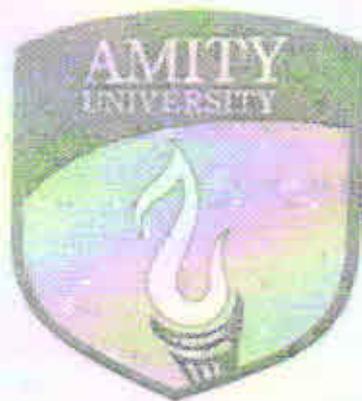


MINUTES OF
8TH MEETING OF ACADEMIC COUNCIL

6TH MAY 2011



AMITY UNIVERSITY
— RAJASTHAN —


Registrar
Amity University Rajasthan
Jaipur

8.10:

- i. To ratify Commencement of Distance Learning Programmes (DLP) by Amity University Rajasthan (subject to approval of Distance Education Council (DEC)

It was proposed to start Amity School of Distance Learning which will offer the following Distance Learning Programmes (DLP) at Amity University Rajasthan for which an application has been submitted to Distance Education Council (DEC): -

MANAGEMENT PROGRAM:

- | | | | |
|----|---|---|---------|
| 1. | Master of Business Administration (MBA) | - | 3 Years |
| 2. | Master of Business Administration (MBA-EPT) | - | 2 Years |
| 3. | Bachelor of Business Administration (BBA) | - | 3 Years |

ONE YEAR POST GRADUATE DIPLOMA PROGRAM:

4. Business Management
5. Financial Management
6. Materials Management
7. Human Resource Management
8. Logistics & Supply Chain Management
9. Export Management
10. Insurance Management
11. Journalism and Mass Communication
12. Tourism Management
13. Marketing Management
14. Production and Operations Management
15. Information Technology

IT PROGRAMS:

- | | | | |
|-----|--|---|---------|
| 16. | Masters of Computer Application (MCA) | - | 3 Years |
| 17. | Bachelor of Computer Application (BCA) | - | 3 Years |

PROPOSED PROGRAMS TO BE OFFERED IN FUTURE

- | | | | |
|-----|--|---|-----------|
| 18. | MBA Hospitality Management | - | 2 ½ years |
| 19. | MBA Retail Management | - | 3 Years |
| 20. | Bachelor of Education | - | 2 Years |
| 21. | Bachelor of Computer Application | - | 3 Years |
| 22. | Bachelor of Social Work | - | 3 Years |
| 23. | Bachelor of Library & Information Science | - | 3 Years |
| 24. | Post Graduate Diploma in NGO | - | 1 Year |
| 25. | Post Graduate Diploma in Retail Management | - | 1 Year |
| 26. | Post Graduate Diploma in Rural Management | - | 1 Year |

On receipt of the approval from DEC, the University will start offering the programmes, for which the inspection is likely soon. The same has been approved by the Board of Management in its 6th Meeting held on December 20, 2010. Academic Council ratified introduction of Distance Learning Programmes.



Registrar
Amity University Rajasthan
Jaipur



राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद
विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

*The Executive Committee of the
National Assessment and Accreditation Council
on the recommendation of the duly appointed
Peer Team is pleased to declare the
Amity University Rajasthan
Kant Kalwar, Jaipur, Rajasthan as
Accredited
with CGPA of 2.77 on seven point scale
at B⁺⁺ grade
valid up to May 01, 2022*

Date : May 02, 2017



D. Singh
Director

[Signature]
Registrar
Amity University Rajasthan
Jaipur

ACADEMIC SCHEDULE
JULY 2018 - JUNE 2019

EVENT	DATES**
ACADEMIC ACTIVITY FOR STUDENTS	3 RD WEEK OF OCTOBER, 2018
WEBINAR 1	4 TH WEEK OF OCTOBER, 2018
WEBINAR 2	1 ST WEEK OF NOVEMBER, 2018
NOTIFICATION OF END TERM EXAMINATION DECEMBER 2018	2 ND WEEK OF NOVEMBER, 2018
ADMIT CARD GENERATION (SLOT BOOKING)	2 ND WEEK OF NOVEMBER TO 25 TH NOVEMBER, 2018
END TERM EXAMINATION	2 ND WEEK DECEMBER, 2018 (TENTATIVE)
<u>COMMENCEMENT OF NEW SEMESTER</u>	<u>01ST JANUARY, 2019</u>
DISPATCH OF STUDY MATERIAL	WITHIN 15 DAYS OF FEE CONFIRMATION / CHOICE OF SPECIALIZATION (AS APPLICABLE)
ASSIGNMENT OPENING AND SUBMISSION (FIRST ASSIGNMENT)	FEBRUARY, 2019 (THE OPENING/ CLOSING DATE & DURATION WILL BE NOTIFIED)
RESULT DECLARATION OF ETE DECEMBER, 2018	2 ND WEEK OF FEBRUARY, 2019 (TENTATIVE)
ASSIGNMENT OPENING AND SUBMISSION (SECOND ASSIGNMENT)	MARCH, 2019 (THE OPENING/ CLOSING DATE & DURATION WILL BE NOTIFIED)
WEBINAR 1	2 ND WEEK OF MARCH, 2019
ASSIGNMENT OPENING AND SUBMISSION (THIRD ASSIGNMENT)	APRIL, 2019 (THE OPENING/ CLOSING DATE & DURATION WILL BE NOTIFIED)
ELECTIVE SUBJECTS CLASSES FOR MBA (ONLY VIRTUAL CLASSES - ON PAYMENT BASIS)	ON DEMAND
WEBINAR 2	2 ND WEEK OF APRIL, 2019
ONLINE ACADEMIC ACTIVITY FOR STUDENTS	3 RD WEEK OF APRIL, 2019
LAST DATE FOR APPLYING REAPPEARING IN BACK PAPERS	20 TH APRIL, 2019
NOTIFICATION OF END TERM EXAMINATION JUNE, 2019	2 ND WEEK OF MAY, 2019
ADMIT CARD GENERATION (SLOT BOOKING)	2 ND WEEK OF MAY TO 25 TH MAY, 2019
LAST DATE FOR SUBMISSION OF SYNOPSIS	30 TH MAY, 2019
NOTIFICATION OF APPROVAL/REJECTION OF SYNOPSIS	LAST WEEK OF JUNE 2019 / 1 ST WEEK OF JULY 2019
END TERM EXAMINATION	2 ND WEEK OF JUNE, 2019 (TENTATIVE)
LAST DATE FOR RE-SUBMISSION OF SYNOPSIS IF REJECTED	15 TH JULY, 2019

Note**:- This schedule is subject to change. Changes, if necessary, will be announced through Student Zone.


 Registrar
 Amity University Rajasthan
 Jaipur



AMITY UNIVERSITY

RAJASTHAN

Kant Kalwar, NH-11-C,
Jaipur (Rajasthan) 303002
Tel: 01426-405678,
Fax: 01426-405679

AUR/ADDOE/2018/01

Date: 20/09/2018

The Director
ADDOE
Amity University Rajasthan

Sub: Approval of courses to be started under DDOE

The UGC has notified the 'UGC (ODL) Third Amendment Regulations 2018' in the official gazette on 6th September 2018 and has invited online applications for offering ODL programmes for the Academic Session 2018-19 and onwards. The ODL regulations provide for preparation of Program Project Report (PPR) for purposes of conducting any program through Open and Distance Learning mode. Accordingly, keeping in view the requirement of University for commencing various programs through Open and Distance Learning mode from the academic session 2018-2019, Amity Directorate of Distance and Online Education (ADDOE) through its program review committee (PRC) has reviewed various programs being offered and to be conducted through Open and Distance Learning mode.

After comprehensive review by PRC of ADDOE, the Program Project Reports (PPR) for 12 programs to be conducted through Open and Distance Learning Mode from the academic session 2018-2019 have been recommended by PRC in its meeting held on 10th August 2017.

Subsequently the PPR for 12 programs as recommended by the PRC was placed for consideration before the Board of Studies (BoS) in its meeting held on 6th September 2017. The Board of studies after considering the recommendation of the PPR, approved the same and recommended to be placed for approval by the Academic Council at the earliest.

The recommendations of Board of Studies (BoS) were placed before the 22nd Academic Council held on 1st December 2017, for ratification and were ratified by the Academic Council. The minutes of the 22nd Academic Council Meeting are attached.

Cdr. Vishwadeepak Singh (Retd.)
Registrar





AMITY UNIVERSITY

— R A J A S T H A N —

Minutes of the 22nd Academic Council Meeting, held on
December 01, 2017 at 11:00 AM in the Conference Room of AUR, Jaipur

The Chairman welcomed everyone present especially the new members of Academic Council. The Chairman also acknowledged the contribution made by the outgoing members of the Academic Council.

