



AMITY  
UNIVERSITY  
ONLINE



## BACHELOR OF ARTS

USA, UK & CANADA ACCREDITATIONS



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### MESSAGE FROM **CHAIRMAN**



#### **Mr. Ajit Chauhan**

Hon'ble Chairman,  
Amity University Online,

I am delighted to extend a warm welcome to all of you who have chosen to embark on your educational journey at Amity University Online.

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

The modern landscape of higher education is evolving, and so are we. Our dedicated faculty members, staff, and state-of-the-art technology are here to support your educational journey. You'll find a wealth of resources at your disposal, from interactive online courses to digital libraries, forums for academic discourse, and innovative tools to facilitate your learning experience. As you embark on your studies, I encourage you to engage with your peers and faculty, ask questions, seek out challenges, and embrace the opportunities that this digital age offers.

Remember, your education is an investment in your future. Each lesson learned, each assignment completed, and each milestone achieved brings you closer to your goals. It is my hope that your time at Amity will not only equip you with knowledge and skills but also empower you to be a positive force in the world, contributing to the betterment of society.

I encourage you to seize this opportunity and make the most of your time here. Stay curious, stay engaged, and never stop striving for excellence. I wish you a successful and rewarding educational experience and look forward to celebrating your achievements in the years to come.

MESSAGE FROM  
**VICE CHANCELLOR**



**Prof. Dr. Balvinder Shukla**  
Vice Chancellor, Amity University Online

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.

MESSAGE FROM  
**DIRECTOR**



**Prof. Abhinash Kumar**  
Director, Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational 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 programs adhere to UGC's stringent criteria and we are at par with the campus programs.

# ABOUT AMITY UNIVERSITY ONLINE

Bringing together pedagogy, content and technology, Amity University Online is home to a range of University Grants Commission (UGC) entitled programs meant for anytime, anywhere learning. Amity University Online serves the educational aspirations of students across the globe with Master's, Bachelor's, Post Graduate Certificates and Certificate programs through its well-researched curriculum, renowned faculty, cutting-edge technology and close industry-academic partnerships.

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 400 UG & PG programs across various disciplines in education.



**175,000**

Students



**225,000**

Online Students



**6,000+**

Faculty



**120,000**

Alumni Worldwide



**1,200**

Acres of Campuses

### UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- MOHALI
- LUCKNOW
- MUMBAI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

### INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- NAIROBI
- TASHKENT

# ABOUT THE PROGRAM

## BACHELOR OF ARTS

**LEARNING EFFORTS:** 12/15 HRS A WEEK  
**DURATION:** 3 YEARS | **CREDITS:** 126

Bachelor of Arts (BA) is a three years program 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 program 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 program will benefit anybody (with 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.



# PROGRAM

## CURRICULUM

### ECONOMICS

#### SEMESTER 1

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

#### SEMESTER 2

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

#### SEMESTER 3

- International Economics- I
- Statistical Methods in Economics- II
- Introduction to Demography
- Individual Excellence and Social Dynamic

#### SEMESTER 4

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

#### SEMESTER 5

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

#### SEMESTER 6

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

# PROGRAM **CURRICULUM**

## ENGLISH

### SEMESTER 1

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

### SEMESTER 2

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

### SEMESTER 3

- Introduction to Literary Criticism
- English Novel
- Individual Excellence and Social Dynamic
- Creative Writing in English

### SEMESTER 4

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

### SEMESTER 5

- History -an Introduction
- Modern English Poetry
- American Drama
- African Literature
- Professional Ethics
- 20th Century Indian English Drama

### SEMESTER 6

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

# PROGRAM **CURRICULUM**

## POLITICAL SCIENCE

### SEMESTER 1

- Nationalism in India
- Introduction to Politics - I
- Political Science I (Political Theory)
- Indian Political Thought - I
- Business Communication

### SEMESTER 2

- Indian Political Thought - II
- Political Science - II
- Constitutional History of India
- Introduction to Politics - II
- Environmental Studies

### SEMESTER 3

- Public Administration - I
- Comparative Government and Politics- I
- Contemporary Diplomacy
- Individual Excellence and Social Dynamic

