

ONLINE
PG PROGRAM



AMITY
UNIVERSITY
ONLINE



MBA

WITH

CAMPUS IMMERSION (FOR EXECUTIVES)



ONLINE MBA
RANKINGS
2024

INDIA'S ONLY
ONLINE MBA RANKED
Asia Pacific Top 10

With **India's Most Trusted Education Brand**

USA, UK & CANADA ACCREDITATIONS


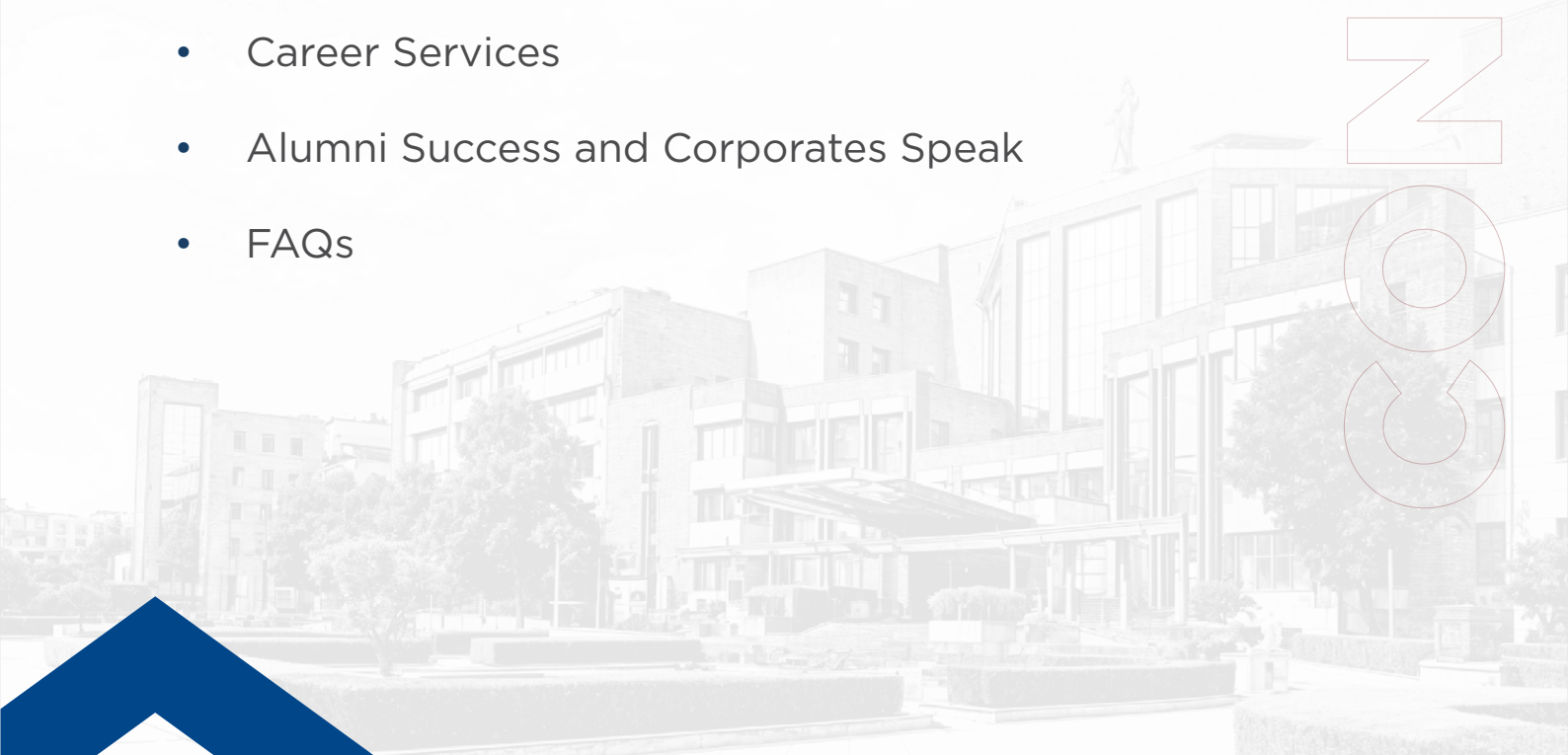




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A LEADING GLOBAL EDUCATION GROUP

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 and PG programs across various disciplines in education.



