Get an Online certified Degree in MBA
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, feelings 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.
There are two types of Education

Education for Living.
Education for Life.

“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, our emotions and ourselves.

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

Entitled
University Rankings 2020
No.1 INTERNATIONAL OUTLOOK IN INDIA
Institution of Eminence Recommended by University Grants Commission

No.1 QS WORLD UNIVERSITY RANKINGS 2020

nirf GOVT. OF INDIA 7TH BEST UNIVERSITY IN INDIA 2023

Institution of Eminence Recommended by University Grants Commission

NAAC A++ ACCREDITED

University Rankings
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.
Our online Master of Business Administration (MBA) is a 2-year postgraduate online program designed to allow aspirants to reposition their career and grow in it to an influential position. The Online MBA - the program is designed to enhance your management knowledge and skills - to develop competencies in the core areas of management. The program is application-based focusing on industry-specific problems and case studies enabling learners to hone their problem-solving skills along with their management skills. Candidates are mentored by industry professionals from the first semester itself.
How to earn a degree on Amrita Ahead

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.
<table>
<thead>
<tr>
<th>Limits</th>
<th>No. of years</th>
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</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>2</td>
</tr>
<tr>
<td>Maximum</td>
<td>4</td>
</tr>
</tbody>
</table>
### Semester 1
#### MBA
- Business Communications
- Managerial Economics - Micro & Macro
- Organisational Behaviour
- Accounting for Managers
- Marketing Management
- Business Statistics
- Education for Life - 1

### Semester 2
#### MBA
- Operations Management
- Technology Transformation for Business
- Human Resource Management
- Financial Cost Management
- Consumer Behaviour
- Business Analytics
- Education for Life - 2
Semester 3
MBA

- Strategic Management
- International Business
- Legal Aspects and Business Ethics
- Education for Life – 3
- Elective 1
- Elective 2
- Elective 3

Semester 4
MBA

- Entrepreneurship and Innovation
- CSR & Sustainability
- Education for Life - 4
- Elective 4
- Elective 5
- Elective 6
- Elective 7
- Project
Electives

Marketing
- Digital Marketing
- Sales and Distribution Management
- Marketing Communications
- Data Driven Marketing
- Customer Relationship Management
- Marketing Research
- Retail Marketing

Finance
- Advanced Financial Management
- Financial Modelling
- Investment Analysis and Portfolio Management
- Strategic Financial Management
- Fintech
- Treasury and Bank Management
- Insurance and Risk Management

HR
- Recruitment & Retention Management
• Recruitment and Retention Management
• Performance Management
• Labor Relations and Labor Laws
• HR Audit
• Change Management
• Strategic Human Resource Management
• People Analytics

**Operations**

• Manufacturing Control and Planning
• Total Quality Management
• Supply Chain Management
• Enterprise Resource Planning
• Operations Research
• Services Operations Management
• Business Forecasting

**General**

• Intellectual Property Rights (IPR)
• Management Consulting
• Leadership Skills
• Mergers and Acquisitions
• Financial Statement Analysis and Business Valuation
• Business Ethics and Corporate Governance
• Research Methodology
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 on a 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. 15 weeks e-content, 3 weeks for review & 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

- Product Manager
- Engineering Manager
- Startup Founder/CEO
- Sales Manager
- Relationship Manager
- Team Manager
- Territory Manager
- Business Analyst
- Support Executives
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 World Bank and the 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.
Placements*

*Data is based on on-campus information
The Amrita Advantage

- AICTE Approved
- Industry Aligned Curriculum
- Career Placement Assistance
- 5th Best University in India
- 20000+ Students (Offline)
- 1650+ Faculty
- 27 Collaborations with Top World-Ranked Universities
- 16 Constituent Schools
- Strong Alumni Network
- Immersive Learning experience
- Among the Top 50 private B-schools in the country
- Affordable
- Outstanding faculty from India & abroad
- Complete MBA at your own pace (2 to 4 years)
- Course Mentors

AICTE approved Industry Aligned Curriculum Career Placement Assistance 5th Best University in India 20000+ Students (Offline) 1650+ Faculty 27 Collaborations with Top World-Ranked Universities 16 Constituent Schools Strong Alumni Network Immersive Learning experience Among the Top 50 private B-schools in the country Affordable Outstanding faculty from India & abroad Complete MBA at your own pace (2 to 4 years) Course Mentors
Students with Indian Education:
Direct admissions for learners with an aggregate minimum of 60% marks. Learners below 60% marks will be also considered for admissions following a short interview.

> Minimum 60% aggregate in 10th, 12th and UG. Students in their final year can apply with the last completed semester results.

> UG degree (10+2+3 Pattern), recognized by AIU (Association of Indian Universities)

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 (https://aiu.ac.in)
## MBA Marketing

### Fee Structure

<table>
<thead>
<tr>
<th>Semester</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Semester 1</td>
<td>Rs 55000</td>
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<tr>
<td>Semester 2</td>
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<td>Semester 3</td>
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</tr>
<tr>
<td>Semester 4</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>Rs 220000</strong></td>
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</table>

* If you are a foreign national, please email ahead@amrita.edu
* Examination fee: Rs. 2000 per semester
## Fee Structure

### MBA Finance

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<tr>
<td>Semester 4</td>
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<tr>
<td><strong>Total</strong></td>
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* Examination fee: Rs. 2000 per semester
### MBA General Management

**Fee Structure**

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* If you are a foreign national, please email ahead@amrita.edu
* Examination fee: Rs. 2000 per semester
## Amrita AHEAD Scholarships

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

* Scholarships will be approved and then reviewed on a regular basis.