

# Get an Online certified Degree in BBA



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | 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 2022  
IN INDIA

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

**nirf** 7<sup>TH</sup> BEST 2023  
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

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

ELECTIVE

Introduction to Strategic Management

Sustainable Business Administration

## Semester 6 BBA

ELECTIVE

ELECTIVE

ELECTIVE

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

## **BBA in Retail (Luxury)**

- Brand Management
- Corporate Communication
- International Retail and Distribution
- Developing and Launching Products Across Sectors
- Digital Communication and Advertising
- Budget Management

## **BBA in Marketing (Digital)**

- Social Media Marketing
- Mobile and Email marketing
- Affiliate Marketing
- Web designing and development
- Marketing Research and Analytics
- Integrated Marketing Communications

## **BBA in HR (Talent Acquisition)**

- Recruitment Tools and Techniques
- Recruitment Selection Process
- Post Selection Recruitment Processes
- Information Storage and Management in HR
- Payroll System Management
- Compensation and Benefits Management

## **BBA in CRM**

- Strategic Customer Relationship Management
- Virtual Marketing
- Financial Markets and Instruments
- Entrepreneurship
- e-CRM
- Analytical CRM

## **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**

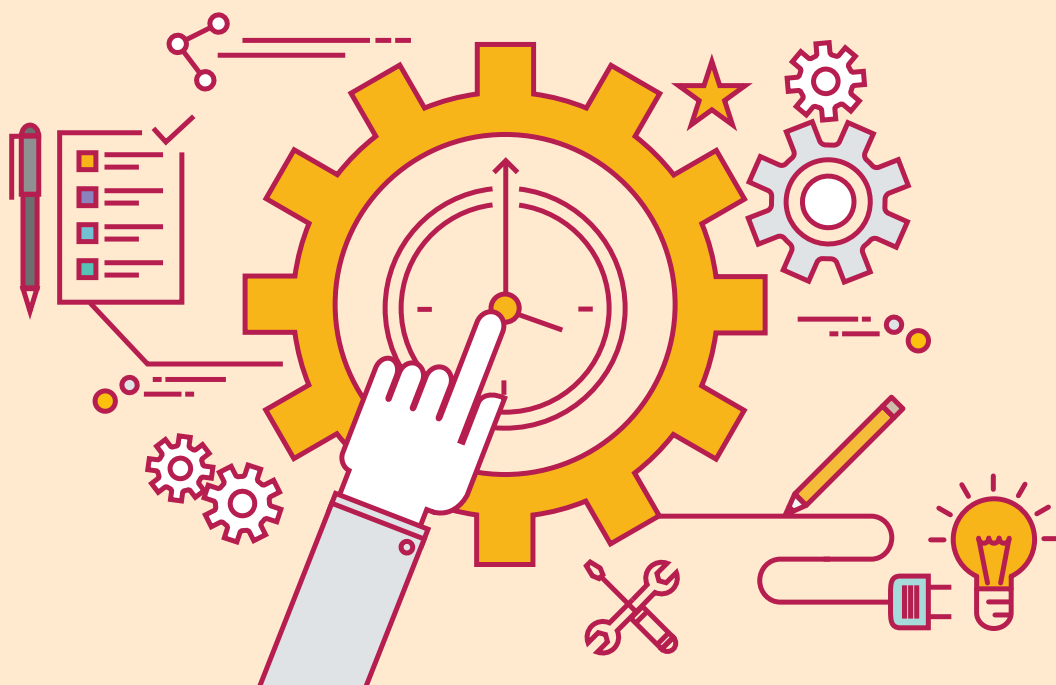
Uploaded every week prior to the live session

**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



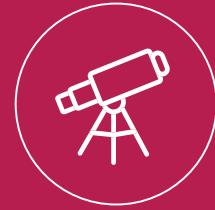
Finance Manager



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



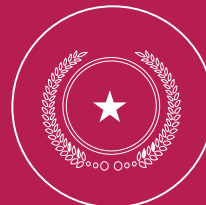
5th Best University in India



20000+ Students (Offline)



1650+ Faculty



Collaborations with 27 Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive learning experience



Affordable



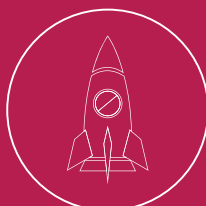
Outstanding faculty from India & abroad



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

\* Examination fee: Rs. 2000 per semester

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

**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.”



**04954266666**



**94474 98840**



**ahead@amrita.edu**



**<https://onlineamrita.com>**



**[www.facebook.com/onlineamritaahead](http://www.facebook.com/onlineamritaahead)**



**[www.instagram.com/amritaahead](http://www.instagram.com/amritaahead)**



**[www.twitter.com/AmritaAHEAD](http://www.twitter.com/AmritaAHEAD)**



**[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)**



**AMRITA | AHEAD**  
VISHWA VIDYAPEETHAM | Online

Apply now: <https://admission.onlineamrita.com/>



Get an  
**Online**  
certified  
**Degree**  
*in* **BCA**



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | **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 2022  
IN INDIA

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

**nirf** | 7<sup>TH</sup> BEST 2023  
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

*“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.”*

## **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 **BCA** » Program

Our online Bachelor of Computer Applications (B. C. A.), Undergraduate program is for aspirants looking to start a career in Computer Science. The program is rigorous, cutting edge and continuously evolving to keep abreast with industry standards. The program also has an analytical core encompassing computer systems, information systems and computer applications.