13
University
Campuses



12
Global
Campuses



6,000+
Faculty



300,000+
Students
Served



NATIONAL CAMPUSES

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

INTERNATIONAL CAMPUSES

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



MESSAGE FROM **FOUNDER PRESIDENT** **Dr. Ashok K. Chauhan**

Hon'ble Founder President,
Ritnand Balved Education Foundation (The Foundation of Amity
Institutions and the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

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



MESSAGE FROM **CHANCELLOR** **Dr. Atul Chauhan**

Hon'ble Chancellor,
Amity University Noida

At Amity Group of Institutions, we are dedicated to shaping a future driven by innovation, knowledge, and values. By establishing centers of thought leadership worldwide, we empower our faculty, scientists, and brilliant students to push the boundaries of knowledge and unlock new possibilities.

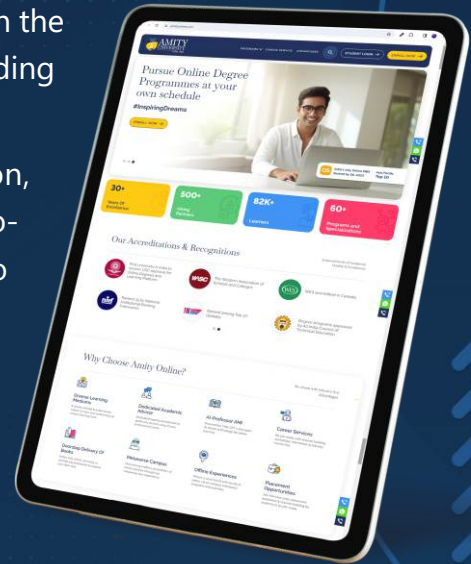
Our commitment extends beyond delivering world-class education; we strive to instill strong ethics and values, nurturing leaders who not only excel professionally but also contribute meaningfully to society. Together, we are building a legacy of global leadership and excellence. Let us continue this journey of creating impact and driving change.

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**.



30+

Years of Excellence



1.12 Lac+

Learners



60+

Programs and 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 AND 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
Amity University, Noida

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
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.



MESSAGE FROM
DIRECTOR-ACADEMICS
Ms. Monica Agarwal
Amity University Online

At Amity University Online, we believe that education is the cornerstone of empowerment and transformation. Our academic approach integrates global standards with practical insights, ensuring students are prepared for the challenges of tomorrow.

With a learner-first philosophy, we aim to nurture critical thinking, innovation, and adaptability, enabling our students to confidently step into leadership roles and shape their own success stories.



ABOUT PROGRAM **MBA WITH CAMPUS IMMERSION (FOR EXECUTIVES)**

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

ACCELERATE YOUR CAREER WITH AMITY ONLINE'S **MBA WITH CAMPUS IMMERSION (FOR EXECUTIVES)**

Amity University Online is a pioneering initiative by Amity, aimed at providing flexible online learning opportunities for individuals looking to enhance their competencies, expertise, and skills across a wide range of disciplines and career paths. The MBA with Campus Immersion (For Executives) at Amity University Online is tailored for professionals with minimum 3 years of experience looking to elevate their careers while balancing their professional commitments. If you're driven to lead, innovate, and make an impact in today's dynamic business world, this program is designed for you. Blending online learning with 16 on-campus immersions and 1 residency, it combines flexibility with hands-on experience. Gain practical knowledge through business case studies, global insights, and real-world projects while building a strong network with peers and industry leaders. Plus, earn a prestigious certificate from a top US or UK university, giving you a competitive edge. Whether aiming for leadership roles or enhancing your expertise, this MBA empowers you to excel globally.

WHAT MAKES MBA WITH CAMPUS IMMERSION (FOR EXECUTIVES) SO UNIQUE?

Gain a competitive edge with the MBA with Campus Immersion (For Executives) program and discover a world of opportunities through residency and campus immersion programs to support your holistic development.

Here is what makes this program so unique:

- **Campus Residency:** Kickstart the program with 3-5 days of residency at the Noida campus.
- **Campus Immersions:** Engage in real-world learning with 16 immersions, 4 per semester, each lasting 2-3 days - adding up to a total of 32 days of practical, hands-on experience.
- **International Certificate:** Additional international certification from a top US/UK university.
- **Networking Opportunities:** Exchange knowledge and connect with like-minded seasoned professionals with a minimum of 3 years of experience.
- **Select from 10+ Campuses:** Dive into immersive learning with 16 immersions (2-3 days each) with a choice of 10+ campuses across India.
- **Designed for Executives:** This program is exclusively tailored for experienced individuals seeking career growth and campus experience while balancing professional commitments.