### SEMESTER 4

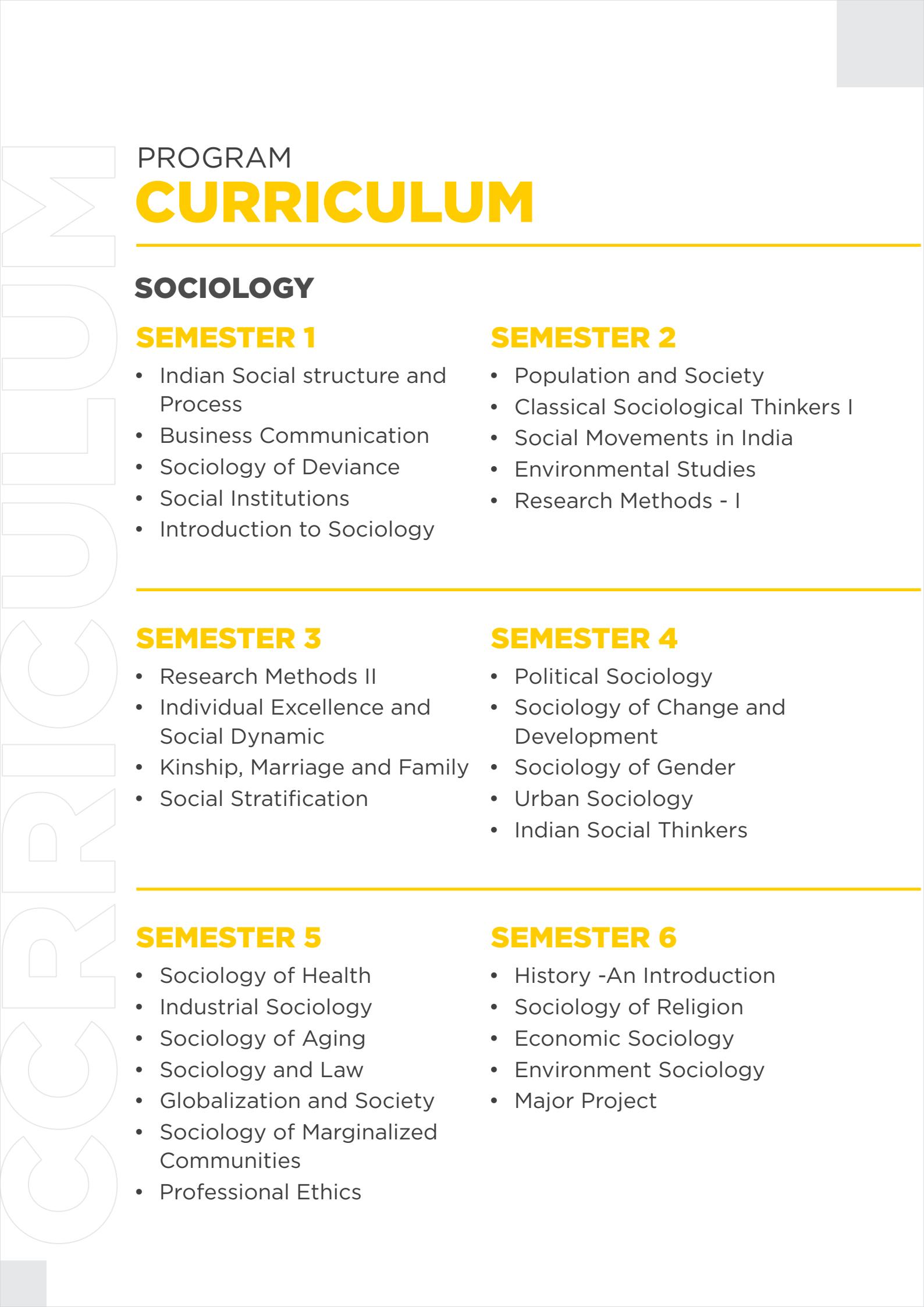
- Comparative Government & Politics - II
- Dynamics of Contemporary Global Concerns
- General Studies: India & The World
- Public Policy and Analysis
- Indian Government & Politics - I
- Psephology & Data Analysis

