



**AMITY**  
**UNIVERSITY**  
ONLINE



# BACHELOR OF ARTS

ACCREDITED BY:



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# Message from Directors



## Dr. Priya Mary Mathew

Director, Academics

This is the age of knowledge. And anyone who says “I do not know” at this age, will risk being labelled “outdated”. We at Amity Online Family have pledged to ensure no one faces that dilemma. That’s why you will find Amity University Online going to the depths, the widths, the lengths to ensure we serve as many humans as possible. Choices decide the fruits of your life. Taking up online programs with AUO is a wise decision to widen your opportunities to succeed.



## Prof. 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.

# 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 programmes under Master's, Bachelor's, Post Graduate certificates and Certificate programmes 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 400 UG & PG programmes across various disciplines in education.

**175,000**

Students

**225,000**

Online Students

**6,000+**

Faculty

**120,000**

Alumni Worldwide

**1,200**

Acres of Campuses

**28**

Schools & Pre-schools

**11**

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

**16**

International Campuses including London, Dubai, Singapore, New York, San Francisco, Abu Dhabi, Mauritius, Sharjah, South Africa, Amsterdam, Nairobi, Tashkent

# About the Programme

## BACHELOR OF ARTS

**Learning Efforts - 12/15 hrs a week | Duration - 3 Years | Credits - 126**

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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

## Economics

### SEMESTER 1

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

### SEMESTER 3

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

### SEMESTER 5

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

### SEMESTER 2

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

### SEMESTER 4

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

### SEMESTER 6

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

# Programme Curriculum

## English

### SEMESTER 1

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

### SEMESTER 3

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

### SEMESTER 5

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

### SEMESTER 2

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

### SEMESTER 4

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

### SEMESTER 6

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



# Programme Curriculum

## Political Science

### SEMESTER 1

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

### SEMESTER 3

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

### SEMESTER 5

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

### SEMESTER 2

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

### SEMESTER 4

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

### SEMESTER 6

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

# Programme Curriculum

## Sociology

### SEMESTER 1

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

### SEMESTER 3

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

### SEMESTER 5

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

### SEMESTER 2

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

### SEMESTER 4

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

### SEMESTER 6

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

# Our Global Faculty



## Asst. Prof. Brian Porter

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



## 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

PhD, 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



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



Association of  
Indian Universities



Recognised by  
World Education Services

## 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 works 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 Advantage



Live & Interactive Lectures  
by Expert Faculties



Web Proctored Mode for  
the freedom to take  
exams anywhere



World-class curriculum  
designed by eminent faculty  
and industry professionals



Learn from the leading  
global faculties



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

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Website : [www.amityonline.com](http://www.amityonline.com)