

Get an Online certified Degree *in* BBA



AMRITA
VISHWA VIDYAPEETHAM


AHEAD
Online

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 inter play 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 **THE** IMPACT RANKINGS 2021
IN INDIA

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

nirf 5TH BEST
2021 GOVT. OF INDIA 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* **BBA** *Program*

Our Online BBA 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 management and business. BBA 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. bodies etc. 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»
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	3
Maximum	6



Curriculum»

Semester 1 BBA

Communicative English

Principles of Management

Financial Accounting

Business and MIS (Theory & Lab)

Basic Concepts of Mathematics

Semester 2 BBA

Professional Communication

Business Organization and Systems

Business Economics

Environmental Science and Sustainability

Business Laws

Business Statistics

Semester 3 BBA

Organizational Behavior

Introduction to Marketing Management

Banking and Insurance

Cost and Management Accounting

ELECTIVE-A

Quantitative Techniques

Semester 4 BBA

Advanced Marketing Management

Basics of Human Resources Management

Introduction to Research Methods

Financial Management

Production and Operations Management

ELECTIVE-B

Semester 5 BBA

Principles of International Business

Business Ethics and Corporate Social Responsibility

ELECTIVE C

ELECTIVE D

ELECTIVE E

Introduction to Strategic Management

Sustainable Business Administration

Semester 6 BBA

ELECTIVE F

ELECTIVE F

ELECTIVE F

Internship



Elective Distribution

Course Code	Course Title
XXX	One Elective course from stream ELECTIVE A – in SEM 3
XXX	One Elective course from stream ELECTIVE B – in SEM 4
XXX	One Elective course each from stream ELECTIVE C, D, E - in SEM 5
XXX	Three ELECTIVES from Elective stream F – in SEM 6

Elective Categories

Sales and Distribution Management (Digital focus)

Banking and FinTech

Artificial Intelligence applications to management

Family Business & Small Business Management

Supply Chains & E-Commerce

Business Analysis & Analytics

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
1. Sales and Distribution Management (Digital focus)			3	J
Hubspot	Digital Sales & Distribution Management	3 0 0	3	J
Hubspot	Consumer Behavior	3 0 0	3	J
Google & Hubspot	Digital Marketing	3 0 0	3	J
WMP Advertising	Integrated Marketing Communications	3 0 0	3	J
Salesforce	Customer Relationship Management	3 0 0	3	J
IBM	Business to Business Sales	3 0 0	3	J
Instagram, Amazon	Ecommerce and Social Media Sales	3 0 0	3	J
AMA	Marketing and Business Partnerships	3 0 0	3	J
AMA	Major Accounts Sales Training	3 0 0	3	J
AMA	International Sales & Marketing	3 0 0	3	J
Amrita	Sustainable Marketing & Sales	3 0 0	3	J

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
2. Banking and FinTech			3	J
IIBF	Financial Markets and Risks	3 0 0	3	J
IIBF	Retail and Inclusive Bank Management	3 0 0	3	J
Infosys	Fintech – India and International	3 0 0	3	J
Infosys	Emerging Technologies in Banks, & Non Banks / Digital Banks	3 0 0	3	J
Oracle	Financial Data Modeling with R and Python	3 0 0	3	J
NSE	Investment Banking and Fintech	3 0 0	3	J
CMA, CIA, NSE, IIBF	Certificate Training for Industry Bodies	3 0 0	3	J
EC-Council	Process Improvement using Blockchain	3 0 0	3	J
PayTM	Cryptocurrencies and Payments	3 0 0	3	J

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
3. Artificial Intelligence applications to management			3	J
IBM	Machine Learning applications in Management	3 0 0	3	J
L&T	Industrial Robotics and applications in Management	3 0 0	3	J
Electronic Arts	Artificial Intelligence and Games / Simulations	3 0 0	3	J
Stanford	Natural Language Processing, Modeling & Computation Management	3 0 0	3	J
Stanford	Leadership & Management Changes with Artificial Intelligence	3 0 0	3	J
CII	Industry 4.0	3 0 0	3	J
EC-Council	Artificial Intelligence and Security applications in Management	3 0 0		J

