



AMITY
UNIVERSITY
ONLINE

MBA WITH SPECIALISATION IN **DIGITAL** ENTREPRENEURSHIP



A perfect specialization to clear all your concepts with real-world examples to learn concepts of entrepreneurship for the budding entrepreneur or business heads.



24 months

**Global
Accreditation**

Global Faculty

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ABOUT AMITY UNIVERSITY ONLINE

Amity University Online is a value-based institution with an innovative bent towards education that impacts lives across boundaries. Through immersive technology, groundbreaking methodology and a worldwide community, we constantly endeavour to expand the horizons of minds in a virtual space around the globe. We are also home to a range of University Grants Commission (UGC) recognized programmes at Masters, Bachelors, Post Graduate Diploma level for nurturing young professionals. With 225000 students spread across countries with diverse backgrounds and a strong force of highly accomplished faculty, we create an ecosystem buzzing with new ideas and innovations.

With our eyes on the future, we keep on pushing the limits, breaking barriers, overcoming obstacles, and forging new connections. Our vision fuels our success and our consistent progress in global rankings assures us that more is yet to come.

PRESTIGIOUS RANKING AND ACCREDITATIONS



PROGRAM OVERVIEW

This specialized program is for enthusiastic professionals willing to build their startups. This course covers the concept, functions, needs and importance of Entrepreneurship. This also aids in understanding the factors that influence entrepreneurship, motivation theories, the startup ecosystem in India, and social entrepreneurship. By the end of the course, one can understand all the crucial aspects of startups that help in the successful running of a company.

The program structure provides candidates with unmatched flexibility to learn at their own pace and attend classes at their convenience. The course is practice-oriented and intended to give exposure to real-world problems. The objective of the course is to familiarise learners with the scope of idea scouting, marketing, and management startup-up in a successful manner. The two-year program offers a core course along with a specialization course in Digital Entrepreneurship.

WHAT MAKES AMITY ONLINE MBA IN DIGITAL ENTREPRENEURSHIP SPECIAL

Empower yourself into becoming a successful entrepreneur with Asia's top online MBA programme awarded by QS three times in a row. The programme is specially designed to strengthen your entrepreneurial abilities and gain skills to achieve rapid growth and success in the corporate world. The program is designed to provide a thorough knowledge of the chosen field and applications of Digital Entrepreneurship. This will also help in developing the skills to build a practical business that regulates your goals.

INDUSTRY INSIGHTS

THE DEMAND FOR DIGITAL ENTREPRENEURSHIP PROFESSIONALS HAS DOUBLED IN THE LAST YEAR.

The growth pace for the startup ecosystem has increased by around 20% during 2020 and is expected a consistent annual growth of ~ 15% every year.

The US has the largest startup ecosystem in the world, and India occupies 3rd largest ecosystem.

E-commerce is the most popular sector of startups, and they occupy almost 7% of startups.

WHY PURSUE AN MBA IN DIGITAL ENTREPRENEURSHIP FROM **AMITY UNIVERSITY ONLINE**?

Amity University Online India's leading professional learning and higher education platform. When you choose this program, you also get access to our extensive pool of industry experts and dedicated career assistance.

- Become a globe-trotting professional in a Digital Entrepreneurship
- Gain the recognition of an MBA in Digital Entrepreneurship from a reputed institute
- Daily live classes by global faculty
- Gain practical skills through case study-based learning
- Become industry-ready with mentorship from experts
- Get dedicated career support from mentors
- Build your skills with a curriculum designed by leading academicians & industry experts
- Learn alongside a diverse batch of peers from 80+ countries

PROGRAM HIGHLIGHTS

Pedagogy for Course Delivery

The class will be taught using recorded video lectures, live online sessions, and case-based methods. In addition to assigning the case studies, the course instructor will spend considerable time understanding the concept of innovation through the student's eyes. The instructor will cover the ways to think innovatively liberally using thinking techniques.

