



AMITY
UNIVERSITY
ONLINE



BACHELOR OF ARTS

USA, UK & CANADA ACCREDITATIONS



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Message from Directors



Dr. Priya Mary Mathew

Director, Academics, Amity University Online

This is the age of knowledge and anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



Prof. Abhinash Kumar

Director, Amity University Online

Amity University Online provides ‘Anytime, Anywhere’ education 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.



The country's first university to receive the prestigious UGC entitlement for its online programs, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



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 the program

BACHELOR OF ARTS

Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 126

Bachelor of Arts (BA) is a three years program that enables you with necessary skills that are required to sustain and succeed in different work cultures. These include critical and innovative thinking, the importance of communication, humanities, language and an understanding of society at large. This program will impart academic orientation towards research, innovative thinking and writing, while you undertake specialist subjects tailored to your specific career path.

B.A Graduates interested in pursuing higher studies in the discipline may go for pursuing M.A. or research work in the subject. Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Program Curriculum

Economics

SEMESTER 1

- Micro Economics- I
- Fundamentals of Macro Economics - I
- Economic History of India (1857-1947)
- Business Communication

SEMESTER 3

- International Economics- I
- Statistical Methods in Economics- II
- Introduction to Demography
- Individual Excellence and Social Dynamic

SEMESTER 5

- Economic Growth Models
- Regional Economics
- Basics of Health Economics
- Fundamentals of Behavioural Economics
- Labour Economics
- Fundamentals of Environmental Economics
- Professional Ethics

SEMESTER 2

- Environmental Studies
- Statistical Methods in Economics - I
- Micro Economics - II
- Fundamentals of Macro Economics - II

SEMESTER 4

- International Economics (Applied)-II
- Fundamentals of Research Methodology in Economics
- Comparative Economic Development [1850-1950]
- Economic Environment for Business
- Industrial Economics

SEMESTER 6

- Fundamentals of Operation Research
- Major Project
- Application of Growth Models and Planning
- Economic System and Society
- Fundamentals of Money and Financial Markets

Program Curriculum

English

SEMESTER 1

- History of English Literature
- Drama From Elizabethan to Restoration Age
- English Poetry From Chaucer to Blake
- Business Communication

SEMESTER 3

- Introduction to Literary Criticism
- English Novel
- Individual Excellence and Social Dynamic
- Creative Writing in English

SEMESTER 5

- History -an Introduction
- Modern English Poetry
- American Drama
- African Literature
- Professional Ethics
- 20th Century Indian English Drama

SEMESTER 2

- English Poetry From Wordsworth to Tennyson
- 20th Century Indian English Poetry
- 20th Century Indian English Novel
- Environmental Studies

SEMESTER 4

- Modern Drama
- Classical Indian Literature in Translation
- Introduction to Literary Theory
- Introduction to Sociolinguistics
- Literature and Secularism

SEMESTER 6

- Modern English Novel
- Modern European Drama
- American Poetry
- Elementary Sociology- I
- Dissertation

Program Curriculum

Political Science

SEMESTER 1

- Nationalism in India
- Introduction to Politics - I
- Political Science I (Political Theory)
- Indian Political Thought - I
- Business Communication

SEMESTER 3

- Public Administration - I
- Comparative Government and Politics- I
- Contemporary Diplomacy
- Individual Excellence and Social Dynamic

SEMESTER 5

- International Law
- Western Political Thought- I
- Indias Foreign Policy - I
- Indian Political System
- Constitution of India
- Indian Government and Politics - II
- Professional Ethics

SEMESTER 2

- Indian Political Thought - II
- Political Science - II
- Constitutional History of India
- Introduction to Politics - II
- Environmental Studies

SEMESTER 4

- Comparative Government and Politics - II
- Dynamics of Contemporary Global Concerns
- General Studies: India and The World
- Public Policy and Analysis
- Indian Government and Politics - I
- Psephology and Data Analysis

SEMESTER 6

- Indias Foreign Policy- II
- Modern Government and Politics
- Legislative Support and Budget Analysis
- Major Project
- Western Political Thought- II

Program Curriculum

Sociology

SEMESTER 1

- Indian Social structure and Process
- Business Communication
- Sociology of Deviance
- Social Institutions
- Introduction to Sociology

SEMESTER 3

- Research Methods II
- Individual Excellence and Social Dynamic
- Kinship, Marriage and Family
- Social Stratification

SEMESTER 5

- Sociology of Health
- Industrial Sociology
- Sociology of Aging
- Sociology and Law
- Globalization and Society
- Sociology of Marginalized Communities
- Professional Ethics

SEMESTER 2

- Population and Society
- Classical Sociological Thinkers I
- Social Movements in India
- Environmental Studies
- Research Methods - I

SEMESTER 4

- Political Sociology
- Sociology of Change and Development
- Sociology of Gender
- Urban Sociology
- Indian Social Thinkers

SEMESTER 6

- History -An Introduction
- Sociology of Religion
- Economic Sociology
- Environment Sociology
- Major Project

Program Faculty



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCC



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,
Capella University, USA,
Professor and Program Coordinator -
Amberton University,
Visiting Professor- DeVry, University,
Professor - Parker University,
Principal Consultant & Agile Coach- Vizient, Inc.



Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the
University of Wales, UK,
Principal Lecturer, at Cardiff Metropolitan University, UK



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK

Eligibility

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

Accredited. Respected. Trusted.



Programs Entitled
by Distance Education
Bureau (DEB) UGC



Programs are
Accredited by QAA (UK)



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



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



Ranked 25th
in the country



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



Association of
Indian Universities



Recognised by
World Education Services

TESTIMONIAL

“Many think that pursuing a Bachelor of Arts is easy and takes fewer learning hours. To an extent this is true, but BA students are creatively inclined and work endless hours to write a unique piece of essay or article that involves mind-boggling research. It takes time, patience and hard work too. Special thanks to the faculty who kept on motivating us to do better.”

Jaay Dhanak

Proprietor, Gourmet Kitchen Retail

Amity University Online Advantage



Live & interactive lectures
by expert faculty



Web Proctored Mode for
the freedom to take
exams anywhere



World-class curriculum
designed by eminent faculty
and industry professionals



Learn from the leading
global faculty



Regular webinars
by industry leaders



Virtual job fairs and
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





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