MBA Curriculum: 2025

1.0 Introduction

The Amrita Ahead Online MBA Program is meticulously designed to align with the evolving requirements of the National Education Policy (NEP) 2020, aiming to develop global leaders who embody knowledge, skills, and values. This program blends scientific and spiritual understanding to foster a holistic educational experience.

In an ever-changing global business landscape, our curriculum stands out by integrating innovative coursework and experiential learning opportunities. Students are equipped with the essential competencies to address contemporary business challenges, drive strategic decisions, and make meaningful contributions to society. The curriculum fosters ethical leadership, a culture of acceptance, patience, and perseverance.

Recognizing the importance of inclusivity and the diverse backgrounds of our students, the program acknowledges prior learning and experiences, providing a seamless pathway for learners to advance their education. In line with NEP 2020, the Amrita Ahead Online MBA offers a flexible and modular approach, allowing students to earn a diploma certification in management after the first year and a degree certificate upon completing the two-year program.

By embracing the principles of lifelong learning and compassionate research, the Amrita Ahead Online MBA Program nurtures individuals who are committed to societal benefit and sustainability. Our program empowers students to pioneer innovative solutions, fostering a prosperous and sustainable future for all. Graduates of this program will be well-prepared to lead with integrity, compassion, and strategic vision, embodying the qualities necessary to excel in diverse and dynamic business environments.

2.0 Vision and Mission

2.1 University Vision and Mission Statement

2.1.1 Amrita University Vision Statement

Our vision is to be an exemplary institution that thrives on its commitment to the transformative power of value-based education, providing the impetus to develop the expansiveness to harmonize both scientific knowledge and spiritual understanding, to utilize knowledge for societal benefit and contribute to a prosperous and sustainable future for all.

2.1.2 Amrita University Mission statement

Amma's profound mission of providing education for life, and emphasis on compassion driven research, has shaped Amrita as a unique institution:

Education for Life

There are two types of education: education for living and education for life. Studying to become a professional is education for a living, while education for life requires an understanding of the essential human values. At Amrita, we believe that education should also impart a culture of the heart, based on enduring values and inner strength. Amrita's culture of education helps to inculcate in our students the right ethos to be rooted in the values of Dharma (righteousness), Karuna (compassion), and Shraddha (mindfulness). Endowed with qualities of acceptance, patience, self-confidence, perseverance, and enthusiasm, the benefit of humanity will become foremost in the students' thoughts, words and actions. They will then pioneer innovative solutions for the benefit of all humankind, leading to sustainable health and prosperity for all. This resonates with the ancient Sanskrit prayer 'Lokah Samastah Sukhino Bhavantu'. It is a reminder of our deeper connection to the entire world around us, "May our work contribute to the happiness of all beings."

Compassion Driven Research

Our motivation to pursue research is focused on alleviating major global problems related to poverty, starvation, sickness, environmental pollution, and contamination. We believe that if we could transform compassion from a mere word into a path of action, we would be able to address most of the world's problems. If we take this step courageously, then our research and its outcome will have a special impact, spontaneity, and power. This has translated into many latest advancements and innovations that have culminated in greater societal benefit.

Global Impact

At Amrita, we stand united in our mission towards solving globally recognized scientific and societal challenges, including environment, development, and health. Amrita stands at the strategic juncture of two streams of cultures: East and West. It is our vision to bring both cultures together to bridge the division through meaningful collaborations with world-class universities and innovative approaches that will benefit the entire planet.

2.2 Ahead MBA Department Vision and Mission Statement

2.2.1. Ahead MBA Department Vision.

To be a digital learning ecosystem of repute, transforming individuals to competent global leaders with ideas and actions that enhance equity prosperity and happiness for all beings.

2.2.1. Ahead MBA Department Mission

AHEAD MBA is committed to educating and developing global leaders, with social cultural and environmental sensitivity, and the capability to build enterprises that add value, benefit the society and bring happiness to all.

3.0 Program Learning Objectives & Outcomes

3.1. Ahead MBA Program Learning Objectives.

Students enrolled in the AHEAD Master of Business Administration program will learn how to:

PLO1:

Apply knowledge related to fundamental business processes to make effective business decisions in a global context.

PLO2:

Integrate business knowledge to take well-reasoned decisions in diverse situations

PLO3:

Innovate and adopt creative approaches to address business issues and opportunities in dynamic environments

PLO4:

Demonstrate the leadership necessary to accomplish business goals and maximise organisational performance.

PLO5:

Evaluate the ethical and social implications of business decisions in a global context.

3.2 Ahead MBA Program Outcomes

On successful completion of the program, students will be able to

PO1 Problem solving & Decision Making:

Apply relevant knowledge and skills to identify, analyse and solve business problems, making sound and prudent decisions.