Following were present in the Meeting :

1	Prof.	Shishir K. Dube	President
2	Prof.	S. L. Kothari	Pro-President & Dean - Faculty of Engineering & Technology
3	Prof.	G. K. Aseri	Dy. Pro-President Dy. Dean Academics & Director - AIMT
4	Prof.	Jitendra Singh	Dean - Faculty of Architecture & Planning
5	Prof.	Uma Joshi	Dean - Faculty of Humanities, Social Sciences & Liberal Arts
6	Maj. Gen. (Retd.)	C. P. Singh	Dean Students' Welfare & Campus Life
7	Prof.	A. N. Pathak	Acting Dean Research
8	Ms.	Rekha Singh	Director-Projects & Communication and Advisor-Admissions
9	Prof.	Manish Verma	Director - ASCo
10	Mr.	Ashish Kumar	Director - DP&E & Dy. Director - ABS
11	Prof.	D. D. Shukla	Director - ASET
12	Prof.	Deepshikha Bhargava	Director - AIIT
13	Prof.	P.V.S. Raju	Dy. Director - COAST
14	Prof.	Jagdish Prasad	Professor & Coordinator - ASAS
15	Cdr. (Retd.)	Vishwadeepak Singh	Registrar
16	Prof.	S. S. Nathawat	Professor Emeritus-AIBAS & Head, Amity Center for Positivism
17	Mr.	Anurag Sharma	Acting Director Admissions
18	Dr.	Dipa Chakrabarti	Coordinator - ASL
19	Mr.	Abhishek Kumar	Coordinator - ASH

Following members were granted leave of absence :

1	Prof.	B. B. Singh	Advisor QAE
2	Dr.	Sali P. S.	Director Academics - RBEF
3	Rear Admiral (Retd.)	Harendra Gupta	Dean - Faculty of Law


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Amity University Rajasthan
Jaipur

	<ul style="list-style-type: none"> • 3 Continent option not be shown as separate programme 		
<u>AGENDA-22.12</u>	To review case of Ar. Abhishek Sharma, Associate Professor, ASAP for special permission to pursue Ph. D. without Master Degree as per CoA Regulations	Approved.	Dean Faculty of Architecture and Planning Registrar
<u>AGENDA-22.13</u>	To ratify list of programmes to be offered by Amity Directorate of Distance and Online Learning from AY-2018-2019	Ratified	No action required.
<u>AGENDA - 22.14</u>	To ratify composition of the following:		
	(a) Board of Studies <ul style="list-style-type: none"> • Amity Law School (ALS) • Amity Directorate of Distance and Online Education [ADDOE] 	Ratified.	No action required.
	(b) IQAC	Ratified.	No action required.
<u>AGENDA - 22.15</u>	To report the following :		
	(a) Rajasthan Science Congress (RSC) - 2017	Reported.	No action required.
	(b) Ongoing Projects during the period from 10/05/2017 to 20/11/2017	Reported.	No action required.
	(c) Status of Publications & Patents filed during the period from 10/05/2017 to 20/11/2017	Reported.	No action required.
	(d) Conferences, Seminars, Visits, FDPs, Workshops, Guest Lectures etc. held during the period from 10/05/2017 to 20/11/2017	Reported.	No action required.
	(e) Admissions Status : AY-2017-2018	Reported.	No action required.
<u>AGENDA - 22.16</u>	Any other item (s) with the permission of the Chair <ul style="list-style-type: none"> • Change of the name of 'Amity Center for Positivism' as Amity Center for Positivism & Happiness 	<ul style="list-style-type: none"> • Approved 	



Registrar
Amity University Rajasthan
Jaipur

Report on Self-Learning Materials

Self-Learning Materials SLMs are combination of interactive instructional steps & access devices, which help a learner to easily access and assimilate the contents.

SLMs are designed with a more specific purpose, aimed at specific learners, with specific objectives, and to develop specific outcomes/competencies. These materials have clearly stated objectives or intended learning outcomes. Below are the Characteristics of SLMs

- Self-Explanatory
- Self-Contained
- Self-Directed
- Self-Motivating
- Self-Evaluating

Review of SLM are critically examine the existing materials in the light of the above mentions facts & are noted for the things that are missing from the materials before & with a view a view what could be improved. This has to be a collective decision and it should be worked out by the group deciding upon the house style, that Faculty has discussed.

Authors of all SLM are the Subject Matter Expert & having vast experience in related domain areas. Academic Team and SLM Review Committee reviews the learning resources and provide necessary recommendations.

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 is 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 and learning outcome for students.

Programme 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 : 'Self Learning Material' (SLM) means and includes contents in the form of course material, whether print or non-print, which is inter-alia self-explanatory, self- contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study. SLM is the essence of standard distance learning programmes. Thus Institution initiates to develop all materials in standard SLM format. Experts, both internal & external to write the study material on the specific guidelines laid down by statutory body.


Registrar
Ajay University Rajasthan
Jaipur

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

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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Online Library access: The students access to online library, which hosts a large number of books in digital format.

Study time	Approx. percentage of Credit
Print material including Audio/Video material	55%
Work related exercises practical/Quizzes and Assignments	25%
Counseling services-face to face, through Teleconferencing/Satellite etc.	20%



Registrar
Araiy University Rajasthan
Jaipur

Self-Learning Material Review Committee Recommendations

SLM Committee reviewed and recommended to approve SLM for all the courses offered.

Sr.	Name of the Member	Designation
1	Prof. Jitendra Singh	Chairperson
2	Prof. G. K. Aseri	Member
3	Prof. Vinay Sharma (Dean Academics)	Member
4	Prof. Manish Verma (Director ASCO)	Member
5	Prof. Jagdish Prasad (Director PhD & Coordinator ASAS)	Member
6	Mr. Ashish Kumar (Dy. Director ABS)	Member
7	Mr. Abhishek Kumar (Asst. Prof ASH)	Member
8	Dr. Swapnesh Taterh (Coordinator AIIT)	Member
9	Dr. Rajneesh Kumar (Associate Professor, JMI, New Delhi)	Member
10.	Prof. Somdeo (Dean Communities, University of Rajasthan, Jaipur)	Member


Registrar
Anand University Rajasthan
Jaipur

Format for Faculty Details
Amity University Rajasthan

Academic Staff

S.No.	Name of the faculty permanently dedicated for ODL.	ODL programme	Qualifications	Designation	Appointment letter reference number and date	DOJ	Experience (in years)	Works at (Headquarter/Regional Centre /Study Center)
1	Dr. Dipa Chakrabarti	Bachelor of Arts (BA)	Ph.D. Arts	Coordinator-ASL & Associate Professor	AUR/Reg/ Apppt/2010-11/1166 23/07/2010	12-07-10	16.05	Headquarter
2	Dr. Parul Mishra	Bachelor of Arts (BA)	Ph.D. English	Associate Professor	AUR/Reg/ Apppt/2016-17/1830 07/07/2016	04-07-16	13.05	Headquarter
3	Dr. Gautam Kumar Sinha	Bachelor of Arts (BA)	Ph.D. Economics	Assistant Professor	AUR/Reg/ Apppt/2016-17/1851 06/09/2016	01/09/2016 (AN)	6.05	Headquarter
4	Dr. Harshika Khurragro	Bachelor of Arts (BA)	Ph.D.-Political Science (Social Science)	Assistant Professor	AUR/Reg/ Apppt/2017-18/1922 05/10/2017	21-09-17	0.10	Headquarter
5	Dr. Pravat Ranjan Sethi	Bachelor of Arts (BA)	Ph.D. History	Assistant Professor	AUR/Reg/ Apppt/2015-16/1769 06/10/2015	01-10-15	6.01	Headquarter
6	Prof. Manish Verma	Bachelor of Arts, Journalism and Mass Communication (J & MC)	Ph.D. Social Science	Director-ASCO & Director - International Affairs	AUR/Reg/ Apppt/2014-15/1691 13/02/2015	12-01-15	14.02	Headquarter
7	Dr. Jayati Mishra	Bachelor of Arts, Journalism and Mass Communication (J & MC)	Ph.D. Social Science	Assistant Professor	15-06-05	11-07-05	15.01	Headquarter
8	Dr. Kachi Singh Gaur	Bachelor of Arts, Journalism and Mass Communication (J & MC)	Ph.D.-J&MC	Assistant Professor	AUR/Reg/ Apppt/2014-15/1658 02/09/2014	01-09-14	11.05	Headquarter
9	Dr. Archana	Bachelor of Arts, Journalism and Mass Communication (J & MC)	Ph.D.-J&MC	Assistant Professor	AUR/Reg/ Apppt/2016-17/1848 18/08/2016	18-08-16	8.01	Headquarter
10	Prof. Shikha Sharma	Bachelor of Business Administration (BBA)	Ph.D.-Commerce	Professor & Dy. Director- International Affairs	AUR/Reg/ Apppt/2010-11/1191 17/01/2011	01-09-10	18.04	Headquarter
11	Dr. Durgesh Batra	Bachelor of Business Administration (BBA)	Ph.D.-Management	Associate Professor	AUR/Reg/ Apppt/2010-11/1298 07/07/2011	04-07-11	12	Headquarter
12	Ms. Asha M Sharma	Bachelor of Business Administration (BBA)	Ph.D. (Purs.) MBA	Assistant Professor	AUR/Reg/ Apppt/2014-15/1693 22/01/2015	21-01-15	8.08	Headquarter
13	Mr. Padam Bhushan	Bachelor of Business Administration (BBA)	Ph.D. (Purs.) MBA (Agri)	Assistant Professor	AUR/Reg/ Apppt/2012-13/1465 30/07/2012	23-07-12	6	Headquarter
14	Prof. Dhoon Singh Rathore	Bachelor of Commerce (B. COM)	Ph.D.-Commerce	Professor	AUR/Reg/ Apppt/2009-10/1157 16/09/2010	07-06-10	44.01	Headquarter
13	Dr. Manu Parbaj Jain	Bachelor of Commerce (B. COM)	Ph.D.-Economics	Associate Professor	AUR/Reg/ Apppt/2010-11/1198 27/09/2010	16-09-10	12.10	Headquarter
14	Dr. Swati Sharma	Bachelor of Commerce (B. COM)	Ph.D.-Management Studies	Assistant Professor	AUR/Reg/ Apppt/2015-16/1818 15/06/2016	01-06-16	3.06	Headquarter
15	Dr. Apesha Bhatnagar	Bachelor of Commerce (B. COM)	Ph.D.-Management Studies	Assistant Professor	AUR/Reg/ Apppt/2017-18/1888 14/07/2017	05-07-17	5.04	Headquarter
16	Dr. Swapnesh Tathih	Bachelor of Computer Application (BCA)	Ph.D.-CSE	Coordinator AIT & Associate Professor	AUR/Reg/ Apppt/2010-11/1308 29/07/2011	20-07-11	14.07	Headquarter
17	Mr. Ganish Palwal	Bachelor of Computer Application (BCA)	Ph.D. (Purs.) M. Tech. IT	Assistant Professor	AUR/Reg/ Apppt/2010-11/1316 19/07/2011	09-07-11	11	Headquarter

