



AMITY
UNIVERSITY
ONLINE

**Master Of Business Administration
(Online MBA)**

Program Structure & Subjects



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For Admission related queries:



+91 8080935256

Specialization

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MBA Program Structure

Duration: 2 Years

Marketing and Sales Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Bottom of The Pyramid Marketing | Consumer Behaviour | Direct Marketing | Pricing Strategies | Product and Brand Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

Advertising And Sales Promotion | Customer Relationship Management | Marketing of Services | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Digital Marketing Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Digital Customer Analytics | Digital Journey with Brand Management | Performance Marketing | Social Media and Technology Marketing | Strategic Management | Minor Project | Professional Ethics

Semester 4

Digital Commerce - Reinventing Business Models | Marketing Analytics - Data Tools and Techniques | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Human Resource Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Compensation and Reward Management | International Human Resource Management | Measurement in Human Resource | Recruitment Selection and Retention | Strategic Human Resource Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

Leadership and Motivation in Organization | Managerial Counselling | Training and Development | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

HR Analytics

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Employee Data Visualization | Employee Data, Data Sources and Metrics | Introduction to Human Resource Management | Introduction to Human Resource Technology and Analytics | Strategic Management | Minor Project | Professional Ethics

Semester 4

Advanced HR Analytics | Industrial Relations and Employee Relations | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Hospitality Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Accommodation Management | Catering Management | Hospitality and Tourism Management | Managing Front Office in Hospitality | Service Operation Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

Customer Relationship Management in Hospitality | Entrepreneurship development in Food Industry | Managing Room Revenue for Hospitality Industry | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Finance and Accounting Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Corporate Tax Planning and Management | Cost and Management Accounting for Decision Making | Management of Financial Services | Project Planning Appraisal and Control | Security Analysis and Portfolio Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

Corporate Restructuring, Mergers and Acquisitions | Principles and Practices of Banking | Strategic Financial Management | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Global Finance Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Financial Modelling | Global Commodity Trade | International Currency Management | International Finance & Forex Management | Management of Financial Service | Strategic Management | Minor Project | Professional Ethics

Semester 4

Corporate Restructuring, Mergers and Acquisitions | Financial Engineering | Risk and Insurance in International Trade | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Insurance Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Fire Insurance and Consequential Loss Insurance | Health Insurance | Motor Insurance and Underwriting | Principles and Practices of General Insurance | Principles and Practices of Life Insurance | Strategic Management | Minor Project | Professional Ethics

Semester 4

Group Insurance and Retirement Benefit Schemes | Miscellaneous Agriculture Insurance | Practice of Life Insurance Underwriting | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Retail Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Mall Management | Merchandising and Category Management | Principles of Retailing | Retail Supply Chain and Logistic Management | Sourcing Vendor Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

E-retailing | Luxury Retail | Retail Branding and CRM | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

International Business Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Global Commodity Trade | International Business and Practice | International Business Negotiation | International Currency Management | WTO and International Regulatory Environment | Strategic Management | Minor Project | Professional Ethics

Semester 4

Foreign Trade Policy | Global Outsourcing | Managing Business in Emerging Markets | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Production and Operations Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Capacity Planning and Management | Operations Planning, Scheduling Control | Project Management | Service Operations Management | Supply Chain Management | Strategic Management | Minor Project | Professional Ethics

Semester 4

Lean Sigma | Manufacturing and Service Competitiveness | Operations Strategy | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Entrepreneurship and Leadership Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Building Entrepreneurial Culture and Team | Enterprise Planning Appraisal and Financing | Entrepreneurial Marketing | Entrepreneurship and New Venture Creation | Social Entrepreneurship | Strategic Management | Minor Project | Professional Ethics

Semester 4

Corporate Entrepreneurship | Leading Change in Family Business | Managing Innovation Process | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Information technology Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Business Intelligence and Data Analytics | E - Business and Trade | IT Project Management | System Analysis and Design | Web Enabled Business Process | Strategic Management | Minor Project | Professional Ethics

Semester 4

Business Process Management | Enterprise Management | Information Security and Risk Management | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Petroleum and Natural Gas Management

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Fundamentals of Oil and Gas Business | Fundamentals of Petroleum Exploration | Petro Economics | Project Management | Technology Management and Innovation | Strategic Management | Minor Project | Professional Ethics

Semester 4

Customer Relationship Management | Environment and Carbon Finance | Fundamentals of Refining | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Digital Entrepreneurship

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Developing Entrepreneurial Skills | Entrepreneurship – Basics | Idea scouting and its development | Planning and launching of the product | Strategic Management | Minor Project | Professional Ethics

Semester 4

Financial Aspects in Entrepreneurship | Successful Marketing | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Business Analytics

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Analysing and Visualizing Data with Power BI | Forecasting Techniques | Introduction to Business Analytics | Supervised Learning Techniques | Strategic Management | Minor Project | Professional Ethics

Semester 4

Big Data Analytics | Optimization and Dimension Reduction Techniques | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing

MBA Program Structure

Duration: 2 Years

Data Science

Semester 1

Managerial Economics | Statistics for Management | Professional Communication | Accounting for Managers | Marketing Management

Semester 2

Legal Aspects of Business | Business Research Methods | Financial Management | Human Resource Management | Conflict Resolution and Management

Semester 3

Analytics for Decision Making | Data Engineering | Data Visualization and EDA | Introduction to Data Science | Strategic Management | Minor Project | Professional Ethics

Semester 4

Advance Deep Learning | Supervised and Unsupervised Machine Learning | Major Project | Management in Action - Social Economic and Ethical Issues | Digital Marketing



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