



AMITY
UNIVERSITY
ONLINE



MASTER OF ARTS - JOURNALISM & MASS COMMUNICATION

USA, UK & CANADA ACCREDITATIONS



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- 04 About Amity University Online
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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 AMITY UNIVERSITY ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

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 programs across various disciplines in education.



175,000

Students



225,000

Online Students



6,000+

Faculty



120,000

Alumni Worldwide



1,200

Acres of Campuses

UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
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INTERNATIONAL CAMPUSES IN

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- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT

ABOUT PROGRAM

MASTER OF ARTS

JOURNALISM & MASS COMMUNICATION

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 2 YEARS | **CREDITS:** 98

Master of Arts in Journalism and Mass Communication is a 2-year (4 semesters) program for graduates seeking a career in digital, radio, print or TV media and journalism. Designed to meet the changing needs of working professionals.

It covers important trends and concepts of advertising, electronic communication, print media, news writing, public relations and corporate communication, event management, reporting and writing, audio-visual communication, and cyber journalism. This program will prepare the learner to understand media ethics and acquire leadership positions in media houses.



PROGRAM

CURRICULUM

SEMESTER 1

- Mass Communication Theory & Practice
- Writing Analysis for Print
- Visualization & Media Design
- Photography Concepts & Practice
- Professional communication

SEMESTER 2

- Marketing Management
- Development Communication: Theory & Practice
- Media Ethics Laws & Governance
- Investigative Journalism
- Cognitive Analytics & Social Skills for Professional

SEMESTER 3

- Media Research & Application
- New Media & Digital Technology
- Advertising & Promotions
- Public Relations & Events
- Data Journalism
- Financial Journalism
- Basics of Video Editing
- Professional Ethics

SEMESTER 4

- Dissertation
- Media, CSR & Sustainable development
- Digital Marketing
- Political Communication
- Gender, Human Rights & Media

PROGRAM FACULTY



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCG



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

Ph.D, 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)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

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 EOCCS 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

TESTIMONIAL

“From the capers of the Watergate scandal to designing our own department newsletters, this Amity's Online M.A. (Journalism & Mass Communication) program is holistic enough to accommodate students from non-journalism backgrounds like myself.”

Mahima Singh

Associate Producer, ITV Network

AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive lectures by expert faculty



Web Proctored Mode for the freedom to take exams anywhere



World-class curriculum designed by eminent faculty & industry professionals



Learn from the leading global faculty



Regular webinars by industry leaders



Placement drive & career assistance



International collaborations with Ivy League universities



Easy-to-use LMS accessible anytime, anywhere



Strong alumni network



Exemplary employer rating of various programs

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BACHELOR OF ARTS - JOURNALISM & MASS COMMUNICATION

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ABOUT PROGRAM

BACHELOR OF ARTS

JOURNALISM & MASS COMMUNICATION

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 126

An exhaustive three year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in journalism and mass communication.

The course covers important concepts, trends, and practises in the field, ranging from advertising, electronic communication, print media, news writing, public relations, corporate communication, editing, photo journalism, event management, reporting, writing, audio-visual communication, cyber journalism, and press law and media ethics to TV production, the Internet, new media, and media ecology. The program provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screenings, and group readings. The program includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen on gaining in-depth knowledge in the subject area.

PROGRAM

CURRICULUM

SEMESTER 1

- Mass Communication Models & Theory
- Print Journalism
- Graphics & Visual Communication
- Business Communication

SEMESTER 2

- Introduction to Radio & Audio Technique
- Photography theory & Practice
- Media Ethics and Laws
- Environmental Studies

SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence & Social Dynamic

SEMESTER 4

- Online Journalism & Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

SEMESTER 6

- Major Project
- Camera Operations
- PR & Campaign Planning
- Digital Marketing & Content Development
- Ad. Production & Campaign Planning



PROGRAM FACULTY



Prof. Luke Pearce

M.A. in Education, University of Sheffield,
PGCE from Sheffield Hallam University,
Teaching fellow - University College London



Prof. Mike Berry

MSc. in Math and Economics -
Imperial College London,
Professor (Marketing) at
Hult International Business School, UK



Dr Jasbir Kaur Grewal

Ph.D, from Rajasthan, University Jaipur
Associate Professor, Amity University Online.



Dr Coral Jasmine Barboza

Ph.D, Tumkur University
Dy Director (Academics), Associate Professor,
Amity University Online.



Dr Apurva Chauhan

Ph.D, Banasthali Vidyapeeth
Assistant Professor cum Course Coordinator,
Amity University Online.



Dr Divya Bansal

Ph.D, Jain University
Assistant Professor, Amity University Online



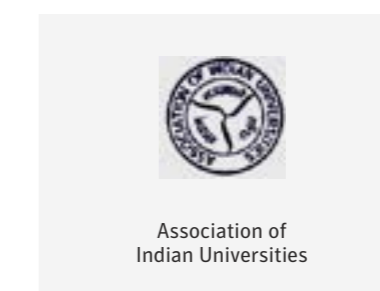
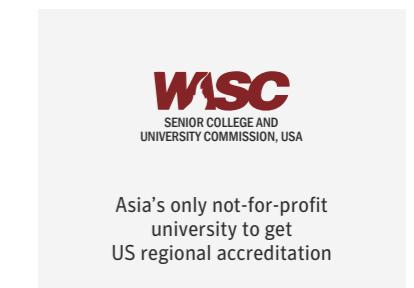
Prof. Vandana Chandel

Anchor/Radio Jockey
(All India Radio, Discovery, BBC, Jamia, IBN7, Bada Business Pvt. Ltd.)
MA Mass Communication (S-Electronic Media) GJU.

