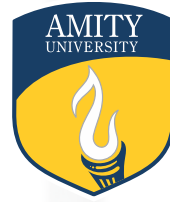


ONLINE  
PG PROGRAM



AMITY  
UNIVERSITY  
ONLINE

# MASTER OF BUSINESS ADMINISTRATION WITH DUAL SPECIALIZATION



ONLINE MBA  
RANKINGS  
2024

INDIA'S ONLY  
ONLINE MBA RANKED  
Asia Pacific Top 10



USA, UK & CANADA ACCREDITATIONS



WASC | Senior College and  
University Commission



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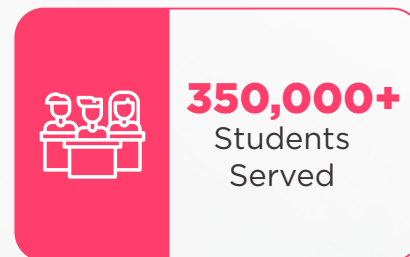
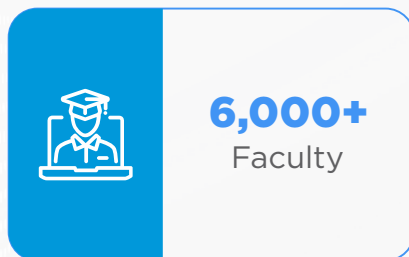
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# A LEADING GLOBAL EDUCATION GROUP

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

## INTERNATIONAL CAMPUSES

- » LONDON
- » DUBAI
- » SINGAPORE
- » SAN FRANCISCO
- » ABU DHABI
- » MUSCAT
- » MAURITIUS
- » SHARJAH
- » SOUTH AFRICA
- » AMSTERDAM
- » TASHKENT
- » 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.

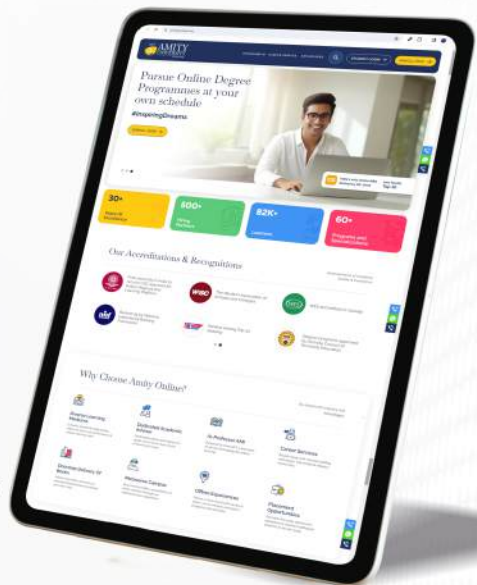
Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

## 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.

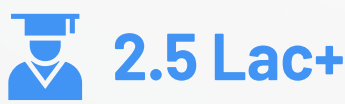
Our commitment to inclusivity and innovation drives us forward, as we continue to expand access to high quality education in the digital age.



**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

80+ 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 **GROUP 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**

**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 WITH DUAL SPECIALIZATION

---

**LEARNING EFFORTS:** 12/15 HRS A WEEK

**DURATION:** 2 YEARS | **CREDITS:** 107

## ACCELERATE YOUR CAREER WITH AMITY ONLINE'S MBA WITH DUAL SPECIALIZATION

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. The MBA with Dual Specialization degree program is a two-year program that offers students the opportunity to specialize in two different domains of business. This innovative approach allows students to gain deep expertise in one field while building versatile skills in another, preparing them for dynamic and cross-functional roles in the business world. 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.

## WHAT MAKES AMITY ONLINE'S MBA WITH DUAL SPECIALIZATION SO UNIQUE?

Gain a competitive edge with Amity University Online's globally accredited MBA with Dual Specialization. Customize your learning with one major and one minor specialization, enhancing your career and entrepreneurial skills for global opportunities.

Here's why our program stands out:

- **Master Two Fields:** Gain deep expertise in a primary specialization while enhancing skills in a complementary field for well-rounded business acumen.
- **Interdisciplinary Advantage:** Combine knowledge from two fields to solve complex challenges and fuel innovation.
- **Tailored Career Pathways:** Customize your journey with combinations like Business Analytics and Finance or Marketing and Digital Entrepreneurship to meet industry demands.
- **Strategic Problem-Solving:** Integrate insights from dual specializations for innovative, multidimensional solutions.
- **Future-Ready Versatility:** Prepare for emerging roles, hybrid profiles, and leadership in dynamic industries.

Transform your professional future with a program that blends flexibility, quality, and relevance.

