

#### Mission

To provide value-based education and mould the character of the younger generation through a system of wholesome learning, so that their earnest endeavor to achieve progress and prosperity in life is matched by an ardent desire to extend selfless service to society, one complementing the other.

#### Vision

We envision a world endowed with the wealth of knowledge and strength of discrimination (Viveka). We envision a system, which is a healthy breeding ground for the sprouting, culturing and dissemination of the whole gamut of knowledge in a wholesome and holistic manner for the well-being of mankind. We envision a human being empowered with wholesome knowledge, which makes him an enabler and facilitator in the deep search and striving of every human being for that knowledge. We envision a system where in there is a great interplay and exchange of ideas, thoughts, feeelings and actions which develop people empowered with noble character, and wholesome value. They go out in to the fields of action to build a world of love, harmony, peace and knowledge. They follow the path of Dharma and give a clear direction in every thought and human behaviour.



#### **Our Chancellor**



There are two types of Education

# Education for Living. Education for Life.

Sri Mata Amritanandamayi Devi

"Studying is a process, like the bud unfolding into the beautiful
fragrance spreading flower. Understanding this, we
should approach our topic of study with love and patience. Knowledge is
like a river. Its nature is to constantly flow. Wherever it can flow, it does so,
nourishing culture. On the other hand, the same knowledge,
if devoid of values becomes a source of destruction for the world.

When values and knowledge become one, there can be no more
powerful instrument for the welfare of humankind. There are two
types of education: education for a living and education for life.

When we study in college, striving to become a doctor, a lawyer, or an
engineer, that is education for a living. But education for life requires a
deeper understanding of the world, our minds, ouremotions and ourselves.

Amrita University provides education for life which is
much more than education just for living."









7TH BEST<sub>2023</sub> UNIVERSITY IN INDIA





### University Rankings





## Amrita Vishwa Vidyapeetham at a Glance

Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is accredited 'A' by NAAC and is ranked as one of the best research institutions in India. Amrita is spread across six campuses in three states of India - Kerala, Tamil Nadu and Karnataka, with the headquarters at Ettimadai, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously collaborates with top US universities including Ivy league universities and top European universities for regular student exchange programs, and has emerged as one of the fastest growing institutions of higher learning in India.

"Amrita Vishwa Vidyapeetham has a major role to play in transforming our society into a knowledge society through its unique value-added education system."

#### Dr. A.P.J. Abdul Kalam

Former President of India

"This is not just another academy, but very high quality, world-class institution, focusing on technology research, dealing with very concrete issues which have immediate applications."