*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 BCA

Communicative English -1

Foundations of Applied Mathematics- Part I

Principles of Management

Computer Essentials

Problem Solving and Algorithmic Thinking

Problem Solving and Algorithmic Thinking Lab

## Semester 2 BCA

Professional Communication

Foundations of Applied Mathematics- Part II

Database Management System

Object Oriented Programming using Java

Operating System and Computer Architecture

Database Management System Lab

Object Oriented Programming using Java

## **Semester 3 BCA**

Discrete Mathematics

Data Structures and Algorithms

Computer Networks

Elective A

Elective B

Data Structures and Algorithms Lab

Computer Networks Lab

## **Semester 4 BCA**

Distributed Systems

Web Application Development

Software Engineering

Elective C

Elective D

Web Application Development -Lab

## Semester 5 BCA

C# and .NET Framework

Advanced Java and J2EE

Mobile Application Development

Elective E

Elective F

Advanced Java and J2EE Lab

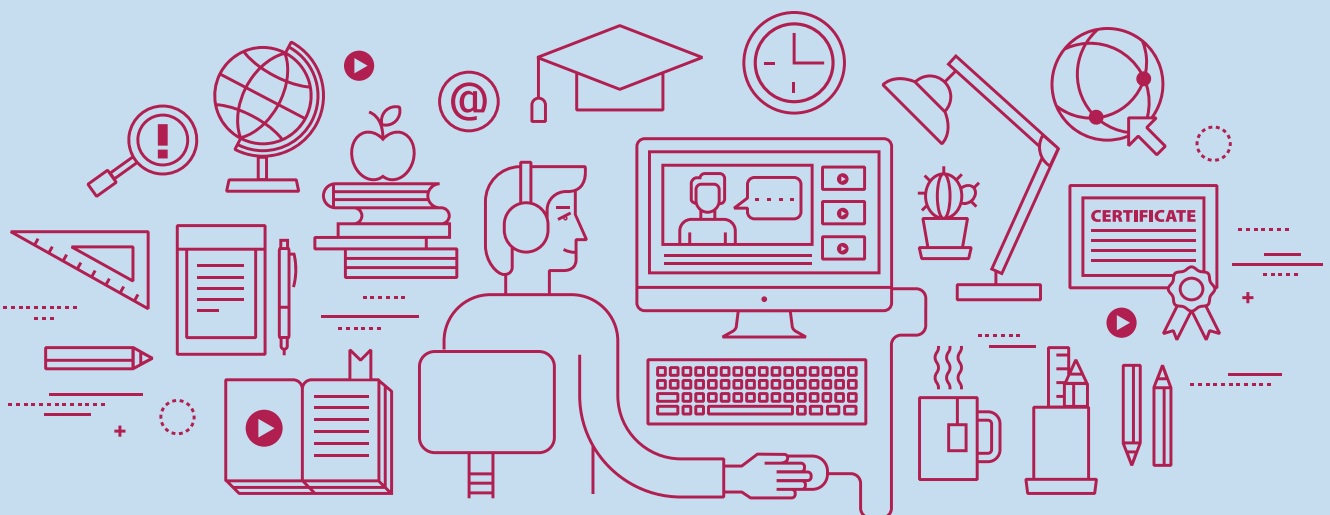
Minor Project

## Semester 6 BCA

Major project

Elective G

Elective H



## **The BCA program has a series of specialisations which are -**

- > Data Science & Analytics
- > Systems & Networks (CISCO Certified Network Associate)
- > Cyber Security & Applications
- > Mobile Application & Full Stack Dev. Skills
- > Virtual & Augmented Reality
- > Cloud Computing with AWS

## **They can be achieved with the electives listed below -**

### **Industry Relevant Electives**

(Training to earn Amazon, Cisco, CompTia & IBM certifications)

### **AWS and Cloud computing**

(Training to earn Amazon certification and badges)

- > Amazon- AWS Academy Cloud Development
- > Amazon - AWS Academy Cloud Architecting
- > Amazon - AWS Academy Data Analytics Lab

### **CISCO and networking**

(Training to earn CCNA Certifications)

- > CCNA: Introduction to Networks
- > CCNA: Switching, Routing & Wireless Essentials
- > CCNA: Enterprise Networking, Security & Automation

### **Security Courses**

(Training to earn compTia Certifications)

- > EC Council Certified Secure Computer User (CSCU)
- > EC Council Certified Application Security Engineer (CASE)
- > EC Council Certified Ethical Hacker

## Microsoft Azure Certification

- > Azure Fundamentals
- > Azure Data Engineer
- > Azure AI Engineer

## Virtual and Augmented Reality

(Google)

- > Introduction to VR Programming
- > Game programming
- > 3D interaction design and 3D models for virtual reality
- > Cross platform game development
- > Designing human computer interfaces
- > Augmented Reality for Marketing and Business Integrations

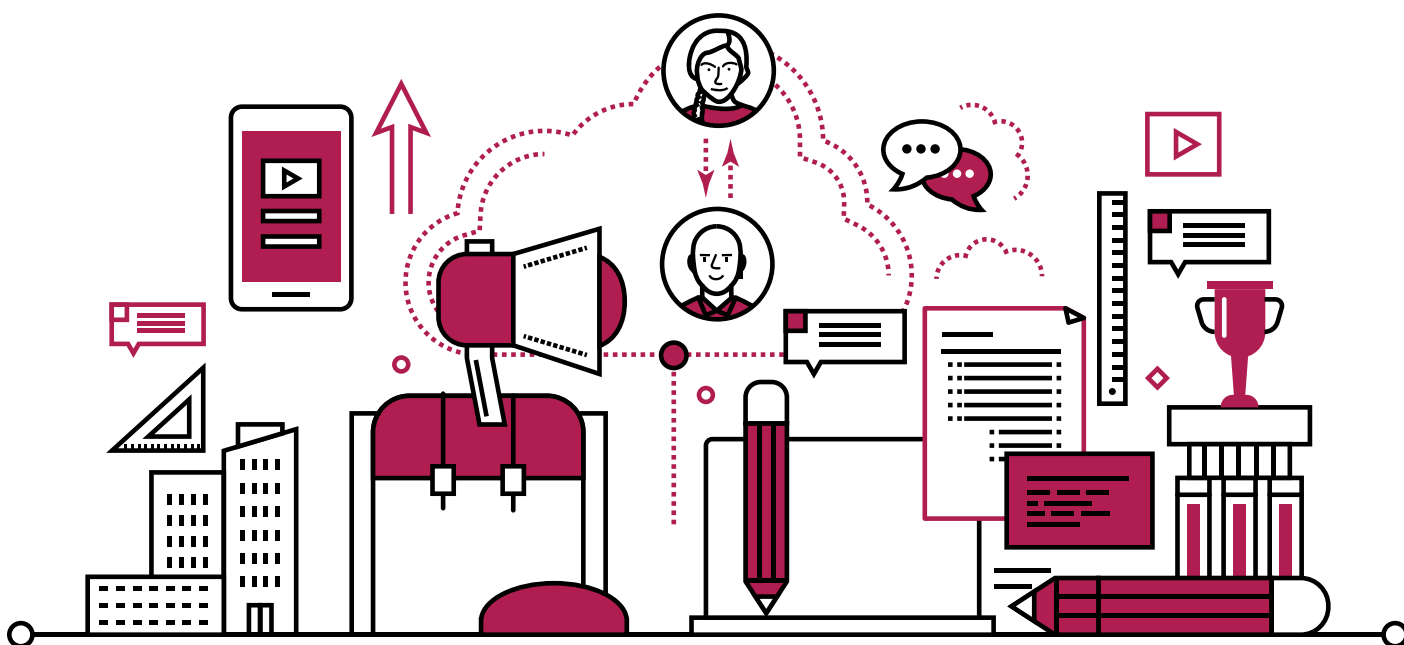
## Other Industry-relevant Electives

- > Introduction to Artificial Intelligence
- > Applications of Machine Learning
- > Data Mining
- > Linear Algebra for Machine Learning
- > AI for Drug Discovery & Target Validation
- > Applied Predictive Analytics
- > Big Data Analytics & Visualization
- > Natural Language Processing
- > Statistics & Probability for Machine Learning
- > Business Analytics
- > Bio medical & Health Informatics



# Artificial intelligence and data science

- > Introduction to Artificial Intelligence
- > Applications of Machine Learning
- > Data Mining
- > Linear Algebra and Optimization for Data Science
- > AI for Drug Discovery & Target Validation
- > Applied Predictive Analytics
- > Big Data Analytics & Visualization
- > Natural Language Processing
- > Probability and Statistics for Data Science
- > Business Analytics
- > Bio medical & Health Informatics



**Industry-Ready Training:** Interact with International (Germany, USA) and National Artificial Intelligence specialists on course modules and Industry-led projects with 50+ case studies.

**Mentored industry-relevant projects** in the final semester alongside industry veterans in areas of Machine Learning, NLP, Vision, Deep learning, Cybersecurity, Cloud Computing & Distributed Computing, Blockchain, IoT.

