



AMITY
INSTITUTE OF HIGHER EDUCATION
— MAURITIUS —



MASTERS IN

BUSINESS ADMINISTRATION (DIGITAL MARKETING)

DURATION: 2 Years

This programme is accredited by the 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, we are in a fast-moving world, founded on the principles of Industry 4.0, leading to a wide range of career opportunities. To this end, all forms of digital marketing are the way forward in business, promotion of business and analysis for business intelligence. In this context, this programme provides future managers and leaders with a grasp of the concepts of Digital Marketing applied to the field of business, for enhanced economic growth.

Aim of the programme

The programme will help and equip the students with all the necessary skills and attributes required to be successful in today's international business environment. The studies will involve considerable use of real-life business cases and examples, industry guest speakers, company visits and business networking opportunities. This is in line with the vision, mission and values of AMITY (Mauritius) which is about offering contemporary and world class quality higher education to its students.

Programme Assessment:

Assignment Based
(No Written Examinations)



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Programme Speciality

The programme structure is at par with international standards. The global industry expectations and academic standards are considered while choosing the right modules in the programme curriculum. The quality, flexibility, Industry needs and demand for the skills and knowledge are incorporated in this programme.

Module Name

- Marketing Management
- Accounting for Managers
- Organisational Behaviour
- Strategic Management
- Business Analytics
- Business Research Methods
- Introduction to Digital Marketing
- Integrated Marketing Communication
- Social Media Marketing
- Introduction to Search Engine optimization
- E-Commerce
- Employability Skills 2
- Dissertation