

First University in India to receive  
UGC approval for Online Degrees  
and Learning Platform



Ranked Among Top 3% Globally



# MBA PROGRAM

Duration: 2 Years

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## Our Accreditations & Recognitions



THE NEW WAY TO **MBA**



## Contact Us:

 Direct Whatsapp

 [\*\*+91 8080935250\*\*](tel:+918080935250)

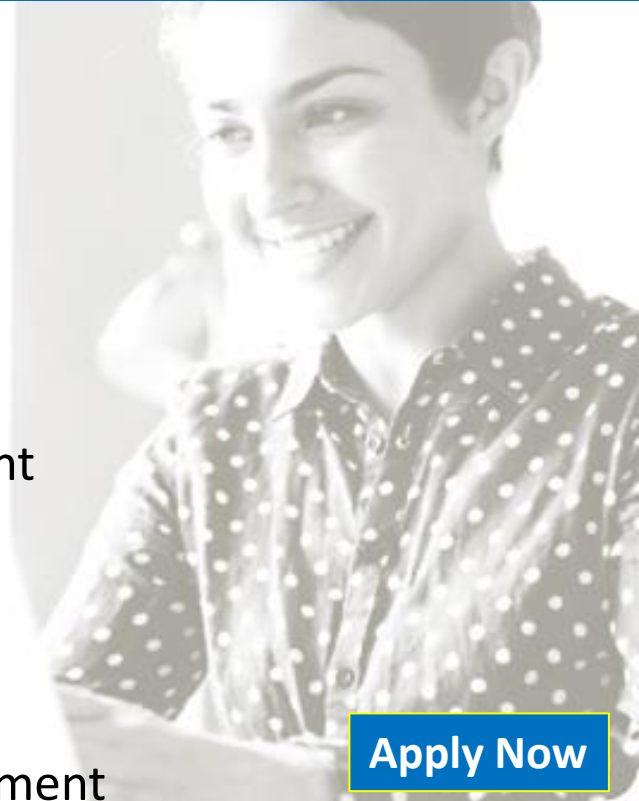


**AMITY**  
UNIVERSITY  
ONLINE

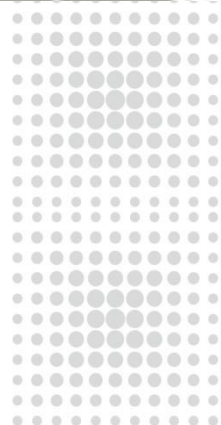
# THE NEW WAY TO MBA

## Specialization

- **Marketing & Sales Management**
- **Digital Marketing Management**
- **Human Resource Management**
- **HR Analytics**
- **Hospitality Management**
- **Finance and Accounting Management**
- **Global Finance Management**
- **Insurance Management**
- **Retail Management**
- **International Business Management**
- **Production and Operations Management**
- **Entrepreneurship and Leadership Management**
- **Information Technology Management**
- **Petroleum and Natural Gas Management**
- **Digital Entrepreneurship**
- **Business Analytics**
- **Data Science**



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## Eligibility

- Fresh graduates and working professionals
- Graduation in any discipline with 40% marks in the last qualifying examination
- Below 40% marks, a test is conducted & if passed then the student is eligible for admission

## Program Overview & Structure

### 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

- Strategic Management
- Minor Project
- Professional Ethics

### Semester 4

- Major Project
- Digital Marketing
- Management in Action – Social Economic and Ethical Issues

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NOTE: During the Semester 3 & 4 - A student will have specialized subjects pertaining to their area of Specialization



**AMITY**  
UNIVERSITY  
ONLINE

## Master of Business Administration (MBA)

### Duration

2 Years | 4 Semesters

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## Why Choose Amity Online?

### **Career Services** For Job Readiness

Take master classes for interview preparation & resume building sessions while pursuing degree.

### **Placement** Assistance

Ensure a smooth job transition with placement opportunities from over 500+ hiring partners across domain.

### **Top Indian & Global** Faculty

Get a world-class education from the faculty with rich academic and industry experience.

### **Choose The Way You Want To Learn**

Enhance your learning potential through your choice of printed books, audio books, e-books, videos, and campus library resources.

## Examination

Pattern of the Question Paper: **100 Marks** Divided...

**30 Marks**  
Internal  
Assignments

**40 Marks**  
MCQ'S  
Multiple Choice Questions

**30 Marks**  
Descriptive  
Questions

+

70 Marks

**30 Marks Internal Assignment:**  
Case base Assignments to be submitted Online

**70 Marks Examination** conducted Online  
40 Marks (MCQ's) + 30 Marks Descriptive

**Passing Criteria:** Secure minimum 50% Marks out of 100

**Exam Location:** Proctored Based Conducted Online

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## EXAM MONTH

### DECEMBER/JANUARY - JUNE/JULY

Per Semester examination will be conducted every interval of six months  
Student will have flexibility to book their Examination time Slot

## MBA Program

Admission Open  
for 2024-2025

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- ✓ Live Classes
- ✓ Online Exams
- ✓ Global Faculty
- ✓ Real-World Projects
- ✓ Top Industry Leaders
- ✓ Dedicated Placement Team



## Potential Job Roles

### Entry Level

- Management Trainee
- Business Analyst
- Marketing Associate
- Financial Analyst
- Operations Executive
- HR Executive

### Mid Level

- Marketing Manager
- HR Manager
- Project Manager
- Finance Manager
- Operations Manager
- Product Manager

### Advanced Level

- Director of Operations
- Chief Financial Officer (CFO)
- Senior Product Manager
- Chief Executive Officer (CEO)
- Head of Marketing
- Chief Human Resource Officer





## Career Services



- [Personalized guidance](#) from career expert
- Showcasing your skills with hands-on Projects
- Degree Ranked among Top 3% Globally
- Virtual Placement Drives
- Resume Building & Interview Preparation
- Job Placement at Corporate Industry

## Placement Assistance

- Ensure a smooth job transition with placement opportunities from over 500+ hiring partners across domains.

