

PROGRAM PROJECT REPORT

ADDOE/PPR/201: Master of Business Administration

1	Degree Awarding body	Amity University, Rajasthan
2	Teaching institution	Amity Directorate of Distance and Online Education
3	Name of the Program (specified by UGC / AICTE etc.)	Master of Business Administration
4	Minimum duration of the program (yrs.) as per UGC norms	2 Years
5	Minimum eligibility for admission	Bachelor Degree from a recognized University
6	Program Credit	120
7	Program level	Masters
8	Nature of Target Group of Learners	Graduate Adults/ Professional Learners/Experienced Professionals/Corporate Employees
9	Date of commencement	July 2018
10	Type of Program : Professional or General	Professional

a) Program's mission & objectives

Mission statement :

To prepare students to comprehend current developments in the field of business to enable them to avail the opportunities in a timely manner to enhance organizational productivity by application of innovative and effective business techniques.

Program Educational Objectives/Goals:

1. Students of the Management Program will have theoretical knowledge and demonstrate application of management principles in a professional work setting
2. Students of the Management Program will think independently, analytically through the process of research and inquiry while making effective decisions in global environment
3. The Program Cultivates in the students the values and attitudes that make them agents of social change
4. Students of the program will strategically think when and how to use assertiveness and influential skills
5. Students will be able to demonstrate communication skills that support and enhance managerial effectiveness
6. Students will have the positive perspectives and skills that create productive managerial leaders and business networks
7. Students of the Management Program will be able to review and critique organizational efforts to act ethically and responsibly

8. Students of the Management Program will be prepared for continued learning throughout their career and represent themselves in various professional bodies

Program Operational Objectives

1. The MBA program will facilitate environment for innovation and research excellence for the intellectual growth of students
2. The program provides an academic environment for holistic development of students
3. The Program aims to facilitate opportunities for innovation and environment of research excellence providing intellectual growth.
4. The program will encourage cultural diversity and a sense of social, ethical and environmental responsibility among students
5. The Management program will provide ample opportunities for global exposure to students
6. The Management program will provide opportunities for students to continuously interact with area expert members of faculty, industry and alumni to improve and demonstrate their skills and competencies
7. The Management program facilitates employment opportunities and also support students to become entrepreneurs.
8. The MBA students will be prepared to be independent learners who take responsibility for their own learning; set appropriate goals for ongoing intellectual and professional development
9. The program aims to help students understand and practice the highest standards of ethical behavior associated with their management profession
10. The Management program aims to achieve national and international accreditations and rankings to provide best in class academic environment.

b) Relevance of the program with HEI's Mission and Goals :

Institutional Mission:

To provide education at all levels in all disciplines of modern times and in the futuristic and emerging frontier areas of knowledge, learning & research and to develop the overall personality of students by making them not only excellent professionals but also good individuals, with understanding and regards for human values, pride in their heritage and culture, a sense of right and wrong and yearning for perfection and imbibe attributes of courage of conviction and action.

Institutional Goals:

- To understand the student's aspirations, corporate goals and the policies of Govt. and design Programs in the specific field to meet the overall education needs and develop the skills and competencies accordingly.
- Provide efficient admission counseling, registration, and student support system to demonstrate our commitment to help students and faculty to show that we indeed care for them.
- To create a conducive learning environment.
- Constantly improve systems and processes in accordance with feedbacks and random surveys on student's assessment.
- To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.