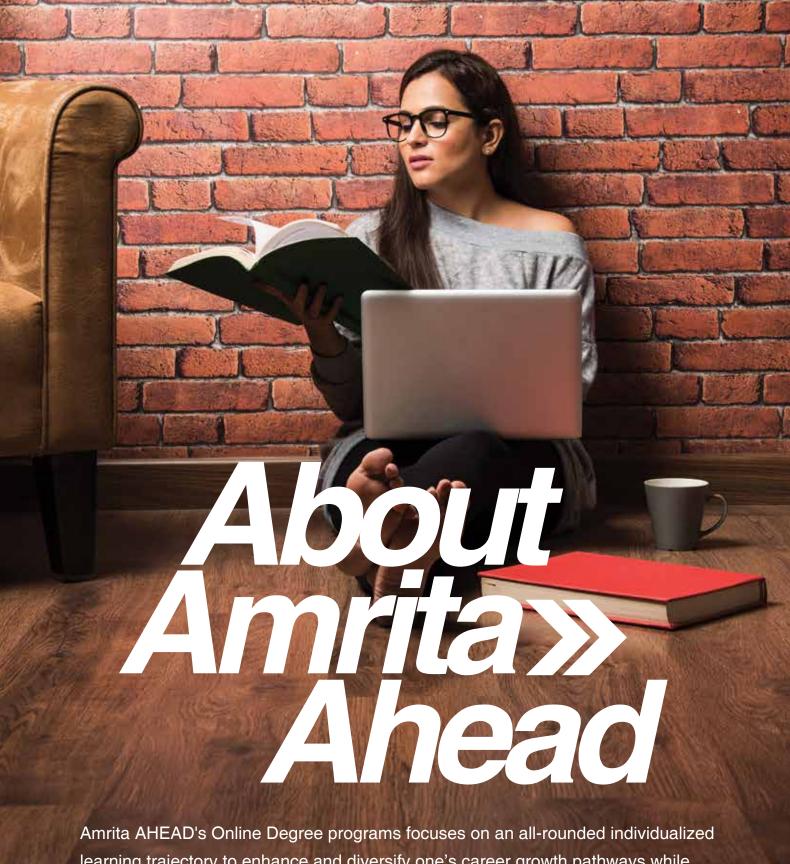
#### **Prof. Muhammad Yunus**

Nobel Laureate

"What makes Amrita students special? Western science leads to knowledge. Eastern science leads to understanding. Amrita has both Western and Eastern traditions in education."

#### Dr. Lee Hartwell

Nobel Laureate



Amrita AHEAD's Online Degree programs focuses on an all-rounded individualized learning trajectory to enhance and diversify one's career growth pathways while integrating Amrita's philosophy of 'Education for Life and Education for Living'. Innovative and award-winning pedagogic practices provide experiential learning allowing freshers and working professionals anytime access and flexibility with personalized mentorship and interactivity. Our UGC recognized future ready degree programs are offered jointly with Industry stalwarts, reputed national and international faculty that equip and expose students to address real-life applications.

# Online Our B. COVI >>> Program

Our online B.COM program offers students the opportunity to acquire management skills at early stages in their career. One of the most sought after degrees, it will teach students about the fundamentals of accounting, finance and business. B.COM degrees are a combination of theory, its application, and personality development.

Amrita's program is designed for versatile candidates who wish to advance their skills while working their daily jobs.

The programme is taught alongside industry veterans as Mentors, NGOs, Govt. bodiesetc. who offer decades of their experience in providing individualized learning.

Our graduates move on to holding important positions with corporations, government bodies, think tanks, etc. influencing ideas, solutions, strategies globally while upholding the highest ethical standards



## How to earn a degree on Amrita > Amrita > Anna Anead

#### Choose a Degree

Choose a degree ranging from Undergrad to Master's programs.





#### **Learn Anytime Anywhere**

Earn credits towards your degree wherever you are- you just need a smartphone, tablet or computer and access to the internet

#### **Ace the Assessments**

Complete online assignments to get feedback and demonstrate your understanding.

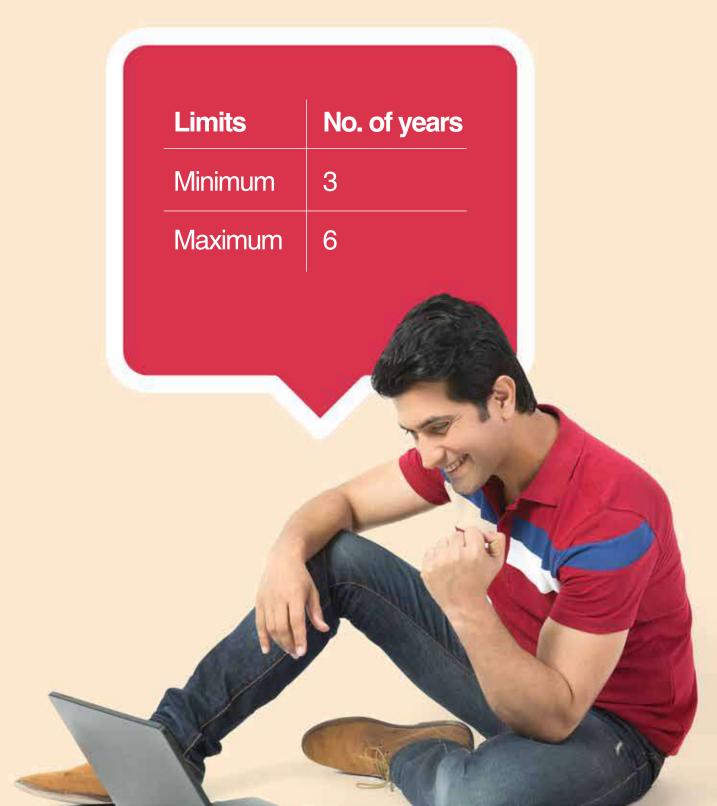




#### Earn your degree

Complete the requirements and gain an internationally recognised qualification.