## Recorded Lectures

Student will have opportunity to interact with Faculty through Doubt clearing session and get Recorded Lectures of all Subjects

## Outcome

- Networking is one of the biggest strength across the Globe
- A Student gains real world knowledge & Practical approach
- Smooth Online Learning adds value to the MBA graduates

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We Help You Build Your **Dream Career**

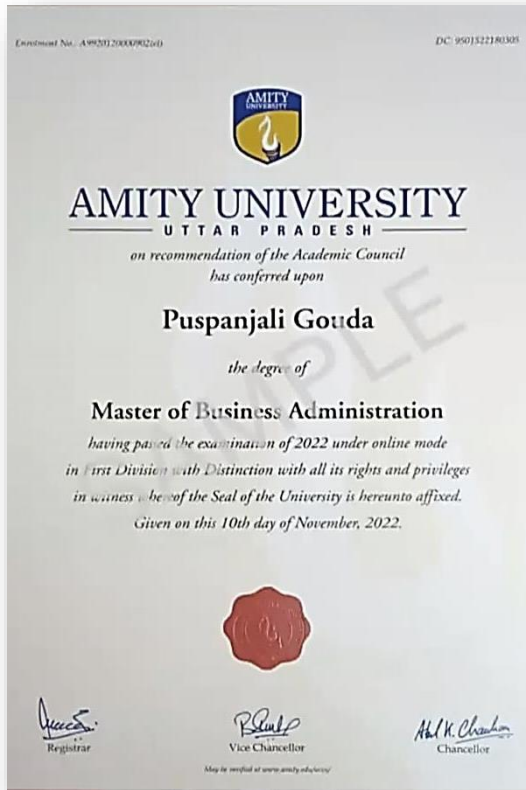


# AMITY UNIVERSITY ONLINE

## ABOUT FACULTY

Begin an exciting  
educational journey

Online **MBA degree**



**Faculty** is a varied  
with academic  
experiences,  
domain experts &  
industry captains;  
from top  
B-Schools including  
IIMs, IITs & ISB.

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## OUR UNIQUE ADVANTAGES



Audio books to  
make you learn  
on the go



Access to Amity  
University  
Campus Library  
globally



2,50,000 Global  
Alumni  
Network



India' first AI-  
enabled Prof.  
AMI



Books delivered  
at your  
doorstep



Dedicated  
Academic  
Advisor

## TESTIMONIALS

“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 the others. I would highly recommend AUO to people who want to grow in their career”

Avishi  
Edtech Company, Amity Alumni

“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, Amity Alumni

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## Documents Submission

- Bachelor's Degree Mark-sheet & Passing Certificate or Convocation 40% above
- Photo Identity Proof (PAN Card / Passport / Voting Card / Driving License)
- Address Proof (Mandatory: AADHAAR CARD Color Copy)
- HSC Mark-sheet or Passing Certificate
- SSC Mark-sheet or Passing Certificate
- Two Color Photo (Passport Size)

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## ◀ Career Services: How We Help You Build Your Dream Career ▶



### 01. Industry Mentors

Personalized guidance from career experts throughout the academic journey.



### 02. Virtual Placement Drives

Connect with employers & explore opportunities through interactive online events.



### 03. Master Classes

Access comprehensive help for resume building, interview preparation and job placement.



### 04. Profile Building

Build a credible professional profile by showcasing your skills through hands-on projects.



## | Admission Process



01. Select Your Program

02. Complete Your Application

03. Pay Your Program Fees

04. Submit & Register

05. Await Enrollment Details

## | Contact your Program Advisor

To make your program payment securely & easily with all the necessary information proceed with document submission & Connect your advisor.

## | EMI Options

No Cost EMI offers may vary in terms and conditions, including the eligibility criteria, minimum purchase amounts, and maximum tenures.

Full Course Fee

**₹1,95,000**

24 Months EMI

**₹8,125**



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# ◀ Fee Structure ▶

## MBA PROGRAM

Duration: 2 Years (4 Semester)

### Semester Fee

Semester-I  
₹ 48,750

Semester-II  
₹ 48,750

Semester-III  
₹ 48,750

Semester-IV  
₹ 48,750

**TOTAL**  
₹ 195,000

### Annual Fee

Year-I  
₹ 92,625

Year-II  
₹ 92,625

**TOTAL**  
₹ 185,250

- Registration Fee ₹ 1100 to proceed further to fill application form and book your seat on-spot
- Project Report Fee ₹ 500 + ₹ 500 (during the 2<sup>nd</sup> Year MBA Program)
- Easy EMI available & Loan Facility Applicable subject to approval\*

### Full Fee

Year I & II  
₹ 179,400

One-time  
Discounted Fee

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