- One-on-One Mentoring
- Industry-driven comprehensive curriculum
- 24/7 access to study material & video lectures
- Live interactions with Data Personnel and Corporate leaders
- Real-world Projects & Case Studies
- Face-to-face meetup's with top experts & your peers
- Career Guidance and support
- Get Alumni Status from Amity Future Academy



“ Innovative platform and access to abundance of material. Best part of studying with Amity was the ready response from faculty and support team. I had a great learning experience with Amity.

-Ishvinder Singh
BA June 2018 Batch

MBA in DE will help you to



On the go learnings and 24/7 access to study material & video lectures



Deep dive into concepts, tools and requirements for entrepreneurship trending in the technological industry



Stay on track and get the most out of the program through dedicated student mentors



100% career assistance



Train professionals for the jobs of tomorrow and make them unleash the next wave of digital disruption.



Develop a data literacy mindset and thorough understanding of the technology trends of Data Management, Statistics, Analytics and Product Management.



Provide in-depth knowledge and experience of using cutting-edge data-driven technologies.

Unique Program Features



Focus on strategy & tools



Gain in-depth subject knowledge and expert insights from an industry-driven comprehensive curriculum.



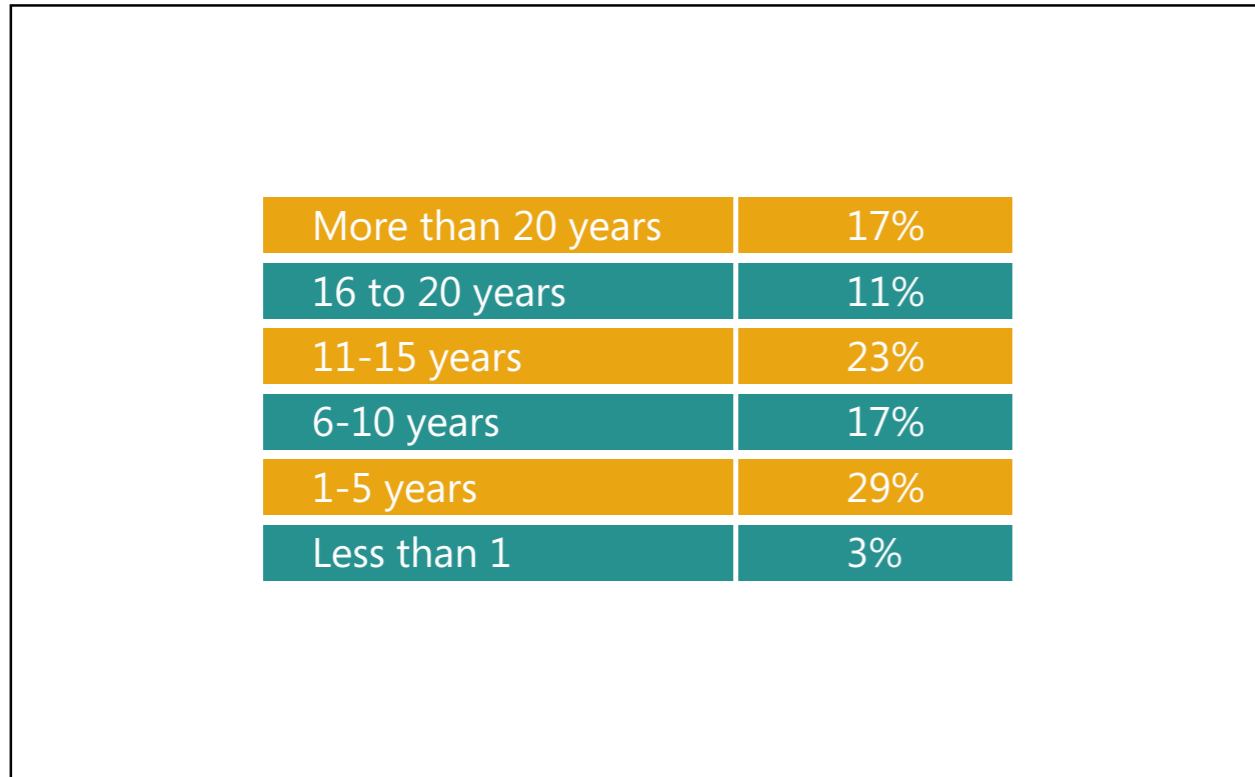
Live interaction with Data experts and Corporate leaders