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

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TESTIMONIAL

"As an aspiring journalist, the print specialisation here gave me an insight into various fundamental aspects of reporting, editing, and also the aesthetics of page design. It has definitely helped me in my professional life."

Reeti Banerjee

Editor And Content Writer, Absolute Reports Pvt. Ltd.

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Placement drive & career assistance



International collaborations with Ivy League universities



Easy-to-use LMS accessible anytime, anywhere



Strong alumni network



Exemplary employer rating of various programs

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MASTER OF COMMERCE (FINANCIAL MANAGEMENT)

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The country's first university to receive the prestigious UGC entitlement for its online programs, 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 clickaway.



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- TASHKENT

ABOUT PROGRAM

MASTER OF COMMERCE

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

Master of Commerce is a 2-year (4 semesters) program that aims to equip the graduates and working professionals with the requisite knowledge and skills in Financial Management. The program helps you gain knowledge of conventional general principles and financial management traits. Decisive financial activities are involved while setting or achieving impeccable business goals. This may include financial planning, organizing, directing and controlling activities such as procurement and utilization of funds of the enterprise along with Security Analysis and Portfolio Management, Strategic Financial Management, Banking Principles and Practices and more.

After the completion of the program, learners will gain strong subject-matter expertise in finance. They will also acquire essential knowledge on how to align the financial strategy of any organization with the development of the economic and financial environment.



PROGRAM

CURRICULUM

SEMESTER 1

- Advanced Financial Accounting
- Managerial Economics
- Financial Management
- Statistics for Management
- Professional communication

SEMESTER 2

- Risk Management
- Business Research Methods
- Cognitive Analytics & Social Skills for Professional
- Financial Engineering
- Security Analysis and Portfolio Management

SEMESTER 3

- Financial Reporting & Decision Making
- Project Planning Appraisal & Control
- Strategic Financial Management
- Corporate Restructuring, Mergers & Acquisitions
- Entrepreneurial Marketing
- Mutual Fund Management
- Minor Project-2

SEMESTER 4

- Private Equity & Venture Capital
- Treasury Management
- Small Business Management
- Dissertation
- International Finance & Forex Management
- Financial Modeling

PROGRAM FACULTY



Prof. R. Narayanaswamy
Ph.D Management
Bharathiar University



Asst. prof. Anindita Chakravorty
Ph.D



Mr. Adarsh Arora
M.Sc. Management
Amity University Noida












Prof. Enrique Cacicedo Germano
MSc Economics & Finance-
Ibmec Business School

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

ACCREDITED. RESPECTED. TRUSTED.

 <p>Programmes Recognised by Distance Education Bureau (DEB) UGC</p>	 <p>Amity's Online MBA has been ranked by QS as #37 Worldwide In 2021 ranking.</p>	 <p>Asia's only not-for-profit university to get US regional accreditation</p>
 <p>Accredited by National Assessment And Accreditation Council (NAAC) Grade 'A+'</p>	 <p>Amity's Online MBA & BBA are the 1st and only EOCCS certified programmes in India</p>	
 <p>Accredited Member of Accreditation Council for Business School and Programme (ACBSP), USA</p>	 <p>Association of Indian Universities</p>	 <p>Recognised by World Education Services</p>

TESTIMONIAL

“As a finance major, you are able to customize your learning track to best fit the areas that are most applicable to you; whether it is corporate finance, banking, or capital markets. That ability, along with a faculty that has the experience and knowledge necessary to seamlessly integrate financial theory with real world application led me to secure a job, as well as help me plan and invest for my future.”

Pramod Kumar
Partner, SK Sehra & Co. Chartered Accountants

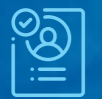
AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive lectures by expert faculty



Web Proctored Mode for the freedom to take exams anywhere



World-class curriculum designed by eminent faculty & industry professionals



Learn from the leading global faculty



Regular webinars by industry leaders



Placement drive and career assistance



International collaborations with Ivy League universities



Easy-to-use LMS accessible anytime, anywhere



Strong alumni network



Exemplary employer rating of various programs

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BACHELOR OF COMMERCE

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MESSAGE FROM **DIRECTOR**



Prof. Abhinash Kumar
Director, Amity University Online

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.

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ABOUT PROGRAM

BACHELOR OF COMMERCE

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 126

Bachelor of Commerce (B.COM) is a 3-year (6 semesters) undergraduate program designed to develop the students business acumen, financial literacy, and analytical skills. The career-oriented Bachelor's degree program provides a foundation in all aspects of commerce. After the successful completion of the program, learners will gain complete knowledge of contemporary business practices and a refined ability to use critical thinking to analyze and interpret information to make informed decisions.

You can explore career opportunities in the domains of business management, business development, accounting, marketing and advertising, banking, management consulting, economic analysis, financial planning, foreign affairs, fund management, international business and trade analysis, government administration, policy formulation, and portfolio management in both the private and public sectors. Pursuing the program will prepare learners for a wide range of careers in the business world.



