

ONLINE
UG PROGRAM



BACHELOR OF BUSINESS ADMINISTRATION

WITH A 13-WEEK PROFESSIONAL
CERTIFICATE IN BUSINESS ANALYTICS

OFFERED IN ACADEMIC
PARTNERSHIP WITH



Get Industry Experience with Paid Internship.*



*Paid internship will be as per organization's norms or on first come first serve basis.

USA, UK & CANADA ACCREDITATIONS



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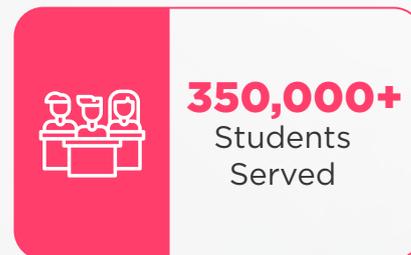
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A LEADING GLOBAL EDUCATION GROUP

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

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

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.

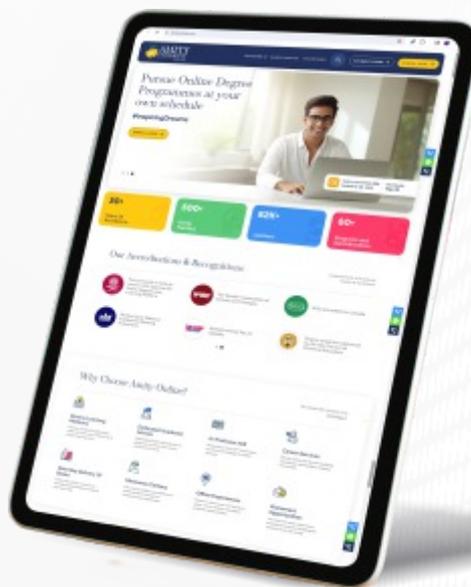
Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

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

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 **KPMG INDIA**

KPMG entities in India are professional services firm(s). These Indian member firms are affiliated with KPMG International Limited. KPMG was established in India in August 1993. Our professionals leverage the global network of firms, and are conversant with local laws, regulations, markets and competition. KPMG has offices across India in Ahmedabad, Bengaluru, Chandigarh, Chennai, Gurugram, Hyderabad, Jaipur, Kochi, Kolkata, Mumbai, Noida, Pune, Vadodara and Vijayawada.

KPMG entities in India offer services to national and international clients in India across sectors. We strive to provide rapid, performance-based, industry-focused and technology[RL1]-enabled services, which reflect a shared knowledge of global and local industries and our experience of the Indian business environment.





MESSAGE FROM

PARTNER

**Dr. SANKARAN
VENKATARAMANI**

Partner, Corporate Services, BE
KPMG India Amity University Online

At KPMG, we believe in the transformative power of education to drive innovation and change lives. Our partnership with Amity Online underscores our commitment to delivering exceptional learning experiences that prepare professionals for the challenges and opportunities of the digital economy. Through our collaboration with Amity Online, we offer flexible, self-paced learning options that fit seamlessly into the busy schedules of professionals. Learners can progress at their own pace, balancing their studies with work and personal commitments. With our online platform, learners can access course materials from anywhere in the world, making it easier than ever to pursue professional development.



MESSAGE FROM

ASSOCIATE PARTNER

Mr. CHINMAY PRADHAN

Associate Partner, Corporate Services,
BE, KPMG India, Amity University Online

We are excited to announce an innovative collaboration between KPMG and Amity Online, aimed at providing cutting-edge, self-paced learning programs in Business Analytics, Python, Data Visualization, Excel, and Big Data. This partnership represents a significant step forward in our commitment to offering high-quality, industry-relevant education that empowers professionals to excel in the digital age. Our programs are designed by seasoned professionals who bring a wealth of real-world experience and industry insights. This ensures that learners gain practical knowledge that can be immediately applied in their careers. We stay ahead of the curve by continuously updating our course content to reflect the latest trends, tools, and technologies in the industry.

ABOUT PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION

WITH A PROFESSIONAL CERTIFICATE IN BUSINESS ANALYTICS

LEARNING EFFORTS: 12/15 HRS A WEEK

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

ACCELERATE YOUR CAREER SUCCESS WITH

AMITY'S ONLINE BACHELOR OF BUSINESS ADMINISTRATION

This program is a comprehensive 3-year (6 semesters) undergraduate degree program that builds a robust foundation in core business management. From Semester 3 onwards, the program introduces a specialized track in Business Analytics, delivered in collaboration with KPMG, one of the world's leading professional services firms. This unique blend empowers learners with both strategic business understanding and future-ready analytical capabilities.

As part of this dual-edge program, students not only gain in-depth knowledge across functional business domains such as marketing, finance, HR, and operations but also receive hands-on training in Excel, Power BI, SQL, and Python—the most sought-after tools in the analytics domain. Real-world projects, case studies, and curated learning from Amity's faculty and KPMG experts ensure that graduates emerge with the knowledge and confidence to lead in the data-driven business landscape.