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
4. Family Business & Small Business Management			3	J
EDI	Introduction to Small and Conglomerate Family Business	3 0 0	3	J
EDI	New Venture Creation and Business Plans	3 0 0	3	J
TCS	Corporate Entrepreneurship & Innovation	3 0 0	3	J
Wadwhani Center	Growth, Diversification and Harvest in Family Businesses	3 0 0	3	J
SBI	Financing for Private Businesses	3 0 0	3	J
Amrita Tech	Business Deals and Partnerships	3 0 0	3	J
Amrita TEC	Launching High Tech businesses	3 0 0	3	J
Berkeley	Design Thinking, Lean Methods and Agile for Transformation	3 0 0	3	J

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
5. Supply Chains & E-Commerce			3	J
Industry Trade Body	Supply Chain Management post pandemic	3 0 0	3	J
Industry Trade Body	IT and Logistics	3 0 0	3	J
Certificate Providers	Ecommerce businesses and management	3 0 0	3	J
Certificate Providers	Ecommerce and Social Media Commerce Technologies	3 0 0	3	J
Ernst & Young	Fundamentals of Operations Analysis & Value Chain	3 0 0	3	J
Oracle	ERP	3 0 0	3	J
Ernst & Young	Global Businesses including Import / Export	3 0 0	3	J
Ernst & Young	Business to Business ECommerce	3 0 0	3	J

COURSE AREA/CATEGORY with INDUSTRY PARTNER NAMES	Course Title	L-T-P	Cr.	ES
6. Business Analysis & Analytics			3	J
CBAP Training	Certified Business Analyst Preparation	3 0 0	3	J
CBAP Training	Business Analysis and Monitoring	3 0 0	3	J
IBM	Business Analytics	3 0 0	3	J
Amazon	Social Media & Ecommerce Analytics	3 0 0	3	J
PMI / Wiley	Project Management certificate training	3 0 0	3	J
Wiley	Analysis of Costs, Activities and ROI	3 0 0	3	J
Microsoft	Basic Business Software Applications w/ Office, Salesforce etc.	3 0 0	3	J
Amrita	Analytical Thinking and Problem Solving	3 0 0	3	J
Amrita	Business Analysis & Social Impact	3 0 0	3	J

Our online BBA program has a series of specialisations which are -

- > Data Analytics
- > Marketing
- > HR, Finance, Project Management and Operations
- > Financial Management
- > Digital Marketing

Industry certification Training

- > Amazon Certifications (Optional) for Data Analytics
- > Microsoft certifications (Optional) for Marketing
- > Oracle E-business suite Certifications for HR, Finance, Project Management and Operation
- > Salesforce for Marketing Administration
- > National Institute of Securities Markets (NISM) Certifications for Financial Management
- > NSE (National Stock Exchange) Academy Certification in Financial Markets (NCFM) Certifications for Financial Management - Foundation, Intermediate and Proficiency
- > PMI (Project Management Institute) certifications
- > Association for Supply Chain Management (ASCM) for Operations Management
- > American Marketing Association (AMA) for Marketing
- > Google Certifications for Digital Marketing and Advertising

Mentored industry-relevant projects In areas of Operations, Supply chain Management, Human resources management, Marketing and Finance

Online Class Schedule»

