

# Get an Online certified Degree

*in* **BBA**



**AMRITA** | Online  
VISHWA VIDYAPEETHAM

# *Mission*

To provide value-based education and mould the character of the younger generation through a system of wholesome learning, so that their earnest endeavor to achieve progress and prosperity in life is matched by an ardent desire to extend selfless service to society, one complementing the other.

# *Vision*

We envision a world endowed with the wealth of knowledge and strength of discrimination (Viveka). We envision a system, which is a healthy breeding ground for the sprouting, culturing and dissemination of the whole gamut of knowledge in a wholesome and holistic manner for the well-being of mankind. We envision a human being empowered with wholesome knowledge, which makes him an enabler and facilitator in the deep search and striving of every human being for that knowledge. We envision a system where in there is a great inter play and exchange of ideas, thoughts, feelings and actions which develop people empowered with noble character, and wholesome value. They go out in to the fields of action to build a world of love,harmony, peace and knowledge. They follow the path of Dharma and give a clear direction in every thought and human behaviour.



## Our Chancellor



**Sri Mata Amritanandamayi Devi**

*There are two types of Education*  
**Education  
for Living.**  
**Education  
for Life.**

*“Studying is a process, like the bud unfolding into the beautiful  
fragrance spreading flower. Understanding this, we  
should approach our topic of study with love and patience. Knowledge is  
like a river. Its nature is to constantly flow. Wherever it can flow, it does so,  
nourishing culture. On the other hand, the same knowledge,  
if devoid of values becomes a source of destruction for the world.  
When values and knowledge become one, there can be no more  
powerful instrument for the welfare of humankind. There are two  
types of education: education for a living and education for life.  
When we study in college, striving to become a doctor, a lawyer, or an  
engineer, that is education for a living. But education for life requires a  
deeper understanding of the world, our minds, our emotions and ourselves.  
Amrita University provides education for life which is  
much more than education just for living.”*

No.1 **THE** IMPACT RANKINGS 2024  
IN INDIA

No.1 **QS** WORLD UNIVERSITY RANKINGS 2020  
IN INDIA INTERNATIONAL OUTLOOK

**nirf** | 7<sup>TH</sup> RANKED 2024  
GOVT. OF INDIA | UNIVERSITY IN INDIA



**Institution of Eminence**  
Recommended by  
University Grants Commission



**NAAC A++  
ACCREDITED**

## *University Rankings*





# *Amrita Vishwa Vidyapeetham* **at a Glance**

Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is accredited 'A' by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across six campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with the headquarters at Ettimadai, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously collaborates with top US universities including Ivy league universities and top European universities for regular student exchange programs, and has emerged as one of the fastest growing institutions of higher learning in India.

*“Amrita Vishwa Vidyapeetham has a major role to play in transforming our society into a knowledge society through its unique value-added education system.”*

**Dr. A.P.J. Abdul Kalam**

Former President of India

*“This is not just another academy, but very high quality, world-class institution, focusing on technology research, dealing with very concrete issues which have immediate applications.”*

**Prof. Muhammad Yunus**

Nobel Laureate

*“What makes Amrita students special? Western science leads to knowledge. Eastern science leads to understanding. Amrita has both Western and Eastern traditions in education.”*

**Dr. Lee Hartwell**

Nobel Laureate



# About Amrita» Online

Amrita Online's Online Degree programs focus on an all-rounded individualized learning trajectory to enhance and diversify one's career growth pathways while integrating Amrita's philosophy of 'Education for Life and Education for Living'. Innovative and award-winning pedagogic practices provide experiential learning allowing freshers and working professionals anytime access and flexibility with personalized mentorship and interactivity. Our UGC recognized future ready degree programs are offered jointly with Industry stalwarts, reputed national and international faculty that equip and expose students to address real-life applications.

# *Online* *Our* **BBA** *Program*

Our Online BBA program offers students the opportunity to acquire management skills at early stages in their career. One of the most sought after degrees, it will teach students about the fundamentals of management and business. BBA degrees are a combination of theory, its application, and personality development.

Amrita's program is designed for versatile candidates who wish to advance their skills while working their daily jobs.

The programme is taught alongside industry veterans as Mentors, NGOs, Govt. bodies etc. who offer decades of their experience in providing individualized learning.

Our graduates move on to holding important positions with corporations, government bodies, think tanks, etc. influencing ideas, solutions, strategies globally while upholding the highest ethical standards.



*How to earn a degree on*  
**Amrita»»**  
**Online**

## Choose a Degree

Choose a degree ranging from Undergrad to Master's programs.



