

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.



## Our Chancellor



Sri Mata Amritanandamayi Devi

*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.”*

**No.1**  
IN INDIA **THE** **IMPACT**  
**RANKINGS** 2021

**No.1**  
IN INDIA **QS** **WORLD**  
**UNIVERSITY**  
**RANKINGS** 2020

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



**Institution of Eminence**  
Recommended by  
University Grants Commission



**NAAC A++**  
**ACCREDITED**

***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



# About Amrita» Ahead

Amrita Ahead's Online Degree programs focus 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* **MBA** **»»** *Program*

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.



# *Course Duration»*

Limits	No. of years
Minimum	2
Maximum	4



# Curriculum»

## 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 and Retention Management
- . Performance Management
- . Industrial Relations and Labour 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



# AI

- . **Foundations of Computer Systems**
- . **Introduction to Machine Learning**
- . **Data Visualization**
- . **Deep Learning**
- . **Advanced Machine Learning**
- . **Artificial Intelligence and its Applications**
- . **Natural Language Processing**

# 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**

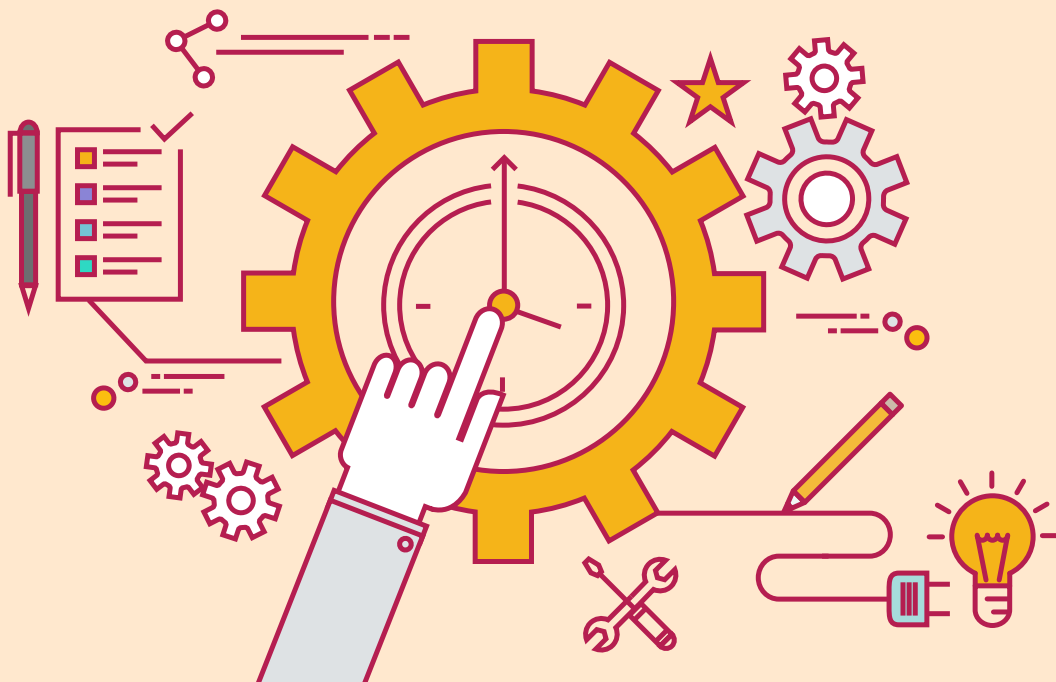
Uploaded every week prior to the live session

## **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.



(<https://www.ayudh.in>)

## *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>)





## *Placements\**

**Honeywell**



**PHILIPS**



**amazon Deloitte.**

\*Data is based on on-campus information

# *The Amrita Advantage*



AICTE Approved



Industry Aligned Curriculum



Career Placement Assistance



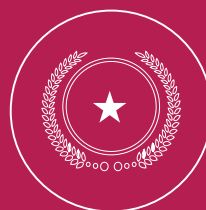
7<sup>th</sup> Best University in India



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

# *Eligibility* »

## **Students with Indian Education:**

Direct admissions for learners with an aggregate minimum of 50% marks.

- > Candidates must have passed 10 + 2
- > Candidate must have completed an undergraduate degree(minimum 3 years)
- > Students in their final year can apply with the last completed semester results

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\****

Semester	Amount
Semester 1	Rs 55000
Semester 2	Rs 55000
Semester 3	Rs 55000
Semester 4	Rs 55000
Total**	Rs 220000

\* Registration fee : Rs. 500/-

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

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

## MBA Finance

### ***Fee Structure\****

Semester	Amount
Semester 1	Rs 55000
Semester 2	Rs 55000
Semester 3	Rs 55000
Semester 4	Rs 55000
Total**	Rs 220000

- \* Registration fee : Rs. 500/-
- \* Examination fee: Rs. 2500/- per semester
- \* If you are a foreign national, please email ahead@amrita.edu



## MBA Operations

### ***Fee Structure\****

Semester	Amount
Semester 1	Rs 55000
Semester 2	Rs 55000
Semester 3	Rs 55000
Semester 4	Rs 55000
Total**	Rs 220000

- \* Registration fee : Rs. 500/-
- \* Examination fee: Rs. 2500/- per semester
- \* If you are a foreign national, please email ahead@amrita.edu

## MBA HR

### ***Fee Structure\****

Semester	Amount
Semester 1	Rs 55000
Semester 2	Rs 55000
Semester 3	Rs 55000
Semester 4	Rs 55000
Total**	Rs 220000

- \* Registration fee : Rs. 500/-
- \* Examination fee: Rs. 2500/- per semester
- \* If you are a foreign national, please email ahead@amrita.edu

## MBA General Management

### ***Fee Structure\****

Semester	Amount
Semester 1	Rs 42,500
Semester 2	Rs 42,500
Semester 3	Rs 42,500
Semester 4	Rs 42,500
Total**	Rs 1,70,000

- \* Registration fee : Rs. 500/-
- \* Examination fee: Rs. 2500/- per semester
- \* If you are a foreign national, please email ahead@amrita.edu

## MBA Artificial Intelligence

### ***Fee Structure\****

Semester	Amount
Semester 1	Rs 60,000
Semester 2	Rs 60,000
Semester 3	Rs 60,000
Semester 4	Rs 60,000
Total**	Rs 2,40,000

- \* 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)**

**(Marketing) Rs. 9167**

**(Finance) Rs. 9167**

**(Operations) Rs. 9167**

**(HR) Rs. 9167**

**(General Management) Rs. 7083**

**(Artificial Intelligence) Rs. 10000**





# Amrita AHEAD Scholarships

Categories	Eligible for	Scholarships*
Merit	UG: Above 60% in 12th or equivalent	10%
	PG: Above 6.0 CGPA or equivalent at UG level	
	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%

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



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**ahead@amrita.edu**



**<https://aoap.amrita.edu/ahead-23/index/>**



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**[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)**



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VISHWA VIDYAPEETHAM | **Online**

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