PO2: Critical thinking & Innovation:

Use analytical skills and creativity to assess business situation and develop innovative strategies and approaches.

PO3: Value leadership:

Build and Motivate Teams, demonstrate ethical behaviour and achieve performance excellence by aligning actions with core organizational values.

PO4: Communication:

Articulate ideas clearly and convey information effectively across various platforms to ensure mutual understanding and collaboration.

PO5: Social Cultural and Environmental awareness:

Recognize diverse perspectives, promote inclusive practices and implement sustainable business solutions that address global challenges and foster community well-being.

PO6: Life-long learning:

Learn unlearn and relearn. Embrace learning as a vital part of personal enrichment and fulfilment throughout life.,

4.0 Recognition of Prior learning (RPL)

AHEAD MBA recognizes and acknowledges the diverse ways in which individuals acquire knowledge and skills by awarding equivalent credits or granting waivers for prior learning. Prior learning can stem from work experience, informal training, life experience and other meaning of learning and is recognized by a well laid out process that ensures that individuals receive proper recognition for their acquired competencies which can be translated into academic credits or other forms of recognition.

Identified prior learning.

1. **Work Experience**: The knowledge and skills gained through employment or professional practice.
2. **Informal Training**: Learning acquired through workshops, seminars, training sessions, not officially accredited.
3. **Life Experiences**: Competencies developed through everyday activities, volunteer work, hobbies, or self-directed learning.
4. **Formal but unaccredited learning**: Courses completed at institutions that were not part of an accredited program but still offered valuable learning experiences.

Recognition and awarding of credits or waiver.

To ensure a fair and transparent RPL process the following steps will be taken.

1. Application Submission: Individuals seeking RPL must submit an application in the online portal, a portfolio of their prior work, their learning experience and the course for which recognition is sought. Documentary evidence such as resumes, certificates, references should also be submitted in support of the claims made in the application. Elective.
2. Requests for Recognition of Prior Learning (RPL) can only be submitted for elective courses in the First or Second semester of the AHEAD MBA program. Separate applications must be made for each elective course. The proofs provided for claiming RPL in one course will not be considered when claiming RPL in the subsequent course. Please refer Annexure I for the details of the online application form to be submitted for claiming RPL.
3. Assessment: A thorough qualitative and quantitative assessment of the prior learning will be done by an expert panel.
4. Mapping learning outcomes: The assessment will map the identified prior learning to the curriculum's learning outcomes to determine equivalency and the extend of match

the prior learning has with the course learning outcomes of the course for which the recognition is sought. This step ensures that the learnings align with the academic standards and requirements of the course.

5. Prior learning points: The assessment would result in prior learning points determined using the rubrics presented in Appendix II of this document.

6. Awarding credits or Waivers: Based on the prior learning points, the individual may be granted one of the following recognitions as detailed in the table below

    a. Waiving the need to meet the course eligibility requirements.

    b. Award of internal marks of the course. Individual need to appear only for the end term assessment examination.

    c. Credit award and waiver of the course.

5.0 Program Structure and Course Syllabus

5.1 Program Structure

First Year

	Semester I			
	Course Code	**Course Name**	**L T P**	**Credits**
1	25NM101CA	Fundamentals of Management & Organizational Behaviour	2 1 1	4
2	25HR102CA	Human resources Management & Organizational development	2 1 1	4
3	25MM103CA	Marketing Management & Consumer Behaviour	2 1 1	4
4	25SK104CA	Soft Skills and Employability Skills	2 1 1	4
5		Elective 1	2 1 1	4
		Total credits	**20**	
		Cumulative Total Credits	**20**	
	Semester II			
	Course Code	Course Name	L T P	Credits
1	25FI201CA	Business Finance	2 1 1	4
2	25OM202CA	Operations and Supply Chain management	2 1 1	4
3	25BI203CA	Data-Driven Decision Making	2 1 1	4
4	25GM204CA	Business Ethics and Strategic Management	2 1 1	4
5		Elective 2	2 1 1	4
		Total credits	**20**	
		Cumulative Total Credits	**40**	

Second Year

	Semester III			
	Course Code	Course Name	**L T P**	Credits
1	25GM301CA	International Business	2 1 1	4
2	25BA302CA	Business Analytics and Business Modelling	2 1 1	4
3	25CE303CA	Education for Life	2 1 1	4
4		Elective - 3	2 1 1	4
5		Elective -4	2 1 1	4
		Total credits	**20**	
		Cumulative Total Credits	**60**	

	Semester IV			
	Course Code	Course Name	**L T P**	Credits
1	25EG401CA	Environment Sustainability and Governance	2 1 1	4
2		Elective- 5	2 1 1	4
3		Elective -6	2 1 1	4
4		Elective -7	2 1 1	4
5	25GM499CA	Project	3 1 0	4
		Total credits	**20**	
		Cumulative Total Credits	**80**	

