



AMITY
INSTITUTE OF HIGHER EDUCATION
— MAURITIUS —



MASTERS IN

BUSINESS ADMINISTRATION (GENERAL MANAGEMENT)

DURATION: 2 Years

This programme is accredited by the HEC.

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

Programme Objective

This programme is in line with giving an exposure and broad-based knowledge to management and business. It is focussed on leadership skills, communication skills and critical thinking analysis. This programme has been revamped to take into account the contemporary global situations in terms of skills required and new business trends and opportunities. It also equipped students to generic and specific skills to manage general operations and business in any organisation. The programme is competitive to meet the current needs and demands of industry.

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)

Programme Speciality

This programme has emerged following several analysis of leading universities offerings across the world and is customised for the local and regional market needs as well.

Students are exposed to the latest body of knowledge through a contemporary, market-oriented curriculum. They would also be provided with high quality course material comprising textbooks, workbooks, study guides, case studies, reading and e-learning packages, etc.

Module Name

- Marketing Management
- Accounting for Managers
- Organisational Behaviour
- Strategic Management
- Business Analytics
- Business Research Methods
- Design Thinking and Innovation
- Introduction to Digital Marketing
- Project Formulation and Appraisal (Elective)
- Family Business Management (Elective)
- Corporate Entrepreneurship (Elective)
- Business Ethics and Social Responsibility
- Corporate Governance and Business Law
- Employability Skills 2
- Dissertation

**Choose any one from the three electives*



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