

Public Disclosure of Student Achievement

Institution Name: Amity University Uttar Pradesh
Business Unit(s) included in this report: Faculty of Management Studies

Academic Period Covered: 2020-2021

Date Submitted: 1st November 2021

PROGRAM	INDICATOR	RESULT
Bachelor of Commerce (Honors)	Graduation Rate	95.23%
Bachelor of Business Administration	Graduation rate	85.08%
Bachelor of Business Administration -Marketing & Sales	Graduation rate	83.33%
Bachelor of Business Administration –Family Business Management (BBA-FBM)	Graduation rate	83.78%
Bachelor of Business Administration -Finance & Accounting	Graduation rate	94.11 %
Bachelor of Business Administration – International Business (BBA-IB)	Graduation Rate	92.4%
Bachelor of Business Administration – International Business (BBA-IB) Evening	Graduation Rate	84.6%
3 Continent - Bachelor of Business Administration (3C- BBA)	Graduation Rate	73.5%
Bachelor of Business Administration- Business Development	Graduation Rate	92 %
Bachelor of Business Administration + Master of Business Administration (Dual Degree)	Job Placement Rate	100%
Bachelor of Business Administration + Master of Business Administration – International Business (Dual Degree)	Job Placement Rate	95.7%
Bachelor of Technology- Computer Science and Engineering + Master of Business Administration (Dual Degree)	Job Placement Rate	100%

Master of Commerce	Graduation Rate	95.91%
Master of Business Administration- Construction Project Management	Job Placement Rate	100%
Master of Business Administration – International Business (MBA-IB)	Graduation Rate	96.2%
Master of Business Administration – International Business (MBA-IB) Evening	Graduation Rate	100%
Master of Business Administration- 3 Continent (MBA-3C)	Graduation Rate	81.8%
Master of Business Administration- Competitive Intelligence & Strategic Management	Job Placement Rate	85%
Master of Business Administration	Graduation Rate	97.7%
Master of Business Administration - Marketing and Sales	Graduation Rate	99.28%
Master of Business Administration - Human Resource	Graduation Rate	97.39%
Master of Business Administration - Retail Management	Graduation Rate	100%
Master of Business Administration – Entrepreneurship	Graduation Rate	100%
Master of Business Administration- Media Management	Job Placement Rate	87.5%
Master of Business Administration- Hospitality Management	Graduation Rates	100%
Master of Business Administration- Agri and Food Business	Job Placement Rates	100%
Master of Business Administration- Telecommunication Management	No Student enrolled (2020-21 passed batch)	
Master of Business Administration- Insurance and Banking	Job Placement Rate	95.83%
Master of Business Administration- Fashion Management	Graduation Rate	81.81%
Master of Business Administration- Biotechnology Management	Graduation Rate	100%
Master of Business Administration- Real Estate And Urban Infrastructure	Job Placement Rate	100%

Master of Business Administration- Natural Resources And Sustainable Development	Job Placement Rate	100%
PhD in Management	Retention Rate	96.8%

Indicators Used

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Graduation Rate	<p>Bachelor Program: It is the percentage of students who successfully graduated from the program in 2018-19 against the total number of students who got admitted into the program during 2016-17.</p> <p>Master Program: It is the percentage of students who successfully graduated from the program in 2018-19 against the total number of students who got admitted into the program during 2017-18.</p> <p>How is it calculated:</p> $\text{Graduation Rate} = \frac{\text{total number of students successfully graduated from the program}}{\text{total number of students admitted in to the program}} \times 100$
Job Placement Rate	Total Number of Students in the final year of Program placed (The number includes students placed by the institution, joined family business/own venture, self-arranged placement) through recruitment process (as numerator) and Total Number of Students in the final year of Program who opted for campus recruitment process (as denominator). The descriptor (Job Placement Rate) is mentioned in percentage terms.
Retention Rate	It is the ratio of number of PhD scholars continuing the course to Total Scholars registered (and not awarded degree) till the academic year 2018-19.