Linkage with Program Mission:

The institute's mission goals are holistically inherited in this program of Amity Directorate of Distance and Online Education. This program delivers required theoretical and industry inputs to

<p>students that develops creative thinking to make them experts and professionals in the field. The programs offered allow the learners to learn at their own pace along with pursuing their other professional endeavors. The cost of the programs and provision for scholarship have been designed with objective of spreading mass education to meet needs of all class of learners. Adequate counseling is done for the students to assist them to make an informed decision to choose from a range of varied programs offered by the department. The students' support services are taking timely feedback to ensure timely response and enhance overall quality standards. In all, the Programs offered by Institution ensure continuous education and meeting the needs of all class of learners.</p>
<p>c) Nature of prospective target group of learners</p>
<p>Graduate Adults/ Professional Learners/Experienced Professionals</p>
<p>d) Appropriateness of Program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :</p>
<p>Demands of skills and competencies are varying at faster pace, due to competitive and rapid market changes predominately in Small and Medium Enterprises, which urges for provision of flexible, work-integrated, continuous training, learning and development opportunities through Higher Education Institutions. There is a dire need for a paradigm shift in the training approaches in the formal and informal sector for developing skills in concurrence to the societal need. The traditional and formal educational delivery may not achieve this at rapidly changing demand with flexible approach. Provision of appropriate skills may thus be an important intervention to increasing the productivity of employment workforce.</p> <p>Distance and Online education is more costs effective and can take place while continuing full-time employment.</p> <p>Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.</p> <p>Amity offers outcome based education, having industry centric curriculum. This enables the students to satisfy their scholastic needs and aspirations as the system provides enhanced learning opportunities. The curriculum, pedagogy and assessment process are driven by the desired outcome. Outcome Based Education promises high level of learning for all students as it facilitates the achievement of the outcomes, characterized by its appropriateness to each learner's development level.</p> <p>A team of faculty & professionals from both regular & distance learning institutes & industry determines the objectives. It is then vetted by board studies, academic councils & other university standing boards. The program objectives are determined with a view that it meets the requirement of the industry/business that employs our students. Therefore the consistent interaction with the industry becomes necessary to revise and update the program objective to meet the requirement, coupled with environmental factors.</p> <p>Outcome based education system is a systematic, evaluative process that is implemented to secure learning experiences that are congruent with original goals and objectives; thereby providing a basis for the effectiveness and continuous quality improvement of the Program of study. It focuses on the measurement of outcomes that have taken place based on strategies and actions implemented in the pursuit of achieving a pre-determined objective.</p> <p>Our Programs have well defined Program Education Objectives (PEOs) and Program Learning</p>

Outcomes (PLOs) for its programs. The relationship of PEOs and PLOs are clearly indicated through the mapping of learning outcomes with the established Objective. Each outcome addresses some objective and achievement of outcome indicates the attainment of Objective. The assessment of each learning outcome is done annually to identify that the established learning objectives are achieved. The gaps identified after the analysis are addressed through the properly laid action plan.

The results of the annual assessments and other data are used to determine the effectiveness of the Program during the Program review process. It also ensures that outcomes achieved are consistent with the mission of institution, domain and University.

Each course has its specific Objective around which the entire curriculum is built. The Learning Outcomes are the results of the course and must lie in complete harmony with the assigned Objectives. In order to ensure that the objectives and outcomes are in complete synchronization with the course outline, the department uses a list of assessment methods to analyze the output by examining the learners from different aspects. Program Educational Objectives/Goals and Learning Outcome of Business Management Programs have been developed.

Program Learning Outcomes (PLOs):

1. To define, summarize concepts in Management and apply it in multi-disciplinary context, able to describe and critically analyze management problems in volatile business environment
2. Ability to acquire and evaluate new knowledge through Business research methods, Ability to identify, define, investigate, and solve critical business issues, analyze data/information and interpret results for driving optimum solutions.
3. Able to identify potential sources of Business environment information using technologies, Synthesize and define an idea from multiple information sources.
4. Able to pay attention to details, challenging conventional ways of thinking, Applying a range of strategies to problem solving
5. Communicate proficiently, in oral, written, presentation, information searching and listening skills in the management profession
6. To demonstrate excellent interpersonal, mentoring and decision-making skills, including an awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness and mutual respect while working in teams.
7. Able to Understand global issues from different perspectives, Recognize the opportunities that the wider world offers, Learning from and respecting different cultures, Apply different forms of communication in different cultural settings.
8. Understand and practice the highest standards of ethical behavior associated with their management profession
9. Able to find opportunities to improve the business value chain as an entrepreneur. Develop business acumen and display basic business skills.
10. Able to critically evaluate and reflect upon their personal development during the work experience and future learning needs to support their career aspirations in future
11. Ability to apply decision making methodologies to evaluate solutions for efficiency, effectiveness and sustainability
12. Demonstrate and possess the skills to influence, negotiate and lead business deals.

