable. **”**

DHRUV ASHER
MBA Student



“ Amity Online has excellent faculty members. Their method of teaching is very friendly. With their positive approach and mindset, they have always kept me motivated. **”**

ETIKA MALHOTRA
MBA Student



“ Amity Online 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

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

1. What is the focus of the MBA in General Management program?

The MBA in General Management provides a broad understanding of core business functions such as marketing, finance, operations, and strategy, equipping students with versatile skills to excel in diverse industries.

2. Who is this program ideal for?

The program is designed for professionals seeking flexibility, aspiring managers aiming for leadership roles, and those looking to enhance their career prospects across various sectors.

3. What are the key benefits of pursuing an MBA in General Management?

It offers a comprehensive curriculum, career flexibility, leadership skill development, and practical exposure through industry-relevant projects and case studies.

4. Does the program include practical learning?

Yes, the MBA in General Management includes case studies, simulations, and industry projects to provide hands-on experience and real-world problem-solving skills.

5. What career opportunities are available after completing the MBA in General Management?

Graduates can pursue roles in management, operations, marketing, finance, and consulting across industries such as IT, healthcare, retail, and more.

6. What is the duration of the MBA in General Management program?

The program spans two years, divided into four semesters.

7. How does the MBA in General Management differ from a specialized MBA program?

The MBA in General Management offers a broad-based curriculum across all business domains, while a specialized MBA focuses on in-depth expertise in a particular field like Finance, Marketing, or HR.

8. Does the program include career support?

Yes, the program provides basic placement assistance and career guidance to help students explore diverse career paths.

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

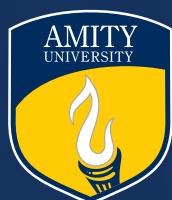
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