



AMITY
UNIVERSITY
ONLINE



Bachelor Of Arts



PROGRAMMES
RECOGNISED BY
UGC DEB

CONTENT

- 01** Message from the Chairman & Directors
- 03** About Amity University Online
- 06** About the Programme
- 07** Programme Curriculum
- 08** Accreditations & Fee Details
- 10** Amity University Online Advantage
- 11** Alumni Working At
- 12** Contact



Mr. Ajit Chauhan

Chairman - Amity University Online

Amity University Online is devoted to creating a transformative learning environment, a digital classroom with true mobility and access to education from anywhere. Our career-oriented programs are specially designed for working professionals offering futuristic learning experiences on our awarded LMS, along with face to face interactions, live sessions, webinars, video lectures & one-to-one session with faculty, designed and delivered by over 6000 eminent corporate experts and faculties. With a constant and sustainable rise in the need for highly-skilled professionals, it is becoming crucial for employers to develop and retain well-educated and motivated employees. At Amity University Online, we understand and create professionally strong individuals with higher education and training for meeting the evolving industry demands.

Message from Directors



Abhinash Kumar

Director

Amity University Online provides 'Anytime, Anywhere' education experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty. Designed to suit both graduate students and working professionals, our programmes adhere to UGC's stringent criteria and we are at par with the campus programmes.



Aindril De

Director, Academics

Our learning materials back practicality rather than just imparting concepts. Therefore, keeping in mind the varied spectrum of needs for global learners, we ensure to providing engaging content. Keeping in sync with the latest technologies, in the near future, we are also planning to integrate artificial intelligence into our learning portal to make our e-learning process smoother and hassle-free.

About Amity University Online

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) recognized programmes meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe through 24 programmes under Masters, Bachelors, Post Graduate Diplomas through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry academic partnerships.



The country's first university to receive the prestigious UGC accreditations for its online programmes, Amity University Online is devoted to creating a transformative learning environment. In today's environment, when content is mobile and available anytime, anywhere, learning is truly a click away.



A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over twenty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 300 UG & PG programmes across various disciplines in education.

150,000

Students

225,000

Online Students

4,500

Faculty

100,000

Alumni Worldwide

1,200

Acres of Campuses

30

Schools & Pre-schools

09

Universities in Noida, Gurugram, Lucknow, Raipur
Jaipur, Gwalior, Mumbai, Kolkata, Ranchi & Patna

13

International Campuses including London, Dubai,
Singapore, New York, Seattle, San Francisco, Mauritius,
China, Abu Dhabi, South Africa, Amsterdam, Romania,
Kenya

“

I take this opportunity to thank all the academic and non-academic staff in providing sufficient support in the completion of my course. Apart from online study content, they have interactive video lecture programmes. ”

Harisha

Bharti Airtel

About the Programme

BACHELOR OF ARTS

Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 124

Bachelor of Arts (BA) is a three years programme that enables you with necessary skills that are required to sustain and succeed in different work cultures. These include critical and innovative thinking, the importance of communication, humanities, language and an understanding of society at large. This programme will impart academic orientation towards research, innovative thinking and writing, while you undertake specialist subjects tailored to your specific career path.

B.A Graduates interested in pursuing higher studies in the discipline may go for pursuing M.A. or research work in the subject. Given its scope, the programme will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Programme Curriculum

Bachelor of Arts (Economics)

SEMESTER 1

- Micro Economics- I
- Fundamentals of Macro Economics - I
- Economic History of India (1857-1947)
- Business Communication

SEMESTER 3

- International Economics- I
- Statistical Methods in Economics- II
- Introduction to Demography
- Behavioural Science

SEMESTER 5

- Economic Growth Models
- Regional Economics
- Basics of Health Economics
- Fundamentals of Behavioural Economics
- Labour Economics
- Fundamentals of Environmental Economics

SEMESTER 2

- Statistical Methods in Economics- I
- Micro Economics- II
- Fundamentals of Macro Economics - II
- Environmental Studies

SEMESTER 4

- International Economics (Applied)-II
- Fundamentals of Research Methodology in Economics
- Comparative Economics Development [1850-1950]
- Economic Environment for Business
- Industrial Economics

SEMESTER 6

- Application of Growth Models and Planning
- Economic System and Society
- Fundamentals of Money and Financial Markets
- Major Project
- Fundamentals of Operation Research

"Note: As per the University policies and practice, portions of the proposed subjects may get updated to incorporate industry insights/feedback, curriculum updates etc."

Programme Curriculum

Bachelor of Arts (English)

SEMESTER 1

- History of English Literature
- Drama From Elizabethan to Restoration Age
- English Poetry From Chaucer to Blake
- Business Communication

SEMESTER 3

- Introduction to Literary Criticism
- English Novel
- Behavioral Sciences
- History -an Introduction Syllabus
- Creative Writing in English Syllabus

SEMESTER 5

- Modern English Poetry
- American Drama
- African Literature
- History of English Language

SEMESTER 2

- English Poetry From Wordsworth to Tennyson
- 20th Century Indian English Poetry
- 20th Century Indian English Novel
- 20th Century Indian English Drama
- Environmental Studies

SEMESTER 4

- Modern Drama
- Classical Indian Literature in Translation
- Introduction to Literary Theory
- Introduction to Sociolinguistics
- Literature and Secularism

SEMESTER 6

- Modern English Novel
- Modern European Drama
- American Poetry
- Elementary Sociology- I
- Dissertation

"Note: As per the University policies and practice, portions of the proposed subjects may get updated to incorporate industry insights/feedback, curriculum updates etc."

Eligibility

- 10th Class certificate (completing 10 years of formal schooling)
- 12th Class Certificate (completing 12 yrs of formal schooling)

Course Fee

One Time Fees

₹112,000

1st Sem	₹20,000
3rd Sem	₹20,000
5th Sem	₹20,000

2nd Sem	₹20,000
4th Sem	₹20,000
6th Sem	₹20,000

Total ₹120,000

Accredited. Respected. Trusted.



Programmes recognised
by UCC (DEB)



Amity's Online MBA has been ranked
by **QS Asia's Top Online MBA**
Program and **#33 Worldwide**
in 2020 rankings



Asia's only not-for-profit
university to get
US regional accreditation



Accredited by
National Assessment and
Accreditation Council (NAAC) Grade 'A'



Amity's Online MBA
& BBA are the 1st and
only EOCCS certified
programmes in India



Source: World University
Ranking 2016-17



Accredited Member of Accreditation
Council for Business Schools and Programs
(ACBSP), USA



Association of
Indian Universities

“

There is much more to the program than what I was expecting initially. It has been much more than an educational experience. It has been a phenomenal leadership training, personal growth and professional development experience as well. I think the entire program is very well designed and adds tremendous value to my long-term career aspirations. ”

Bashra Meher

RootShell Inc.

Amity University Online Advantage



World-class curriculum designed by eminent faculty and industry professionals



Live and recorded lectures by domain experts and international faculty



Regular webinars by industry leaders



Virtual job fairs and career assistance



International collaborations with Ivy League universities



Easy-to-use LMS accessible anytime, anywhere



Strong alumni network



Exemplary employer rating of various programmes

Alumni Working At





FOR ENQUIRIES

Amity University Campus, Sector - 125, Noida, India
Toll Free No. : 1800-102-3434

Website : www.amityonline.com