PROGRAM

CURRICULUM

SEMESTER 1

- Business Mathematics I
- Financial Accounting - I
- Mercantile Law
- Environmental Studies
- Business Communication

SEMESTER 2

- Business Mathematics II
- Financial Accounting - II
- Fundamentals of Corporate Law
- Macroeconomics
- Principles of Marketing

SEMESTER 3

- Corporate Accounting - I
- Cost Accounting
- Direct Tax - I
- Business Statistics
- Individual Excellence and Social Dynamic

SEMESTER 4

- Corporate Accounting - II
- Direct Tax-II
- Management Accounting
- Research Methodology
- Auditing

SEMESTER 5

- Computerized Accounting System
- Indian Economy
- Business Organisation
- Financial Reporting
- Fundamentals of Financial Management
- Professional Ethics

SEMESTER 6

- Investment Analysis & Portfolio Management
- International Financial Management
- Ethics & Corporate Governance
- Corporate Tax Planning
- Major Project

PROGRAM FACULTY



Asst. Prof. Anjali Munde
Ph.D Mathematics
Amity Univesity Noida



Prof. (Dr.) Ronald C Darnell
Ph.D, Organization Management - IT Management,
Capella University, USA,
Professor and program Coordinator -
Amberton University,
Visiting Professor- Devry, University,
Professor - Parker University,
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Asst. Prof. Sachit Paliwal
MBA Finance, Dr. A.P.J. Abdul Kalam Technical University
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TESTIMONIAL

“I am working as a Test Center Administrator at IDP IELTS in Kuwait. Doing a course from Amity has enhanced my skills to a different level. I have successfully completed 5 years in the industry. The experience and knowledge I have gained through Amity has made me focussed and an efficient professional. Amity has made it easier and smooth for me to face all sorts of customers and clients and effectively understand market dynamics.”

Aman Khan
IELTS Test Center Administrator, IDP Education Kuwait

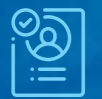
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ABOUT THE PROGRAM

BACHELOR OF ARTS

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 126

Bachelor of Arts (BA) is a three years program 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 program will impart academic orientation towards research, innovative thinking and writing, while you under take 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 program will benefit anybody (with 10+2 years of formal schooling) keen to ain deep knowledge in the subject area.



PROGRAM

CURRICULUM

ECONOMICS

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

SEMESTER 4

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

SEMESTER 5

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

SEMESTER 6

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

PROGRAM

CURRICULUM

ENGLISH

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

SEMESTER 4

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

SEMESTER 5

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

SEMESTER 6

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

PROGRAM

CURRICULUM

POLITICAL SCIENCE

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

SEMESTER 4

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

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 6

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

PROGRAM

CURRICULUM

SOCIOLOGY

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

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

SEMESTER 4

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

SEMESTER 5

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

SEMESTER 6

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

PROGRAM FACULTY



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCG



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

Ph.D, 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



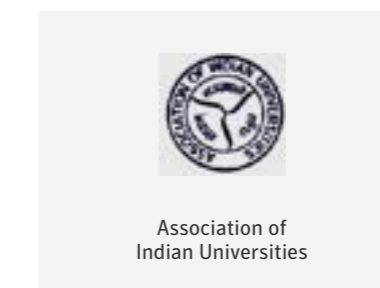
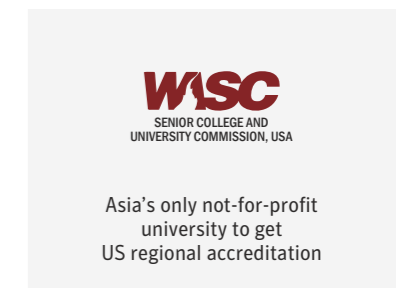
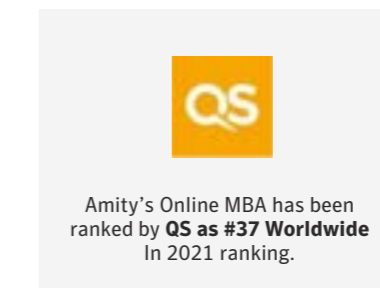
Prof. Mike Berry

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.



TESTIMONIAL

“Many think that pursuing a Bachelor of Arts is easy and takes fewer learning hours. To an extent this is true, but BA students are creatively inclined and work endless hours to write a unique piece of essay or article that involves mind-boggling research. It takes time, patience and hard work too. Special thanks to the faculty who kept on motivating us to do better.”

Jaay Dhanak

Proprietor, Gourmet Kitchen Retail

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BACHELOR OF COMPUTER APPLICATIONS

USA, UK & CANADA ACCREDITATIONS

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MESSAGE FROM **DIRECTOR**



Prof. Abhinash Kumar
Director, Amity University Online

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 programs adhere to UGC's stringent criteria and we are at par with the campus programs.

ABOUT AMITY UNIVERSITY

ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

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.



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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 programs across various disciplines in education.



175,000

Students



225,000

Online Students



6,000+

Faculty



120,000

Alumni Worldwide



1,200

Acres of Campuses

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- NOIDA
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- JAIPUR
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- LUCKNOW
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- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT

ABOUT PROGRAM

BACHELOR OF COMPUTER APPLICATIONS

LEARNING EFFORTS: 12/15 HRS A WEEK

DURATION: 3 YEARS | **CREDITS:** 134

Bachelor of Computer Applications is a three-year (6-semester) program for undergraduates interested in pursuing a career in information technology. The degree is awarded for completing the program in the study fields of software testing, web design, software development and programming, computer networking, and computer systems. It provides a substantial understanding of concepts in the key areas of computer science.