18	Mr. Sameer Saxena	Bachelor of Computer Application (BCA)	Ph.D. (Purs.) M. Tech. IT	Assistant Professor	AUR/Reg/ Appr/2012-13/1477 31/08/2012	09-08-12	15.05	Headquarter
19	Dr. Vijander Singh	Bachelor of Science in Information Technology (BSC. IT)	Ph.D.-CSE	Assistant Professor	AUR/Reg/ Appr/2010-11/1307 25/07/2011	15-07-11	12.10	Headquarter
20	Dr. B Suresh Kumar	Bachelor of Science in Information Technology (BSC. IT)	Ph.D.-IT	Coordinator-DR&P & Assistant Professor	AUR/Reg/ Appr/2012-13/1475 31/08/2012	01-08-12	11.07	Headquarter
21	Dr. Yudhveer Singh	Bachelor of Science in Information Technology (BSC. IT)	Ph.D.-Special Function	Assistant Professor	AUR/Reg/ Appr/2017-18/1933 28/11/2017	17-11-17	9.11	Headquarter
22	Dr. Yashwant Singh Rawal	Bachelor of Arts, Tourism Administration (BA. TA)	Ph.D.-Tourism & Hotel Management	Assistant Professor	AUR/Reg/ Appr/2018-19/1972 14/09/2018	12-09-18	10	Headquarter
23	Mr. Sushil Kumar	Bachelor of Arts, Tourism Administration (B.A. TA)	Ph.D. (Purs.) M.A.-Tourism Management	Assistant Professor	AUR/Reg/ Appr/2016-17/1855 26/09/2016	19-09-16	14.07	Headquarter
24	Dr. Tanusri Mulherjee	Master of Arts, Journalism and Mass Communication (MA. J&MC)	Ph.D.	Associate Professor	AUR/Reg/ Appr/2008-09/1041 24/04/2009	10-11-08	12.07	Headquarter
25	Dr. Saket Raman	Master of Arts, Journalism and Mass Communication (MA. J&MC)	Ph.D.-Mass Communication	Assistant Professor	AUR/Reg/ Appr/2016-17/1837 27/07/2016	25-07-16	9.05	Headquarter
26	Mr. Abhanned Junaid NIP	Master of Arts, Journalism and Mass Communication (MA. J&MC)	Ph.D. (Purs.) M.A. Communication (Communication & Media Studies)	Assistant Professor	AUR/Reg/ Appr/2017-18/1912 30/08/2017	29-08-17	5.10	Headquarter
27	Prof. K Balakrishnan	Master of Business Administration (MBA)	Ph.D.- Management Studies	Pro. President Professor, Dean- Faculty of Management & Director- Amity Business School (ABS)	AUR/Reg/ Appr/2017-18/1936 10/01/2018	05-01-18	31.09	Headquarter
28	Dr. Deepali Bhannagar	Master of Business Administration (MBA)	Ph.D.-Management	Associate Professor	AUR/Reg/ Appr/2011-12/1376 30/09/2011	23-09-11	14.09	Headquarter
29	Dr. Pankaj Jain	Master of Business Administration (MBA)	Ph.D.-Commerce	Associate Professor	AUR/Reg/ Appr/2010-11/1200 06/10/2010	27-09-10	11.05	Headquarter
30	Mr. Ashish Kumar	Master of Business Administration (MBA)	Ph.D. (Purs.) M. Com.	Director-Directorate of Placement & Employability, Director-Outcome & Dy. Director. ABS & Assistant Professor	AUR/Reg/ Appr/2011-12/1388 30/11/2011	14-11-11	15.03	Headquarter
31	Dr. Udal Bhan Singh	Master of Business Administration (MBA)	Ph.D.-Economics	Assistant Professor	AUR/Reg/ Appr/2013-14/1571 30/08/2013	26-08-13	7.01	Headquarter
32	Prof. Vinita Agarwal	Master of Commerce (MCOM)	Ph.D.- Commerce/Mgt	Professor & In-charge-ASoD.	04-12-07	29-11-07	16.05	Headquarter
33	Dr. Preeti Yadav	Master of Commerce (MCOM)	Ph.D.-Commerce	Associate Professor	AUR/Reg/ Appr/2010-11/1282 13/06/2011	02-06-11	13.05	Headquarter
34	Dr. Pankaj Jain	Master of Commerce (MCOM)	Ph.D.-Commerce	Associate Professor	AUR/Reg/ Appr/2010-11/1200 06/10/2010	27-09-10	11.05	Headquarter
35	Dr. Arun Keshav	Master of Commerce (MCOM)	Ph.D.-Economics	Assistant Professor	AUR/Reg/ Appr/2016-17/1863 02/12/2016	01-12-16	7.09	Headquarter
36	Ms. Ritu Vashistha	Master of Commerce (MCOM)	Ph.D. (Purs.) M.Sc.-IT	Assistant Professor	AUR/Reg/ Appr/2009-10/1133 30/04/2010	11-01-10	12.05	Headquarter

37	Mr. Chitreshbhar Banerjee	Master of Computer Application (MCA)	Ph. D. (Purs.) MCA M.Tech.-CS	Assistant Professor	AUR/Reg/APP/2015-14/1614 27/01/2014	15-01-14	20.05	Headquarter
38	Dr. Sonali Vyas	Master of Computer Application (MCA)	Ph.D.- Computer Science	Assistant Professor	AUR/Reg/APP/2016-17/1850 30/08/2016	29-08-16	8.10	Headquarter
39	Dr. Ranvesh Chandra Poonia	Master of Science in Information Technology (MSc. IT)	Ph.D.-CSE	Associate Professor	AUR/Reg/APP/2015-14/1630 31/05/2014	23-05-14	15.06	Headquarter
40	Dr. Limesh Raja	Master of Science in Information Technology (MSc. IT)	Ph.D.- Computer Science	Assistant Professor	AUR/Reg/APP/2016-17/1849 25/08/2016	22-08-16	8.11	Headquarter
41	Mr. Shaurya Gupta	Master of Science in Information Technology (MSc. IT)	Ph.D. (Purs.) MCA M.Tech.	Assistant Professor	AUR/Reg/APP/2015-16/1781 18/11/2015	04-11-15	10.10	Headquarter


 Registrar
 Anand University Rajasthan
 Jaipur



राजस्थान RAJASTHAN

AP 241595

Affidavit

I, Dr. Vishwanath Singh Vice Chancellor/Registrar of Amity University Rajasthan, Jaipur University (full name and address), do hereby solemnly affirm and declare as under:

1. That this University, namely, Amity Univ. Rajasthan is eligible to impart education through ODL mode, as per University Grants Commission (Open and Distance Learning) Third Amendment Regulations, 2018.
2. That University has submitted the proposal online through the designated portal of UGC and is also submitting duly certificated three hard copies of the same proposal along with all the annexures, within the specified period, to UGC.
3. That the deponent has fully understood the clauses, terms and conditions as stipulated in the University Grants Commission (Open and Distance Learning) Regulations, 2017 and its amendments thereon, including that of providing all such information asked by UGC and displaying information on website of the University as required for the academic session 2018-19 and onwards.
4. That the University will attain in NAAC score of 3.26 on a 4-point scale before the end of academic session July, 2019 – June 2020, failing which, the Commission shall not accord any approval to the Open and Distance Learning Programmes of the University.
5. That the University is adhering to the norms and standards of AICTE to run programmes of MBA, MCA, Travel and Tourism at Degree level in ODL mode, as applicable, as per the AICTE letter no. AICTE/P&AP/ODL/2018 dated 28/31.08.2018.

Attested


29/09/2018

NOTARY
Manoharpur Shahpura (Jaipur) Raj.