## **Course** >>> **Duration**





## Semester 1 B.COM

Communicative English

Accountancy

Managerial Economics

**PC Software** 

Fundamentals of Business Mathematics

PC Software Lab

Cultural Education I

#### Semester 2 B.COM

**Professional Communication** 

Advanced Accountancy

Banking

**Indian Constitution** 

Income Tax Law and Practice – Basic Concepts

Business Statistics and Operations Research

Cultural Education II

## Semester 3 B.COM

**Corporate Accounting** 

Insurance and Risk Management

Introduction to GST

Income Tax Law and Practice - Heads of Incom

Environmental Science and Sustainability

Mercantile Laws

Amrita Values Programme I

### Semester 4 B.COM

Fundamentals of Costing

Advanced Concepts of GST

Income Tax Law and Practice - Determination of Income

Company Law and Secretarial Practice

Accounting Packages – Tally

Accounting Packages - Tally Lab

Open Elective A\*

Amrita Values Programme II

## Semester 5 B.COM

Management Accounting

GST – Procedures and Practices

Introduction to Research Projects

**Investment Management** 

Elective

Live-in-Lab.@ /Open Elective B\*

Income Tax Law and Practice - Assessment Procedures and Authorities

#### Semester 6 B.COM

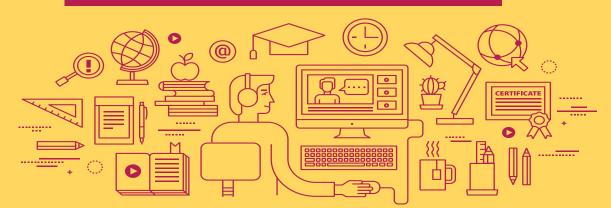
Principles of Financial Management

Capital Markets and Financial Services

Auditing – Principles and Practices

Customs Law - Practice and Procedure

#### **Project**



#### **Industry Relevant Specializations**

- > Finance
- > Tax and Accounting

#### **Industry Certification Training**

- > Oracle E-business suite Certifications for Finance
- National Institute of Securities Markets (NISM) Certifications for Financial Management
- > (NCFM) Certifications for Financial Management Foundation, Intermediate and Proficiency
- > Amazon Certifications (Optional) for Data Analytics
- > NSE (National Stock Exchange) Academy Certification in Financial Markets

**Mentored industry-relevant projects** In areas of Finance, Tax, and Accounting

#### **Electives**

- > Advertising and Brand Management
- > Enterprise Resource Planning
- > Hospital Management
- > Human Resource Management Concepts

## Online Class Schedule»

#### Live Sessions - 1 hour per week per course

#### Reading material & video lectures

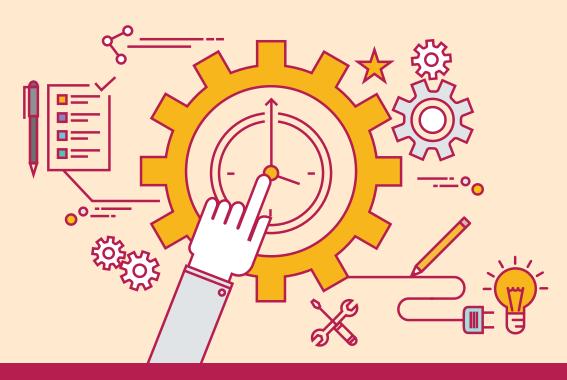
Uploaded every week prior to the live session

#### **Discussion forums**

Active for 2 hours on weekly basis for every course

#### **Quizzes & assignments**

Once a week, every week



Our structure will enable students to clarify their doubts and solve the questions/assignments in a timely manner. Approximately 15 weeks of e-content is prepared inclusive of exams.

## Each course will be in 4 quadrants, fully following the UGC guidelines

- 1) Quadrant I- E-Tutorial which contains: Video and Audio Content in Animation, Virtual Labs, etc, along with the transcription of the video.
- 2) Quadrant II E-Content which contain: Self-instructional material (digital Self Learning Material), e-Books, case studies, presentations etc. and also contains Web Resources such as further references, Related Links etc.
- **3) Quadrant III** The Discussion forum for raising of doubts and clarifying the same by the Course Coordinator.
- 4) Quadrant IV Assessment, which contains: Problems and their Solutions. They can be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and Solutions.