The program includes all important concepts and practices, in the areas of data structures, C++ and DBMS, computer networks, database management systems, operating systems, computer graphics and visual basics, data warehousing and mining, Java programming, multimedia, and web technologies. The subjects provide good knowledge in critical areas of computer science and networking. The information technology sector has a substantial economic impact and hence provides ample job opportunities.

SPECIALISATIONS

- BCA with Specialisation in Cloud & Security (In collaboration with TCS iON)
- MCA with Specialisation in Data Analytics (In collaboration with TCS iON)



PROGRAM

CURRICULUM

SEMESTER 1

- Basic Mathematics- I
- Programming in C
- Human Computer Interaction
- Computer & Information Technology

SEMESTER 2

- Data Structures Using C
- Environmental Studies
- Software Engineering & Modeling (UG) Syllabus
- Operating System Concepts
- Individual Excellence and Social Dynamic

SEMESTER 3

- Computational Statistics
- Network Basics
- Introduction to Data Base Management Systems
- Object Oriented Programming Using Java
- Green computing

SEMESTER 4

- Unix Operating System and Shell Programming
- Python Programming
- Cyber and Information Security
- IT Project Management
- Fundamental of Cloud Computing & Enterprise
- Fundamentals of Digital Marketing

SEMESTER 5

- Introduction to Artificial Intelligence
- Internet of Things(UG) Syllabus
- Introduction to Enterprise Resource Planning
- Data Warehousing & Mining
- Fundamentals of Ecommerce
- Professional Ethics

SEMESTER 6

- Introduction to e-Governance
- Block chain Technologies
- Introduction to Data Science
- Human Resource Management
- Major Project [Non-Teaching Credit Courses]

PROGRAM FACULTY



Prof. (Dr.) Ronald C Darnell
Ph.D, 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.



Asst. Prof. Anjali Munde
Ph.D Mathematics
Amity Univesity Noida



Prof. Deepak Kumar
Ph.D Software Reliability
University of Delhi



Prof. Sapna Sinha
Ph.D Computer Science

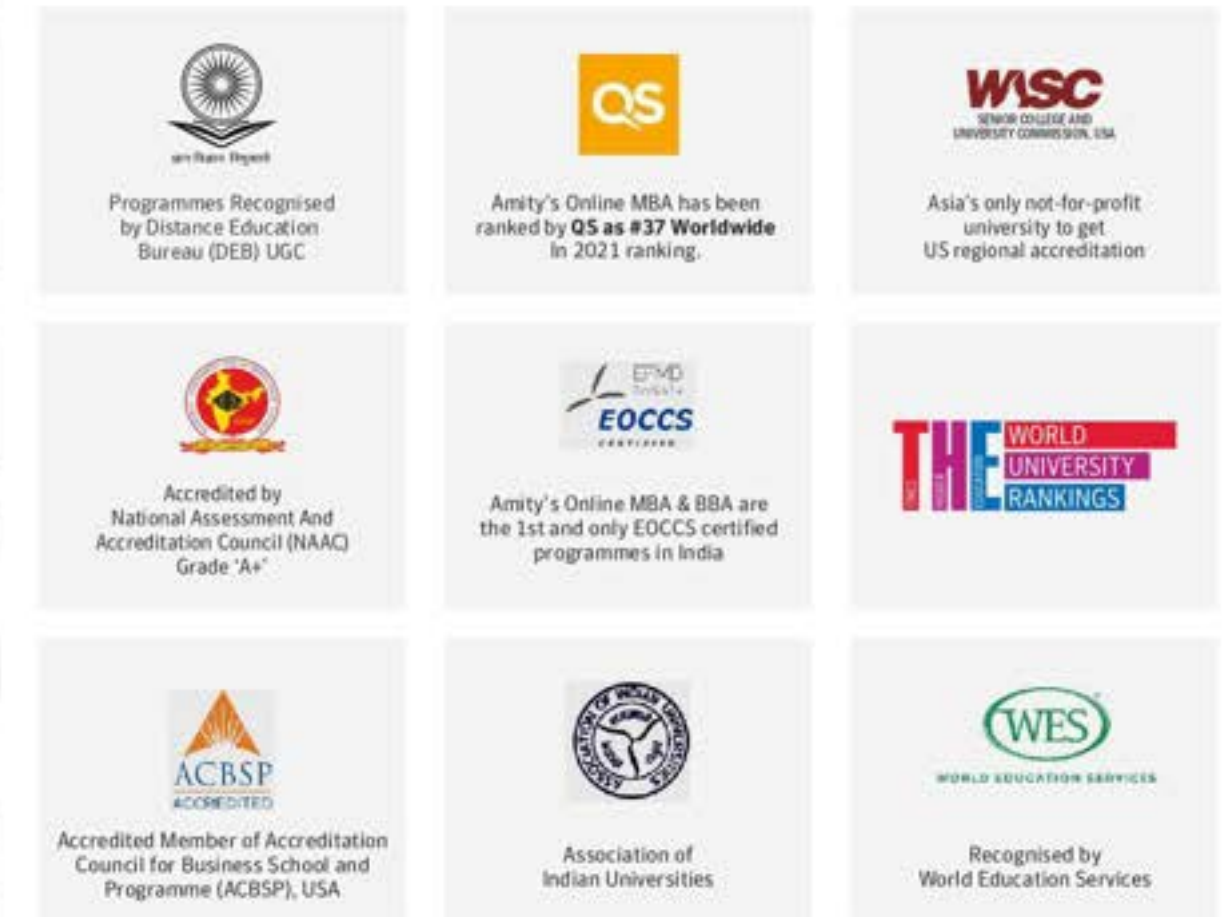


Asst. Prof. Anil Kumar Sajnani
M.Tech Computer Science
Birla Institute of Technology