e) Instructional Design :

Course Curriculum: Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university

and/or external experts. A draft with the objectives in prepared. It is evaluated by Institution who in turn composes a team of experts to have judicious review of the proposed course that it meets the objectives of distance education.

Program Structure: Institution constitutes a team of experts to review the course structure. The review team provides its feedback and recommendations to the concern faculty. In case of any modifications suggested by the review team, the curriculum of the course is re-worked upon.

Study Materials: The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus Institution initiates to develop all materials in SLM format. Experts, both internal & external to write the study material on the specific guidelines laid down by statutory body.

Review by Board of Studies: The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course.

Approval by Academic Council: Finally, the course is submitted to the Academic council of the University for Final Approval.

Programs are offered on semester basis. A modular approach towards pursuing a long term degree Program is implemented. The breakup of one credit worth of student's effort, namely 30 hours, typically has the following components. Academic activities are linked together to engage learner and maximize learning.

Study time	Approx. percentage of Credit
Print material including Audio/Video material	55%
Work related exercises practical/Quizzes and Assignments	25%
Through Web conferencing tool/internet based.	20%

Program Structure : Master of Business Administration

COURSE	SEMESTER	SUBJECT	Subject Credit	Total Credit
Master of Business Administration	1st Semester	Management Functions and Behavior	6	30
		Economics for Managers	6	
		Information Technology for Managers	6	
		Quantitative Techniques in Management	6	
		Accounting for Managers	6	
	2nd Semester	Human Resource Management	6	30
		Marketing Management	6	
		Financial Management	6	
		Legal Aspects of Business	6	

		Research Methodology	6	
	3rd Semester	Business Policy and Strategic Management (CORE)	6	24
		Project Synopsis		
	4th Semester	Total Quality Management (CORE)	6	36
		Project Work (CORE)	12	
(ELECTIVE / SPECIALIZATION)				
Entrepreneurship & Leadership	3rd	Entrepreneurship Process & Behavior	6	
		Innovation in Business & Enterprise	6	
		Evaluating Business Opportunities	6	
	4th	Managing Corporate Entrepreneurship	6	
		Family Business Management	6	
		Small Business Management & Strategies	6	
Finance and Accounting	3rd	Cost and Management Accounting	6	
		Security Analysis & Portfolio Management	6	
		Management of Financial Services	6	
	4th	Corporate Tax Planning	6	
		Management of Financial Institutions	6	
		Project Planning, Appraisal & Control	6	
Human Resource Management	3rd	Organizational Change and Development	6	
		Industrial Relations and Labor Laws	6	
		Performance & Competency Management	6	
	4th	Talent Acquisition and Development	6	
		Compensation & Reward Management	6	
		Organizational Design & Structural Process	6	
International Business	3rd	International Trade Finance	6	
		International Economics and Policy	6	
		International Trade Procedures & Documentation	6	

	4th	Foreign Trade Policy	6	
		International Cross Culture & Diversity Management	6	
		Global Business Operation	6	
Insurance Management	3rd	Application of General Insurance	6	
		Life Insurance - Underwriting and claims	6	
		Regulatory Frame Work of Insurance	6	
	4th	Risk Management & Reinsurance	6	
		Insurance Marketing & Client Management	6	
		Product development & Pricing	6	
Information Technology	3rd	Management Information System	6	
		System Analysis and Design	6	
		Data Base Management system	6	
	4th	Web Enabled Business Processes	6	
		Enterprise Management	6	
		Information Security & Risk	6	
Marketing and Sales	3rd	Consumer Behavior	6	
		Distribution and Logistics Management	6	
		Product and Brand Management	6	
	4th	Advertising and Sales Management	6	
		Marketing of Services	6	
		Customer Relationship Management	6	
Operations Management	3rd	Production and Operation Management	6	
		Management of Technology & Innovation	6	
		Supply Chain Management	6	
	4th	Project Management	6	
		Service Operations Management	6	
		Process Analysis & Theory of Constraints	6	
Retail Management	3rd	Fundamentals of Retailing	6	
		Merchandising Management	6	

