



AMITY
UNIVERSITY

Explore Global Opportunities with

AMITY'S NEW
MBA & BBA
PROGRAMS



**ACHIEVE ACADEMIC EXCELLENCE
AND GAIN INTERNATIONAL EXPOSURE
AT
AMITY IN INDIA, DUBAI, AND LONDON**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)



YOUR GATEWAY TO THE WORLD OF BUSINESS

PROGRAM DURATION:

- 2 Years at Amity India or Dubai
- 1 Year at Amity, London

Program Overview: Our innovative BBA program combines the academic rigor and practical learning from Amity's global campuses, offering students an unparalleled opportunity to gain in-depth business knowledge while experiencing life and culture in multiple regions. You will start your journey with a solid foundation in business principles at Amity's India or Dubai campuses, followed by an exciting year in London at Amity's prestigious London campus. This unique blend prepares you for the global marketplace.

CURRICULUM HIGHLIGHTS:

Year 1 & 2 (India/Dubai):

- Core business courses: Marketing, Finance, Operations, HRM, Business Law
- Leadership and Organizational Behavior
- Entrepreneurship and Innovation
- International Business and Cross-Cultural Management
- Industry Visits, Guest Lectures from Experts, Case Study Analyses

Year 3 (London):

- Advanced Business Strategy
- Business Analytics & Digital Transformation
- Business Ethics & Sustainability
- Global Market Insights
- Internship opportunities with global organizations in London



BACHELOR OF BUSINESS ADMINISTRATION (BBA)



KEY BENEFITS:

Global Exposure:

Gain a deep understanding of international business practices by living and studying in multiple cities across the world.

Cultural Immersion:

Build cultural intelligence by interacting with diverse student groups and professionals in India, Dubai, and London.

Industry Connections:

Take advantage of Amity's robust network of alumni, industry leaders, and global organizations to access exclusive internships and career opportunities.

Leadership Development:

The program is designed to build leadership skills, enabling you to handle complex business challenges in any international setting.

CAREER OUTCOMES:

Graduates of this program will be well-positioned for roles in multinational corporations, startups, and public sector organizations.

Career paths may include Business Analyst, Marketing Manager, Operations Manager, HR Specialist, and Entrepreneur.

MASTER OF BUSINESS ADMINISTRATION (MBA)



PREPARING LEADERS FOR THE GLOBAL MARKETPLACE

PROGRAM DURATION:

- 6 Months at Amity India or Dubai
- 1 Year at Amity, London

Program Overview: Our MBA program is designed for ambitious professionals who want to elevate their careers and gain global leadership skills. With a unique dual-campus model, students spend six months at Amity India or Dubai and complete the final year at Amity London. This approach provides both academic depth and international exposure, giving you a competitive edge in the global business environment.

CURRICULUM HIGHLIGHTS:

Semester 1 & 2 (India/Dubai):

- Strategic Management & Business Leadership
- Managerial Economics
- Financial Accounting & Analysis
- Marketing Strategy & Digital Marketing
- International Business and Global Economics
- Organizational Behavior and Leadership
- Research Methodology and Data Analysis

Semester 3 & 4 (London):

- Advanced Strategic Management
- Business Analytics & Decision-Making
- Innovation & Entrepreneurship
- Global Financial Markets & Risk Management
- Corporate Social Responsibility & Sustainability
- International Leadership & Cross-Cultural Communication
- Consultancy Projects with UK-based businesses



MASTER OF BUSINESS ADMINISTRATION (MBA)



CAREER OUTCOMES:

Graduates are equipped for executive roles such as General Manager, Business Consultant, Marketing Director, Finance Manager, or Entrepreneur.

The MBA program opens doors to senior leadership positions across sectors such as Finance, Marketing, Consulting, Healthcare, and Technology.

The Amity Advantage?

Global Education at Multiple Campuses:

Our dual-campus approach ensures students get the best of both worlds – a solid academic foundation in India or Dubai and advanced international exposure in London.

High Academic Rigour:

These programs are ensuring the highest standards of academic excellence and global relevance.

Expert Faculty:

Learn from a distinguished faculty of scholars, business leaders, and industry experts who bring real-world insights into the classroom.

Industry Partnerships:

Amity has a strong network of industry ties across the globe, offering students access to internships, mentorships, and career placements with top-tier organizations.

Holistic Development:

Amity emphasizes not just academic learning but also extracurricular activities, soft skills development, and cultural exchanges, making sure students are well-rounded and globally aware.



ADMISSIONS NOW OPEN!

Seize the opportunity to study at one of the most innovative universities in the world. Get ready to embark on a transformative educational journey that will open doors to global career opportunities and personal growth.

For more details, and to apply:

Visit our website: www.amity.edu | Email our Admissions Team:

Call us at: 0120-4392111



**AMITY
UNIVERSITY**