# DUAL SPECIALIZATIONS

SPECIALIZATIONS	MAJOR SPECIALIZATIONS					
	Finance and Accounting Management	Marketing and Sales Management	Human Resource Management	Business Analytics	Production and Operations Management	Digital Marketing Management
Human Resource Management	✓	✓	✗	✓	✓	✓
Finance and Accounting Management	✗	✓	✓	✓	✓	✓
Marketing and Sales Management	✓	✗	✓	✓	✓	✗
Digital Marketing Management	✓	✗	✓	✓	✓	✗
Entrepreneurship and Leadership Management	✓	✓	✓	✓	✓	✓
Data Science	✓	✓	✓	✗	✓	✓
Information Technology Management	✓	✓	✓	✓	✓	✓
International Business Management	✓	✓	✓	✓	✗	✓
Business Analytics	✓	✓	✓	✗	✓	✓
Production and Operations Management	✓	✓	✓	✓	✗	✓

MINOR SPECIALIZATIONS

# 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

- Major Specialization Course-1
- Major Specialization Course-2
- Major Specialization Course-3
- Major Specialization Course-4
- Minor Specialization Course-1
- Professional Ethics
- Minor Project

## SEMESTER 4

- Major Specialization Course-5
- Minor Specialization Course-2
- Minor Specialization Course-3
- Digital Marketing
- Management in Action - Social Economic and Ethical Issues
- Major Project / Dissertation

## ELIGIBILITY

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- 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)

# SPECIALIZATION CURRICULUM\*

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## PRODUCTION AND OPERATIONS MANAGEMENT

### MAJOR ELECTIVES

- Capacity Planning and Management
- Supply Chain Management
- Service Operations Management
- Operations Planning, Scheduling and Control
- Project Management

### MINOR ELECTIVES

- Capacity Planning and Management
- Supply Chain Management
- Service Operations Management

---

## MARKETING AND SALES MANAGEMENT

### MAJOR ELECTIVES

- Consumer Behaviour
- Direct Marketing
- Pricing Strategies
- Bottom of The Pyramid Marketing
- Product and Brand Management

### MINOR ELECTIVES

- Consumer Behaviour
- Direct Marketing
- Pricing Strategies

# SPECIALIZATION CURRICULUM\*

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## INTERNATIONAL BUSINESS MANAGEMENT

### MAJOR ELECTIVES

- Global Commodity Trade
- International Business and Practice
- International Business Negotiation
- International Currency Management
- WTO and International Regulatory Environment

### MINOR ELECTIVES

- International Business and Practice
- Global Commodity Trade
- International Currency Management

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## INFORMATION TECHNOLOGY MANAGEMENT

### MAJOR ELECTIVES

- Business Intelligence and Data Analytics
- E - Business and Trade
- IT Project Management
- System Analysis and Design
- Web-Enabled Business Process

### MINOR ELECTIVES

- IT Project Management
- Business Intelligence and Data Analytics
- Web-Enabled Business Process

# SPECIALIZATION CURRICULUM\*

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## HUMAN RESOURCE MANAGEMENT

### MAJOR ELECTIVES

- Compensation and Reward Management
- International Human Resource Management
- Measurement in Human Resource
- Recruitment Selection and Retention
- Strategic Human Resource Management

### MINOR ELECTIVES

- Compensation and Reward Management
  - International Human Resource Management
  - Strategic Human Resource Management
- 

## FINANCE AND ACCOUNTING MANAGEMENT

### MAJOR ELECTIVES

- Corporate Tax Planning and Management
- Cost and Management Accounting for Decision Making
- Management of Financial Services
- Project Planning Appraisal and Control
- Security Analysis and Portfolio Management

### MINOR ELECTIVES

- Cost and Management Accounting for Decision Making
- Management of Financial Services
- Security Analysis and Portfolio Management

# SPECIALIZATION CURRICULUM\*

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## ENTREPRENEURSHIP AND LEADERSHIP MANAGEMENT

### MAJOR ELECTIVES

- Building Entrepreneurial Culture and Team
- Enterprise Planning Appraisal and Financing
- Entrepreneurial Marketing
- Entrepreneurship and New Venture Creation
- Social Entrepreneurship

### MINOR ELECTIVES

- Entrepreneurship and New Venture Creation
- Enterprise Planning Appraisal and Financing
- Building Entrepreneurial Culture and Team

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## DIGITAL MARKETING MANAGEMENT

### MAJOR ELECTIVES

- Social Media and Technology Marketing
- Digital Customer Analytics
- Digital journey with Brand Management
- Performance Marketing
- Developing Entrepreneurial Skills

### MINOR ELECTIVES

- Performance Marketing
- Digital journey with Brand Management
- Social Media and Technology Marketing