**In case your selected campus has a small cohort, you have the flexibility to choose another campus or opt for our online mode.*

WHY CHOOSE MBA WITH CAMPUS IMMERSION (FOR EXECUTIVES)?



HANDS-ON LEARNING

Learners get to join on-campus immersions and expert-led workshops, engaging in real-world projects and case studies.



DIRECT ACCESS TO RESOURCES

Students get the opportunity to learn hands-on with Amity's cutting-edge resources and educational materials on-campus and virtual library.



EXPOSURE TO CAMPUS LIFE

The program offers exposure to Amity's campus life, showcasing university facilities and fostering lasting networks with fellow peers and faculty.



IMMERSIVE EDGE

Every semester includes 4 immersions, each lasting 2 days, which features on-campus classes with eminent faculty, industry connect sessions, networking events, and collaborative group projects.



PLACEMENT AND NETWORKING

Learners get assured placement support services and attend exclusive networking events on campus.



WEEKEND IMMERSIONS

Flexible study structure with weekend immersions, tailored for individuals balancing professional commitments.



KEY HIGHLIGHTS OF THE PROGRAM



PAN-INDIA CAMPUS CONNECT

Choose from 10+ campuses across India for a flexible and convenient immersive experience, an exclusive feature offered to the students.



EMPOWER YOUR CAREER

Unlock leadership roles with our program designed for executives.



GLOBAL RECOGNITION

Gain globally recognized certifications to enhance employability and credibility.



INDUSTRY-CONNECTED LEARNING

Learn business trends through industry leader interactions and case studies.



PRACTICAL SKILLS

Gain tools to tackle real-world challenges and lead with confidence.



FLEXIBLE LEARNING

Balance work and studies with our hybrid learning model program.

PROGRAM CURRICULUM

SEMESTER 1

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

SEMESTER 3

- Strategic Management
- Management of Financial Services
- Strategic Human Resource Management
- Product and Brand Management
- Operations Planning, Scheduling and Control
- Professional Ethics
- Minor Project

ELIGIBILITY

- 10th Class Certificate (Completed 10 years of formal schooling)
- 12th Class Certificate (Completed 12 years of formal schooling)
- Graduation Degree (3 years or 4 years Degree Program)
- At least 50% in your graduation degree.
- Minimum of 3 years of professional experience.
- Selection involves submitting a detailed Statement of Purpose (SOP).

SEMESTER 2

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

SEMESTER 4

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

**In case your selected campus has a small cohort, you have the flexibility to choose another campus or opt for our online mode.*

AMITY CAMPUSES UNDER THIS PROGRAM



NOIDA CAMPUS
(Sector-125)



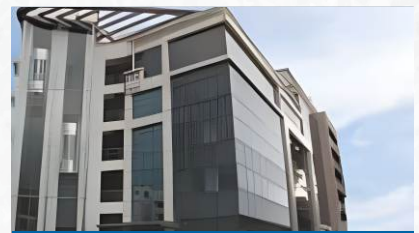
KOLKATA CAMPUS
(New Town)



MUMBAI CITY CAMPUS
(Malad)



JAIPUR CAMPUS
(Kant Kalwar)



HYDERABAD CAMPUS
(Punjabgutta)



AHMEDABAD CAMPUS
(Bodakdeo)



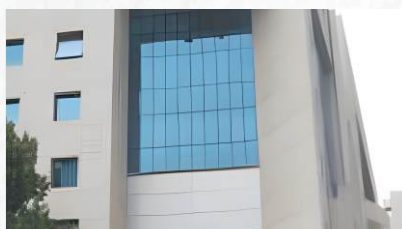
BENGALURU CITY CAMPUS
(Koramangala)



CHENNAI CAMPUS
(Nungambakkam)



INDORE CAMPUS
(Bicholi Mardana Road)



PUNE CAMPUS
(Shivajinagar)



PATNA CAMPUS
(Rupaspur)

OUR ACCREDITATIONS AND RECOGNITIONS

Endorsements of Academic Quality and 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 32 by National Institutional Ranking Framework



Ranked among Top 3% Globally



Degree programs approved by All India Council of Technical Education



WES accredited in Canada



First Indian University to be accredited by National Council for Higher Education, Africa



India's first private university to be a member



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 and Open AI Tech for 24/7 doubt clearing and support.