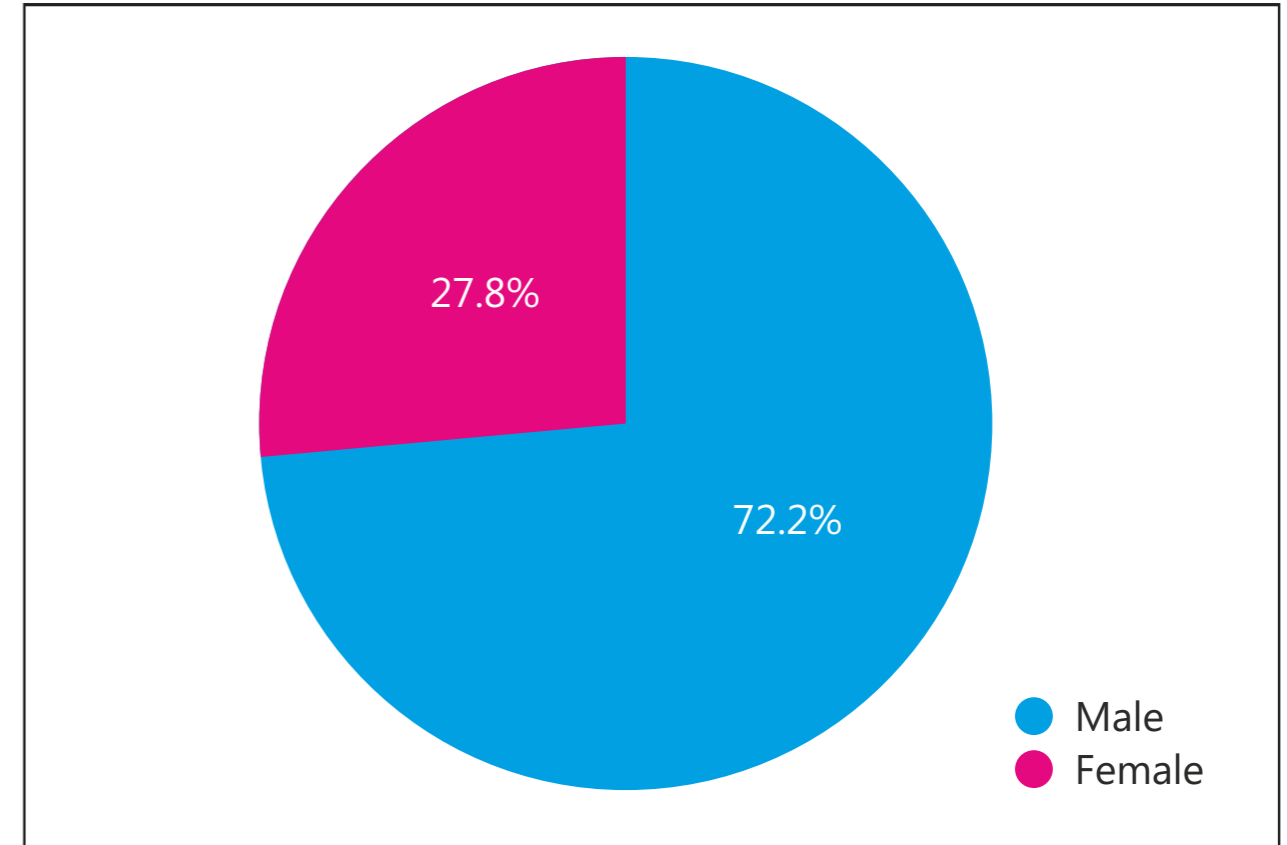
Hands-on experience to solve real-world and business issues