**Online Practical Virtual Labs** from Amazon AWS, CISCO Academy and Amrita.

## Industry Certification Training

(Certification costs are optional and extra)

CISCO Certified Network Associate

Optional elective EC-Council Certified Security Specialist (ECSS)

Optional PenTest+ (Plus) Certification

CompTIA IT Certifications

IBM Practitioner



# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

**Reading material & video lectures**

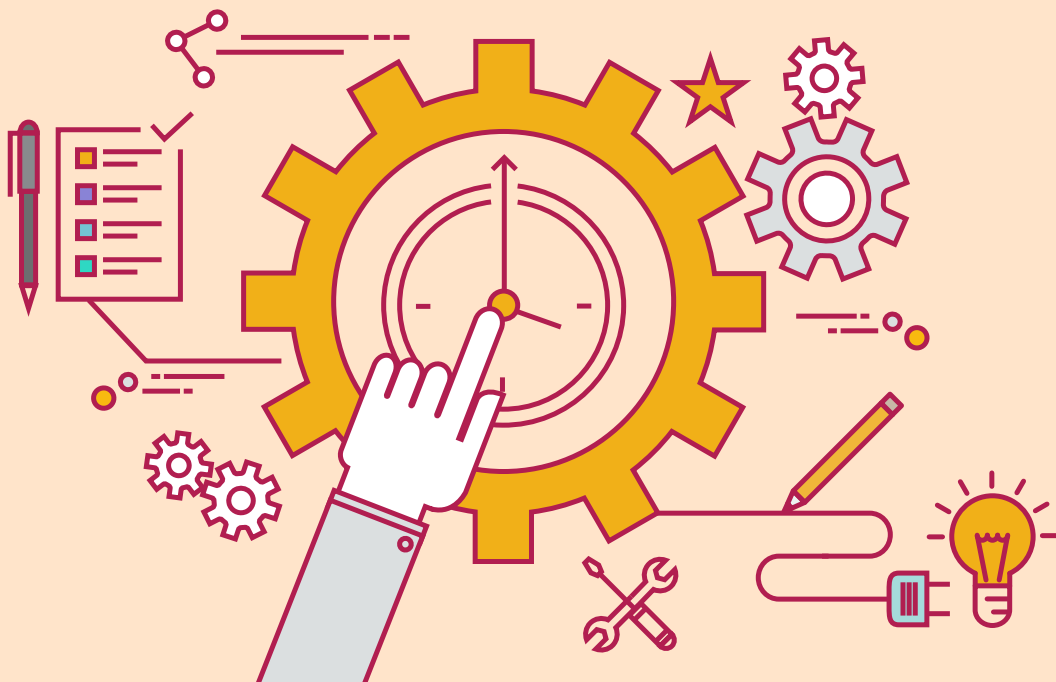
Uploaded every week prior to the live session

**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



Data Scientist



Health Care Analyst



Software Engineer



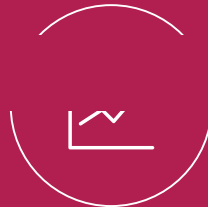
Web Developer



Business Analyst



Data Analyst



Market Research Analyst



Project Manager



Big Data Analyst

# *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, the 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>)



## Placements\*

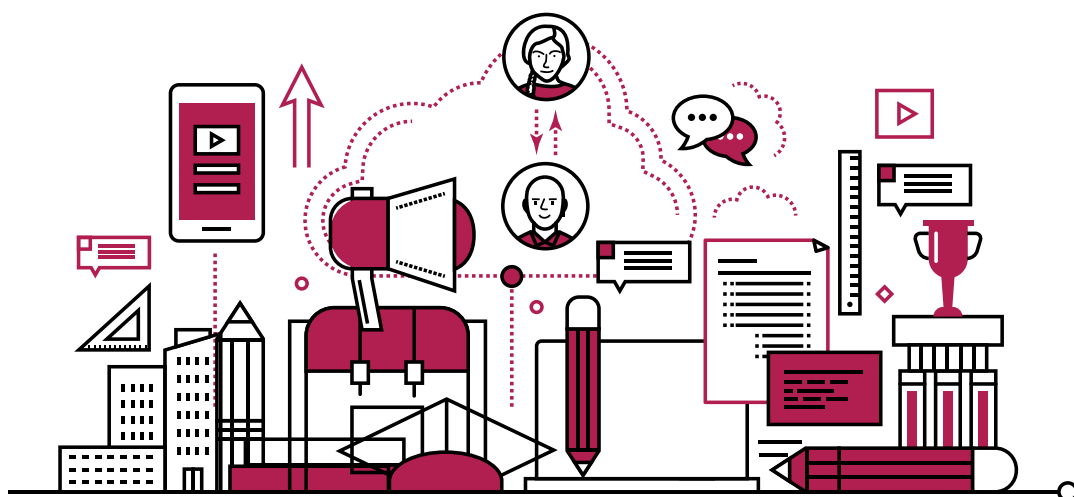


## International University Partners

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



## Placements\*

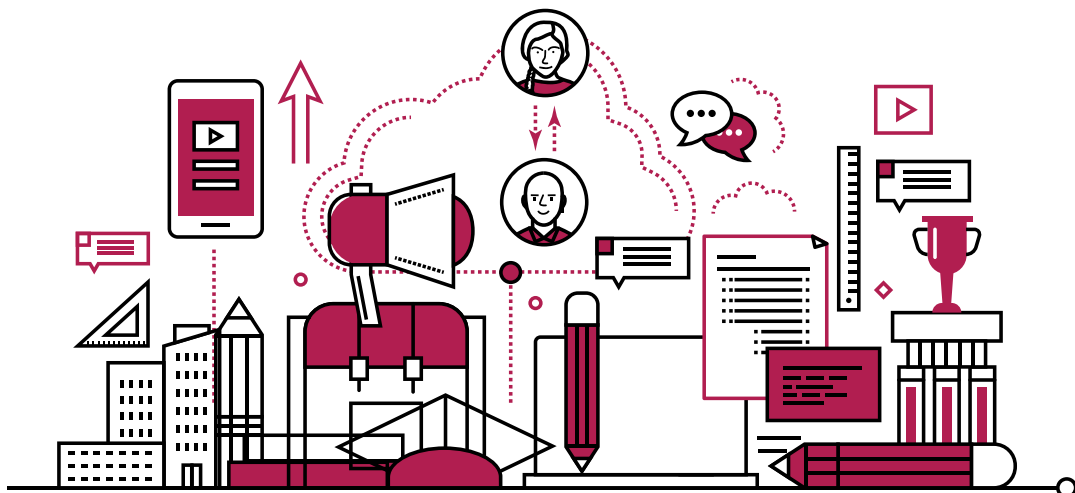


## International University Partners

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



World-Class Faculty



Industry Aligned Curriculum



Career Placement Assistance



5<sup>th</sup> Best University in India



20000+ Students (Offline)



1650+ Faculty



27 Collaborations with Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Affordable



Master the advanced tools, techniques, algorithms reshaping the digital landscape



Job Relevant Industry Certifications from CISCO, Amazon, EC Council, IBM



Wide range of electives in areas of IOT, Cyber physical Systems, Cloud computing, Cognitive Computing



50+ industrial case studies & 10+ Mini projects



Opportunity to work in research centers on industry projects



# *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\**

<b>Semester</b>	<b>Amount</b>
<b>Semester 1</b>	<b>Rs 25000</b>
<b>Semester 2</b>	<b>Rs 25000</b>
<b>Semester 3</b>	<b>Rs 25000</b>
<b>Semester 4</b>	<b>Rs 25000</b>
<b>Semester 5</b>	<b>Rs 25000</b>
<b>Semester 6</b>	<b>Rs 25000</b>
<b>Total**</b>	<b>Rs 150000</b>

\* Examination fee: Rs. 2000 per semester

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

**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



"I searched on the internet for an online course to study from home. I found Amrita Ahead along with some other online programs. I researched everything and found the "Online BCA Program. My experience with Amrita has made me a better version of my present self. Learning in Amrita has made me develop a lot of self-discipline and an urge to get out of my comfort zone to improve myself as an individual. I'm grateful for being a part of the Amrita Family and growing along with it."

