

ONLINE PG PROGRAM



**AMITY**  
UNIVERSITY  
ONLINE

# MASTER OF BUSINESS ADMINISTRATION

With specialization in  
Business Analytics



**ONLINE MBA  
RANKINGS  
2024**

**INDIA'S ONLY  
ONLINE MBA RANKED  
Asia Pacific Top 10**



**USA, UK & CANADA ACCREDITATIONS**



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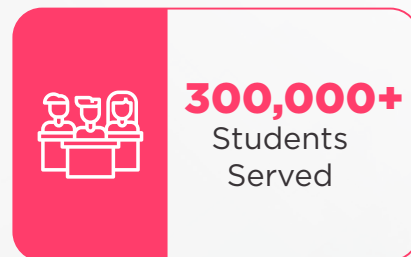
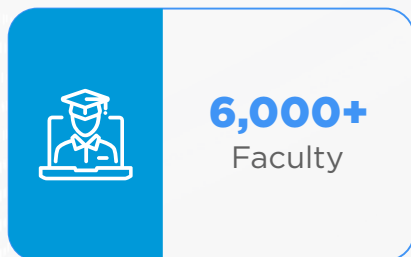
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# A LEADING GLOBAL **EDUCATION GROUP**

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
- » MOHALI
- » GWALIOR
- » RAIPUR
- » KOLKATA
- » RANCHI
- » PATNA

## **INTERNATIONAL CAMPUSES**

- » LONDON
- » DUBAI
- » SINGAPORE
- » SAN FRANCISCO
- » ABU DHABI
- » CHINA
- » 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

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

## MASTER OF BUSINESS ADMINISTRATION

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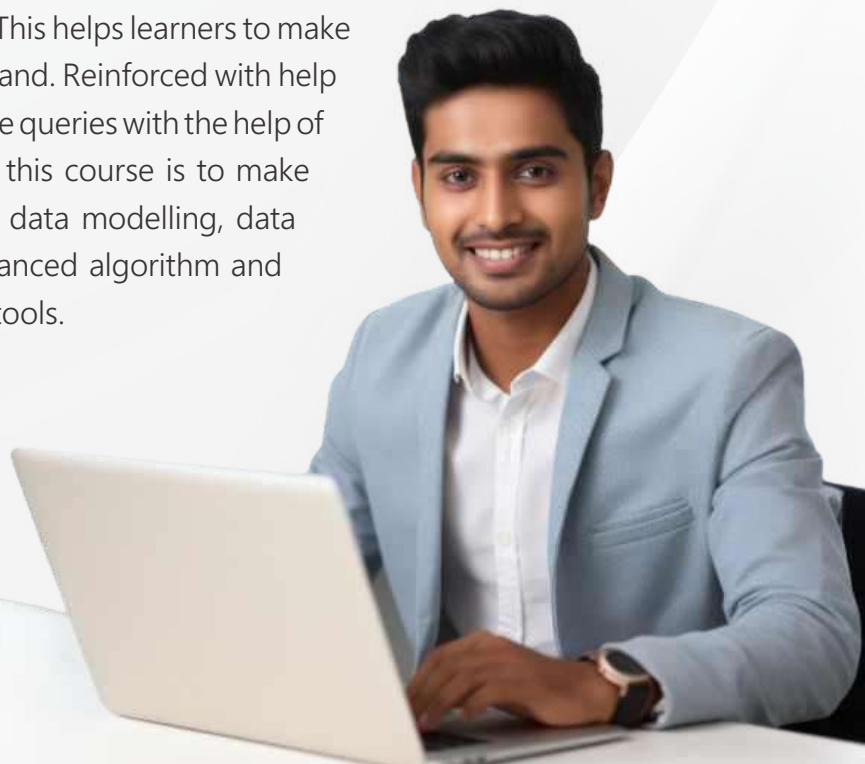
**LEARNING EFFORTS:** 12/15 HRS A WEEK  
**DURATION:** 2 YEARS | **CREDITS:** 99

Learn and master the skills in business analytics and intelligence. This program is a blend of modern tools with highly optimised algorithms that meet the current industry demands. Get an edge over the current competitive environment with an MBA program in Business Analytics and Intelligence.

Build highly reliable and secure BI solutions for the most complex problems with an accuracy of about 97 per cent. Be confident with the career outlook as this is not just an academic-based program but a much-required exercise to instil analytical thinking.