29 SEP 2018




Deponent

Page.# 1/2



Identified & Witness by


क्रमांक 1317 दिनांक 24/11/18

वास्ते क्र. 2740 मूल्य मुद्रांक 100

पिता/पति का नाम श्री श्री विरक सिंघानिया No. 11-8 5143

निवास राह. शाहपुरा

ह. क्र. 2740



हस्ताक्षर विक्रेता

गुलशेर खान

स्टाम्प विक्रेता ला. नं. 15/2014
सारवानो का मौहलला, मनोहरपुर
तह. शाहपुरा (जयपुर) राजस्थान

राजस्थान स्टाम्प अधिनियम 1998 के अन्तर्गत स्टाम्प नशि पर कर्षित अधिभार
(1) आभारमुक्त के अंतर्गत शुल्काओं हेतु (धारा 3 (क) - 10% रु. 10
(2) गाय और जंगल के लक्षण और रक्षण हेतु (धारा 3 (ख) - 10% रु. 10
कुल धरा 20 हस्ताक्षर स्टाम्प वेण्डर



6. That, it is declared that academic and instructional facilities i.e. Self Learning Material, infrastructure & student support facility as its Regional Centers and Learning Support Centers/ Study Centers, meet all the conditions as laid down under (ODL) Regulations 2017 and its amendments and guidelines issued by UGC from time to time, and are commensurate with the academic programmes and learner's strength thereto. It is also declared that these centers and its functions are as per norms and guidelines issued by other concerned Regulatory Authorities also, as applicable.
7. That the University shall scrupulously abide by the terms and condition as stipulated under UGC (ODL) Regulations, 2017 and its amendments and norms issued by the statutory bodies from time to time.
8. That all the information given by the University in the proposal submitted to UGC is complete, true and correct.
9. That deponent is fully aware of the consequences, if the University fails to abide by UGC (ODL) Regulations, 2017 and its amendments.
10. That the deponent is fully aware that in case any information, documentary evidence submitted/produced by the University is found to be false and/or fake at a later stage or in case of any violation, UGC may take punitive measures mentioned in UGC (ODL) Regulations, 2017 and its amendments. The deponent is also fully aware that, it is/will be the sole responsibility of the University for career consequence of the students, if any, arising out of the same.

29 SEP 2018

Verification:

I, the above named deponent, do hereby verify on 29/09/2018 at <specify Name of the Place> Jaipur that the contents mentioned above are correct and true statements.

Identified & Witness by

राधेश्याम चौहान
 सिकंदी बोरुवाग थारु
 R/O भागवत कीर्ती दुधपाला
 तार - सारपुरा (जि-गणेशपुर)
 (UID No 983954056343)

29 SEP 2018



[Signature]
Deponent
 Registrar
 Amity University Rajasthan
 Jaipur

[Signature]
Deponent
 Registrar
 Amity University Rajasthan
 Jaipur

Attested

[Signature]
 29/09/2018

NOTARY
 Manoharpur Shahpura (Jaipur) Raj.

PROGRAM PROJECT REPORT

ADDOE/PPR/103: Bachelor of Arts

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.)	Bachelor of Arts
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
7	Program Credit	110
8	Qualifications framework level	Bachelor
9	Nature of Target Group of Learners	Sr. Secondary Passed Student/Adult Learners/ Professional Learners
13	Date of commencement	October, 2018
14	Type of Program: Professional or General	General

a) Program's mission & objectives

Program Objective

1. The program will provide highly developed skills in written communication, problem-solving, critical thinking and interpersonal understanding.
2. The course will familiarize the Learners with concepts of business, economics and basic computer skills
3. The Program Cultivates in the Learners the values and attitudes that make them agents of social change
4. Learners will be able to demonstrate excellent communication skills that support and enhance organizational functions
5. Program is aimed to develop knowledge and skills required in any organization such as innovative thinking, creative writing, and an understanding of society, humanities, and language.
6. Program will impart academic orientation towards research, innovative thinking and writing, while you undertake specialist subjects tailored to your specific career path.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

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 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 endeavours. 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Bachelor of Arts program will provide the learning experience the knowledge in various discipline in Arts, Education, Economics, Education and other areas.. This program will help learners to develop knowledge and skills required in any organization such as innovative thinking, creative writing, an understanding of society, humanities, and language. This program will impart academic orientation towards research, innovative thinking and writing, while student undertake specialist subjects tailored to specific career path.

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.

Distance and Online education is more costs effective and can take place while continuing full-time employment. Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

BA- program with specialization in English geared to enable learners to:

1. Gain knowledge of texts across poetry, drama, novel, theory, and criticism
2. Sharpen critical and theoretical skills to analyze a wide range of literary texts across genres
3. Appraise and appreciate literary genres, theories, and criticism across time and geographies

4. Excel in English language and literature to strengthen communication skills required for competitive examinations
5. Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement

BA- program with specialization in Economics Learner will be able to:

1. Acquire training in key principles, policies, systems, frameworks, and applications
2. Understand topics of wide relevance including comparative economic systems, money & banking systems, quantitative analytical methods, and applications to specific industries
3. Gain knowledge of law, history, statistics, data analysis, and other areas that influence the subject area
4. Appraise and appreciate strategic implications of local and global changes /developments in trade, business, and the economy
5. Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement
6. Combine theoretical knowledge and practical expertise – qualities highly valued in contemporary global multicultural working environments

BA- program with specialization in Education Learner will be able to:

1. Understand Educational Psychology and Pedagogy
2. Demonstrate the concepts of Educational Guidance
3. Apply tools in Educational Technology
4. Learn Curriculum Design Principles
5. Understand Educational Management Practices
6. Analyze Educational Evaluation and Statistics

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 hrs., 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: Bachelors of Arts

Semester	Course Title	Subject Credit
Semester-1	Foundation Course in Language -1	5
	Behavioral Sciences - 1	5
	Introduction to Society	8
Semester-2	Foundation Course in Language - 2	5
	Behavioral Sciences - 2	5
	Social Problems in India	8
Semester-3	Communication Skills	5
	Social Research Methods	5
	Social Psychology	8
Semester-4	English for Work Purposes	5
	Computer Applications	5
	Introduction to Political Sciences	8
Semester-5	Specialization Electives	19
Semester-6	Specialization Electives	19

Specializations are offered in Bachelor of Arts program

Bachelor of Arts in English covers from history of English literature, English poetry from Chaucer to Blake, modern drama, the English novel, literary criticism, literary theory, and modern English poetry to contemporary literature, popular fiction, American literature, and modern European drama – the course covers a broad spectrum of literary genres, theories, and criticism.

Bachelor of Arts in Economics covers micro economics, environmental studies, statistical methods, industrial economics, public finance, research methodology, and international

economics to macroeconomics, money & financial markets, and econometrics –the course covers important concepts, practices, and trends in the subject area.

Bachelor of Arts in Education covers Communication Skills, Educational Guidance, Educational Technology, Curriculum Design Principles, Educational Management, Educational Evaluation and Statistics, Educational Psychology and Pedagogy.

More specializations in Psychology, Sociology and Other streams will be added in due course of time.

- Duration of the program: 3 Year
- Faculty and support staff requirement: 6

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 Online 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 –

10+2 in any discipline with 40% marks in last qualifying examination.

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.

Fee structure

(Amount In INR) 121800.00

(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.

- Fully Online 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/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year examination is reflected by letter grades on a ten-point scale according to the connotations given below:

Grade	Qualitative Value	Grade Points
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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 Programs.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of 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

After successful implementation of LMS, we aim to integrate 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:			
<p>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:</p> <ul style="list-style-type: none"> • Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB. • Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject. • Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved. • One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis. • Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members. 			

- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 9,80,000 (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.

Students are offered specializations in English and Economics. In case of BA- Economics students student can explore career opportunities in private/ public sector organizations and government departments. in industries including financial services, insurance, infrastructure, and banking as bank executive, budget analyst, market analyst, sales intern, sales representative, and insurance agent, among others.

BA- English Graduates can explore career opportunities in education, journalism, publishing, media & entertainment, and marketing & communication as junior teacher, editorial intern, marketing assistant, junior reporter, and assistant editor, among others.

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.

PROGRAM PROJECT REPORT

ADDOE/PPR/101: Bachelor of Arts (Journalism Mass Communication)

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.)	Bachelor of Arts (Journalism and Mass Communication)
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
6	Program Credit	110
7	Qualifications framework level	Bachelor
8	Nature of Target Group of Learners	Aspirants to media industry/ Professional Learners/Media Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

The program endeavors to develop professionals who have strong theoretical and industry orientation which enables them to ethically analyze the environment, which enable them to become socially responsible journalists, and natives.

Program Objective

- 1.The Program Cultivates in the Learners the values and attitudes that make them agents of social change
- 2.The program aims at making learners think strategically and use assertive and influential skills
- 3.Learners will be able to demonstrate communication skills that support and enhance mass communication effectiveness
- 4.Learners will be made aware of involving technological aspects into Journalism
- 5.The program will encourage cultural diversity and a sense of social, ethical and environmental responsibility among Learners.

Students will demonstrate systematic knowledge and understanding of concepts of Journalism and Mass Communication

Students will be able to identify, define and investigate information and ideas related to issues and opportunities in Journalism and Mass Communication

Students will be able to explore information and use digital literacy in capturing information from various sources and developing innovative solutions.

Students will be able to think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism and Mass Communication

Students will be able to speak proficiently, clearly & effectively while presenting the concepts and their diversifications in Journalism and Mass Communication

Students will be able to demonstrate imitativeness & enthusiasm while working in collaborative teams in successful implementation of concepts in Journalism and Mass Communication

Students will be able to understand the global issues & recognize the opportunity and challenges that global Journalism and Mass Communication streams offer to them while operating in different cultures.