Live Sessions - 1 hour per week per course

Reading material & video lectures

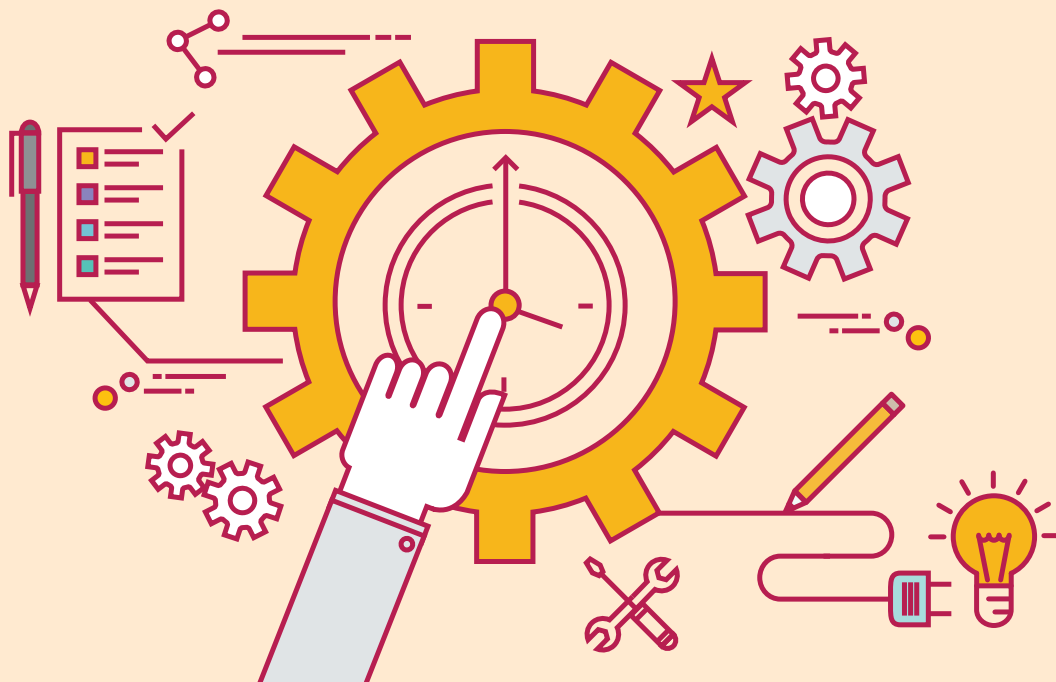
Uploaded every week prior to the live session

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



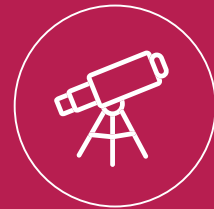
Finance Manager



Business Administrator



Human Resource
Manager



Research &
Development Manager



Business Consultant



Information
Systems Manager



Marketing Manager



Territorial Sales Manager



Business Analyst



Project Manager



Strategist



Market Analyst



Business Idea Developer

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.



(<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>)



Industry Partners

Industry Certification Training



Academy



Placements*



International University Partners

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



*Data is based on on-campus information

The Amrita Advantage



UGC Entitled
Programs



Industry Aligned
Curriculum



Career Placement
Assistance



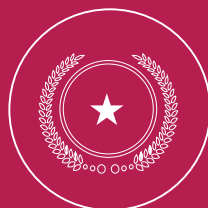
5th Best
University in India



20000+ Students
(Offline)



1650+ Faculty



Collaborations with 27
Top World-Ranked Universities



16 Constituent
Schools



Strong Alumni Network



Immersive
learning experience



Affordable



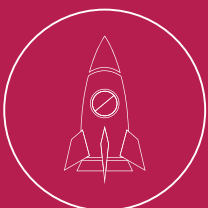
Outstanding faculty
from India & abroad



Complete your BBA at your
own pace (3 to 6 years)



Course Mentors



Build your Startup
at Amrita TBI

Eligibility »

Students with Indian Education:

Direct admissions for learners with an aggregate minimum of 55% marks. Learners below 55% marks will be also considered for admissions following a short interview

- > 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 25000
Semester 2	Rs 25000
Semester 3	Rs 25000
Semester 4	Rs 25000
Semester 5	Rs 25000
Semester 6	Rs 25000
Total**	Rs 150000

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

** Avail reduction in total fees, if paid in full

Zero Cost EMI Options available

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.

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.”



Vishnu Vijay Sankar
Probationary Officer, Federal Bank

“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.”



Ms. Ananthalekshmy

"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.”



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