**Ajitha**  
Online BCA



"Amrita never disappoints! It has become an emotion other than an institution for me. I was fortunate to follow my dreams through Amrita's Online BCA program. The faculty's tremendous efforts in making each Online session fruitful and interactive have enhanced our academic and interpersonal skills. Being at a global university, Amrita Ahead allowed me to meet people worldwide and learn new things from them. I will always treasure the memories of Amrita."

**Ayesha**  
Online BCA



It has been a truly invaluable learning experience through the online platform offered by Amrita Vishwa Vidyapeetham. As for the assistance, feedback, and general help of the teachers and our advisor, I found it excellent.

Aside from the course plan, Amrita Ahead is constantly releasing the most recent webinars by experts to help students understand current situations and challenges. After multiple college dropouts, I believe that Amrita Ahead is always a good place to broaden my knowledge. always positive and motivating.

**Asarudin.A**  
Online BCA



"I had been searching for online BCA degree programs for a long time, and after thorough research on the web, I learned about Amrita AHEAD. What attracted me the most was the industry-ready certifications that came along with the course. At Amrita, industry experts and professors conduct guest lectures and workshops regarding new technologies. Truly, Amrita AHEAD is India's best Online education platform for upcoming BCA students looking forward to a bright career."

**Anirban Bhadra**

Online BCA



"The knowledge and skills I've developed through my study with the Online BCA have made me competitive and have increased my confidence as a biostatistician. I felt overwhelmingly supported as a student in Amrita Ahead Online BCA program."

**Sruthi Jeyachitran**

Online BCA



"I'm Mohit Sai, as being specially abled student, I needed an extra attention for my online degree and to my surprise, Amrita Ahead were able to clarify my doubts. The syllabus is very easy to digest for everyone. Amrita Ahead Faculty are friendly and helpful. My fellow mates are very helpful and very supportive."

**Mohit Sai**

Online BCA



"As a UI/UX designer and developer with more than 3.5 years of experience, I started looking for the finest online BCA course for me when I wanted to gain additional technical knowledge. The ideal learning environment is created by AMRITA AHEAD'S online lectures in conjunction with live sessions. The lecturers at AMRITA Ahead are incredibly helpful in resolving even the slightest of our doubts. I hope to continue learning since my education at AMRITA has helped me become more disciplined in my life."

**Bharat Jadhav**

Online BCA

*(Data is based on on-campus information)*



04954266666



94474 98840



ahead@amrita.edu



<https://onlineamrita.com>



[www.facebook.com/onlineamritaahead](http://www.facebook.com/onlineamritaahead)



[www.instagram.com/amritaahead](http://www.instagram.com/amritaahead)



[www.twitter.com/AmritaAHEAD](http://www.twitter.com/AmritaAHEAD)



[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | **Online**

Apply now: <https://admission.onlineamrita.com/>

# Get an Online certified Degree in B.COM



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | 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 2022  
IN INDIA

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

**nirf** 7<sup>TH</sup> BEST 2023  
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 **B.COM** Program

Our online B.COM 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 accounting, finance and business. B.COM 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 B.COM

Communicative English

Accountancy

Managerial Economics

PC Software

Fundamentals of Business Mathematics

PC Software Lab

Cultural Education I

## Semester 2 B.COM

Professional Communication

Advanced Accountancy

Banking

Indian Constitution

Income Tax Law and Practice – Basic Concepts

Business Statistics and Operations Research

Cultural Education II

## **Semester 3 B.COM**

Corporate Accounting

Insurance and Risk Management

Introduction to GST

Income Tax Law and Practice - Heads of Income

Environmental Science and Sustainability

Mercantile Laws

Amrita Values Programme I

## **Semester 4 B.COM**

Fundamentals of Costing

Advanced Concepts of GST

Income Tax Law and Practice - Determination of Income

Company Law and Secretarial Practice

Accounting Packages – Tally

Accounting Packages - Tally Lab

Open Elective A\*

Amrita Values Programme II

## Semester 5 B.COM

Management Accounting

GST – Procedures and Practices

Introduction to Research Projects

Investment Management

Elective

Live-in-Lab.@ /Open Elective B\*

Income Tax Law and Practice - Assessment  
Procedures and Authorities

## Semester 6 B.COM

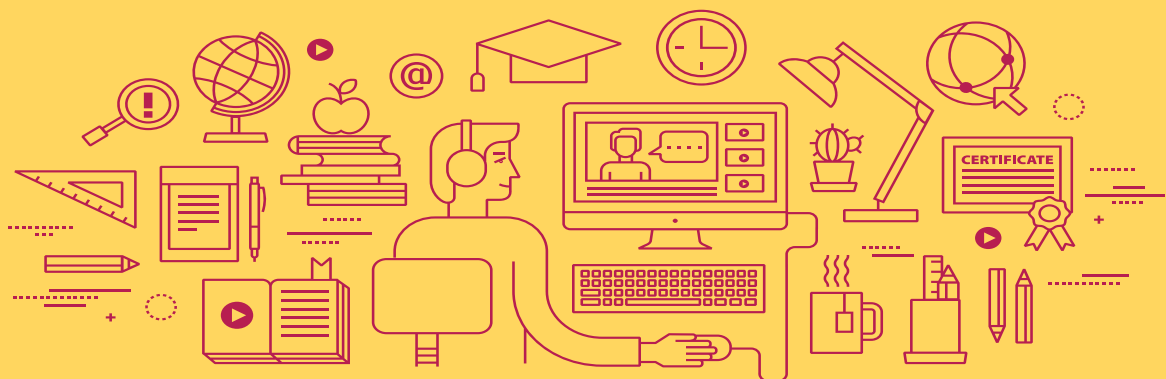
Principles of Financial Management

Capital Markets and Financial Services

Auditing – Principles and Practices

Customs Law - Practice and Procedure

Project



## **Industry Relevant Specializations**

- > Finance
- > Tax and Accounting

## **Industry Certification Training**

- > Oracle E-business suite Certifications for Finance
- > National Institute of Securities Markets (NISM) Certifications for Financial Management
- > (NCFM) Certifications for Financial Management - Foundation, Intermediate and Proficiency
- > Amazon Certifications (Optional) for Data Analytics
- > NSE (National Stock Exchange) Academy Certification in Financial Markets

**Mentored industry-relevant projects** In areas of Finance, Tax, and Accounting

## **Electives**

- > Advertising and Brand Management
- > Enterprise Resource Planning
- > Hospital Management
- > Human Resource Management Concepts

# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

**Reading material & video lectures**

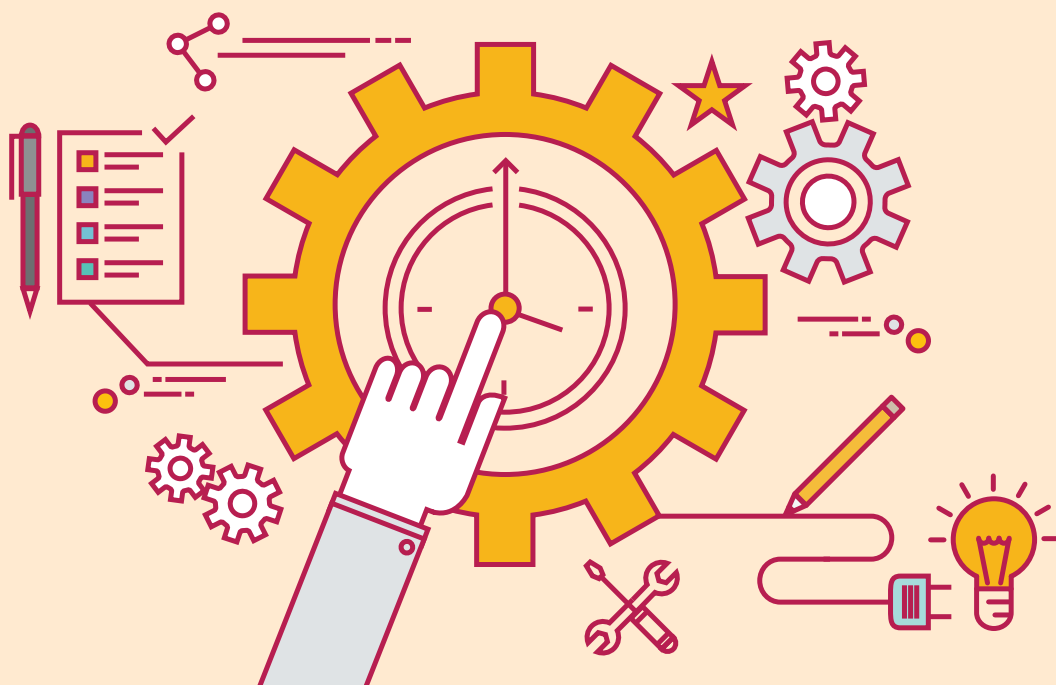
Uploaded every week prior to the live session

**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



Accountant



Auditor



Consultant



Company Secretary



Business Analyst



Finance Officer



Sales Analyst



Junior Analyst



Tax Accountant



Stock Broker



Economist



Business  
Development Trainee

## *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



## Placements\*

Cognizant

DE Shaw & Co

FEDERAL BANK  
YOUR PERFECT BANKING PARTNER

EY

GODREJ & BOYCE



LSEG

McKinsey & Company

TCS TATA CONSULTANCY SERVICES

WE MAKE SCHOLARS



## 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



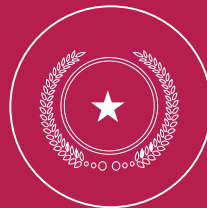
5th Best University in India



20000+ Students (Offline)



1650+ Faculty



Collaborations with 27 Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive learning experience



Affordable



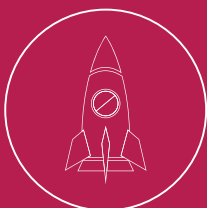
Outstanding faculty from India & abroad



Complete your B.COM 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 20000
Semester 2	Rs 20000
Semester 3	Rs 20000
Semester 4	Rs 20000
Semester 5	Rs 20000
Semester 6	Rs 20000
Total**	Rs 1,20,000

\* Examination fee: Rs. 2000 per semester

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

**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.”



04954266666



94474 98840



ahead@amrita.edu



<https://onlineamrita.com>



[www.facebook.com/onlineamritaahead](http://www.facebook.com/onlineamritaahead)



[www.instagram.com/amritaahead](http://www.instagram.com/amritaahead)



[www.twitter.com/AmritaAHEAD](http://www.twitter.com/AmritaAHEAD)



[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | **Online**

Apply now: <https://admission.onlineamrita.com/>

Get an  
**Online** certified  
Degree in **MBA**





# *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 interplay 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** 5<sup>TH</sup> BEST UNIVERSITY IN INDIA  
2021 GOVT. OF 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 **MBA** » Program

Our online Master of Business Administration (MBA) is a 2-year postgraduate online program designed to allow aspirants to reposition their career and grow in it to an influential position. The Online MBA - the program is designed to enhance your management knowledge and skills - to develop competencies in the core areas of management.

The program is application-based focusing on industry-specific problems and case studies enabling learners to hone their problem-solving skills along with their management skills. Candidates are mentored by industry professionals from the first semester itself.



*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	2
Maximum	4





# Curriculum»

## Semester 1 MBA

Business Communications

Managerial Economics - Micro & Macro

Business Negotiations & Conflict Resolutions

Accounting for Managers

Marketing Management

Business Statistics

Education for Life-1

## Semester 2 MBA

Operations Management

Technology Transformation for Business

Human Resource Management

Financial Cost Management

Marketing Research & Consumer Behaviour

Business Analytics

Education for Life - 2

## Semester 3 MBA

Strategic Management

International Business

Legal Aspects and Business Ethics

Minor Project

Education for Life – 3

## Semester 4 MBA

Major Project

Entrepreneurship and Innovation

CSR & Sustainability

Education for Life - 4

# *Electives*

## **Marketing**

- Digital Marketing
- Marketing Communications
- Marketing Research
- Sales & Distribution Management
- Data Driven Marketing
- Customer Relationship Management
- Retail Marketing

## **Finance**

- Advanced Financial Management
- Financial Modelling
- Fintech
- Investment Analysis & Portfolio Management
- Strategic Financial Management
- Treasury and Bank Management
- Insurance and Risk Management

## **HR**

- Recruitment & Retention Management

- HR Audit
- Performance Management
- Change Management
- People Analytics
- Industrial Relations & Labour Laws
- Strategic Human resource Management

## **Operations**

- Manufacturing Control & Planning
- Total Quality Management
- Supply Chain Management
- Enterprise Resource Planning
- Operations Research
  - Services Operations Management
- Business Forecasting

## **General**

- Intellectual Property Rights (IPR)
- Management Consulting
- Leadership Skills
- Mergers and Acquisitions
- Financial Statement Analysis and Business Valuation
- Business Ethics and Corporate Governance
- Research Methodology

# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

## **Reading material & video lectures**

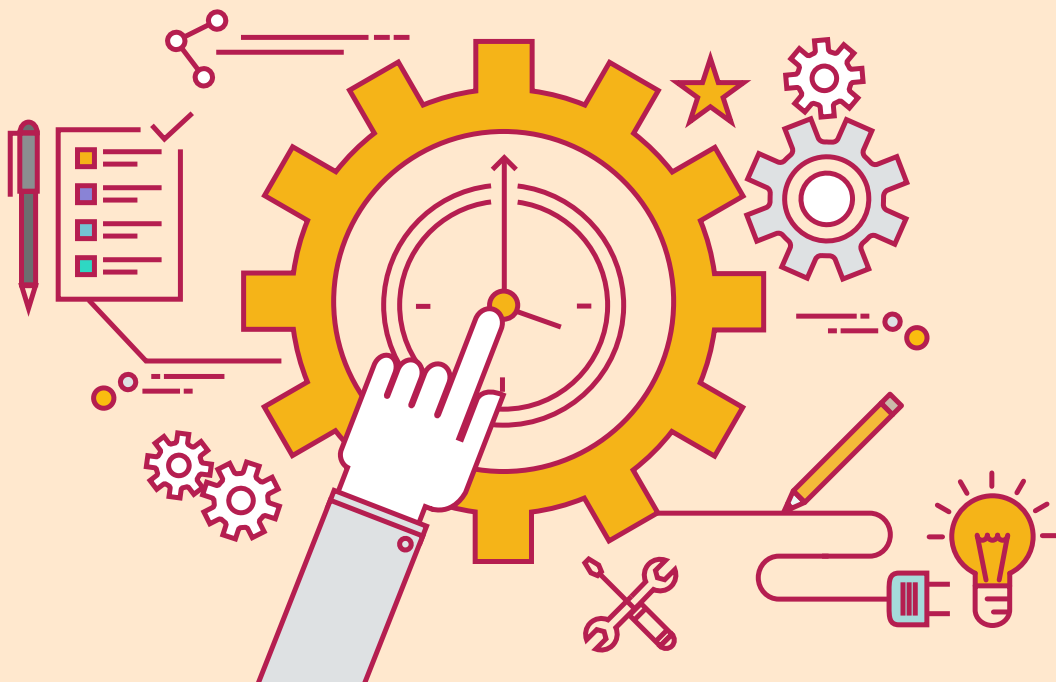
Uploaded every week prior to the live session

