

ONLINE  
UG PROGRAM



AMITY  
UNIVERSITY  
ONLINE

# BACHELOR OF BUSINESS ADMINISTRATION

With India's Most  
Trusted Education Brand

A university ranked  
among the **top 3%**

by  | 



9418722224



USA, UK & CANADA ACCREDITATIONS



## CONTENTS

- A Leading Global Education Group
- About Amity University Online
- Message from Chairman
- Messages from Vice Chancellor and Director
- About The Program
  - Specializations
  - Program Curriculum
- Our Accreditations & Recognitions
- Student Testimonials
- Amity University Online Advantages
- Career Services
- On Campus Experience
- Alumni Working in Organizations
- Corporate Speak
- FAQs



**9418722224**

# 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 & PG programs across various disciplines in education.



**“ Each one of our students will  
be a success story.  
This is my dream,  
this is my commitment. ”**

## **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



## **UNIVERSITIES IN**

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

## **INTERNATIONAL CAMPUSES IN**

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- TASHKENT

## 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



Recruiters



Learners



Programs & 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 & SPECIALIZATIONS:** Bachelors • Masters



**9418722224**



## 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**

Vice Chancellor,  
Amity University Online

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**

Director,  
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.



9418722224

## ABOUT PROGRAM

# BACHELOR OF BUSINESS ADMINISTRATION

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

**DURATION:** 3 YEARS | **CREDITS:** 127

## ACCELERATE YOUR CAREER SUCCESS WITH

### AMITY'S ONLINE BACHELOR OF BUSINESS ADMINISTRATION

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, it offers in-depth study of theoretical concepts and functional areas in business administration.

From managerial economics, business mathematics, organisational behaviour, 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 & Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- Cross Cultural Management
- Financial Markets & Services

## SEMESTER 4

- Sales & Distribution Management
- Fundamentals of Project Management
- Fundamentals of Entrepreneurship
- Principles of Consumer Behaviour
- Operations Research

## SEMESTER 5

- Business Strategy
- Marketing in Digital Age
- Managing Customer Relationships
- Financial Planning
- Quality Management
- Professional Ethics

## SEMESTER 6

- Brand Management
- Fundamentals of International Human Resource Management
- Fundamentals of Retailing
- Dissertation

## SEMESTER 2

- Fundamentals of Financial Management
- Environmental Studies
- Fundamentals of Human Resource Management
- IT Applications in Business
- Individual Excellence & Social Dynamics

### BBA GENERAL

- Financial Markets & Services & Cross-Cultural Management

### BBA GENERAL

- Sales & Distribution & Fundamentals of Project Management

### BBA GENERAL

- Financial Planning & Quality Management

### BBA GENERAL

- Fundamentals of International Human Resource Management, Brand Management & Fundamentals of Retailing

## ELIGIBILITY

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



9418722224



**PER SEMESTER**

**₹27,500**



**9418722224**

## OUR ACCREDITATIONS & RECOGNITIONS

### Endorsements of Academic Quality & 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 35 by National  
Institutional  
Ranking Framework



Ranked among  
Top 3% Globally



Degree programs approved  
by All India Council of  
Technical Education



WES accredited in  
Canada



India's first private  
university to be a member



**9418722224**



## STUDENT TESTIMONIALS



“Choosing BBA at Amity Online was a stepping stone towards my career goals. The master classes and profile-building opportunities equipped me with the essential skills and knowledge to excel in the competitive business world.”

**JIA BHATIA**  
BBA Student



“Amity University Online empowered me to conquer career and academic milestones simultaneously. Balancing my job as a cabin crew with studies was made easy with their support. I'm grateful to Amity!”

**ANKITA**  
BBA Student



“Amity BBA Online Program helped me balance work and education, providing interactive portals, and live lectures towards my entrepreneurial dreams.”

**MR. BIPINDEEP SINGH**  
BBA Student



“Amity is one of the best universities in India providing Online BBA. It was one of the best decisions I ever made.”

**HIMANSHU CHHABRA**  
BBA Student



“Amity Online offers an engaging learning experience with interactive live sessions, discussion forums, and a user-friendly Amigo portal. Thank you, Amity Online for the seamless experience!”

**KIRAN MUTHA**  
BBA Student

# 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 & Open AI Tech for 24/7 Doubt Clearing & Support



### **Diverse learning mediums**

Diverse Learning options through recorded lectures, audio books, physical books, e-books & 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 & placement assistance**

Career services & placement assistance with 500+ 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



**9418722224**

# CAREER SERVICES

## PREPARING YOU TO BECOME JOB-READY

Amity University Online is committed to enhance 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.



9418722224

## 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



## ALUMNI WORKING AT



## CORPORATE SPEAK

“I am delighted to share my positive experience with Amity Online regarding the smooth and efficient conduct of our recent recruitment drive. As a part of CredFlow, I must commend the team at Amity Online for their professionalism, dedication, and innovative approach that made the entire process seamless and effective.”

**LAKSHAY BHOLA**

Talent Acquisition Specialist, Bizcon Fintech Labs Pvt. Ltd

“It was a great experience interacting with Amity Online students today. The quality of the students was impressive, and their skill set was at par with our expectations. What impressed us most was their ability to manage multiple responsibilities simultaneously. They are ambitious and will only push the bar higher in the coming times.”

**ABHINAV SINGH**

Director, VMS India Mart

“The hiring experience was nice as we got splendid support from the faculty to provide us with the talent pool. The career services team was of great assistance in providing us with all the requested details of the candidates and that too in the form that we wanted, which is very much appreciated as it made the process easy for us.”

**SAKSHAM BHARDWAJ**

Senior Executive HR Operations, Republic World



**9418722224**

# FAQs

## 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, and 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.



9418722224

## **OTHER ONLINE PROGRAMS OFFERED**

**MBA**

**BCA**

**BBA**

**BA**

**B.COM**

**BAJMC**

**M.COM**

**MAJMC**



**AMITY**  
**UNIVERSITY**  
ONLINE



**9418722224**