BATCH PROFILE

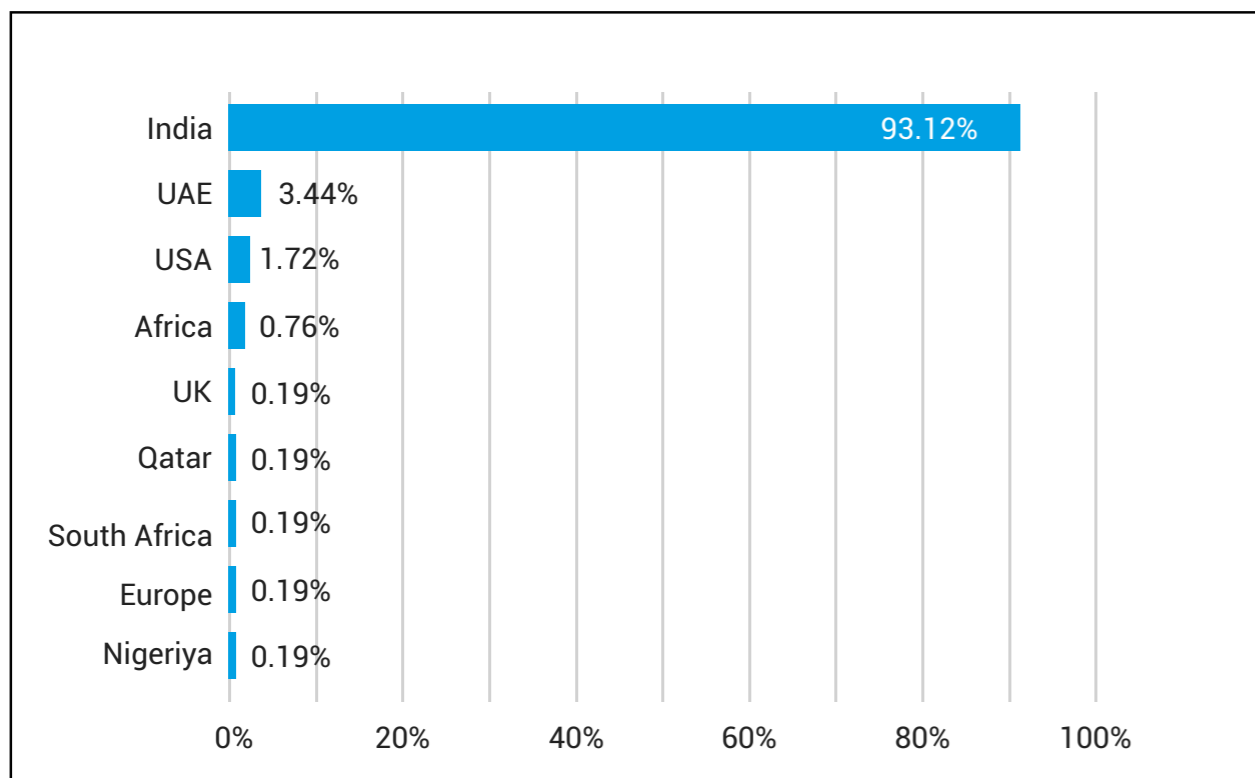
Years of Management Experience



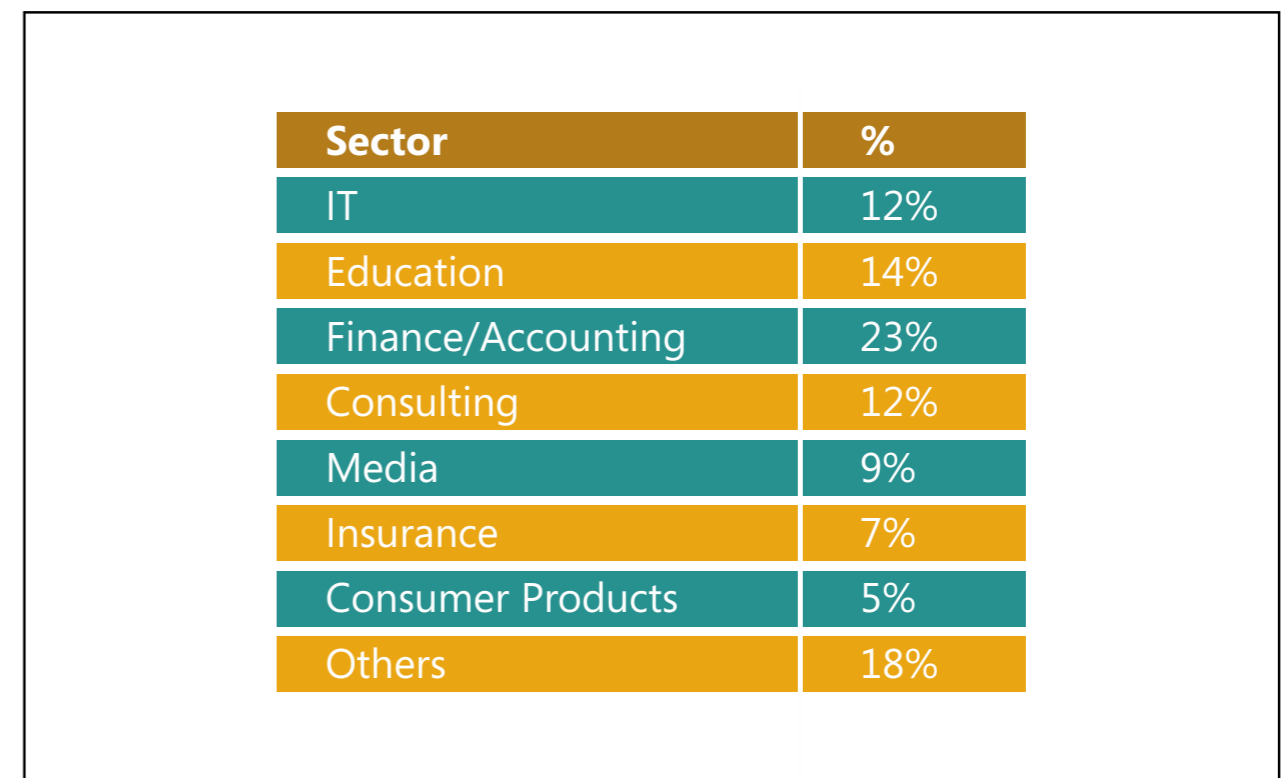
Gender wise profile



Country wise profile



Industrial Wise Data



COURSE CURRICULUM

	Subject	Credits
Semester 1		
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
Semester 2		
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
Semester 3		
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2
Semester 4		
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		

CORE SPECIALIZATIONS



Specialization I

Entrepreneurship - Basics
Credits: 5



Specialization II

Developing Entrepreneurial Skills
Credits: 5



Specialization III

Idea scouting and its development
Credits: 5



Specialization IV

Planning and launching of the product
Credits: 5



Specialization V

Financial Aspects in Entrepreneurship
Credits: 6



Specialization VI

Successful Marketing
Credits: 6

FACULTY



Mr. VIVEK CHARDE

He has 11+ years of experience in Marketing, Communications and Digital Marketing.



Mrs. SUMEDHA CHATTERJEE

She has 10+ Years of experience in handling marketing portfolio for a diverse set of online products.



Mr. DIPTARUP CHAKRABORTI

He has 18+ years of experience in the technology industry with IT majors like IBM, Gartner, Capgemini & Mastek.



Dr. ANJU GULLA

She has 7+ Years of experience in teaching, training and industry experience in Marketing & Digital Marketing.