Students will be capable to create continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication

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

Institutional Mission:

Students will understand and practice the highest standards of ethical behavior in their professional and personal life. They also acknowledge and appreciate the importance of diversity in their personal life. Students are able to think creatively & evaluate the opportunities available from the creative environment of Journalism & Mass Communication to identify career or develop their own ventures. 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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

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 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

<p>programs offered by Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.</p>
<p>c) Nature of prospective target group of learners</p>
<p>New age media aspirants/ 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>The Bachelor program in Journalism and Mass Communication is aimed to provide aspirant media professionals with technical skills in various areas of mass media and communication, theoretical perspectives on their nature and use, and historical and social understanding of their dynamics.</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. 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. 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 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.</p>

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 Outcome

The Learners will be able to:

1. Learner will be able to show excellent communication and delivery skills.
2. Develop a sense of responsibility towards the information procured and the information delivered.
3. Understand global issues from different perspectives and recognize the opportunities that the wider world offers.
4. Acquire training in key principles, policies, systems, frameworks, and applications
5. Gain knowledge of reporting, writing, editing, ethics, law, research methods, photo journalism, and design
6. Avail benefits of various teaching aids including case studies, class presentations, screenings, and reading groups
7. Develop inter disciplinary knowledge to become media practitioners and more informed media consumers
8. Appraise and appreciate strategic implications of local and global changes /developments in media and communication
9. Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement
10. Combine theoretical knowledge and practical expertise – qualities highly valued in contemporary global multicultural working environments

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.

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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 hrs, 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: Bachelor of Arts (Journalism Mass Communication)

SEMESTER	SUBJECT	CREDIT
1st	Introduction to Journalism and Mass Communication	6
	Advertising	4
	Print Media	4
	Electronic Communication	4
2nd	History, Culture and Society	4
	Print Design and Layout	6
	Public Relation and Corporate Communication	4
	News Writing	4
3rd	Editing: Concepts and Processes	4
	Photo Journalism	4
	Event Management: Principles and Methods	4
	Reporting & Writing for Media	6
4th	Advertising through Print, Radio and Television	6
	Computer Application for Journalism	4
	Media & Society	4
	Audio Visual Communication	4
5th	Cyber Journalism	6
	Press Law & Media Ethics	4
	T.V Production: Script to Screen	4
	Advance reporting and Production Techniques	4
6th	Internet & New Media	4
	Media Ecology	4
	World Media Scenario	4
	Project Work	8

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

- Duration of the program, 3 Years
- Faculty and support staff requirement: 6

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 Online 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 – 10+2 in any discipline with 40% marks in last qualifying examination.

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.

Fee structure

(Amount In INR) 1,22, 300.00
(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.

- Fully Online 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/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) 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

After successful implementation of LMS, we aim to integrate 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	

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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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars

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- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; the students' access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Student's queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 12,80,000 (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.

Upon successful completion of the Bachelor of Arts in Journalism and Mass Communication Program learners will explore career opportunities in private sector organizations and government departments involved in print journalism, photojournalism, TV production & writing, web journalism, radio production ,social media, public relations, advertising, event management, and corporate communication, among others.

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.

ADDOE/PPR/101: Bachelor of Arts (Journalism Mass Communication)

Expected Program Outcomes:

Demonstrate knowledge of theoretical and empirical bases underpinning the construction, implementation and interpretation of communication theories, practical understanding of various aspects of mass communication

Demonstrate skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and mass communication

Develop skills and ability to adopt online tools, modules, interfaces to build journalism capital, search relevant information and operate various softwares.

Analyze critically, independently and creatively identify and formulate cases, issues, solutions related to journalism and mass communication.

Display active listening in form of active listening while handling sources, employee etc. and be able to interpret the verbal and non-verbal communication cues and interpersonal skills.

Develop range of leadership skills and exhibit imitativeness while working in collaboration and demonstrate ability to work in team with self-awareness of personal strengths and limitation.

Assess global issues from different perspectives and apply them in the field of journalism and mass communication.

Demonstrate highest level of ethical conduct; discuss professionalism and professional responsibility when involved in news gathering, advertising and other activities at the work place.

Discuss and demonstrate professional skills which will lead to employability and exhibit capability to pursue alternate career paths such as setting up their own production houses, newspapers, advertising agencies, post graduate research and advanced training certifications.

Develop ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of journalism and mass communication.

Develop and demonstrate empathetic and compassionate feelings so that they are able to deal with sources, subjects and co-workers

PROGRAM PROJECT REPORT

ADDOE/PPR/107: Bachelor 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.)	Bachelor of Business Administration
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
6	Program Credit	110
7	Program Level	Bachelor
8	Nature of Target Group of Learners	Management Aspirants/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

An exhaustive three-year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in Business Administration. From managerial economics, business mathematics, organizational behavior, accounting, marketing, human resource, business law, management information systems, financial management, production & operations, and advertising & sales promotion to total quality management, business statistics, and behavioral science – the course covers important concepts, practices, and trends in the subject area.

The course provides high-quality academic and technical training covering key functional aspects of business and their interconnection. The course covers the main business theories combined with practical implementation to develop knowledge and skills in real-time management and business decision-making. Given its scope, the program will benefit anybody (with 12 / 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Mission statement :

To impart high quality practical and conceptual state of the art education in the domain of business administration that can enable students for promoting their professional career by preparing them to face real world business challenges and preparing them to become future thought leaders, and entrepreneurs.

Program Educational Objective

1. Students will exhibit practical knowledge of the management concepts and principles in the work scenario.
2. Students will amalgamate learning from theory and experience, and make use of skills

developed across functional areas in making effective decisions for business in a dynamic scenario.

3. Students will progress and sustain effective individual and organizational performance by leveraging research and IT skills in a given context.
4. Students will recognize and understand the use of assertiveness and influential skills.
5. Students will exhibit effectual communication skills that augment efficacy of managers.
6. Students will develop positive outlook and ability that create industrious managerial leaders and business networks.
7. Students will become ethically responsible managers that positively impact businesses and society.
8. Students will critically appraise and reflect learning and development throughout their career.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant management education and business skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

Linkage with Program Mission:

The institute's mission goals are holistically inherited in this BBA program of Amity Directorate of Distance and Online Education. This program delivers required theoretical and industry inputs to students that develops creative thinking to make them experts and professionals in the Business and Management. The programs offered allow the learners to learn at their own pace along with pursuing their other professional endeavours. 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 Amity Directorate of Distance and Online Education ensures continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

The courses for programs are designed to make thorough professionals of all our students. The specially framed course structure gives the students a cutting edge over other conventional degree programs offered by usual colleges and Universities. It is our continuous endeavor to upgrade & update the BBA program structure to keep up with the highly dynamic & changing corporate world.

The program is geared to enable learners to Acquire training in key principles, policies, systems, frameworks, and applications. Understand business theories with practical implementation to imbibe real-time business management and decision-making skills. Manage administrative functions involving planning, organizing, staffing, and controlling. Gain knowledge of law, information systems and other areas that influence the related business management area. Appraise and appreciate strategic implications of local and global changes /developments in trade, business, and the economy. Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement Combine theoretical knowledge, practical expertise, and communication skills – qualities highly valued in contemporary global multicultural working environments. It enables learners to explore career opportunities in private / public sector organizations and government departments in industries including financial services, insurance, infrastructure, banking, IT & ITES, consumer markets, and media& entertainment as business manager, business developer, and business administrator, among others

Skills and competencies demands 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.

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. Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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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.

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Program Outcome

The Learner will be able to:

1. Demonstrate a strong base of general management and build strong pillars over it in a particular area of specialization (Marketing, Finance, I.T., H.R.M, and Entrepreneurship). Develop an ability to integrate knowledge of one area into other and understand management as a comprehensive concept.
2. Develop an eye to look out for changes, opportunities and threats in the business environment. Demonstrate ability to use various tools and techniques of research methodology to convert threats into opportunities and weaknesses into strengths.
3. Critically analyze, evaluate and synthesize data into information relevant to taking business decisions. Improve the value delivery process.
4. Develop skill and expertise in problem solving. Gain experience in dealing with diverse business situations. Apply requisite research tools and techniques to solve business problems.
5. Develop interpersonal skills and high degree of verbal non – verbal and written communication. Demonstrate business etiquettes. Interpret and apply principles of cross cultural difference in communication.
6. Develop highest order of behavioral and interpersonal skills. Demonstrate initiative and lead by example. Practice effectively both as an individual and as a team member.
7. Recognize and identify diversity in cultures. Show sensitivity to various cultural and environmental issues and demonstrate traits of global business practioner.
8. Apply ethical business practices to show case highest level of commitment to professional code of conduct in the arena of business management.
9. Acquire all the necessary skill set to be a manager. Practice creativity. Analyse risks and explore opportunities to create new business propositions. Develop idea generation skills, risk taking ability and ability to convert ideas into business ventures.
10. Recognize the need for and have preparation and ability to engage in life long learning in the domain of business management.
11. Assess business environment. Evaluate competitive frame of reference. Determine strategies to overcome challenges.
12. Identify networking opportunities to improve the value chain. Make use of social media to reach out to stakeholders.

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.

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

PROGRAM STRUCTURE : Bachelors Of Business Administration

SEMESTER	SUBJECT	SUBJECT CREDIT
1 st	Principles and Practices of Management	6
	Business Mathematics	4
	Business Economics	4
	English Language	4
2 nd	Organization Behaviour	4
	Computers in Management	6
	Business Environment	6
	Business Communication	4

3rd	Accounting for Managers	4
	Human Resource Management	4
	Business Law	4
	Marketing Management	4
4th	Management Information system	4
	Financial Management	4
	Production and Operations Management	4
	Advertising and Sales Promotion	4
5th	Total Quality Management	6
	Business statistics	6
	Entrepreneurship Management	6
6th	Behavioural and Allied Science	4
	System Analysis and Design	4
	Cost and Managerial Accounting	6
	Project Work	8

Program is also offering specialization in Retail Marketing.

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

- Duration of the program : 3 Year
- Faculty and support staff requirement: 6

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.