# SPECIALIZATION CURRICULUM\*

---

## DATA SCIENCE

### MAJOR ELECTIVES

- Analytics for decision making
- Data Engineering
- Data Visualization and EDA
- Introduction to Data Science
- Developing Entrepreneurial Skills

### MINOR ELECTIVES

- Introduction to Data Science
- Data Visualization and EDA
- Data Engineering

---

## BUSINESS ANALYTICS

### MAJOR ELECTIVES

- Analyzing and Visualizing Data with Power BI
- Forecasting Techniques
- Introduction to Business Analytics
- Supervised Learning Techniques
- Developing Entrepreneurial Skills

### MINOR ELECTIVES

- Introduction to Business Analytics
- Analyzing and Visualizing Data with Power BI
- Forecasting Techniques

# OUR ACCREDITATIONS & 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 32 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



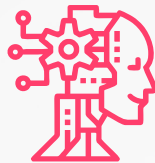
# AMITY UNIVERSITY **ONLINE ADVANTAGES**

## Top-Notch Online Learner Experience



### **Top International Faculty**

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



### **AI-Professor AMI**

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



“ 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



“ I'm currently pursuing an MBA in Human Resource Management from Amity University Online. Amity University Online is a great platform for a person like me who works and studies; it is very flexible and convenient, so I can balance both my work life and studies together. ”

**AKSHARA NAMBIAR**  
MBA Student



“ I have completed my MBA course in Finance and Account stream from Amity Online. This course has really enhanced my skills while diving into my profession. ”

**HIMANSHU SHARMA**  
MBA 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 and it is a valuable online course. ”

**SUJITHA NAIR**  
MBA Student



“ I have been working in the healthcare sector for the last two years, and it has been a great learning experience. The program at Amity University Online has significantly enhanced my knowledge and scope for a better life. ”

**MUDIT MADHAV**  
MBA Student

## ALUMNI WORKING AT



## 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 MBA with Dual Specialization program?**

The MBA with Dual Specialization program allows students to specialize in two distinct but complementary fields, providing in-depth knowledge in the primary specialization while building versatile skills in the secondary specialization. This structure equips graduates with a competitive edge and prepares them for multifaceted roles in today's dynamic business landscape.

## **2. What are the benefits of pursuing MBA with Dual Specialization over a traditional MBA?**

An MBA with Dual Specialization offers broader career opportunities by combining expertise in two areas, enhancing both employability and adaptability. This approach aligns well with industry needs for multi-skilled professionals and can open doors to cross-functional or strategic roles.

## **3. Are the programs offered by Amity University Online accredited?**

Yes, all programs offered by Amity University Online are accredited by the relevant accreditation bodies. Our online degree programs are recognized and respected by employers and institutions worldwide.

## **4. What specializations are available in the program?**

Major specializations include Finance and Accounting Management, Marketing and Sales Management, Human Resource Management, Business Analytics, Production and Operations Management, and Digital Marketing Management. Students may also choose any of these majors as a minor or select from additional options like Entrepreneurship and Leadership, Data Science, Information Technology Management, and International Business Management, ensuring that their major and minor are not the same.

## **5. How does an MBA with Dual Specialization improve employability?**

MBA with Dual Specialization graduates are highly valued for their interdisciplinary knowledge and ability to perform in various roles across business functions. This adaptability makes them ideal candidates for employers looking for professionals who can contribute to different aspects of their operations.

## **6. Are there restrictions on certain major-minor combinations?**

Certain combinations are restricted to encourage a diversified skill set and broaden career opportunities. The major and minor cannot be the same, and similar specializations may not be paired together to ensure students gain complementary knowledge and multiple career pathways across distinct fields.

## **7. What is the duration of the MBA with Dual Specialization program?**

The program spans four semesters, designed to be completed in two years. Each semester combines foundational management courses, employability and skill enhancement courses, major and minor specialization courses, and project work, fostering both academic and practical learning.

## **8. How are exams and assessments conducted in online programs?**

Assessments may vary depending on the program but typically include a combination of quizzes, assignments, projects. Exams are conducted through a remote online proctoring system and can be taken from anywhere.

## **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. What types of career support are available for MBA with Dual Specialization students?**

Career support includes resources like mentorship, career counselling, placement assistance, and networking opportunities with industry professionals. This support helps students secure relevant roles aligned with their MBA with Dual Specializations and career goals.

## OTHER ONLINE PROGRAMS OFFERED

BCA

BBA

BA

MCA

B.COM

BAJMC

M.COM

MAJMC



**AMITY**  
**UNIVERSITY**  
ONLINE

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