t		Retail Supply Chain & Logistics Management	6	
	4th	Visual Merchandising & Space Planning	6	
		Retail Branding and CRM	6	
		Retail and Mall Management	6	
Hospitality Management				
Hospitality Management	3rd	Hospitality Management	6	
		Food & Beverages Management	6	
		Front Office Management	6	
	4th	Hospitality Laws	6	
		Accommodation Management	6	
		Customer Relationship Management	6	
Petroleum & Natural Gas Management				
Petroleum & Natural Gas Management	3rd	Fundamentals of Petroleum Exploration	6	
		Fundamentals of Oil & Gas Business	6	
		Project Management	6	
	4th	Petro Economics	6	
		Fundamentals of Refining	6	
		Environment and Carbon Finance	6	
Hospital & Health Care Management				
Hospital & Health Care Management	3rd	Hospital Organization	6	
		Hospital Functions and Services	6	
		Hospital Planning	6	
	4th	Health Insurances and Health Economics	6	
		Legal and Ethical Aspects of Healthcare	6	
		Healthcare Quality and Accreditation	6	
Global Financial Market				
Global Financial Market	3rd	Capital Markets	6	
		Equity and derivatives	6	
		Mutual Funds and Asset Management	6	
	4th	Forex Markets and Currency Derivatives	6	
		Mergers and Acquisitions	6	
		Treasury and Risk Management	6	

**Total credit = 120 credits
1 credit = 30 Hours**

*20% MOOC credit to be considered as per the University Norms.

- Duration of the Program : 2 Year
- Faculty and support staff requirement: 2

Student support service systems:

Our endeavor leads to students overall development of professional competencies, human values, work ethics and spiritual values. Welfare of a student describes the 'health, happiness, and professional growth of the student. Students are counseled both online & face to face as well. It becomes the students endeavor to understand the intricacies of the corporate environment on these grooming grounds & mentoring forms an indispensable and significant aspect of a student's life at Amity. The changed scenario of the corporate world brings a new gamut of industry expectations from young professionals today. Periodic departmental meetings with all stakeholders further extended to look into the areas of improvements.

Students are supported in all phases of their Academic progression with Amity.

Pre-Joining Support: Students are duly provided information about programs, courses, entry requirements, application procedures, structures, functions, rules, and regulations of the institute, recognition of institute, special features of the programs and so on. Counseling services for deciding what kind of individual support they might need and best way of achieving their academic and career target.

On-Joining Support: On completion of admission the students are provided with study materials, assignments. The issues related to returning to Academic environment after a long gap is addressed by the institution. The learners are provided with progress on assignments, examinations, Project work and extension of program if student is not able to complete the program in stipulated period. Orientation training is conducted by institution at the beginning of the semester.

On Program Completion: Students are guided on participations in convocations. In additions facilitating to acquire additional knowledge & skills through programs conducted by the institution and its constituents

Student's feedback sessions are conducted for students to share their valuable feedbacks. Feedback is collected on periodical basis during the Academic session. The Online feedback is transparent for the faculties so that the faculty members can improvise. The suggestions from students are also obtained where they can feed their suggestions/complaints for any point of concern. The complaints/suggestions are entertained by different level of hierarchy of the institution.