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Eligibility Criteria for admission - 10+2 in any discipline with 40% marks in last qualifying examination.

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

Fee structure

(Amount In INR) 1,22,200.00

(Payable on semester basis which include all deliverable)

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/year examinations which are held at the end of Semester/Academic Year.

- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) 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 :- 12,80,000 INR (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.

Graduate of BBA program will demonstrate following Competencies : Management Knowledge Research Literacy and Learning skills, Leveraging information technology, Problem Solving, Effective Business Communication, Leadership and Behavior skills, Global Manager, Ethics and Professional Conduct, Professionalism and Entrepreneurship, Lifelong Learning, Decision Making Social Networking Skills.

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.

The program is geared to enable learners to:

Understand business theories with practical implementation to imbibe real-time business management and decision-making skills

Manage administrative functions involving planning, organizing, staffing, and controlling

Gain knowledge of law, information systems, and other areas that influence the subject area

Appraise and appreciate strategic implications of local and global changes /developments in trade, business, and the economy

Imbibe domain-specific knowledge and develop globally-relevant skills for academic and professional enhancement

Combine theoretical knowledge, practical expertise, and communication skills – qualities

PROGRAM PROJECT REPORT

ADDOE/PPR/104: Bachelors Of Commerce

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.)	Bachelor of Commerce
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
6	Program Credit	110
7	Qualifications framework level	Bachelor
8	Nature of Target Group of Learners	Aspirants to Commercial Sectors, Trade and Finance
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

To impart high quality practical and conceptual state of the art education in the domain of business and commerce that can enable students for promoting their professional career by preparing them to face real world business challenges and preparing them to become future thought leaders, and entrepreneurs.

Program Objective

1. The program aims at developing foundation for understanding business transactions and recording methodology
2. To facilitate environment for innovation and research excellence for the intellectual growth of Learners
3. The program aims to help Learners understand and practice the highest standards of ethical behavior associated with their business profession
4. The program allows Learners to gain knowledge in various aspects of operation.
5. This program aim provides detailed understanding of the role and importance of a financial manager and helps to Identify and evaluate the alternative sources of business finance
6. The course will highlight the functions and importance of Indian security market
7. The program shall Sharpen student's vision, increase business acumen and enhance finance and investment management skills
8. To familiarize the Learners with different concepts and practices of strategic decision making

and analysis of external environment

Students will demonstrate experiential knowledge of the application of accounting, financial management, taxation, auditing in their professional work setting.

Students will integrate theory and practice, as well as expertise across functional areas in making effective decisions by understanding the concepts, theories, techniques, regulations & advancements in the field of accounting & finance.

Students will comprehend the basic concept of mathematical, statistical and research tools to solve business problems using computerized accounting system and data analysis.

Students will identify the industry perspective for of accounting and financial management - when and how to use assertiveness and influential skills.

Students will apply networking and effective communication skills in competitive businesses to negotiate financial, accounting and management deals.

Students will develop positive perspectives and skills to inculcate creativity and life-long learning to strategize and plan for business development.

Students will act ethically in business activities.

Student will apply decision making techniques in general business practices involving accounting and financial management.

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

Institutional Mission:

The world today in the 21st century has shrunk into a global village and contemporary society. We need to pool our knowledge, our efforts, our thinking and sink our differences, if any, to meet the great challenges of world being one global market. Accountants and finance specialists have a central role in all types of organisations; public and private sector, within industry and commerce globally. The accountant has become a key player in the provision of management information to enable successful decision-making, planning and control. Accounting is more than just a computational skill and we intend to develop your ability to analyse and to evaluate real life situations and effectively communicate your views and opinions. Learners will learn practical techniques involved in accounting and finance, and develop skills to critically analyse the theory behind these techniques to prepare for their future career. Amity is committed to developing graduates who are not only qualified to get their first job but who have also developed the skills they need to progress through that job and move into new opportunities.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

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 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

This program aims to prepare the student to select their professional career from various current avenues. The Bachelor of Commerce is a career-oriented undergraduate degree which provides a foundation in all aspects of commerce. It prepares graduates for a wide range of careers in the business world. This program focuses on preparing the individual for the modern financial and accounting field. Some of the career options include business management, business development, accounting, marketing and advertising, banking, management consulting, economic analysis, financial planning, foreign affairs, fund management, international business and trade analysis, government administration, policy formulation, portfolio management in the private and public sectors.

The Bachelor of Commerce Program is aimed to make learners understand the use of financial data in commerce and how it can be applied to implement business solutions.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills. 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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

This degree provides wide range of managerial competency in various skills in various areas of management. It equips the learners with the knowledge of law, import export, accounting principles and other areas that impact trade and economy.

The Learner will be able to:

1. Analyze different financial and operation situations
2. Be aware of various business laws and how to abide by them

3. Handle different taxation and accounting operations
4. Learners will be able to involve computers and its application for increased efficiency.

The B.Com with Specialization in Finance and Investment Analysis Learners will be able to:

1. Evaluate the financial viability of investments
2. Understand and analyze economic, industry specific and firm specific factors
3. Analyse and predict the trend of stock price movement
4. Frame portfolio of investment to reduce risk and earn profit

e) Instructional Design :

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Program Structure: *Bachelors Of Commerce*

Semester	Course Title	Credits
1st	Business Organization and Management	4
	Financial Accounting	6
	Democracy and Governance in India	4
	English	4
2nd	Mathematics	4
	Cost Accounting	6
	Computer Application in Business	4
	Environmental Management	4
3rd	Financial Management	6
	Business Statistics	6
	Business Laws	4
	Economic Theory and Applications	4
4th	Principles of Marketing	6
	Auditing	6
	Management Accounting	6
5th	E-commerce	6
	Income Tax Laws and Practices	6
	Advertising and Personal Selling	6
6th	Corporate tax Planning	6
	Corporate Accounting	6
	Human Resource Management	6

B.Com program is also offering specialization in Finance and Investment Analysis Program Structure:

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

- Duration of the program, 3 Year
- Faculty and support staff requirement: 6

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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.

- Fully Online Academic Delivery
- Periodic review of Curriculum and Study material
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- 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.

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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.

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- Evaluation of student performance in each course-unit has two components: (a) internal continuous assessment (course work) and (b) the semester/year examinations which are held at the end of Semester/Academic Year.
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- 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 Program.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of Under Graduate programs at the end of final year.

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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:

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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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
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- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 11,30,000 (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.

After the completion of the B.Com program, an individual can pursue a career in the following fields: Banking, Economist, Investments, Equity Research Analyst, Financial Accounting & Auditing Auditing & Cost Accounting, Company Secretarial Practice, Foreign Trade Practice & Procedures

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.

PROGRAM PROJECT REPORT

ADDOE/PPR/105: Bachelor of Computer Application

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.)	Bachelor of Computer Application
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2 with Mathematics
6	Program Credit	110
7	Program level	Bachelor
8	Nature of Target Group of Learners	Computer and IT Aspirants/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

An exhaustive three-year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in Computer Applications. From data structures, C++ & DBMS, computer networks, data & file structures using C, database management systems, operating systems, computer graphics & visual basic, data warehousing & mining, and Java programming to wireless communication & network security, multimedia, and web technologies – the course covers important concepts, practices, and trends in the subject area.

The program provides high-quality academic and technical training covering key concepts in computer science and software design, development, and implementation. The program offers an in-depth understanding of analysis, synthesis, and practical problem-solving involved in computer /information systems and applications.

Given its scope, the program will benefit anybody (with 12 / 10+2 years of formal schooling) keen to gain deep knowledge in the subject area.

Mission statement :

To provide quality education in information technology through the combination of theory, and practice to enhance students compatibility in applications development, and to prepare next generation of engineers, and computer scientists.

Program Objective

1. This program aims at developing tremendous Computer Skills to the learners.

<ol style="list-style-type: none"> 2. The program will allow Learners to gain knowledge about computers in an "ALL AROUND" fashion; which will include both hardware and software components 3. The program will develop programming and networking skills of the learners 4. Learners of the BCA Program will have theoretical as well as practical knowledge and demonstrate application of technical principles in a professional work setting
<p>b) Relevance of the program with HEI's Mission and Goals :</p> <p>Institutional Mission:</p> <p>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.</p> <p><u>Institutional Goals</u></p> <ol style="list-style-type: none"> 1. To understand students aspirations, professional goals and design programs to meet competencies accordingly 2. Create world class professionals with industry relevant education and vocational skills 3. Provide a flexible education delivery system to meet the load of the students accordingly 4. Use technology in imparting anytime, anywhere concept of learning 5. To continuously mentor and hand hold the students throughout their learning tenure 6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached. <p>Linkage with Program Mission:</p> <p>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 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 endeavours. 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.</p>
<p>c) Nature of prospective target group of learners</p> <p>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>

Bachelor of Computer Application program provides high-quality academic and technical training covering key concepts in computer applications and software design, development, and implementation.

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.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

The Learner will be able to:

1. Identify potential sources of Business environment information using technologies.
2. Synthesize and define an idea from multiple information sources using a number of softwares and techniques.
3. Find opportunities to improve the business value chain as an IT professional.
4. Develop basic accounting and business skills and display excellent computer applications to them.