PROGRAM CURRICULUM

SEMESTER 1

- Accounting Fundamentals
- Principles of Marketing
- Management Foundation
- Business Statistics
- Business Communication

SEMESTER 3

- Essentials of Production and Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- Cross Cultural Management
- Financial Markets and Services
- **Begin your path to industry certification from Semester 3**

SEMESTER 5

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

ELIGIBILITY

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

SEMESTER 2

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

SEMESTER 4

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

SEMESTER 6

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

PROFESSIONAL CERTIFICATE CURRICULUM

Fundamentals of Business Analytics

- Introduction to Business Analytics
- Various domain applications of Business Analytics
- Importance of data in business and types of data
- Structured vs. Unstructured Data ...and more.

Spreadsheet Modelling using Advanced Excel

- Excel Formulas and Functions
- Data Connections
- Data Summarization
- Data Modelling ...and more

Data Analysis, Cleaning and Visualization using Power BI

- Introduction to Power BI and its features
- Best practices in Data visualization
- Data cleaning, shaping, and modelling in Power Query
- Advanced visualizations and interactive report features ...and more

Predictive Modelling

- Concept of Predictive Models
- Classification vs. regression models
- Understanding R Square, RMSE, and standard errors
- Building and interpreting regression models ...and more

Domain Analytics in HR, Marketing and Finance

• Marketing Analytics:

Use data to understand customers and improve campaigns with Excel-based tools.

• HR Analytics:

Predict attrition, salary trends, and plan workforce using data models.

• Financial Analytics:

Apply analytics to detect fraud, assess credit risk, and profile customers.

KEY HIGHLIGHTS



Industry-relevant Skills

Real-world professional experience through an internship*.



Data Modelling

Proficiently preprocess and model data using Power Pivot and Power Query.



Data Visualization

Create interactive dashboards and advanced visualizations with Power BI.



Advanced Excel Skills

Build and interpret regression and classification models.



Domain Analytics

Apply analytics in marketing, HR, and financial domains.



Statistical Analysis

Use statistical methods to interpret and analyze business data.



Data Cleaning Techniques

Efficiently clean, shape, and prepare raw data for analysis.



Industry-relevant Skills

Real-world professional experience through an internship*.

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 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



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



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 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



1:1 industry mentorship

Elevate your skills and career prospects with tailored insights, cultivating a pathway to professional success



Pan-India Campus Access and Offline Events

Enjoy access to all Amity campuses for events like orientation, mid-year meetups, on-campus connect and convocation - blending digital convenience with real-world connection.



Amigo: Learning On-the-Go

The Amigo app makes learning seamless and mobile - attend live classes, track progress, access materials, and more on your schedule.



Industry Certifications for Better Employability

Gain an edge with in-demand certifications from top industry bodies and partners - integrated within your program to boost your skills and CV.



Internship Opportunities

Access curated internships with leading companies through our corporate network, helping you gain real-world experience and stand out in the job market.



beSocial App for Campus Life

Your virtual student hub - the beSocial app lets you network, join clubs, attend events, and be part of a vibrant, online-first community.

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.



Empowering Learners with 1,00,000+ Job Opportunities

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
- Transformative learning through guest lectures on campus
- 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

FAQs

1. What is the BBA with Professional Certificate in Business Analytics program?

It is a 3-year (6 semesters) online undergraduate program combining core business administration concepts with practical business analytics skills.

2. What will I learn in this program?

You will learn business fundamentals, marketing, finance, HR, strategy, and gain expertise in data analytics, statistical analysis, business intelligence, and visualization tools.

3. Who should pursue this program?

This program is ideal for aspiring managers, analysts, and professionals who want to build a strong foundation in business management while acquiring data-driven decision-making skills.

4. What certifications will I receive?

You will be awarded a UGC-entitled Bachelor of Business Administration (BBA) degree from Amity Online, along with a Professional Certificate in Business Analytics which is offered in academic partnership with KPMG.

5. What are the key tools and technologies covered?

The program covers Excel, SQL, Power BI, Python, and various business intelligence and analytics tools to prepare you for data-driven business roles.

6. Is this program fully online?

Yes, the program is fully online with interactive live sessions, recorded lectures, self-paced learning, and online assessments.

7. Will I work on real-world business analytics projects?

Yes, you will apply your learning through practical case studies, industry projects, and assignments focused on real-world business scenarios.

8. What career opportunities are available after this program?

You can pursue roles such as Business Analyst, Data Analyst, Marketing Analyst, Operations Analyst, Business Development Manager, and more.

9. What is the eligibility for admission?

Candidates who have completed 10+2 (or equivalent) from a recognized board are eligible to apply.

10. Does the program offer placement support?

Yes, Amity Online provides placement assistance, resume-building workshops, interview preparation, and access to industry recruiters.

OTHER ONLINE PROGRAMS OFFERED

MBA

BCA

BA

MCA

B.COM

BAJMC

M.COM

MAJMC



AMITY
UNIVERSITY
ONLINE

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