## **Discussion forums**

Active on a 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. 15 weeks e-content, 3 weeks for review & 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



Product Manager



Engineering Manager



Startup Founder/CEO



Sales Manager



Relationship Manager



Team Manager



Territory Manager



Business Analyst



Support Executives

## *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 World Bank and the 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>)





## *Placements\**

**Honeywell**



We understand your world



BNY MELLON



**PHILIPS**



**amazon Deloitte.**

\*Data is based on on-campus information

# The Amrita Advantage



AICTE Approved



Industry Aligned Curriculum



Career Placement Assistance



5<sup>th</sup> Best University in India



20000+ Students (Offline)



1650+ Faculty



27 Collaborations with Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive Learning experience



Among the Top 50 private B-schools in the country



Affordable



Outstanding faculty from India & abroad



Complete MBA at your own pace (2 to 4 years)



Course Mentors

# Eligibility »

## Students with Indian Education:

Direct admissions for learners with an aggregate minimum of 60% marks. Learners below 60% marks will be also considered for admissions following a short interview.

- > Minimum 60% aggregate in 10th, 12th and UG. Students in their final year can apply with the last completed semester results.
- > UG degree (10+2+3 Pattern), recognized by AIU (Association of Indian Universities)

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 (<https://aiu.ac.in>)



## *Fee Structure\**

Semester	Amount
Semester 1	Rs 55000
Semester 2	Rs 55000
Semester 3	Rs 55000
Semester 4	Rs 55000
Total**	Rs 220000

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

\* Examination fee per semester: ₹2000 per semester

# 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.



8590007473



8590007473



ahead@amrita.edu



<https://aoap.amrita.edu/ahead-23/index/>



[www.facebook.com/AmritaAHEAD](http://www.facebook.com/AmritaAHEAD)



[www.instagram.com/amritaahead](http://www.instagram.com/amritaahead)



[www.twitter.com/AmritaAHEAD](http://www.twitter.com/AmritaAHEAD)



[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | **Online**

Apply now: <https://aoap.amrita.edu/ahead-23/index/>



AMRITA | AHEAD  
VISHWA VIDYAPEETHAM | Online



Get an  
Online  
certified  
Degree



MCA

# ***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 interplay 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  
IN INDIA **RANKINGS** 2022

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

**nirf** | 7<sup>TH</sup> BEST  
GOVT. OF INDIA | UNIVERSITY IN INDIA 2023

 **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 MCA Program

Our online Master of Computer Application program is an immersive technology learning program for both fresh graduates, aspiring to be job ready, as well as working professionals, looking to upskill themselves for better career prospects. The courses are designed and taught by world-class academicians and industry experts to keep abreast with the ever-growing IT sector. The MCA program is the best choice for individuals looking to strap on programming skills to help them achieve their career goals sooner or in a bigger way. The course's curriculum is in accordance with industry 4.0 standards providing students the opportunity to learn cutting edge technologies and tools from subject matter experts around the globe. Recent NASSCOM reports says the talent demand-supply gap in emerging technology areas is expected to grow to over 250,000 in the next 3 years.

Our goal with the Online MCA program is to directly address this talent gap. Designed and jointly offered with Industry experts, the MCA curriculum not only meets the objectives of NASSCOM's future skills initiative but also the Govt of India's IT and ITeS sector skills. Another unique aspect about our online MCA program is integration of several sought-after industry certifications related to critical topics like penetration testing, ethical hacking, cloud computing etc. with IBM, EY, CompTIA, EC-Council etc. The program offers 360-degree placement assistance to the candidates.

Our graduates move on to holding important positions with leading multinationals and government Bodies, influencing ideas, building solutions, framing 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	2
Maximum	4



# Curriculum»

## Semester 1 MCA

Foundations of Computer Systems

Mathematical Foundations for Computer Applications

Essentials of Cybersecurity

Elective I

Elective II

Elective III

## Semester 2 MCA

Data structures and Algorithms

Mathematics Elective

Cloud Computing

Elective IV

Elective V

Elective VI



## Semester 3 MCA

Software Project Management

Research Methodology

Elective VII

Elective VIII

Elective IX

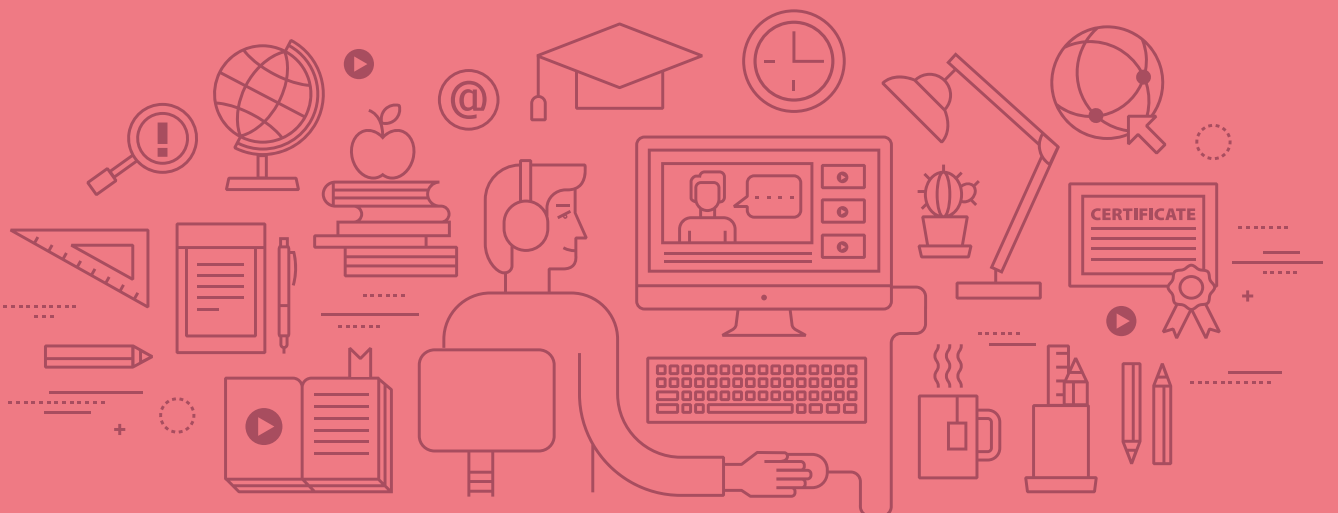
Elective X

Minor Project

## Semester 4 MCA

Project

Elective XI



**The MCA program has a series of specialisations which are -**

### **Industry-relevant specializations**

- > Systems and Networks (including CCNA & CCNP)
- > Mobile Application & Full Stack Dev. Skills
- > Virtual & Augmented Reality

### **Industry Certifications**

- > Cisco Certified Network Associate (CCNA)
- > IBM Practitioner
- > Amrita Ahead is currently offering courses from Coursera and SWAYAM - NPTEL.