### SEMESTER 5

- International Law
- Western Political Thought- I
- Indias Foreign Policy - I
- Indian Political System
- Constitution of India
- Indian Government and Politics - II
- Professional Ethics

### SEMESTER 6

- Indias Foreign Policy- II
- Modern Government and Politics
- Legislative Support and Budget Analysis
- Major Project
- Western Political Thought- II



# PROGRAM **CURRICULUM**

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## **SOCIOLOGY**

### **SEMESTER 1**

- Indian Social structure and Process
- Business Communication
- Sociology of Deviance
- Social Institutions
- Introduction to Sociology

### **SEMESTER 2**

- Population and Society
- Classical Sociological Thinkers I
- Social Movements in India
- Environmental Studies
- Research Methods - I

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### **SEMESTER 3**

- Research Methods II
- Individual Excellence and Social Dynamic
- Kinship, Marriage and Family
- Social Stratification

### **SEMESTER 4**

- Political Sociology
- Sociology of Change and Development
- Sociology of Gender
- Urban Sociology
- Indian Social Thinkers

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### **SEMESTER 5**

- Sociology of Health
- Industrial Sociology
- Sociology of Aging
- Sociology and Law
- Globalization and Society
- Sociology of Marginalized Communities
- Professional Ethics

### **SEMESTER 6**

- History -An Introduction
- Sociology of Religion
- Economic Sociology
- Environment Sociology
- Major Project

# PROGRAM FACULTY



## Asst. Prof. Brian Porter

MSc. Management - Boston University,  
Online Facilitator - Boston University,  
Adjunct Professor - Nicholas College,  
Vice President of Strategic Partnerships at MGCG



## Prof. Luke Pearce

M.A. in Education, University of Sheffield,  
PGCE from Sheffield Hallam University,  
Teaching fellow - University College London



## Prof. (Dr.) Ronald C Darnell

Ph.D, Organization Management - IT Management,  
Capella University, USA,  
Professor and program Coordinator -  
Amberton University,  
Visiting Professor- Devry, University,  
Professor - Parker University,  
Principal Consultant & Agile Coach- Vizient, Inc.



## Prof. (Dr.) Julia Fallon

MBA from Cardiff University and PhD from the  
University of Wales, UK,  
Principal Lecturer, at Cardiff Metropolitan University, UK



## Prof. Mike Berry

MSc. in Math and Economics -  
Imperial College London,  
Professor (Marketing) at  
Hult International Business School, UK

# ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

# ACCREDITED. RESPECTED. TRUSTED.



Programmes Recognised  
by Distance Education  
Bureau (DEB) UGC



Amity's Online MBA has been  
ranked by QS as #37 Worldwide  
In 2021 ranking.



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



Recognised by  
World Education Services



Accredited Member of Accreditation  
Council for Business School and  
Programme (ACBSP), USA



Association of  
Indian Universities

# TESTIMONIAL

“Many think that pursuing a Bachelor of Arts is easy and takes fewer learning hours. To an extent this is true, but BA students are creatively inclined and work endless hours to write a unique piece of essay or article that involves mind-boggling research. It takes time, patience and hard work too. Special thanks to the faculty who kept on motivating us to do better.”

## Jaay Dhanak

Proprietor, Gourmet Kitchen Retail

# AMITY UNIVERSITY ONLINE ADVANTAGES



Live & interactive  
lectures by expert  
faculty



World-class curriculum  
designed by eminent faculty  
& industry professionals



Regular webinars  
by industry  
leaders



International  
collaborations with  
Ivy League universities



Strong alumni  
network



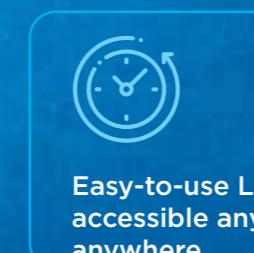
Web Proctored Mode  
for the freedom to take  
exams anywhere



Learn from the  
leading global  
faculty



Placement  
drive & career  
assistance



Easy-to-use LMS  
accessible anytime,  
anywhere



Exemplary employer  
rating of various  
programs

## ALUMNI **WORKING AT**





**AMITY**  
UNIVERSITY  
**ONLINE**