## Learn Anytime Anywhere

Earn credits towards your degree wherever you are- you just need a smartphone, tablet or computer and access to the internet

## Ace the Assessments

Complete online assignments to get feedback and demonstrate your understanding.



## Earn your degree

Complete the requirements and gain an internationally recognised qualification.

# Course» Duration

Limits	No. of years
Minimum	3
Maximum	6



# Curriculum»

## Semester 1 BBA

Communicative English

Principles of Management

Financial Accounting

Business and MIS

Basic Concepts of Mathematics

Business Economics

## Semester 2 BBA

Professional Communication

Business Organization and Systems

Entrepreneurial Development

Environmental Science and Sustainability

Business Laws

Business Statistics

## **Semester 3 BBA**

Organizational Behavior

Introduction to Marketing Management

Banking and Insurance

Basics of Business Technology

ELECTIVE 1

Quantitative Techniques

## **Semester 4 BBA**

Advanced Marketing Management

Basics of Human Resources Management

Introduction to Research Methods

Financial Management

Production and Operations Management

ELECTIVE 2

## Semester 5 BBA

Principles of International Business

Business Ethics and Corporate Social Responsibility

ELECTIVE 3

ELECTIVE 4

Introduction to Strategic Management

Sustainable Business Administration

## Semester 6 BBA

ELECTIVE 5

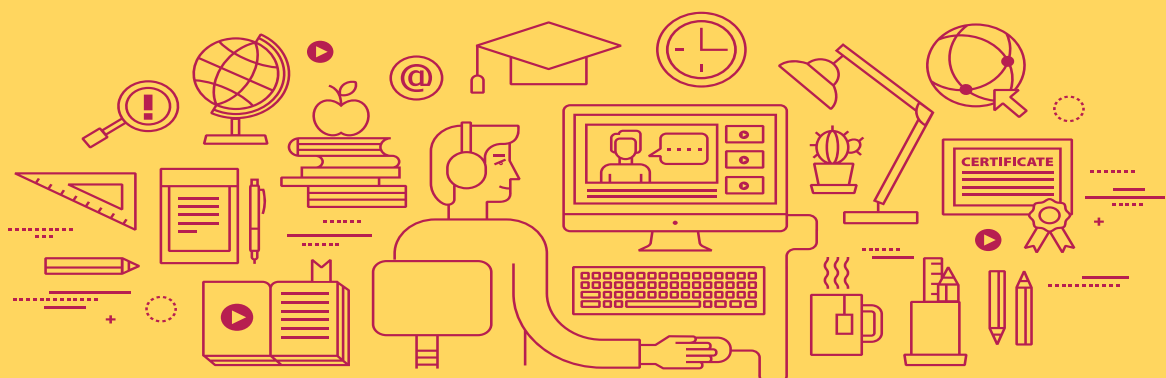
ELECTIVE 6

ELECTIVE 7

Enterprise Resource Planning

Supply Chain Management

Internship



# ***Electives***

## **General Management**

- Data Analysis using Microsoft Excel
- Data Visualization using Power BI
- Introduction to Digital Marketing
- Social Media Marketing
- Innovations in Banking
- Introduction to Investing in Stock Markets
- Forensic Accounting and Fraud Management

## **Data Analytics**

- Computer Essentials
- Data Mining
- Big Data Analytics and Visualisation
- Data Analysis using Microsoft Excel
- Data Visualization using Power BI
- Tableau for Business Intelligence
- Foundations of Machine Learning

## **Digital Marketing and Sales**

- Advertising and Sales Promotion
- Introduction to Digital Marketing
- Social Media Marketing
- Customer Relationship Management
- Retail Marketing
- Sales and Distribution Management
- Data Driven Marketing

## **Banking and FinTech**

- FinTech
- Entrepreneurial Finance
- Insurance and Risk Management
- Innovations in Banking
- Introduction to Investing in Stock Markets
- Forensic Accounting and Fraud Management
- Introduction to GST

# Industry certification Training

- > Amazon Certifications (Optional) for Data Analytics
- > Microsoft certifications (Optional) for Marketing
- > Oracle E-business suite Certifications for HR, Finance, Project Management and Operation
- > SalesForce for Marketing Administration
- > National Institute of Securities Markets (NISM) Certifications for Financial Management
- > NSE (National Stock Exchange) Academy Certification in Financial Markets (NCFM) Certifications for Financial Management - Foundation, Intermediate and Proficiency
- > PMI (Project Management Institute) certifications
- > Association for Supply Chain Management (ASCM) for Operations Management
- > American Marketing Association (AMA) for Marketing
- > Google Certifications for Digital Marketing and Advertising

