



AMITY UNIVERSITY

RAJASTHAN



Amity Directorate of Online Education

Bachelor of Business Administration

Duration: 3 years

Fees: Rs. 1,65,000/-

SALIENT FEATURES:

- ✓ Real world case studies and industry examples
- ✓ Internships, industrial visits and workshops for industry connect
- ✓ Industry insights through live interaction with industry experts
- ✓ Incubator to support young student entrepreneurs
- ✓ Outcome based Education
- ✓ Minor Track in other disciplines

PROGRAMME FOCUS:

- ✓ Management Foundations
- ✓ Business Policy & Strategic Management
- ✓ Analysis & Design of Business Systems
- ✓ Operations Management
- ✓ Academic Associations: ICAI, SAS Institute (India) Pvt. Ltd., AACSB, ACCA, ISDC, Harvard Business Publishing, Education, International Engagement-Rennes School of Business- France/SAP

SPECIALIZATION:

- ✓ Finance, Human Resource, Marketing and Sales, International Business, Digital Marketing and Customer Analytics, Data Science and AI.

ELIGIBILITY:

- ✓ 10+2