Academic LMS portal mitigates the challenge of seamless Student –Institution communication. Highly technology enabled platform is available for the students to quote their issue, which are answered by our well trained counselors. Students interact with our counselors either through telephone; email, chats or they directly log into their student's zone & register their complaints. The problems are resolved directly in case of telephonic conversation and chats, however the queries received through mails and through student's login are tried to be resolved within stipulated time. If the queries cannot be resolved at the counselor's end, they are escalated to the concerned department as per the query and are awaited for the response. Once the counselor receives the solution for the requisite problem, they are put in the student's zone of the concerned student.

f) Procedure for admissions, curriculum transaction and evaluation

Academic Programs/Courses will be conducted by Amity Directorate of Distance & Online Education (ADDOE) in Blended Learning Mode which may be termed as “flexi-mode” for award of Degree, Diploma and Certificate. Their Course Structure, Minimum Eligibility conditions and entry level qualifications for Admission and their minimum and maximum duration shall be as approved by the Academic Council and the Executive Council.

Eligibility Criteria for admission –

For Students with Indian Education

- 10th Class certificate (completing 10 years of formal schooling)
- 12th Class Certificate (completing 12 yrs of formal schooling)
- Graduation degree (3 yrs or 4 yrs degree program. Diploma will not be acceptable)

For Students with Foreign Education

- O level Certificate (completing 10 years of formal schooling. Diploma will not be acceptable)
- A level Certificate (completing 12 yrs of formal schooling. Diploma will not be acceptable)
- Graduation Degree with Minimum 40% or equivalent marks (3 years or 4 years degree program. Diploma will not be acceptable)
- Certificate of equivalence from Association of Indian Universities (required by any student with foreign education to apply in any University in INDIA, refer to www.aiuweb.org)

Procedure For Admissions

- a) The University will notify Academic Calendar of Programs/Courses for compliance by ADDOE.
- b) Based on the calendar ADDOE finalize the entire schedule of admissions. The student can now file the Application Online uploading the attested copies of relevant documents. The documents are verified at various levels and upon verifying the eligibility payment link is offered to student to pay the fee online through payment gate way. Information brochures and prospectus are available online and can be accessed any time. No fee is charged for this facility.

Course Fee Structure

(Amount In INR) 1,36,800.00

(Payable on semester basis which include all deliverable)

The fee payment options are available per both offline with DD and online mode on amityonline.com and using NET banking.

Scholarship Policy

Scholarship of 10% reduction on full fee is offered if student has scored 60% and above in the qualifying examination.

Approximate 10% fee concession for person from Defense and Armed services.

Program Delivery Policy

Amity has established a robust Academic Delivery mechanism to ensure Quality Education at every stage.

- Blended Mode of Academic Delivery
- Periodic review of Curriculum and Study material
- Live Interactive lectures from eminent faculty experts
- Systematic and structured Personal Contact Programs
- User friendly LMS as Learning platform
- 24x7 Academic & Technical support
- Full-fledged archived class-room recorded lectures

Amity has a pool of Qualified expert faculties and dedicated academic counselors to support and mentor students to make learning more engaging and maintain high level retention.

Our Self-paced coursewares have clear and measurable Learning outcomes; outcome is assessed with the Continuous and Summative Assessment process. Course Delivery Plan is given to the students at the commencement of new Academic Session; it is uploaded on Students Academic portal.

Personal Contact Programs (PCPs) constitute doubt clearing sessions where students interact with the subject experts (Faculty) & may clear their doubts at selected locations. It helps the students to develop better understanding of the concepts studied through Self Learning Material (SLM). PCP schedules are invariably posted on Students portal.

At Amity, academic excellence is the central focus of teaching and learning. The academic rigorous and relevancy provide the students an advantage to grow into leaders in their chosen fields.

Amity Distance learning Program have a schedule of activities within prescribed time frame. The Academic Calendar includes all teaching-learning activities, for complete academic year.

