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, 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

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, ouremotions and ourselves. Amrita University provides education for life which is much more than education just for living."

No.1 IN INDIA
THE IMPACT RANKINGS 2022

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

nirf
GOVT. OF INDIA
7TH BEST 2023
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."

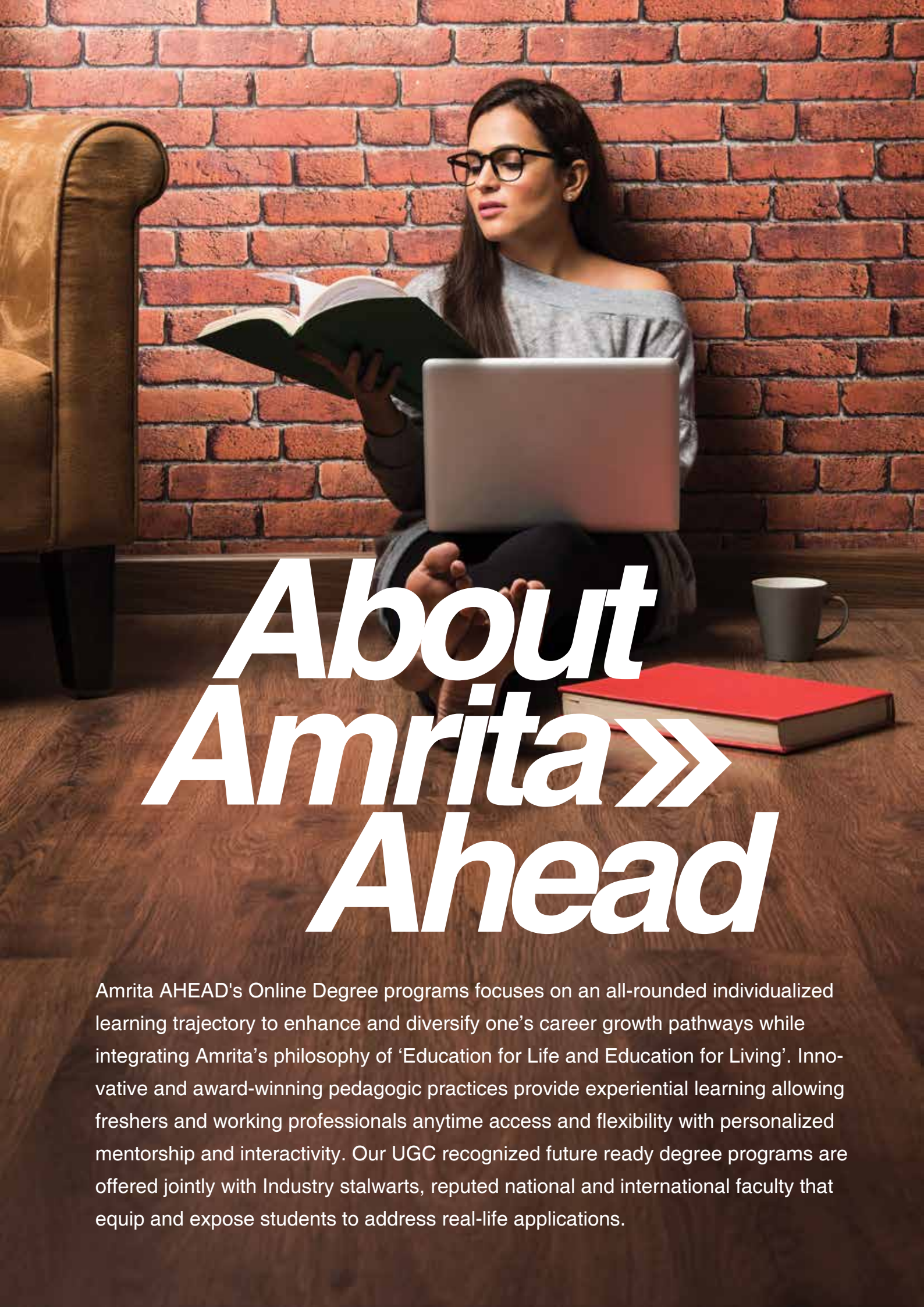
Dr. A.P.J. Abdul Kalam
Former President of India

"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 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 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
- 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
- Quantitative Techniques