**Mentored industry-relevant projects** In areas of Operations, Supply chain Management, Human resources management, Marketing and Finance

# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

**Reading material & video lectures**

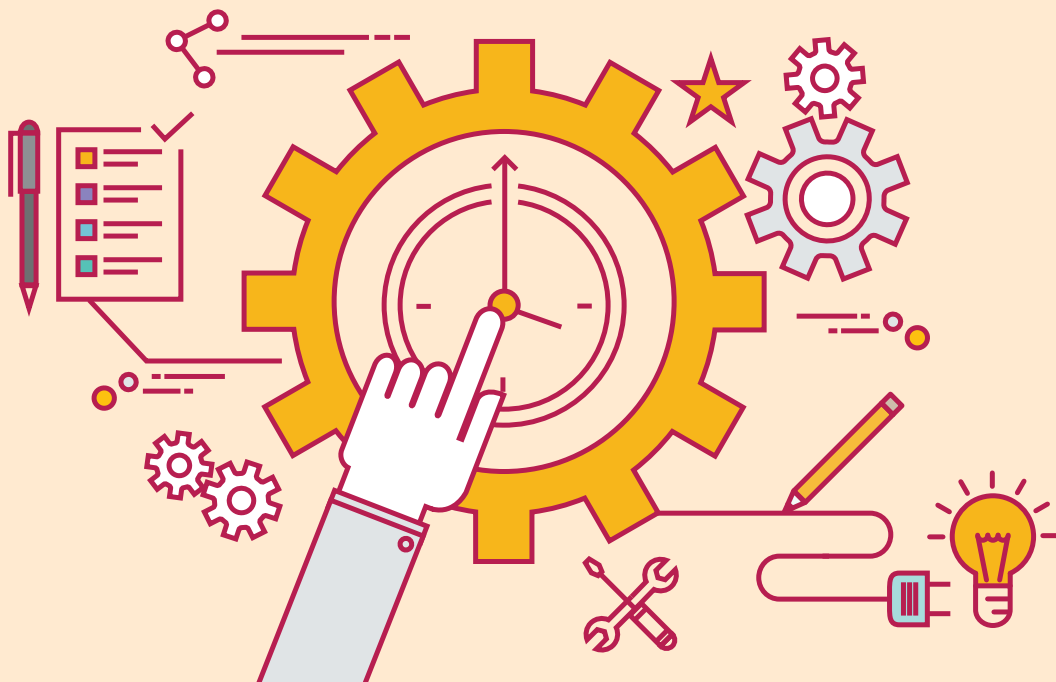
Uploaded every week prior to the live session

**Discussion forums**

Active for 2 hours on weekly basis for every course

**Quizzes & assignments**

Once a week, every week



Our structure will enable students to clarify their doubts and solve the questions/assignments in a timely manner. Approximately 15 weeks of e-content is prepared inclusive of exams.

# *Each course will be in 4 quadrants, fully following the UGC guidelines*

**1) Quadrant I** - E-Tutorial which contains: Video and Audio Content in Animation, Virtual Labs, etc, along with the transcription of the video.

**2) Quadrant II** - E-Content which contain: Self-instructional material (digital Self Learning Material), e-Books, case studies, presentations etc. and also contains Web Resources such as further references, Related Links etc.

**3) Quadrant III** - The Discussion forum for raising of doubts and clarifying the same by the Course Coordinator.

**4) Quadrant IV** - Assessment, which contains: Problems and their Solutions. They can be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and Solutions.

# Job Roles



Finance Manager



Business Administrator



Human Resource  
Manager



Research &  
Development Manager



Business Consultant



Information  
Systems Manager



Marketing Manager



Territorial Sales Manager



Business Analyst



Project Manager



Strategist



Market Analyst



Business Idea Developer

# *Ambassadors of Social Good*

Ample opportunities to get involved with our social organisation across India help students develop a sharp mindset to create impact first and then deliver on shareholder return. It's not surprising to find our alumni at an organisation such as the- Worldbank, United Nations which is partnered with our in house think tank - Ayudh.



(<https://www.ayudh.in>)

# *Impact Entrepreneurship*

Students also have the opportunity to bring fruition to their ideas with our in-house business incubator - Amrita TBI. Amrita TBI is a non-profit startup incubator supported by Govt. of India and Amrita Vishwa Vidyapeetham that funds, mentors and nurtures ideas, startups and entrepreneurs. National Award winner for being the best startup incubator in India.