## Other Industry-relevant Electives

- > Object Oriented Programming Using Java
- > Advanced Operating Systems
- > Advanced Computer Networks
- > Python Programming
- > Advanced DBMS
- > Advanced Web Technologies and Mean Stack
- > Software Engineering and Design Patterns
- > Design and Analysis of Algorithms
- > Computer Graphics and Visualization
- > Mobile Application Development
- > Compiler Design
- > Deep Learning
- > Parallel and Distributed Computing
- > Connected Internet of Things Devices
- > Software Testing
- > Network Management and System Administration
- > Semantic Web Technologies
- > Bioinformatics
- > Digital Image Processing
- > Information Retrieval
- > Software Defined Networks
- > Pattern Recognition
- > Malware Analysis
- > Network Security Essentials
- > Block Chain Technologies
- > Principles of Economics and Management
- > Switching, Routing and Wireless Essentials
- > Programming Essentials in Python
- > Enterprise Networking, Security and Automation

**Industry-ready training:** Interact with International (Germany, USA) and CISCO Academy, Samsung, Amazon AWS, on course modules and Industry-led projects with 50+ case studies.

Mentored industry-relevant projects (Final Semester).

In areas of Machine Learning, NLP, Computer Vision, Deep Learning, Cloud Computing & Distributed Computing, BlockChain, IoT.

**Online Practical Virtual Labs** from Amazon AWS, CISCO Academy, Amrita.

## Industry Certification Training

Cisco Certified Network Associate (CCNA)

Amazon Cloud Architect

IBM Practitioner



# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

**Reading material & video lectures**

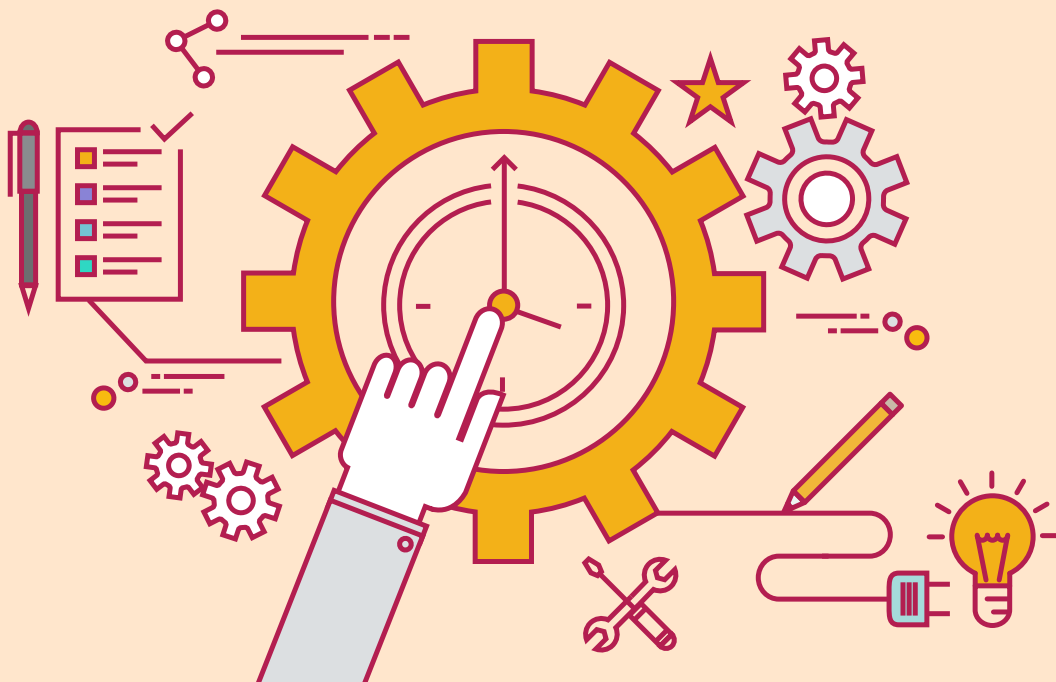
Uploaded every week prior to the live session

**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



Software Application Architect



Software Consultant



Web Designer & Developer



Database Administrator



Test Engineer



Network Engineer



Quality Assurance Engineer



App Developer



Business Analyst



Software Developer



Programmer



Software/Hardware Engineer



Troubleshooter



Systems Analyst

# *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 World Bank and the 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>)





## *Placements\**



## *Industry Partners*



## *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



AICTE Approved



World-Class Faculty



Industry Aligned Curriculum



Career Placement Assistance



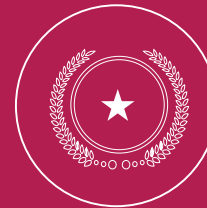
5<sup>th</sup> Best University in India



20000+ Students (Offline)



1650+ Faculty



27 Collaborations with  
Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Affordable



Dedicated Course Mentors



Industry 4.0 aligned  
curriculum designed to equip  
yourself to succeed in the  
technology-empowered future



Learn from leading  
academicians &  
industry experts  
around the world



Master the most advanced  
tools, techniques,  
algorithms reshaping  
the digital landscape



Job Relevant Industry  
Certifications  
from CISCO, Amazon,  
IBM



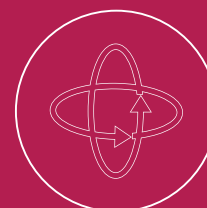
Wide range of electives  
in areas of IoT,  
Cyber-physical Systems,  
Cloud computing,  
Cognitive Computing



50+ industrial case  
studies &  
10+ Mini projects



Opportunity to  
work in research  
centers on  
industry projects



360 Degree  
Placement Assistance

# Eligibility »

## Students with Indian Education:

Direct admissions for learners with a minimum of 50% marks in UG degree. Learners below 50% marks will be also considered for admissions following a short interview.

- > Candidates must have passed 10 + 2
- > Candidate must have completed any undergraduate degree with Mathematics at 10 + 2 level or at graduation level
- > Students in their final year can apply with the last completed semester results

Candidates with work experience will have an added advantage for admissions.



## *Fee Structure\**

Semester	Amount
Semester 1	Rs 35000
Semester 2	Rs 35000
Semester 3	Rs 35000
Semester 4	Rs 35000
Total**	Rs 140000

\* Examination fee: Rs. 2000 per semester

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

**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



"The faculties are always ahead of the technology trends. Their guidance during my studies made me so confident in choosing the right technology on my entrepreneurial journey. My alma mater also allowed me to interact with many industry veterans, CEOs, and experts through their industry connect programs."

## **Gokuldas G**

Founder, Voteran Political Social Network & Good Afternoon Lunch



"I owe a lot to Amrita faculties for my technological knowledge and problem-solving skills. They have a profound understanding of what they teach, and how it should be implemented in real-life scenarios. The projects we worked on at Amrita were on deep real-life issues impacting many people."

## **Vijitha V**

Founder, Comet Chat Radio



"Amrita has all the resources for a student to succeed in life. The value-based education delivered here changed my perspective on education and life. The learning methodology practised here prepares students to ace their career."

## **Arjun V**

Backend developer (Python-Django),  
Orange & Lemons, Amsterdam



"The facilities and opportunities along with first-class education that you get from Amrita can help you achieve your career goals. The faculty's extensive research experience in the areas they teach helps students to understand the practical aspects. The teaching-learning process makes students job-ready before the course completion."