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 hrs, 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: Bachelor of Computer Application

SEMESTER	SUBJECT	SUBJECT CREDITS
1st	Introduction to IT	4
	Mathematics	4
	C Programming	4
	Principles and Practices of Management	4
	C Programming Lab	2
2nd	Data & File Structure using C	4
	Computer Organization	4
	Discrete Mathematics	4
	Accounting for Managers	4
	Data Structure Lab	2
3rd	Computer Networks	4
	Object Oriented Programming Concepts using C ++	4
	Data Base Management System	4
	Operating systems	4
	C ++ and DBMS Lab	2
4th	Software Engineering	4
	Computer Graphics	4
	Programming in Visual Basic	4
	Object Oriented design using UML	4
	Computer Graphics and Visual Basic Lab	2
5th	JAVA Programming	4
	E-Commerce	4
	Wireless Communication and Network Security	4
	Data Warehouse and Mining	4
	JAVA & UNIX Programming Lab	2
6th	Multimedia and its Applications	4
	Web technologies	4
	Project Work	12

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

- Duration of the program, 3 Years
- Faculty and support staff requirement: 6

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 Online 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 – 10+2 in any discipline with 40% marks in last qualifying examination.

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.

Fee structure

(Amount In INR) 1,22,700.00

(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.

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- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 15,30,000 (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.

Upon successful completion of the BCA program students can explore career opportunities in private / public sector organizations and government departments in industries including IT & ITES, energy and resources, financial services, infrastructure, and banking as software engineer, computer programmer, information security analyst, network engineer, database administrator, test engineer, quality assurance engineer, customer / help desk /technical support engineer, and multimedia / web programmer, among others

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.

PROGRAM PROJECT REPORT

ADDOE/PPR108: Bachelor of Science in Information Technology

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.)	Bachelor of Science (Information technology)
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
6	Program Credit	110
7	Program Level	Bachelor
8	Nature of Target Group of Learners	IT Aspirants / Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

To provide quality education in information technology through the combination of theory, and practical illustrations to enhance students' compatibility in applications development, and to prepare next generation of engineers, computer scientists, and venture capitalists.

Program Objective

1. This Program will allow Learners to get a deep insight into the technological aspect of computer application
2. The program provides an academic environment for holistic development of Learners
3. The program aims to help Learners understand and practice the highest standards of team resourcing
4. This program aims at making Learners aware of language programming and software engineering.

<p>b) Relevance of the program with HEI’s Mission and Goals :</p>
<p><u>Institutional Mission:</u> 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.</p> <p><u>Institutional Goals</u></p> <ol style="list-style-type: none"> 1. To understand students aspirations, professional goals and design programs to meet competencies accordingly 2. Create world class professionals with industry relevant education and vocational skills 3. Provide a flexible education delivery system to meet the load of the students accordingly 4. Use technology in imparting anytime, anywhere concept of learning 5. To continuously mentor and hand hold the students throughout their learning tenure 6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached. <p><u>Linkage with Program Mission:</u> 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 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 endeavours. 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 Amity Directorate of Distance and Online Education ensures continuous education and meeting the needs of all class of learners.</p>
<p>c) Nature of prospective target group of learners</p>
<p>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>

The B.Sc. IT program provides high-quality academic and technical training in Information Technology, software, databases, and networking with deep focus on the mathematical and theoretical foundations of computing.

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.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

The Learner will be able to:

1. Learners will be equipped with knowledge of business applications and business functions.
2. The information gained through programming subjects can be applied to various industries
3. Analyze and operate various operating systems and Hardware components
4. Perform exceptionally in fields of Data Protection and Resource Planning.
5. Pay attention to details and apply a range of strategies to problem solving

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 hrs, 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 : Bachelor of Science In Information Technology

SEMESTER	SUBJECT	SUBJECT CREDIT
1st	Fundamentals of Computer Science	3
	Programming and Problem solving through C-Language	3
	Digital Electronics	3
	Basic Mathematics	3
	PC Packages	3
	Introduction to Financial Accounting	3
2nd	Networking Basics	3
	Oracle	3
	Computer oriented Numerical Analysis	3
	Visual Basic	3
	Introduction to Data Base Management Systems	3
	Business Systems	3
3rd	Marketing Management	3
	Data structure through C Language	3
	Digital and computer Organization	3
	Web Designing	4
	Router Protocols and Concepts	3
4th	Human resource Management	3
	LAN Switching and Wireless	3
	Fundamentals of E-Commerce	3
	Operating Systems	3
	Introduction to Object Oriented Programming and C++	3
	Structured System Analysis and Design	3
5th	JAVA Programming	4
	Operating Systems (UNIX,LINUX and Shell Programming)	4
	Data Communication and Computer Networks	3
	Accessing the WAN	3
	Software Engineering	4
6th	Multimedia Technologies	4
	Introduction to Enterprise Resource Planning	3
	Introduction to Computer Graphics	3
	Data Warehouse and Mining	4
	Project Work	8

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

- Duration of the Program : 3 Year
- Faculty and support staff requirement: 6

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 Online 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)

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.

Fee structure

(Amount In INR) 1,23,300.00

(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 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:

- Virtual Labs are provided to supplement IT Courses where students can do Online Practical Sessions, with the help of Simulation based Programming Labs.
- Students are provided 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 :- 17,30,000 INR (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.

Upon successful completion of B.Sc. IT program learners will be able to perform technology tasks related to processing, storing, and communication of information between computers, mobile phones, and other electronic devices.

Students can explore career opportunities in private / public sector organizations and government departments in industries including IT & ITES ,financial services, infrastructure, and banking as IT Managers, Enterprise Resource Planning Expert, information security analyst, network engineer, database administrator, test engineer, system analyst, quality assurance engineer, and technical support engineer, among others.

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.



PROGRAM PROJECT REPORT

ADDOE/PPR/106: Bachelor of Arts (Tourism 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.)	Bachelor of Arts (Tourism Administration)
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	10+2
6	Program Credit	110
7	Program level	Bachelor
8	Nature of Target Group of Learners	Adult Learners/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

To provide a sound foundation in theory and practical application of tourism administration that prepares students for a successful career within the tourism sector in particular and broadly in service industry.

Program Objective

1. This course aims at developing a sense of ecology, environment and tourism among the Learners.
2. The course shall provide ample opportunities to explore the heritage, geography and transportation system of India
3. This program attempts to provide an integral view of Indian culture from the perspective of the tourism sector.
4. Learners will be made aware of the various national and international tourism laws along with the contemporary issues of travel

<p>b) Relevance of the program with HEI's Mission and Goals :</p>
<p>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.</p> <p>Institutional Goals</p> <ol style="list-style-type: none"> 1. To understand students aspirations, professional goals and design programs to meet competencies accordingly 2. Create world class professionals with industry relevant education and vocational skills 3. Provide a flexible education delivery system to meet the load of the students accordingly 4. Use technology in imparting anytime, anywhere concept of learning 5. To continuously mentor and hand hold the students throughout their learning tenure 6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached. <p>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 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.</p>
<p>c) Nature of prospective target group of learners</p>
<p>Adult learners aspiring to start Career in Tourism Administration.</p>
<p>d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :</p>
<p>The program is aimed to cover important concepts, practices, and trends in the Tourism Administration. It will include tourism product & services, tourism organization, transport system, hospitality tourism, travel agency management, tourism marketing, global tourism resources, aviation & cargo management, and international tourism to airfares & air ticketing, event management, sustainable tourism, and tourism laws.</p>

Demands of skills and competencies in dynamic Travel and Tourism industry is 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. Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

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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 Outcome

The Learners will be able to:

1. Investigate on how the Tourism Economy is influencing the business environment in National and Global context.
2. This course will give complete relationship between marketing and other management functions with respect to the tourism industry
3. Familiarize with the basic management accounting concepts and their applications in administrative decision-making.
4. Ability in discussing how current and future trends will affect the structure of the Industry.

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.

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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 hrs typically has the following components. Academic activities are linked together to engage learner and maximize learning.

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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: Bachelors Of Arts (Tourism Administration)

SEMESTER	SUBJECT	Subject Credit
1st	Ecology Environment and Tourism	4
	Fundamentals of Tourism	4
	Principles of Management	4
	Tourism Product & Services	4
2nd	Culture and Heritage Management	4
	Geography of Tourism	4
	Tourism Organization	4
	Transport System	4
3rd	Destination of India - 1	4
	Introduction to Hospitality	4
	Tourism Planning and Policy	4
	Travel Agency Management	4
4th	Basics of Tourism Marketing	4
	Global Tourism resources	4
	Introduction to Aviation and Cargo	4
	Project Synopsis	
	Special Interest Tourism	4
5th	Basics of Accounting	4
	Contemporary issues for International Tourism	4
	Destination Planning and Development	4
	Introduction to Airfares and Air Ticketing	4
6th	Event Management	4
	Human Resource Management	4
	Sustainable Tourism	4
	Tourism Laws	4
	Project Work	6

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

- Duration of the program, 3 Year

- Faculty and support staff requirement: 6

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.

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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

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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 – 10+2 in any discipline with 40% marks in last qualifying examination.

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.

Fee structure

(Amount In INR) 1,22,400.00

(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 Learning 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/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) 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

After successful implementation of LMS, we aim to integrate 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)

ADDOE/PPR/106: Bachelor of Arts (Tourism Administration)

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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.

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- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 13,80,000 (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.

Upon successful completion of the program students can explore career opportunities in private sector organizations and government departments including government tourism departments, immigration& customs departments, travel agencies, airlines, tour operation agencies, resorts & hotels, airline catering services, guide & interpreter services, and tourism promotion departments, among others.

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'

ADDOE/PPR/106: Bachelor of Arts (Tourism Administration)

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.