5.3 List of Electives

List of Electives

SL no	Offered Semester	Course Code	Course Name	Credits
1. Marketing				
1	I	25MM131EA	Marketing Communication	4
2	II	25MM231EA	Sales and Distribution Management	4
3	III	25MM331EA	Digital Marketing	4
4	III	25MM332EA	Retail Marketing	4
5	III	25MM333EA	Data Driven Marketing	4
6	IV	25MM431EA	Marketing Research	4
7	IV	25MM432EA	Customer Relationship Management	4
2. Finance				
1	I	25FI131EA	Advanced Financial Management	4
2	II	25FI231EA	Investment Analysis and Portfolio Management	4
3	III	25FI331EA	Fintech	4
4	III	25FI332EA	Financial Modelling	4
5	III	25FI333EA	Strategic Financial Management	4
6	IV	25FI431EA	Insurance and Risk Management	4
7	IV	25FI432EA	Treasury and Bank Management	4
3. Human Resources Management				
1	I	25HR131EA	Performance Management	4
2	II	25HR231EA	People Analytics	4
3	III	25HR331EA	Industrial Relations and Labour Laws	4
4	III	25HR332EA	Recruitment and Retention Management	4
5	II	25HR333EA	Change Management	4
6	IV	25HR431EA	HR Audit	4
7	IV	25HR432EA	Strategic Human resource Management	4
4. Operations Management				
1	I	25OM131EA	Service Operations Management	4
2	II	25OM231EA	Manufacturing Control and Planning	4
3	III	25OM331EA	Business Forecasting	4
4	III	25OM332EA	Enterprise Resource Planning	4
5	III	25OM333EA	Operations Research	4
6	IV	25OM431EA	Advanced Supply Chain Management	4
7	IV	25OM432EA	Total Quality Management	4

SL no	Offered Semester	Course Code	Course Name	Credits
		5. **General Management**		
1	I	25GM131EA	Management Consulting	4
2	II	25GM231EA	Leadership Management	4
3	III	25GM331EA	Financial Statement Analysis and Business Valuation	4
4	III	25GM332EA	Business Ethics and Corporate Governance	4
5	III	25GM333EA	Research Methodology	4
6	IV	25GM431EA	Mergers and Acquisitions	4
7	IV	25GM432EA	Intellectual Property Rights (IPR)	4
		6. **Artificial Intelligence**		
1	I	25AI131EA	Foundations of Computer Systems	4
2	II	25AI231EA	Introduction to Machine Learning	4
3	III	25AI331EA	Artificial Intelligence and its Applications	4
4	III	25AI332EA	Data Visualization	4
5	III	25AI333EA	Advanced Machine Learning	4
6	IV	25AI431EA	Natural Language Processing	4
7	IV	25AI432EA	Deep Learning	4
		7. **International Finance and Accounting**		
1	I	25IF131EA	Financial Performance Management	4
2	II	25IF231EA	Financial Reporting	4
3	III	25IF331EA	Taxation- UK	4
4	III	25IF332EA	Auditing and Assurance	4
5	III	25IF333EA	Financial Management	4
6	IV	25IF431EA	Corporate and Business Law	4
7	IV	25IF432EA	Strategic Business Reporting	4
		8. **Business Analytics**		
1	I	25BA131EA	Python Programming & Data Fundamentals	4
2	II	25BA231EA	Supervised machine learning Essentials	4
3	III	25BA331EA	Advanced machine learning	4
4	III	25BA332EA	Deep Learning Fundamentals	4
5	III	25BA333EA	Data Visualization and Communication	4
6	IV	25BA431EA	Big Data Analytics over Cloud	4
7	IV	25BA432EA	Generative AI	

SL no	Offered Semester	Course Code	Course Name	Credits
9. Environment, Sustainability and Governance				
1	I	25EG131EA	Business Sustainability and ESG Foundations	4
2	II	25EG231EA	Corporate Governance, Social Responsibility and Ethics	4
3	III	25EG331EA	ESG in Business Sustainability(India and global context)	4
4	III	25EG332EA	ESG in Investments	4
5	III	25EG333EA	ESG in Key Industries	4
6	IV	25EG431EA	ESG Analytics	4
7	IV	25EG432EA	ESG Risk Management & Compliance	4
8	IV	25EG433EA	Green Technologies and Innovation	4
10. Fintech				
1	I	25FT131EA	FinTech RegTech InsurTech	4
2	II	25FT231EA	Digital Transformations in F&A	4
3	III	25FT331EA	Robotic Process Automation	4
4	III	25FT332EA	Financial Analytics using Python & SQL	4
5	III	25FT333EA	Artificial Intelligence and Analytics	4
6	IV	25FT431EA	Blockchain and Applications	4
7	IV	25FT432EA	Generative AI , Prompt Engineering & AI Tools	4