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

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TESTIMONIAL

“Altogether, it has been a hassle-free experience, taking exams from my choice of place and the team's support throughout the entire course. I'm grateful to have completed a degree from one of the best Universities globally.”

Rohit Shaw
Centre Manager, Jetking

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MASTER OF COMPUTER APPLICATIONS

USA, UK & CANADA ACCREDITATIONS



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ABOUT PROGRAM

MASTER OF COMPUTER APPLICATIONS

LEARNING EFFORTS: 12/15 HRS A WEEK

DURATION: 2 YEARS | **CREDITS:** 103

Amity University Online Master of Computer Applications (MCA) is a 2-year degree Program that aims to equip graduates with the advanced tools, technologies and applications in the IT industry to meet the constantly growing requirement of IT professionals.

The industry-oriented Program helps learners to develop a thorough understanding of various tools and programming languages in the development of better and faster applications.

SPECIALISATIONS

- MCA with Specialisation in Blockchain (In collaboration with eCornell)
- MCA with Specialisation in ML & AI (In collaboration with eCornell)
- MCA with Specialisation in Machine Learning (In collaboration with TCS iON)
- MCA with Specialisation in AR & VR (In collaboration with TCS iON)



PROGRAM

CURRICULUM

SEMESTER 1

SUBJECT NAME

- Advanced Database Management Systems
- Advanced Software Engineering Principles
- Professional Communication
- Core Java
- Graph Theory and Combinatorics

COURSE TYPE

- Core Courses
- Core Courses
- VAC
- Core Courses
- Core Courses

SEMESTER 2

- Research Methodology
- Data Structures and Algorithm Design
- Network Security and Cryptography
- Introduction to Data Analytics
- Image Processing Techniques
- Artificial Intelligence and Robotics
- Routing & Switching Essentials
- Statistics Using R
- Cognitive Analytics & Social skills for professional

- Core Courses
- Core Courses
- Core Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- VAC

SEMESTER 3

- Cloud Infrastructure and Services
- UNIX / Linux Programming
- Advanced Web Technologies
- Internet of Everything
- Machine Learning using Python
- Software Testing and Reliability Duplicate
- Professional ethics
- Seminar(Evaluation)
- Quantitative Aptitude

- Core Courses
- Core Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- Specialisation Elective Courses
- VAC
- NTCC
- Employability & Skill Enhancement

SEMESTER 4

- Major Project

- NTCC

PROGRAM FACULTY



Prof. (Dr.) Ronald C Darnell
Ph.D, 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.



