



AMITY
UNIVERSITY
ONLINE



Bachelor of Business Administration



India's only online
MBA to be ranked
globally by QS in 2022



USA, UK & CANADA ACCREDITATIONS



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Message from Directors



Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge and anyone who says “I do not know” at this age, will risk being labelled “outdated”.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 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 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 Dynamic

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 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.



Programs Entitled
by Distance Education
Bureau (DEB) UGC



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



QAA
Global
Accredited by
The Quality Assurance Agency
www.qaa.ac.uk

Programs are
Accredited by QAA (UK)



WISC
SENIOR COLLEGE AND
UNIVERSITY COMMISSION, USA

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



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



Association of
Indian Universities



WORLD EDUCATION SERVICES

Recognised by
World Education Services



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



National Institutional Ranking Framework

Ranked 25th
in the country

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 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