Teaching Pedagogy

Amity Online Programs are delivered in Blended Learning Mode. It is pedagogical approach applied to the practice of using both online and instructor-led learning experiences when teaching students. In a blended-learning methodology we have integrated online with traditional face-to-face class activities in a planned, pedagogically valuable manner. Amity has established virtual facilities as component of the learning environment which is focused around the pedagogical use of modern educational practices to support blended learning. Learner Support Services are provided through the campus-wide web portal and e-Learning platform. A pedagogical approach with application of Information and Communication Technology and expertise in e-learning provides a seamless learner-centered environment. Faculty - Students Personal Contact Session helps students to clear their doubts and engage in learning activities.

Evaluation Policy

- Evaluation of student performance in each course-unit has two components:
 - (a) internal continuous assessment (course work) and
 - (b) the semester examinations which are held at the end of Semester.
- The level of student academic performance as the aggregate of continuous evaluation and end semester examination is reflected by letter grades on a ten-point scale according to the connotations given below:

Grade	Qualitative Value	Grade Points
A+	Outstanding	10
A+	Excellent	9
A-	Very Good	8
B+	Good	7
B	Above Average	6
B-	Average	5
C+	Satisfactory	4
C	Border Line	3
F	Fail	0

- Course credit units are integer numbers indicating the weightage assigned to a course unit, project, research work, summer internship etc. on the basis of contact hours per week on all learning activities.

Minimum Academic Requirements:

- The student must score a minimum Grade 'C+' in each course unit.
- The minimum passing SGPA for each semester is 4.5 for Under Graduate Programs and 5.0 for Post Graduate, Integrated and Dual Degree Programs.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of 6 in the case of Post Graduate, Integrated and Dual Degree Programs and 5.0 in the case of Under Graduate Programs at the end of final year.

Semester Grade Point Average

The semester performance of the student is indicated as "Semester Grade Point Average (SGPA)" at the end of every semester. SGPA is the weighted average of Grade Points of all letter grades secured by a student for all the course units in the Semester.

Web-based tool

Amity Learning Management System (A-LMS) is a scalable, reliable foundation for a world-class learning experience with powerful functionality and new streamlined options. In A-LMS, students can engage in learning anywhere, at any time. A-LMS is a personal, intuitive, always-on, and connected virtual learning platform with following features:

- Assessments, Assignments and Project Work : A-LMS is offering online submission of assignments and project works along with online continuous assessment pattern for internal examinations
- Plagiarism Check: The Project work and assignments submitted/uploaded will be analyzed through an inbuilt plagiarism check option, which also generates a report about the copied texts.
- Interactive Forum and Collaborative Learning : This feature enables real time communication of "Instructor-Learner" and "Learner-Learner"
- Notes Making and Retrieving : Personal journal can be maintained by learners on the LMS in which they can write their queries and notes for future references
- Progress Bar : The LMS offers a "progress bar", which shows the development of the learner through a bar diagram and helps in quick analysis of the learner's progress W.R.T the entire course curriculum
- RSS Feeds : Different RSS Feeds are integrated into the portal, for daily update of news and information
- Online Feedback and Queries: Learners are able to post their queries and feedback online, which may be attended by the instructor in real time or at a later stage.
- Webinars : A-LMS is also enabled to host Webinars over the existing platform without any external additions or requirements
- Grading: This function allows the instructors to grade students via different modes and schemes
- Students Appreciation: Virtual Badges and Rewards are presented to learners on their portal to encourage their learning.

The benefits of Amity-LMS:

- Enhanced Classroom Teaching- Learning experience
- Collaborative learning and Performance tracking of students
- Enhanced quality of assignments and projects
- Better Learners' engagement
- 24 X 7 Anytime, Anywhere Access
- Transparent Assessment System
- Providing up-to-date Articles to students through RSS Feeds
- Transition from "Teacher Centric Classroom" to "Student Centric Classroom"
- Continuous Assessment of Learners
- To enable Learners to track their own Performance and collaborative learning
- Learner Engagement; enabling faculty to track student performance based on learning outcome

- To Enhance the quality of assignments and projects
- To enable free and fair student feedback

LMS is integrated to learning analytics to track the student learning progress and to maintain quality enhancement. This will make strategic impact on the overall learning experience of the students. The integrated learning analytics is the measurement, collection, analysis & reporting of data about learners & their context for purpose of understanding and optimize the learning environment in a desired way.