Mr. KARAN BHATIA

He has 13+ years of hands-on experience in Multi-channel ROI driven digital campaigns, and specializes in Content and SEO strategy and product road-map and conversion optimization.



Mr. ANKIT GARG

He has expertise in scaling content driven consumer web products for India and Global audiences and has hands-on experience of managing web-product lifecycle.



Mr. SIDDHARTH SAXENA

He has 9+ years of experience in product development & technical management of web teams.



Mr. SACHIN JAIN

He has 11 years of online marketing and advertising, ecommerce, social media marketing, client servicing, and account management experience of working with Google.

FACULTY



MR. KETAN GANDHI

An IIM A alumnus who provides consulting, leadership & performance coaching, corporate training & advisory services to corporations in ten countries. Current CEO of KgGuruji .com, one of India's top 25 most promising strategic consulting firms.



DR APARAJITA PRASAD

An IIM Ahmedabad alumna, she is a renowned Corporate Leader and Subject Matter Expert with over 15 years of experience in Business Research and Strategy Consulting globally. Recipient of the "Prima Donna Women of Substance" and "Peter Drucker Memorial Award of Excellence" accolades.



MR. SOMENATH CHATTERJEE

He has two decades of experience in Banking and Finance . He has worked with large banks at senior profiles . Presently he is the CEO of PKS Capital Advisory LLP which is into Investment Banking and Consulting of Fintech Services.



MR. ABHISEK JAIN

An alumnus of IIT Roorkee and IIM Bangalore, Worked as consultant at Wipro Energy and now runs \$20M USD company into manufacturing supplying to over 70 countries



MR. VIVEK CHARDE

He has 15+ years of experience in Marketing, Communications and Digital Marketing.



MRS. SUMEDHA CHATTERJEE

She has 14+ Years of experience in handling marketing portfolio for a diverse set of online products.



MR. SIDDHARTH MAHESWARI

An alumnus of IIM Bangalore, entrepreneur with 7+ years experiences in EdTech with leadership roles operating globally. Author - The Billion Minds - India's Quest to Train a Billion Workforce.



MR. SUMAN CHITTIMURI

He's a lead Product Manager with Microsoft, also holds an Advanced Masters from IIM-B. Has an experience of 20+ years working in different industries. Has worked in overseeing 3 service offerings: Tax and compliance, Garnishments and payments



DR. KAVITA SAXENA

She is a faculty at the Entrepreneurship Development Institute of India with more than 7 years of work experience. She is an Entrepreneurship educator, startup mentor and a management professional with Doctorate in Retail Management.



MRS. MEHA SINHA

Meha is Sr. PM at Zest Money, leads the merchant facing product development such as agent app, dashboard, merchant relationship management system and expert in User research, MVP, GTM also

CAREER ASSISTANCE

Our course will enable you to understand various product-based upscaling techniques and enable you to unlock the entrepreneur in you. Regardless of this, you can take career assistance in the following format:

- Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network
- Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements.



Abhishek Saxena

Project Manager - Transformation,
Unitedhealth Group



Janmejaj Bhargava

Self - Employed

"Career assistance has been great. We've received option for resume enhancement which need only a minor effort from our side. The dedicated team reviews the resume and provide the constructive feedback for make your resume competitive. The staff is professional and keep tab on the progress. There's a dedicated team which also send the new job opportunities with eligibility and CTCs and one could easily apply"

"The Career Assistance Services offered for my course was good. I received plenty of information about the vacancies through main on regular bases. Although, it can be improved by introducing a median btw the employer and students who can connect them directly rather than keeping the process virtual."

APPLICATION PROCESS AND ELIGIBILITY

READY TO ADVANCE YOUR CAREER?

APPLICATION PROCESS: Apply Now

Call: 18001023434

to book free counselling session.

Eligibility

- Candidates must have completed Graduation Degree
- Applicant must possess sufficient knowledge and understanding of English Language.