Ms. Alka Choudhary
Ph.D Computer Science
and Engineering



Prof. Deepak Kumar
Ph.D Software Reliability
University of Delhi



Prof. Sapna Sinha
Ph.D Computer Science



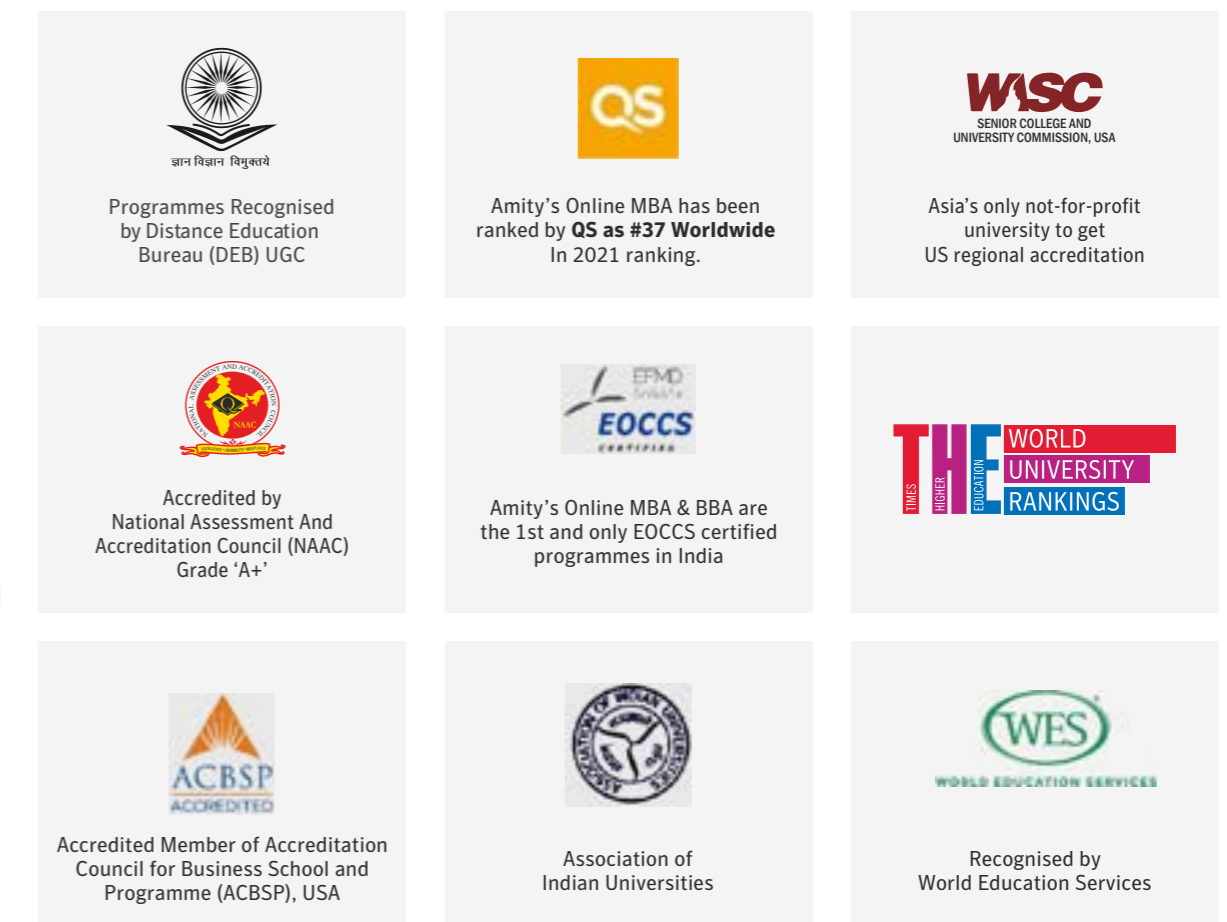
Asst. Prof. Anil Kumar Sajnani
M.Tech Computer Science
Birla Institute of Technology

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation Degree (BCA is preferable)*

* Students without Mathematics at 10+2 or graduation, can also apply after qualifying the Bridge course.

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TESTIMONIAL

"I joined Amity University in the year 2010 to pursue the BCA Program. Based on my great learning experience, I decided to pursue an MCA program at the same college, even though I scored the top rank in the merit list and was qualified to get admissions in other government colleges also. I am proud to say that I made the right decision."

Ashok Kumar Sharma
Automatic Engineer at Desment Ballsera

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BACHELOR OF BUSINESS ADMINISTRATION

USA, UK & CANADA ACCREDITATIONS



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Prof. Abhinash Kumar
Director, Amity University Online

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- TASHKENT

ABOUT PROGRAM

BACHELOR OF BUSINESS ADMINISTRATION

LEARNING EFFORTS: 12/15 HRS A WEEK
DURATION: 3 YEARS | **CREDITS:** 127

One of our most popular programs, Bachelor of Business Administration, can be pursued by students from any stream. An exhaustive three-year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in business administration.

From managerial economics, business mathematics, organisational behavior, accounting, marketing, human resources, business law, management information systems, financial management, production & operations, and advertising & sales promotion, to total quality management, business statistics, and behavioural science, the course covers important concepts, practices, and trends in the subject area.

The course provides high-quality academic and technical training covering key functional aspects of business and their interconnection. The course covers the main business theories combined with practical implementation to develop knowledge and skills in real-time management and business decision-making. Given its scope, the program will benefit anybody (with 12/10+2 years of formal schooling) keen to gain deep knowledge in the subject area.



PROGRAM CURRICULUM

SEMESTER 1

- Accounting Fundamentals
- Principles of Marketing
- Management Foundation
- Business Statistics
- Business Communication

SEMESTER 2

- Fundamentals of Financial Management
- Environmental Studies
- Fundamentals of Human Resource Management
- IT Applications in Business
- Individual Excellence & Social Dynamic

SEMESTER 3

- Essentials of Production & Operations Management
- Principles of Organizational Behaviour
- Research Methods for Managers
- Cross Cultural Management
- Financial Markets & Services

BBA GENERAL

- Financial Markets & services & Cross-Cultural Management

BBA DATA SCIENCE

- Introduction to R & Python Applications

SEMESTER 4

- Sales & Distribution Management
- Fundamentals of Project Management
- Fundamentals of Entrepreneurship
- Principles of Consumer Behaviour
- Operations Research

BBA GENERAL

- Sales & Distribution & Fundamentals of Project Management

BBA DATA SCIENCE

- Data Modelling & Analysis techniques

SEMESTER 5

- Business Strategy
- Marketing in Digital Age
- Managing Customer Relationships
- Financial Planning
- Quality Management
- Professional Ethics

BBA GENERAL

- Financial Planning & Quality Management

DATA SCIENCE

- Tableau

SEMESTER 6

- Brand Management
- Fundamentals of International Human Resource Management
- Fundamentals of Retailing
- Dissertation

BBA GENERAL

- Fundamentals of International Human Resource Management, Brand Management & Fundamentals of Retailing