Diverse learning mediums

Diverse Learning options through recorded lectures, audio books, physical books, e-books and 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 and placement assistance

Career services and placement assistance with multiple 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 enhancing 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.



ALUMNI WORKING AT



CORPORATES SPEAK

“ With HCLTech’s expertise and Amity University’s commitment to excellence, you can trust that you’re receiving top-notch education and support every step of the way. Together, let’s embark on a journey towards success and unlock endless opportunities in the world of technology. ”

SRIMATHI SHIVASHANKAR
CVP & Business Head,
HCLTech Edtech Service

“ At 9Yards Technology, education is at the heart of our mission. Partnering with Amity University Online allows us to extend valuable learning opportunities to our employees, fostering growth and innovation with exclusive deals. We are committed to empowering our team through education, ensuring a future of limitless possibilities. ”

ZUBAIR AHMAD
Founder and CEO,
9Yards Technology

“ At Wockhardt, we strongly believe that investing in knowledge yields the greatest returns. We are committed to supporting the future of our employees. To facilitate this, our team members can now access exclusive discounts and opportunities for top-notch academic programs through our partnership with Amity University Online. This initiative aims to encourage continuous learning and personal and professional growth for everyone! ”

Dr. JAGMOHAN SINGH RISHI
LnD Head, Wockhardt

FAQs

1 **What is the MBA with Campus Immersion (For Executives)?**

The MBA with Campus Immersion (For Executives) is a hybrid program that combines online coursework with on-campus residency and immersion sessions. It focuses on building leadership, strategic thinking, and cross-functional management skills through experiential learning and real-world business exposure.

2 **What are the Locations of the MBA with Campus Immersion (For Executives) Program?**

Students can select from a range of Amity campuses for their immersion sessions, available at the following locations: Noida, Mumbai, Kolkata, Pune, Hyderabad, Bangalore, Ahmedabad, Chennai, Patna, Indore, and Jaipur. Students can attend the campus residency at the Noida location.

3 **Who is this program designed for?**

This program is ideal for experienced individuals, early and mid-career managers, and aspiring leaders seeking to enhance their business acumen, leadership capabilities, and career prospects without interrupting their work schedules.

4 **What is the structure of the campus immersion component?**

The program includes 1 comprehensive campus residency for orientation and networking, followed by 16 campus immersions spread throughout the program. These sessions feature leadership workshops, case studies, live projects, and interactions with industry experts.

5 **Can learners opt for a different campus for each of the 16 immersion sessions?**

A learner can choose only one campus for immersions planned during the program. For all the academic activities and immersion classes, the learner needs to be committed to their initially chosen campus.

6 **What are the key benefits of the campus immersion sessions?**

Campus immersion sessions provide hands-on learning, practical exposure through real-life projects, networking opportunities with peers and industry leaders, and access to expert faculty, all in a collaborative and engaging environment.

7 **How does this program enhance career prospects?**

The program offers tailored career coaching, placement assistance, and skill-building workshops focused on leadership, problem-solving, and innovation, helping participants advance their careers or transition to new roles.

8 **What specializations are available in this program?**

The MBA with Campus Immersion (For Executives) emphasizes cross-functional learning but may also offer domain-specific certifications or electives in areas like Finance, Marketing, Operations, or Business Analytics.

9 **Can I balance this program with a full-time job?**

Yes, the program is designed for executives with flexible online modules and immersive campus sessions scheduled to minimize disruption to work commitments.

10 **What kind of support is available during the program?**

Participants receive continuous support from dedicated program managers, access to faculty mentorship, career coaching, and resources for academic success and personal development.

11 **Is there a different Program Curriculum for the MBA with Campus Immersion (For Executives) Program?**

The MBA with Campus Immersion (For Executives) follows the same MBA Curriculum and exclusive On-Campus Immersion sessions across Amity India campuses, which will include On-Campus Classes, Group Projects, Networking Events, Industry Connect Sessions, Project Work Guidance Sessions etc.

OTHER ONLINE PROGRAMS OFFERED

- BCA
- B.COM
- BBA
- BAJMC
- BA
- M.COM
- MCA
- MAJMC



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