



**AMITY**  
UNIVERSITY  
ONLINE



# Bachelor of Business Administration

ACCREDITED BY:



QAA  
Global  
Accredited by  
The Quality Assurance Agency  
Valid 07/2018 - 07/2023



WORLD EDUCATION SERVICES



UGC-DEB  
(Online  
Education)

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## Mr. Ajit Chauhan

Chairman - Amity University Online

Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programmes are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live online classes, webinars, video lectures & one-to-one sessions with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.



# Message from Directors



## Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



## Prof. Abhinash Kumar

Director

Amity University Online provides ‘Anytime, Anywhere’ education 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 programmes adhere to UGC’s stringent criteria and we are at par with the campus programmes.

# About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



# A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right From pre-school to Ph.D. level with over 400 UG & PG programmes across various disciplines in education.

**175,000**

Students

**225,000**

Online Students

**6,000+**

Faculty

**120,000**

Alumni Worldwide

**1,200**

Acres of Campuses

**28**

Schools & Pre-schools

**11**

Universities in Noida, Gurugram, Greater Noida, Jaipur, Mohali Lucknow, Mumbai, Gwalior, Raipur, Kolkata, Ranchi & Patna

**16**

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

“

Amity University Online has crafted programmes keeping in mind the busy working schedule for working professionals. The study materials are in depth and comprehensive. Thanks to all the faculties for conducting really insightful sessions. ”

**Ajit Varghese**

Wipro Technologies

# About the Programme

## BACHELOR OF BUSINESS ADMINISTRATION

**Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 127**

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One of our most popular programmes, Bachelor of Business Administration can be pursued by students from any stream.

An exhaustive three-year (6 semesters) undergraduate programme offering in-depth study of theoretical concepts and functional areas in Business Administration.

From managerial economics, business mathematics, organizational behavior, accounting, marketing, human resource, business law, management information systems, financial management, production & operations and advertising & sales promotion to total quality management, business statistics and behavioral 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 programme will benefit anybody (with 12 / 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.



# Programme Curriculum

## SEMESTER 1

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

## SEMESTER 3

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- Essentials of Production and Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- Cross Cultural Management
- Financial Markets and Services

## SEMESTER 5

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

## SEMESTER 2

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

## SEMESTER 4

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

## SEMESTER 6

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

# Our Global Faculty



## Asst. Prof. Brian Porter

MSc. Management - Boston University,  
Online Facilitator - Boston University,  
Adjunct Professor - Nicholas College,  
Vice President of Strategic Partnerships at MGCC



## Prof. Luke Pearce

M.A. in Education, University of Sheffield,  
PGCE from Sheffield Hallam University,  
Teaching fellow - University College London



## Prof. (Dr.) Ronald C Darnell

PhD, Organization Management - IT Management,  
Capella University, USA,  
Professor and Program Coordinator -  
Amberton University,  
Visiting Professor- DeVry, University,  
Professor - Parker University,  
Principal Consultant & Agile Coach- Vizient, Inc.



## Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the  
University of Wales, UK,  
Principal Lecturer, at Cardiff Metropolitan University, UK



## Prof. Mike Berry

MSc. in Math and Economics -  
Imperial College London,  
Professor (Marketing) at  
Hult International Business School, UK

# Eligibility

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

## Accredited. Respected. Trusted.



Programmes Recognised  
by Distance Education  
Bureau (DEB) UGC



Amity's Online MBA has been  
ranked by **QS as #37 Worldwide**  
In 2021 ranking.



Asia's only not-for-profit  
university to get  
US regional accreditation



Accredited by  
National Assessment And  
Accreditation Council (NAAC) Grade 'A+'



Amity's Online MBA  
& BBA are the 1st and  
only ECCS certified  
programmes in India



Accredited Member of  
Accreditation Council for  
Business School and  
Programme (ACBSP), USA



Association of  
Indian Universities



Recognised by  
World Education Services

Amity University Online is the best platform for working professionals who want to study without quitting their job. Their interactive learning content, recorded lectures by eminent faculty and industry interactions gives you an edge over others. I would highly recommend AUO to people who want to grow in their career.

**Avishi**

Edtech Company

# Amity University Online Advantage



Live & Interactive Lectures  
by Expert Faculties



Web Proctored Mode for  
the freedom to take  
exams anywhere



World-class curriculum  
designed by eminent faculty  
and industry professionals



Learn from the leading  
global faculties



Regular webinars  
by industry leaders



Virtual job fairs and  
career assistance



International collaborations  
with Ivy League universities



Easy-to-use LMS accessible  
anytime, anywhere



Strong alumni network



Exemplary employer rating  
of various programmes

# Industry Mentors



**Arun Prasad Keshri**

Vice President- HR  
**HSBC**



**Gaurav Chopra**

Global HR Leader- Asia Pacific  
**Allianz Partners**



**Rajdeep Sahrawat**

Director  
**Deloitte Touche Tohmatsu India LLP**



**Samrat Mandal**

Director- HR  
**Fiserv**

# Alumni Working At





FOR ENQUIRIES

Amity University Campus, Sector - 125, Noida, India  
Toll Free No. : 1800-102-3434

Website : [www.amityonline.com](http://www.amityonline.com)