## **P S Narayanan**

Phone Parloan

 **04954266666**

 **94474 98840**

 **ahead@amrita.edu**

 **<https://onlineamrita.com>**

 **[www.facebook.com/onlineamritaahead](http://www.facebook.com/onlineamritaahead)**

 **[www.instagram.com/amritaahead](http://www.instagram.com/amritaahead)**

 **[www.twitter.com/AmritaAHEAD](http://www.twitter.com/AmritaAHEAD)**

 **[www.linkedin.com/company/amrita-ahead](http://www.linkedin.com/company/amrita-ahead)**



Apply now: <https://admission.onlineamrita.com/>

# Get an Online certified Degree

*in* M.COM



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | 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 IN INDIA THE IMPACT RANKINGS 2021

No.1 IN INDIA QS WORLD UNIVERSITY RANKINGS 2020

2021 nirf GOVT. OF INDIA 5<sup>TH</sup> BEST 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 **M.COM** Program

Our online M.COM 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 accounting, finance and business. M.COM 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	2
Maximum	4





# Curriculum»

## Semester 1 M.COM

Advanced Corporate Accounting

Business Correspondence

Business Research

Economic Analysis for Managers

Applied Statistics

Office Automation Lab

Analysis using Statistical Tools Lab

Cultural Education

## Semester 2 M.COM

Accounting for Managerial Decisions

Corporate Income Tax

Financial Markets and Services

Insurance Management

Corporate Laws

Advanced Tally Lab

Information Systems Lab

Amrita Values Programme

## **Semester 3 M.COM**

Advanced Financial Management

Small Business and Entrepreneurship

Security Analysis and Portfolio Management

Project Appraisal and Financial Planning

Enterprise Resource Planning and MIS

## **Semester 4 M.COM**

Elective I - Finance Stream

Elective II – Systems Stream

Strategic Management

Integrated Marketing Promotion and Communication

Supply Chain Management and Logistics

Sustainable Business Administration

## Elective Categories

Financial Derivatives

International Financial Management

Mergers and Acquisitions

Database Management Services

Cyber Laws

Marketing using WEB

## Industry Relevant Specializations

- > Accounting
- > Financial Management
- > Financial markets
- > Entrepreneurship
- > Taxation
- > nsurance
- > Enterprise Resource Planning
- > Database Management



# Industry Certification Training

- > Microsoft Learn: Dynamics 365
- > Zoho books: Zoho Books Certified Accountings Professionals
- > eMoney: eMoney Certification
- > Fincad: Training services
- > Busy: Busy Certified Accountants (BCA)
- > Marg/ Marg Academy: Training(training programs on accounting, taxation)
- > Sage Intacct: Sage Intacct Accountants Program (SAIP)
- > Fathom: Fathom Advisor Certification
- > Intuit – Quickmooks, Mint: Training, Resources, Webinar classes
- > EY FAAS Learning Solutions: EY IFRS course covering the syllabus of Diploma in IFRS, ACC
- > EY FAAS Learning Solutions: EY IFRS course covering the syllabus of Diploma in IFRS, ACCA
- > EY FAAS Learning Solutions: Finance For Non Finance Managers
- > EY FAAS Learning Solutions: Customised trainings on Ind-AS, IFRS or USGAAP
- > EY FAAS Learning Solutions: Business intelligence with Power BI
- > KPMG: KPMG Digital Finance
- > ICAI: Accounting Technician Course (ATC)

# Online Class Schedule»

**Live Sessions - 1 hour per week per course**

**Reading material & video lectures**

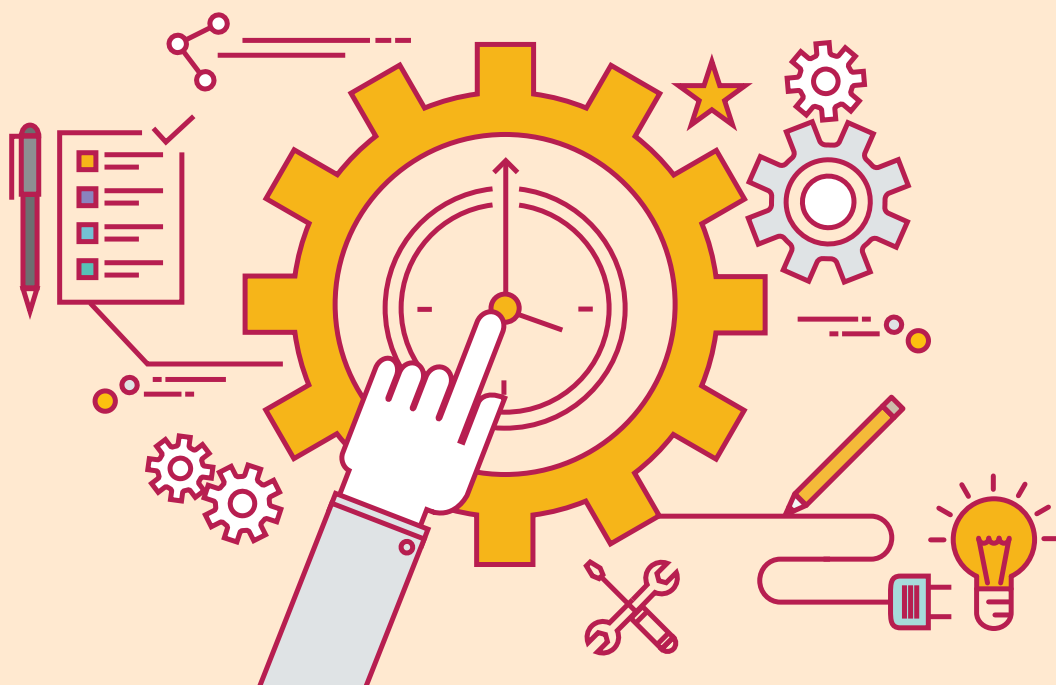
Uploaded every week prior to the live session

**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



Business/Market  
Analyst



Accountant



Risk Analyst



Corporate Analyst



Business  
Consultant



Marketing Manager



Operations Manager



Personal Finance  
Consultant

# *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



## Our Recruitment Partners



Deloitte.



## International University Partners

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



# The Amrita Advantage



UGC Entitled Programs



Industry Aligned Curriculum



Career Placement Assistance



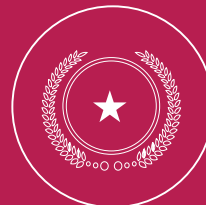
5th Best University in India



20000+ Students (Offline)



1650+ Faculty



Collaborations with 27 Top World-Ranked Universities



16 Constituent Schools



Strong Alumni Network



Immersive learning experience



Affordable



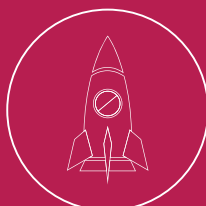
Outstanding faculty from India & abroad



Complete your M.COM at your own pace (2 to 4 years)



Course Mentors



Build your Startup at Amrita TBI

# Eligibility »

## **Students with Indian Education:**

Direct admissions for learners with an aggregate minimum of 50% marks in their UG. Learners below 50% marks will be also considered for admissions following a short interview

- > Candidates must have passed 10 + 2 + Bachelor's Degree (Minimum of 3 Years Degree Program).
- > Students in their final year can apply with their last completed semester results.

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 (<https://aiu.ac.in>)



## *Fee Structure*

<b>Semester</b>	<b>Amount</b>
<b>Semester 1</b>	<b>Rs 22500</b>
<b>Semester 2</b>	<b>Rs 22500</b>
<b>Semester 3</b>	<b>Rs 22500</b>
<b>Semester 4</b>	<b>Rs 22500</b>
<b>Total</b>	<b>Rs 90000</b>

\* If you are a foreign national, please email [ahead@amrita.edu](mailto:ahead@amrita.edu)  
Low Cost EMI option available.

# 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.”



8590007473



8590240617



ahead@amrita.edu



www.amrita.edu/ahead



www.facebook.com/AmritaAHEAD



www.instagram.com/amritaahead



twitter.com/AmritaAHEAD



www.linkedin.com/company/amrita-ahead



**AMRITA** | **AHEAD**  
VISHWA VIDYAPEETHAM | **Online**

Apply now: <https://aoap.amrita.edu/ahead/index>