The most demanded professionals in Industry with an average salary of more than 10 lakhs per Annum. MBA professionals with Business Analytics stand highest chance to get highly paid opportunities than people with regular MBA's. This is a highly optimised program with an improvised and updated structure for people who want to push themselves to greater heights in their careers using simple and most reliable tools. The current industry demands a lot from professionals, and we can see that the level of competition is rising day by day. Business analytics makes use of skill sets that helps individuals not to identify and understand the problems of any organisation.

The program gives you the flexibility to utilise your personal space and keep learning at your own pace and time. This helps learners to make use of the course curriculum on their demand. Reinforced with help sessions, it gives a solid foundation to all the queries with the help of expert faculty regularly. The objective of this course is to make students familiar with Business analytics, data modelling, data interpretation, Business Intelligence, Advanced algorithm and their implementation with easily operable tools.



# PROGRAM CURRICULUM

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<b>SEMESTER 1</b>	<b>SUBJECTS</b>	<b>CREDIT</b>
Course I	Accounting for Managers	5
Course II	Marketing Management	4
Course III	Managerial Economics	4
Course IV	Statistics for Management	5
Course V	Professional Communication	4

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<b>SEMESTER 2</b>	<b>SUBJECTS</b>	<b>CREDIT</b>
Course I	Financial Management	5
Course II	Human Resource Management	5
Course III	Legal Aspects of Business	5
Course IV	Business Research Methods	4
Course V	Conflict Resolution Management	4

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<b>SEMESTER 3</b>	<b>SUBJECTS</b>	<b>CREDIT</b>
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2

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<b>SEMESTER 4</b>	<b>SUBJECTS</b>	<b>CREDIT</b>
Course I	Management in Action - Social Economic and Ethical Issues	4
Course II	Digital Marketing	3
Course III	Major Project	6

**Duration: 2 Years • Semesters: 4 • Credits: 99**

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# 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 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



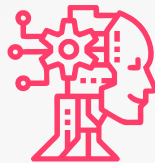
# AMITY UNIVERSITY **ONLINE ADVANTAGES**

## Top-Notch Online Learner Experience



### **Top International Faculty**

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



### **AI-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**

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## 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



“ My experience was great; it has been an amazing journey here. Whenever I had any doubts, I got answers readily through email and WhatsApp from the Faculty. I got my books and study material quickly. ”

**KRITI KHULLAR, MBA, Student**



“ Amity 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



“ I have been working with NTT Data and I got an opportunity to take an MBA program with Amity Online. Courses and lectures were wonderful, and the overall experience was good. I will definitely refer this to my juniors. ”

**GAJENDRAN NARENDRAN**  
MBA Student



“ I really cherish my choice of Amity University Online. It is the best platform if you want to work as well as pursue higher education. I have never seen an online program better than this. ”

**DIVISHA CHOWDHARY**  
MBA Student



“ I am a working professional, I joined MBA Data Science and experience has been wonderful. The online classes, faculty and support has been great. ”

**RAGHVENDRA SINGH**  
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 Amity University Online?**

Amity University Online is the online learning platform of Amity University, one of India's leading private universities. It offers a wide range of undergraduate, postgraduate, and diploma programs across various disciplines, delivered entirely online.

## **2. How does online learning with Amity University Online work?**

Our online learning platform provides students with access to course materials, lectures, assignments, and discussions through an intuitive and user-friendly interface. Students can engage with their studies at their own pace and convenience, accessing resources from anywhere with an internet connection.

## **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 are the admission requirements for Amity University Online programs?**

Admission requirements vary depending on the program and level of study. Generally, applicants are required to meet certain academic qualifications and need to submit documents such as transcripts, national identity cards.

## **5. How are online classes conducted?**

Online classes are conducted through live lectures, pre-recorded videos, interactive discussions, and virtual classrooms. Students can participate in real-time or access recordings later, providing flexibility to accommodate various schedules and time zones.

## **6. Can I interact with faculty and classmates in an online program?**

Yes, our online programs encourage interaction and collaboration among students and faculty. You can engage in discussions, ask questions, and seek guidance from instructors and classmates through various online communication channels.

## **7. What academic support services are available to online students?**

Amity University Online offers a range of academic support services to help students succeed, including academic advising and technical support.

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

Assessments may vary depending on the course 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. 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**

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**BCA**

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**BBA**

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**BA**

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**MCA**

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**B.COM**

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**BAJMC**

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**M.COM**

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**MAJMC**



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**UNIVERSITY**  
ONLINE

 **1800-102-3434** |  **amityonline.com**