Semester 4
BBA

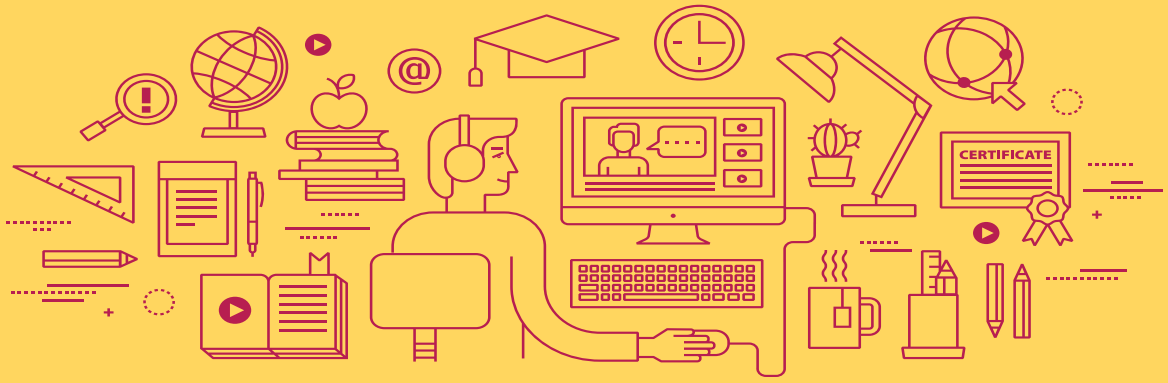
- Advanced Marketing Management
- Basics of Human Resources Management
- Introduction to Research Methods
- Financial Management
- Production and Operations Management
- ELECTIVE

Semester 5
BBA

- Principles of International Business
- Business Ethics and Corporate Social Responsibility
- ELECTIVE
- ELECTIVE
- Introduction to Strategic Management
- Sustainable Business Administration

Semester 6
BBA

- ELECTIVE
- ELECTIVE
- ELECTIVE
- Education for Life
- Internship



Electives

Data Analytics

- Data Analysis using Microsoft Excel
- Data Visualisation using Power BI
- Tableau for Business Intelligence

Digital Marketing and Sales

- Introduction to Digital Marketing
- Advertising and Sales Promotion
- Social Media Marketing

Banking and Fintech

- Innovations in Banking
- Forensic accounting and Fraud management
- Introduction to Investing in Stock Markets

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

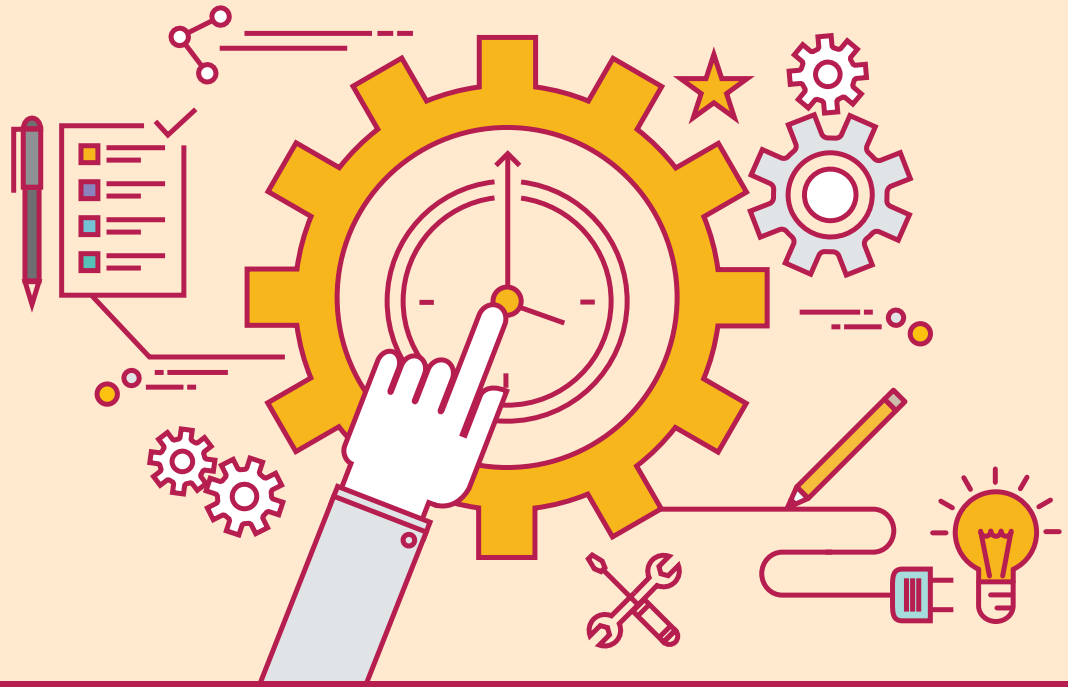
Uploaded every week prior to the live session

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.

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.

amrita tbi ...Together let us soar! (https://www.amritatbi.com)

Industry Partners

Industry Certification Training

amazon web services | Academy

CII Confederation of Indian Industry

amrita tbi ...Together let us soar!

Placements*

FEDERAL BANK YOUR PERFECT BANKING PARTNER

amazon

Godrej GODREJ & BOYCE

IndiGo

SUTHERLAND

Mphasis The Next Applied

rrd

EY

KPMG

Infosys BPO

vwr part of avantor

wipro

International University Partners

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

UCDAVIS UNIVERSITY OF CALIFORNIA

UC SAN DIEGO

UC RIVERSIDE

UCD DUBLIN

*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

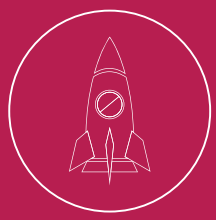
Immersive learning experience

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

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

Monthly Instalment (6 Months)	Rs. 4167

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

“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.”

Ashutosh Rai
PreppyPick, Founder & CEO

“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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https://onlineamrita.com

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