

MASTER OF BUSINESS
ADMINISTRATION



AMITY
UNIVERSITY
ONLINE

ONLINE MBA

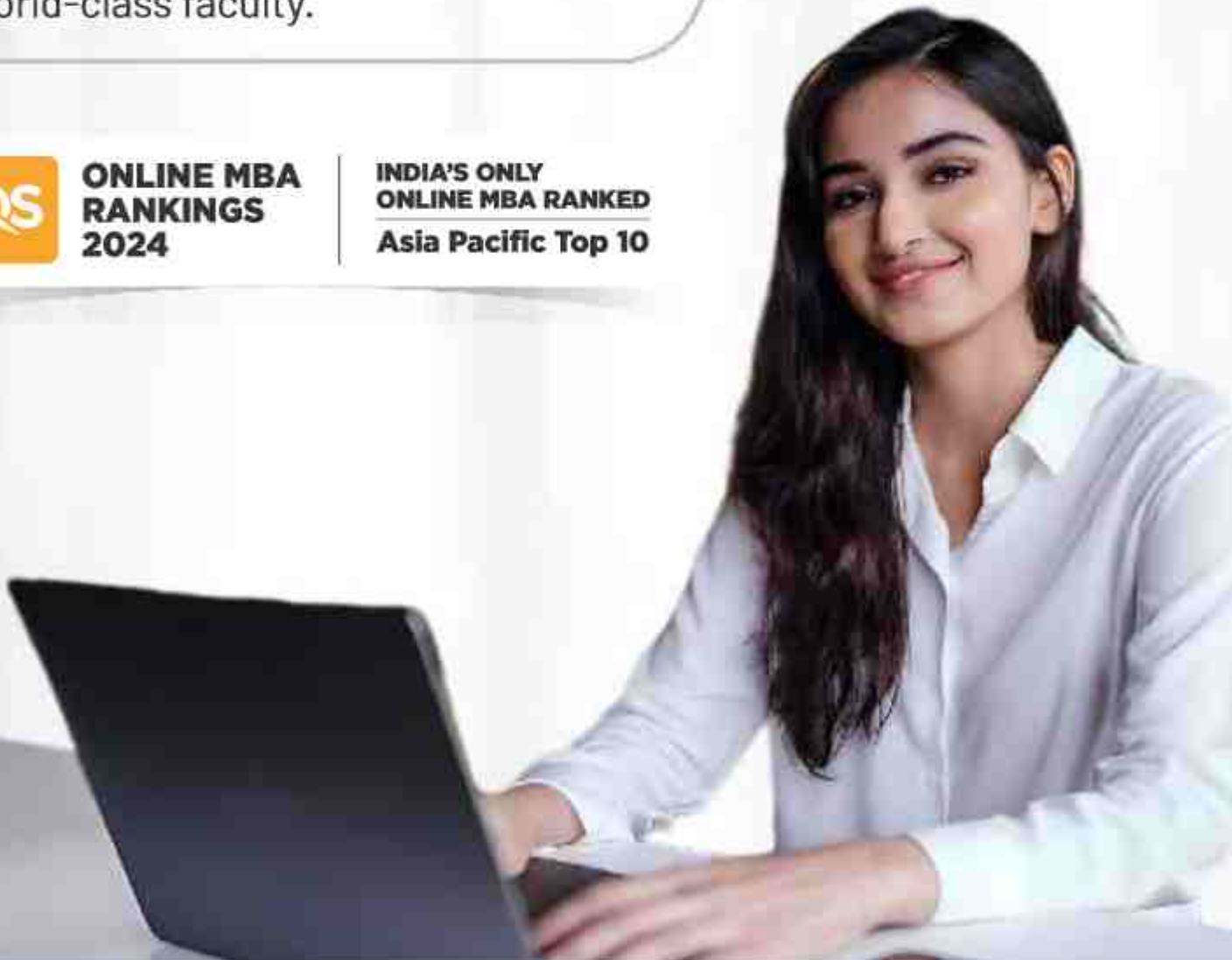
with specialization in Business Analytics

A cutting-edge Analytics program taught
by the most influential industry leaders
& world-class faculty.



ONLINE MBA
RANKINGS
2024

INDIA'S ONLY
ONLINE MBA RANKED
Asia Pacific Top 10



USA, UK & CANADA ACCREDITATIONS



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AMITY
UNIVERSITY
ONLINE



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 & PG programs across various disciplines in education.



“ Each one of our students will be a success story. This is my dream, this is my commitment. ”

Dr. Ashok K. Chauhan

Hon'ble Founder President, Ritnand Baived Education Foundation

(The Foundation of Amity Institutions and the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies



UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- LUCKNOW
- MUMBAI
- MOHALI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- TASHKENT

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



Recruiters



Learners



Programs & 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 & SPECIALIZATIONS: Bachelors • Masters



MESSAGE FROM
CHAIRMAN

Mr. Ajit Chauhan

Hon'ble 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

Vice Chancellor,
Amity University Online

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

Director,
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.