BBA DATA SCIENCE

- Introduction to Artificial Intelligence & Introduction to Machine Learning

PROGRAM FACULTY



Mr. Adarsh Arora
M.Sc. Management
Boston University



Dr. Divya Goel
Ph.D Organizational Behavior
Jamia Millia Islamia



Mr. Umesh Rao
MBA Marketing- University of Pune

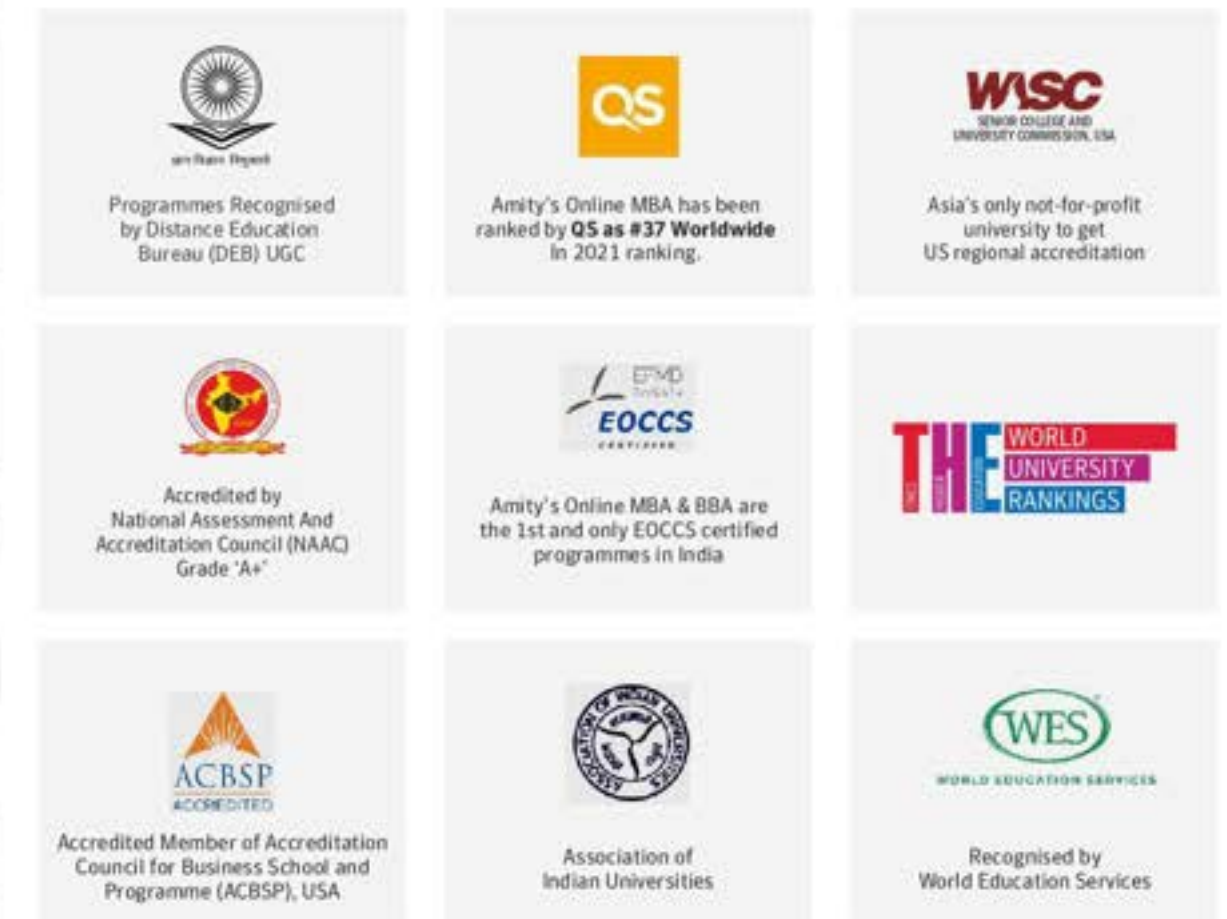


Mr. Arindram Patra
Masters in English Literature
The University of Burdwan

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

ACCREDITED. RESPECTED. TRUSTED.



TESTIMONIAL

“Think Differently is something that Amity University encourages and, to a large extent, succeeds in teaching its students, and it invariably helps you achieve what you need.”

