



AMITY
INSTITUTE OF HIGHER EDUCATION
— MAURITIUS —



MASTERS IN

**BUSINESS
ADMINISTRATION**
(ENTREPRENEURSHIP AND START-UPS)

DURATION: 2 Years

AIHE is registered with HEC

Call or whatsapp on 52552500 | Email on info@mauritius.amity.edu | www.amity.edu/mauritius

Programme Objective

In this era of post-covid global rebuilding, the world is in a situation where job shedding is a new norm. Professionals are more and more looking from being employed to being self-employed to eventually becoming employers themselves. This programme will provide students with multi-faceted understanding of how to start their own business. This programme will help students to start their own start-up.

Aim of the programme

This programme is also aligned with the current need of society, for smart and entrepreneurial professionals to help boost economic growth, given the current global state and scenario.

The style and pace of teaching and learning takes due account of the nature of the programme, learners' varied abilities and prior learning, and the specific needs of the very able or weak learners equally.

Programme Assessment:
Assignment Based (No Examinations)

Programme Speciality

The programme contains a variety of core subjects to provide a solid education in the essential areas of business. Students will gain experience in the crucial areas of Elementary Finance, Human Resource Management, Strategic Business Analysis, Project Management and Marketing Management. It aims at developing a student's intellectual ability, executive personality, and managerial skills through an appropriate blend of business and general education. The programme assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit, or an enterprise.

Module Name

- Marketing Management
- Accounting for Managers
- Organisational Behaviour
- Strategic Management
- Business Analytics
- Business Research Methods
- Demystifying the Start-up Processes
- Family Business Management
- Corporate Entrepreneurship
- Sustainability of Startups and Scaling up
- Technology for new age Entrepreneurs
- Employability Skills 2
- Dissertation



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