ABOUT PROGRAM

MASTER OF BUSINESS ADMINISTRATION

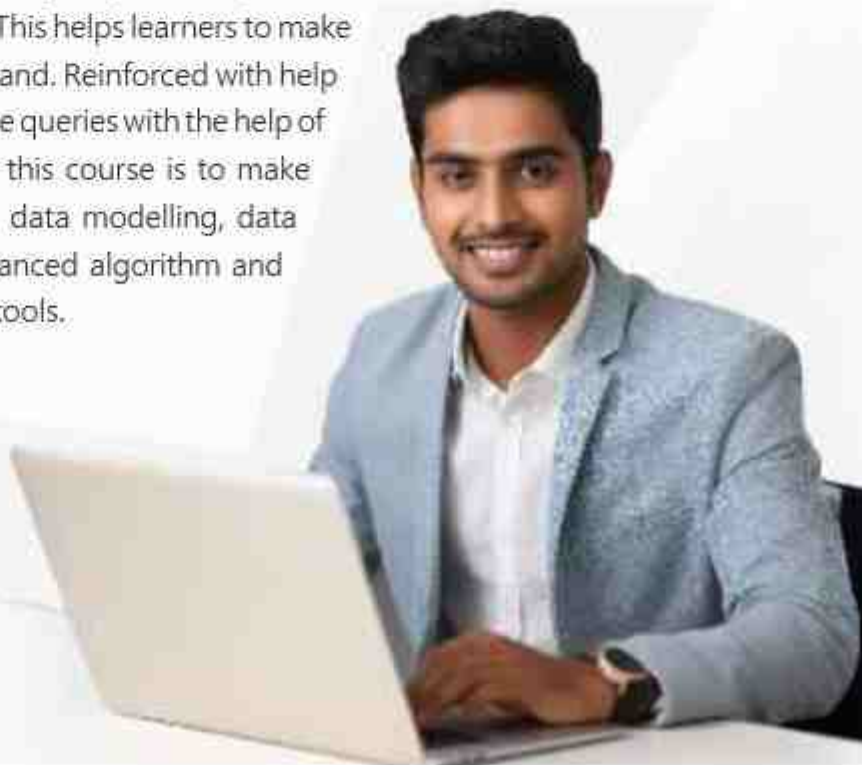
LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 2 YEARS | **CREDITS:** 99

Learn and master the skills in business analytics and intelligence. This program is a blend of modern tools with highly optimised algorithms that meet the current industry demands. Get an edge over the current competitive environment with an MBA program in Business Analytics and Intelligence.

Build highly reliable and secure BI solutions for the most complex problems with an accuracy of about 97 per cent. Be confident with the career outlook as this is not just an academic-based program but a much-required exercise to instil analytical thinking.

The most demanded professionals in Industry with an average salary of more than 10 lakhs per Annum. MBA professionals with Business Analytics stand highest chance to get highly paid opportunities than people with regular MBA's. This is a highly optimised program with an improvised and updated structure for people who want to push themselves to greater heights in their careers using simple and most reliable tools. The current industry demands a lot from professionals, and we can see that the level of competition is rising day by day. Business analytics makes use of skill sets that helps individuals not to identify and understand the problems of any organisation.

The program gives you the flexibility to utilise your personal space and keep learning at your own pace and time. This helps learners to make use of the course curriculum on their demand. Reinforced with help sessions, it gives a solid foundation to all the queries with the help of expert faculty regularly. The objective of this course is to make students familiar with Business analytics, data modelling, data interpretation, Business Intelligence, Advanced algorithm and their implementation with easily operable tools.



INDUSTRY INSIGHTS

MASTER OF BUSINESS ADMINISTRATION

The demand for data analytics professionals has doubled in the last year.

The demand for Business Analytics professionals has doubled in the last year. This demand will grow exponentially as more than 90% of companies surveyed said they plan to start hiring Data Professionals in the next three years.

Business analytics and Business Intelligence are popular skills, along with skills such as Data Science, Machine Learning and Data Engineering, Big Data Architect.

WHY PURSUE AN MBA IN BUSINESS ANALYTICS FROM **AMITY'S ONLINE MBA SPECIAL?**

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 Business Analytics
- Gain the recognition of an MBA in Business Analytics 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 meetups 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 BUSINESS ANALYTICS WILL HELP YOU TO



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



Deep dive into concepts, tools &
requirements for Business Analysis and
Business Intelligence trending in the industry



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



100% Career assistance

UNIQUE PROGRAM FEATURES



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



Live interaction with Business Analysis
experts and Corporate leaders



Hands-on experience to solve corporate level
Business Analysis and Business Intelligence issues



Focus on strategy & tools



PROGRAM CURRICULUM

SEMESTER 1	SUBJECTS	CREDIT
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	SUBJECTS	CREDIT
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	SUBJECTS	CREDIT
Course I	Strategic Management	4
Course II	Minor Project	3
Course III	Professional Ethics	2

SEMESTER 4	SUBJECTS	CREDIT
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



CAREER PATHWAYS

» Enhance your career aspirations with assistance from our Virtual Job Fair, existing Corporate and Alumni network

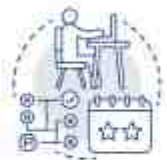
» Get connected with our Career Counsellor towards the end of the program to be interview-ready as per the current industry requirements.