M. S. Negi
Sales Manager at Home Credit India

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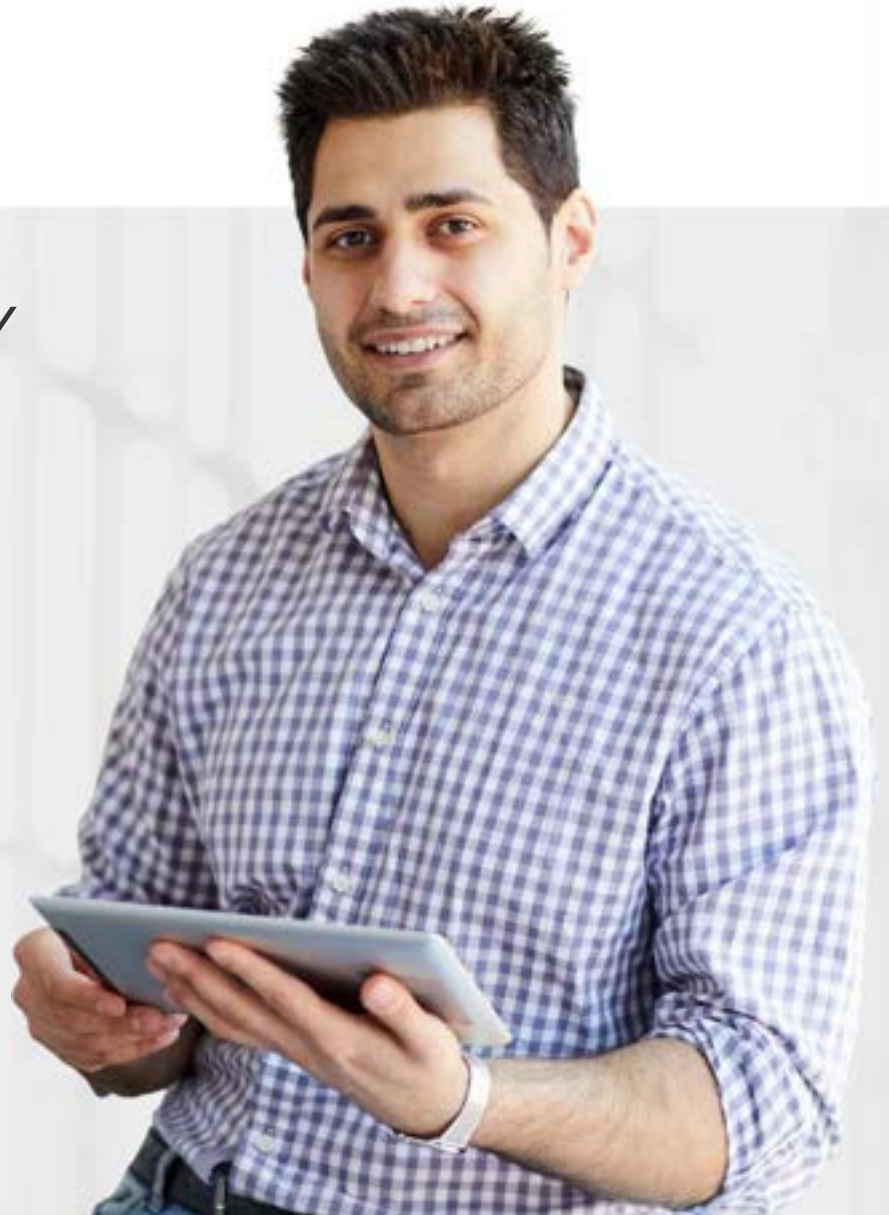
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- NAIROBI
- TASHKENT



ABOUT PROGRAM

MASTER OF BUSINESS ADMINISTRATION

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

ACCELERATE YOUR CAREER SUCCESS WITH **AMITY'S ONLINE MBA**

Amity University Online is a step by Amity, to offer elective online learning for people seeking to improve competency, build expertise, and enhance skills, across diverse disciplines and career paths. Amity's online MBA program is a globally accredited two-year (4 semesters) course with 12 specialization areas and in-built project work designed to prepare graduates for varied career opportunities in business administration. Amity's online degrees are the most preferred online degrees by employers and recruiters globally.

WHAT MAKES **AMITY'S ONLINE MBA SPECIAL?**

Empower yourself to become a successful working professional with India's only Online MBA to be ranked globally by QS. The program is designed to strengthen your entrepreneurial abilities and to give you skills to achieve quick growth and success in the corporate world. The program covers all the important concepts, practices, and trends in the subject area, including marketing, sales, human resources, finance, accounting, insurance, information technology, international business, entrepreneurship, etc.

Our globally accredited Online MBA covers 12 industry-oriented specialisations to accomplish the professional goals of graduates and working professionals. It allows them to delve deep into the nuances of a particular industry, thus creating industry ready professionals. Moreover, this two-year (4 semesters) online degree program gives an opportunity to work and learn anytime and anywhere, without putting a career on hold.

SPECIALISATIONS

- Marketing & Sales Management
- Entrepreneurship & Leadership Management
- Finance & Accounting Management
- Human Resource Management
- Information Technology Management
- International Business Management
- Production & Operations Management
- Retail Management
- Global Finance Market
- Hospitality Management
- Insurance Management
- Petroleum & Natural Gas Management

PROGRAM **CURRICULUM**

SEMESTER 1

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

SEMESTER 2

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

SEMESTER 3

- Professional Ethics
- Strategic Management
- Minor Project

SEMESTER 4

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

PROGRAM FACULTY



Asst. Prof. Brian Porter

MSc. Management - Boston University,
Online Facilitator - Boston University,
Adjunct Professor - Nicholas College,
Vice President of Strategic Partnerships at MGCG



Prof. (Dr.) Ronald C Darnell

Ph.D, 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.



Mr. Antarpreet Singh

PhD from IIM Indore



Ms. Sangeeta Sharma

Ph.D in Community Entrepreneurship
Development from Banasthali University

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program)

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 EOCCS 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

TESTIMONIAL

“ Learning at Amity, has proven to be a blessing in disguise. It helped me groom as a working professional under the guidance of esteemed faculty and the placement team. The programme has been truly beneficial for my career growth. It has enhanced my knowledge and skills that I could easily apply in my work environment.”

Firdaus Noorain

Manager

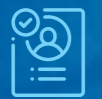
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Live & interactive lectures by expert faculty



Web Proctored Mode for the freedom to take exams anywhere



World-class curriculum designed by eminent faculty & industry professionals



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International collaborations with Ivy League universities



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