(<https://www.amritatbi.com>)



## Industry Partners

### Industry Certification Training



Academy



## Placements\*



## International University Partners

Go Global with our International Programs: Student Exchange program, Study Abroad Program and 3+1+ x Integrated Masters Program



UC San Diego



\*Data is based on on-campus information

# The Amrita Advantage



UGC Entitled Programs



Industry Aligned Curriculum



Career Placement Assistance



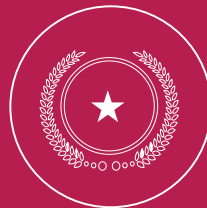
7th Best University in India



20000+ Students (Offline)



1650+ Faculty



Collaborations with 27 Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive learning experience



Affordable



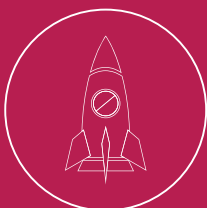
Outstanding faculty from India & abroad



Complete your BBA at your own pace (3 to 6 years)



Course Mentors



Build your Startup at Amrita TBI

# *Eligibility* »

## **Students with Indian Education:**

Direct admissions for learners with an aggregate minimum of 45% marks.

- > Candidates must have passed 10 + 2
- > Candidates who have passed 3-year diploma can also apply

Candidates with work experience will have an added advantage for admissions.

## **Students with a Foreign Education:**

Certificate of Equivalence from the Association of Indian Universities is needed. This is required for any student with a Foreign Education who wishes to apply to an Indian University. Please refer to Foreign Education who wish to apply to any Indian University (<https://aiu.ac.in>)



# BBA - General Management

## *Fee Structure\**

Semester	Amount
Semester 1	Rs 22500
Semester 2	Rs 22500
Semester 3	Rs 22500
Semester 4	Rs 22500
Semester 5	Rs 22500
Semester 6	Rs 22500
<b>Total**</b>	<b>Rs 135000</b>

\* Registration fee : Rs. 500/-

\* Examination fee : Rs. 2500/- per semester

\* If you are a foreign national, please email ahead@amrita.edu

Monthly Instalment  
(6 Months)

Rs. 4167

**%**  
**ZERO COST**  
**EMI**

\*Terms & Conditions apply



***Pay 1 year Fee with an  
Exclusive 5% Discount***

~~**Rs. 45000**~~

**Rs.42750**



# Amrita Online Scholarships

Categories	Eligible for	Scholarships*
Defence Personnel	All in service or retired	20%
Martyr's	Wards of Martyred soldiers	20%
Sports	Sports listed under IOC, IOA, AIU, MYAS	25% to 100%
Divyang	Differently-abled	20%
Amrita Vidyalayam	Selection process	20%
Amrita Alumini	CGPA: above 6 / above 7.5	10% / 20%
Amrita Talent Hunt	National/International events recognized by the Board	20%

\*Scholarships will be approved and then reviewed on a regular basis.

# *Student Testimonials*



**Ashutosh Rai**  
PreppyPick, Founder & CEO

“During my stay at Amrita University for three remarkable years, I came across a variety of people from different countries and cultures. I had received so many opportunities to express the best version of myself, a big thank you to my ever-inspiring mentors who helped me discover the part of myself that I could present to the world.”



**Vishnu Vijay Sankar**  
Probationary Officer, Federal Bank

“Amrita Vishwa Vidyapeetham has played a vital role in creating a solid base for my career with its world-class faculty, value-driven curriculum, skill-building exercises, research-led learning experiences, exemplary placement assistance and value-added socially responsible activities.”



**Ms. Ananthalekshmy**

"Amrita Vishwa Vidyapeetham is one of the best colleges in the country with a global reputation that has the best academic excellence and has produced many successful graduates. The university offers research-orientated and latest world-class education. The university provides value education with a special focus on life skills which helps students improve their personality and develop a positive attitude towards life.”



080-651-31430



+919447498840



ahead@amrita.edu



<https://www.onlineamrita.com/>



[www.facebook.com/onlineamritaahead](http://www.facebook.com/onlineamritaahead)



[www.instagram.com/onlineamritaahead](http://www.instagram.com/onlineamritaahead)



<https://x.com/AmritaAHEAD>



[www.linkedin.com/company/amritaonline](http://www.linkedin.com/company/amritaonline)



**AMRITA**  
VISHWA VIDYAPEETHAM

**Online**

श्रद्धावान् लभते ज्ञानम्