BUSINESS ANALYTICS ROLES



Entry Level

- Business Analyst
- Data Analyst
- Business Analyst Executive
- Data modeller
- Statistical Modeller
- Data Interpreter
- Big Data Analyst



Mid Level

- Senior Analyst
- Senior Data Analyst
- Senior Business Analyst
- Big Data Engineer
- Machine learning Engineer



Senior Level

- Senior Manager
- Lead Data Analyst
- AVP Data Analyst
- Data Advisor
- Big Data Architect

OUR ACCREDITATIONS & RECOGNITIONS

Endorsements of Academic Quality & 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



STUDENT TESTIMONIALS



“ My experience was great; it has been an amazing journey here. Whenever I had any doubts, I got answers readily through email and WhatsApp from the Faculty. I got my books and study material quickly. ”

KRITI KHULLAR, MBA, Student



“ Amity is one of the best universities in India providing Online MBA. It was one of the best decisions I ever made. ”

MIRZA AKRAM BAIG
MBA Student



“ I have been working with NTT Data and I got an opportunity to take an MBA program with Amity Online. Courses and lectures were wonderful, and the overall experience was good. I will definitely refer this to my juniors. ”

GAJENDRAN NARENDRAN
MBA Student



“ I really cherish my choice of Amity University Online. It is the best platform if you want to work as well as pursue higher education. I have never seen an online program better than this. ”

DIVISHA CHOWDHARY
MBA Student



“ I am a working professional, I joined MBA Data Science and experience has been wonderful. The online classes, faculty and support has been great. ”

RAGHVENDRA SINGH
MBA Student

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 & Open AI Tech for 24/7 Doubt Clearing & Support



Diverse learning mediums

Diverse Learning options through recorded lectures, audio books, physical books, e-books & more



Industry-Aligned Curriculum

Program curriculum aligned with industry demand for better employability



Interactive faculty sessions

Engage in a dynamic learning environment with our continuous faculty interaction and dedicated doubt-clearing sessions



Career services & placement assistance

Career services & 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



Dedicated Academic Advisor

Expert guidance by professionals who support you in your academic journey



1:1 industry mentorship

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

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.



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
- Guest lecture series on the campuses
- 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 Amity University Online?

Amity University Online is the online learning platform of Amity University, one of India's leading private universities. It offers a wide range of undergraduate, postgraduate, and diploma programs across various disciplines, delivered entirely online.

2. How does online learning with Amity University Online work?

Our online learning platform provides students with access to course materials, lectures, assignments, and discussions through an intuitive and user-friendly interface. Students can engage with their studies at their own pace and convenience, accessing resources from anywhere with an internet connection.

3. Are the programs offered by Amity University Online accredited?

Yes, all programs offered by Amity University Online are accredited by the relevant accreditation bodies. Our online degree programs are recognized and respected by employers and institutions worldwide.

4. What are the admission requirements for Amity University Online programs?

Admission requirements vary depending on the program and level of study. Generally, applicants are required to meet certain academic qualifications and need to submit documents such as transcripts, national identity cards.

5. How are online classes conducted?

Online classes are conducted through live lectures, pre-recorded videos, interactive discussions, and virtual classrooms. Students can participate in real-time or access recordings later, providing flexibility to accommodate various schedules and time zones.

6. Can I interact with faculty and classmates in an online program?

Yes, our online programs encourage interaction and collaboration among students and faculty. You can engage in discussions, ask questions, and seek guidance from instructors and classmates through various online communication channels.

7. What academic support services are available to online students?

Amity University Online offers a range of academic support services to help students succeed, including academic advising and technical support.

8. How are exams and assessments conducted in online programs?

Assessments may vary depending on the course but typically include a combination of quizzes, assignments, projects. Exams are conducted through a remote online proctoring system and can be taken from anywhere.

9. Can I transfer credits earned from other institutions to Amity University Online programs?

Yes, we accept transfer credits from accredited institutions, subject to evaluation and approval by our admissions team.

10. How do I apply for an online program at Amity University Online?

To apply for an online program, simply visit our website, select the program you're interested in, and follow the application instructions provided.

11. Are student loans available for online students?

Yes, we offer various options, including scholarships, loans, and easy payment plans, to help make education more accessible for our students.

OTHER ONLINE PROGRAMS OFFERED

BCA

BBA

BA

MCA

B.COM

BAJMC

M.COM

MAJMC



AMITY
UNIVERSITY
ONLINE



1800 102 3434



amityonline.com