Activity Planner (Academic Calendar)

S.No	Event	Batch	Last Date
1	Commencement Of Semester	January	1st January
		July	1st July
2	Dispatch Of Study Material	January	Within 15 Days Of Fee Confirmation
		July	
3	Assignment Submission	January	Will Be Notified
		July	Will Be Notified
4	Submission Of Synopsis	January	30th April
		July	30th October
5	Project Report Submission	July	30th April
		January	30th October
6	Week End Personal Contact Programs	January	April/May
		July	October/November
7	Admit Card Generation	January/July	2nd Week Of May To 25th May
			2nd Week Of November To 25th November
8	End Term Examination	January/July	2nd Week Of June (ETE June)
			2nd Week Of December (ETE December)
9	Result Declaration Of End Term Examination	January	Last Week Of August
		July	Last Week Of February

g) Requirement of the laboratory support and Library Resources:

Our learning resources include a host of self-learning materials that help the learners in gaining knowledge through multiple modes. This way retention and application of knowledge become simple and easy. The components of our learning package are as follows:

- Students are provide Digital Library (EBSCO Host) Business Source Premier is the industry's most used business research database, providing full text for more than 2,300 journals, including full text for more than 1,100 peer-reviewed titles. Current Abstracts offers complete bibliographic citation information for more than 16,000 scholarly academic journals. TOC Premier provides access to the most up-to-date table of contents information for over 16,600 journals. The Green file database provides indexing and abstracts for more than 384,000 records, as well as Open Access full text for more than 4,700 records.
- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB. It is also delivered in E-Content format.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars on various topics
- Recording of seminar / Conference / Workshop available Online
- Special session on technical subjects: Some of the subjects requires extra efforts, therefore extra session are planned for the same.
- Virtual recorded classes: Lectures with their busy schedule ay not spare time during PCP's. The recorded lectures are available.
- Occasional Workshops / Guest lecture: the Institution arranges workshop & guest lecture by an industry leader to help students know the view of the industry.

h) Cost estimate of the Program and the provisions:

Total Estimated Cost :- INR 16,95,000 (These cost include Self Learning Material cost, Video production, Learning Management System maintenance cost and Subject Matter Expert cost)

i) Quality assurance mechanism and expected Program outcomes :

Amity has constituted Internal Quality Assurance Cell (IQAC), as per the guidelines of National Assessment and Accreditation Council (NAAC) in which academicians, industry representatives and other stakeholders are nominated as members. IQAC has a mandate to review the teaching and learning process. The Primary aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.

The Benchmark statement for Master Program in Management : Graduate of MBA Program will demonstrate following attributes :

Management Knowledge, Research Literacy and Enquiry, Information & Digital Literacy, Problem

Solving, Business Communication Skills, Team work, Leadership and Behavior skills, Global Citizen, Ethical conduct, Professionalism and Entrepreneurship, Lifelong learning, Decision Making, Networking and negotiation skills.

Master's graduates will have a broad knowledge and understanding of organizations, the external context in which they operate and how they are managed. They will understand and be able to respond to change. They will have intellectual breadth and be able to make integrative links across the various areas of organizations. They will have strongly developed interpersonal and team working skills. They will have an additional range of skills beyond those general skills expected of first degree holders.

The process of regular feedback is carried out to ensure the quality of the Programs. The feedback form is shared per student zone on their learning management system. A few of the criteria questions if the Program fits to enhance their professional goals, to check the program content quality and its relevance, on addressing the queries of students, response rate from students' support team, rating of quality of videos, effectiveness of the examination system, appropriateness of technology, video lectures, and students' overall satisfaction as a distance learner.

Based on students' feedback and internal review of the Programs, the content of the Program is reviewed for its relevancy in the industry every 3 years. This is the process followed to ensure the academic excellence and practical application of the Program.