



AMITY
UNIVERSITY
ONLINE



Bachelor of Arts

ACCREDITED BY:



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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 And anyone who says “I do not know” at this age, will risk being labelled “outdated”.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

“

I take this opportunity to thank all the academic and non-academic staff in providing sufficient support in the completion of my course. Apart from online study content, they have interactive video lecture programmes. ”

Harisha

Bharti Airtel

About the Programme

BACHELOR OF ARTS

Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 126

Bachelor of Arts (BA) is a three years programme that enables you with necessary skills that are required to sustain and succeed in different work cultures. These include critical and innovative thinking, the importance of communication, humanities, language and an understanding of society at large. This programme will impart academic orientation towards research, innovative thinking and writing, while you undertake specialist subjects tailored to your specific career path.

B.A Graduates interested in pursuing higher studies in the discipline may go for pursuing M.A. or research work in the subject. Given its scope, the programme will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Programme Curriculum

Economics

SEMESTER 1

- Micro Economics- I
- Fundamentals of Macro Economics - I
- Economic History of India (1857-1947)
- Business Communication

SEMESTER 3

- International Economics- I
- Statistical Methods in Economics- II
- Introduction to Demography
- Individual Excellence and Social Dynamic

SEMESTER 5

- Economic Growth Models
- Regional Economics
- Basics of Health Economics
- Fundamentals of Behavioural Economics
- Labour Economics
- Fundamentals of Environmental Economics
- Professional Ethics

SEMESTER 2

- Environmental Studies
- Statistical Methods in Economics - I
- Micro Economics - II
- Fundamentals of Macro Economics - II

SEMESTER 4

- International Economics (Applied)-II
- Fundamentals of Research Methodology in Economics
- Comparative Economic Development [1850-1950]
- Economic Environment for Business
- Industrial Economics

SEMESTER 6

- Fundamentals of Operation Research
- Major Project
- Application of Growth Models and Planning
- Economic System and Society
- Fundamentals of Money and Financial Markets

Programme Curriculum

English

SEMESTER 1

- History of English Literature
- Drama From Elizabethan to Restoration Age
- English Poetry From Chaucer to Blake
- Business Communication

SEMESTER 3

- Introduction to Literary Criticism
- English Novel
- Individual Excellence and Social Dynamic
- Creative Writing in English

SEMESTER 5

- History -an Introduction
- Modern English Poetry
- American Drama
- African Literature
- Professional Ethics
- 20th Century Indian English Drama

SEMESTER 2

- English Poetry From Wordsworth to Tennyson
- 20th Century Indian English Poetry
- 20th Century Indian English Novel
- Environmental Studies

SEMESTER 4

- Modern Drama
- Classical Indian Literature in Translation
- Introduction to Literary Theory
- Introduction to Sociolinguistics
- Literature and Secularism

SEMESTER 6

- Modern English Novel
- Modern European Drama
- American Poetry
- Elementary Sociology- I
- Dissertation

Programme Curriculum

Political Science

SEMESTER 1

- Nationalism in India
- Introduction to Politics - I
- Political Science I (Political Theory)
- Indian Political Thought - I
- Business Communication

SEMESTER 3

- Public Administration - I
- Comparative Government and Politics- I
- Contemporary Diplomacy
- Individual Excellence and Social Dynamic

SEMESTER 5

- International Law
- Western Political Thought- I
- Indias Foreign Policy - I
- Indian Political System
- Constitution of India
- Indian Government and Politics - II
- Professional Ethics

SEMESTER 2

- Indian Political Thought - II
- Political Science - II
- Constitutional History of India
- Introduction to Politics - II
- Environmental Studies

SEMESTER 4

- Comparative Government and Politics - II
- Dynamics of Contemporary Global Concerns
- General Studies: India and The World
- Public Policy and Analysis
- Indian Government and Politics - I
- Psephology and Data Analysis

SEMESTER 6

- Indias Foreign Policy- II
- Modern Government and Politics
- Legislative Support and Budget Analysis
- Major Project
- Western Political Thought- II

Programme Curriculum

Sociology

SEMESTER 1

- Indian Social structure and Process
- Business Communication
- Sociology of Deviance
- Social Institutions
- Introduction to Sociology

SEMESTER 3

- Research Methods II
- Individual Excellence and Social Dynamic
- Kinship, Marriage and Family
- Social Stratification

SEMESTER 5

- Sociology of Health
- Industrial Sociology
- Sociology of Aging
- Sociology and Law
- Globalization and Society
- Sociology of Marginalized Communities
- Professional Ethics

SEMESTER 2

- Population and Society
- Classical Sociological Thinkers I
- Social Movements in India
- Environmental Studies
- Research Methods - I

SEMESTER 4

- Political Sociology
- Sociology of Change and Development
- Sociology of Gender
- Urban Sociology
- Indian Social Thinkers

SEMESTER 6

- History -An Introduction
- Sociology of Religion
- Economic Sociology
- Environment Sociology
- Major Project

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

“

There is much more to the program than what I was expecting initially. It has been much more than an educational experience. It has been a phenomenal leadership training, personal growth and professional development experience as well. I think the entire program is very well designed and adds tremendous value to my long-term career aspirations. ”

Bashra Meher

RootShell Inc.

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

Alumni Working At





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