## Job Roles



Accountant



**Auditor** 



Consultant



Company Secretary



**Business Analyst** 



Finance Officer



Sales Analyst



Junior Analyst



Tax Accountant



Stock Broker



**Economist** 



Business
Development Trainee

#### Ambassadors of Social Good

Ample opportunities to get involved with our social organisation across India help students develop a sharp mindset to create impact first and then deliver on shareholder return. It's not surprising to find our alumni at an organisation such as the-Worldbank, United Nations which is partnered with our in house think tank - Ayudh.



#### Impact Entrepreneurship

Students also have the opportunity to bring fruition to their ideas with our in-house business incubator - Amrita TBI. Amrita TBI is a non-profit startup incubator supported by Govt. of India and Amrita Vishwa Vidyapeetham that funds, mentors and nurtures ideas, startups and entrepreneurs. National Award winner for being the best startup incubator in India.



(https://www.amritatbi.com)



#### **Industry Partners**



Academy





#### Placements\*























Go Global with our International Programs:Student Exchange program, Study Abroad Program and 3+1+ x Integrated Masters Program







<sup>\*</sup>Data is based on on-campus information

## The Amrita Advantage



UGC Entitled Programs



Industry Aligned Curriculum



Career Placement Assistance



7th Best University in India



20000+ Students (Offline)



1650+ Faculty



Collaborations with 27
Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive learning experience



Affordable



Outstanding faculty from India & abroad



Complete your B.COM at your own pace (3 to 6 years)



**Course Mentors** 



Build your Startup at Amrita TBI



#### **Students with Indian Education:**

Direct admissions for learners with an aggregate minimum of 45% marks.

- > Candidates must have passed 10 + 2
- > Candidates who have passed 3-year diploma can also apply

Candidates with work experience will have an added advantage for admissions.

#### Students with a Foreign Education:

Certificate of Equivalence from the Association of Indian Universities is needed. This is required for any student with a Foreign Education who wishes to apply to an Indian University. Please refer to Foreign Education who wish to apply to any Indian University (https://aiu.ac.in)



#### Fee Structure\*

Semester	Amount
Semester 1	Rs 20000
Semester 2	Rs 20000
Semester 3	Rs 20000
Semester 4	Rs 20000
Semester 5	Rs 20000
Semester 6	Rs 20000
Total**	Rs 1,20,000

\* Registration fee : Rs. 500/-

\* Examination fee: Rs. 2500/- per semester

\* If you are a foreign national, please email ahead@amrita.edu

## Monthly Instalment (6 Months)

Rs. 3333

(ACCA) Rs. 7917



## Amrita AHEAD Scholarships

Categories	Eligible for	Scholarships*
Merit	UG: Above 60% in 12th or equivalent	
	PG: Above 6.0 CGPA or equivalent at UG level	10%
	Enrolled AHEAD UG/PG: Above 7.5 CGPA	
Defence Personnel	All in service or retired	20%
Martyr's	Wards of Martyred soldiers	20%
Sports	Sports listed under IOC, IOA, AIU, MYAS	25% to 100%
Divyang	Differently-abled	20%
Amrita Vidyalayam	Selection process	20%
Amrita Alumini	CGPA: above 6 / above 7.5	10% / 20%
Amrita Talent Hunt	National/International events recognized by the Board	20%

<sup>\*</sup>Scholarships will be approved and then reviewed on a regular basis.

#### Student Testimonials



**Ashutosh Rai** PreppyPick, Founder & CEO

"During my stay at Amrita University for three remarkable years, I came across a variety of people from different countries and cultures. I had received so many opportunities to express the best version of myself, a big thank you to my ever-inspiring mentors who helped me discover the part of myself that I could present to the world."



"Amrita Vishwa Vidyapeetham has played a vital role in creating a solid base for my career with its world-class faculty, value-driven curriculum, skill-building exercises, research-led learning experiences, exemplary placement assistance and value-added socially responsible activities."

**Vishnu Vijay Sankar** Probationary Officer, Federal Bank



"Amrita Vishwa Vidyapeetham is one of the best colleges in the country with a global reputation that has the best academic excellence and has produced many successful graduates. The university offers research-orientated and latest world-class education. The university provides value education with a special focus on life skills which helps students improve their personality and develop a positive attitude towards life."

Ms. Ananthalekshmy

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