PROGRAM PROJECT REPORT

ADDOE/PPR/205: M. A. (Journalism & Mass Communication)

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 Arts in Journalism & Mass Communication
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	80
7	Program level	Master
8	Nature of Target Group of Learners	Graduate Media Aspirants/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Mission statement :

The program endeavours to develop professionals who have strong theoretical and industry orientation which enables them to critically and ethically analyze the environment, which enable them to become socially responsible journalists, and natives.

Program Objective

- Students will demonstrate knowledge and understanding of media industry with along with practical and theoretical concepts of Journalism & Mass Communication
- Students will identify, define and investigate information and ideas related to issues and opportunities in Journalism & Mass Communication
- Students will be able to explore information and use digital literacy in capturing information from various media sources and develop innovative solutions
- Students will be able to think critically, creatively, and demonstrate curiosity to discover new horizons in Journalism & Mass Communication
- Students will be able to speak proficiently, clearly & effectively while presenting the concepts and their diversifications in Journalism & Mass Communication
- Students will be able to demonstrate imitativeness & enthusiasm while working in

collaborative teams in successful implementation of concepts in Journalism & Mass Communication

- Students will be able to understand the global media issues & recognize the opportunity and challenges that they present while operating in different cultures.
- Students will understand and practice the highest standards of ethical behavior in their professional and personal life. They also acknowledge and appreciate the importance of diversity in their personal life.
- Students will be able to think creatively & evaluate the opportunities available from the creative environment of Journalism and Mass Communication to identify career or develop their own ventures.
- Students will be capable to create continuous learning environment for engaging themselves to update with new knowledge in Journalism and Mass Communication.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

Linkage with Program Mission:

The institute's mission goals are holistically inherited in this MA(JMC) program. This program delivers required theoretical and industry inputs to 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 endeavours. 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Graduate Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

The Institution has a good linkage with the Media world and a great number of the students work with the industry to gain on-job experience. Program meets the needs of students to be wise consumers of media, managers of information and responsible producers of their ideas using the powerful multimedia tools of a global media culture. We strives to achieve excellence with greater impact through global orientation, creativity, innovation and collaboration techniques.

The Master program in Journalism and Mass Communication is aimed to meet ever growing demand of Journalism and Mass Communication professionals with media exposure.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

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.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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Program Outcome

- Demonstrate knowledge of theoretical and empirical bases underpinning the construction, implementation and interpretation of communication theories, practical understanding of various aspects of mass communication
- Demonstrate skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and mass communication.
- Develop skills and ability to adopt online tools, modules, interfaces to build journalism capital, search relevant information and operate various softwares.
- Analyze critically, independently and creatively identify and formulate cases, issues, solutions related to journalism and mass communication.
- Display active listening in form of active listening while handling sources, employee etc. and be able to interpret the verbal and non-verbal communication cues and interpersonal skills.
- Develop range of leadership skills and exhibit initiative while working in collaboration and demonstrate ability to work in team with self awareness of personal strengths and limitation.
- Assess global issues from different perspectives and apply them in the field of journalism and mass communication.
- Demonstrate highest level of ethical conduct; discuss professionalism and professional responsibility when involved in news gathering, advertising and other activities at the work place.
- Discuss and demonstrated professional skills which will lead to employability and exhibit capability to pursue alternate career paths such as setting up their own production houses, newspapers, advertising agencies, doctoral training, post doctoral research and advanced training certifications.
- Students shall develop ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of journalism and mass communication.
- Develop and demonstrated empathetic and compassionate feelings so that they are able to deal with sources, subjects and co-workers.

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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.

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Work related exercises practical/Quizzes and Assignments	25%
Through Web conferencing tool/internet based.	20%

Program Structure : Master of Arts (Journalism & Mass Communication)

Sem	Subjects	Credit
1	Principles of Journalism and mass communication	4
	Reporting & Writing for Media	4
	Media Advertising	4
	Visual Communication and Photojournalism	4
	Computer application in Media	4
2	Advanced Research methods in Journalism	4
	Electronic Media	4
	Print Media	4
	Graphics and Media Production	4
	Media Governance & Management	4
3	Media Management	4
	Development Journalism	4
	Public relations and corporate communication	4
	New Media Communication	4
	Media Globalization	4
4	Media Laws and Ethics	4
	Media Marketing and Circulation	4
	Project- Dissertation	12

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

- Duration of the program: 2 Year
- Faculty and support staff requirement: 6

Student support service systems.

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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

- Graduation degree (3 years or 4 years Degree program. Diploma will not be acceptable)

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.

Fee structure

(Amount In INR) 121800.00

(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.

- Fully Online 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/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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

After successful implementation of LMS, we aim to integrate 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 (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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 11,60,000 (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.

Graduates of programmes in these fields demonstrate knowledge and understanding of some of the following:

- the roles of communication systems, modes of representations and systems of meaning in the ordering of societies
- the roles that media, film and cultural institutions play in different societies iv the roles of cultural practices and institutions in society
- particular media forms and genres, and the way in which they organize understandings, meanings and affects
- the role of changing technology, including emergent digital technologies, in media production, content manipulation, distribution, access and participation.

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.

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	106
7	Program level	Masters
8	Nature of Target Group of Learners	Graduate Adults/ Professional Learners/Experienced Professionals/Corporate Employees
9	Date of commencement	October, 2018
10	Type of Program : Professional or General	Professional

a) Program's mission & objectives

Empower to lead a transformation with Amity's QS top-ranked online MBA program, designed to strengthen the learners' ground in their entrepreneurial abilities and gain skills to escalate the ladder in their organizational positions.

Our globally accredited online MBA offers 14 industry-oriented specializations to accomplish professional goals of graduates and working professionals & allow them to do a deep dive into the nuances of a particular industry, hence creating industry-ready professionals.

The program covers all important concepts, practices, and trends in the subject areas including management functions & behavior, IT for managers, quantitative techniques in management, accounting for managers, and marketing management to legal aspects of business, research methodology, and total quality management.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning

5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

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 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.

c) Nature of prospective target group of learners

Graduate Adults/ Professional Learners/Experienced Professionals

d) Appropriateness of Program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Moreover, our two-year (4 semesters) Post Graduate degree program gives an opportunity to work and learn whenever and from wherever without uprooting learners' life or putting their career on hold.

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.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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	4	
		Innovation in Business & Enterprise	4	
		Evaluating Business Opportunities	4	
	4th	Managing Corporate Entrepreneurship	4	
		Family Business Management	4	
		Small Business Management & Strategies	4	
Finance and Accounting	3rd	Cost and Management Accounting	4	
		Security Analysis & Portfolio Management	4	
		Management of Financial Services	4	

	4th	Corporate Tax Planning	4	
		Management of Financial Institutions	4	
		Project Planning, Appraisal & Control	4	
Human Resource Management				
	3rd	Organizational Change and Development	4	
		Industrial Relations and Labor Laws	4	
		Performance & Competency Management	4	
	4th	Talent Acquisition and Development	4	
		Compensation & Reward Management	4	
		Organizational Design & Structural Process	4	
International Business				
	3rd	International Trade Finance	4	
		International Economics and Policy	4	
		International Trade Procedures & Documentation	4	
	4th	Foreign Trade Policy	4	
		International Cross Culture & Diversity Management	4	
		Global Business Operation	4	
Insurance Management				
	3rd	Application of General Insurance	4	
		Life Insurance - Underwriting and claims	4	
		Regulatory Frame Work of Insurance	4	
	4th	Risk Management & Reinsurance	4	
		Insurance Marketing & Client Management	4	
		Product development & Pricing	4	
Information Technology				
	3rd	Management Information System	4	
		System Analysis and Design	4	
		Data Base Management system	4	
	4th	Web Enabled Business Processes	4	
		Enterprise Management	4	
		Information Security & Risk	4	

Marketing and Sales	3rd	Consumer Behavior	4	
		Distribution and Logistics Management	4	
		Product and Brand Management	4	
	4th	Advertising and Sales Management	4	
		Marketing of Services	4	
		Customer Relationship Management	4	
Operations Management	3rd	Production and Operation Management	4	
		Management of Technology & Innovation	4	
		Supply Chain Management	4	
	4th	Project Management	4	
		Service Operations Management	4	
		Process Analysis & Theory of Constraints	4	
Retail Management	3rd	Fundamentals of Retailing	4	
		Merchandising Management	4	
		Retail Supply Chain & Logistics Management	4	
	4th	Visual Merchandising & Space Planning	4	
		Retail Branding and CRM	4	
		Retail and Mall Management	4	
Hospitality Management	3rd	Hospitality Management	4	
		Food & Beverages Management	4	
		Front Office Management	4	
	4th	Hospitality Laws	4	
		Accommodation Management	4	
		Customer Relationship Management	4	
Petroleum & Natural Gas Management	3rd	Fundamentals of Petroleum Exploration	4	
		Fundamentals of Oil & Gas Business	4	
		Project Management	4	

nt	4th	Petro Economics	4	
		Fundamentals of Refining	4	
		Environment and Carbon Finance	4	
Hospital & Health Care Management	3rd	Hospital Organization	4	
		Hospital Functions and Services	4	
		Hospital Planning	4	
	4th	Health Insurances and Health Economics	4	
		Legal and Ethical Aspects of Healthcare	4	
		Healthcare Quality and Accreditation	4	
Global Financial Market	3rd	Capital Markets	4	
		Equity and derivatives	4	
		Mutual Funds and Asset Management	4	
	4th	Forex Markets and Currency Derivatives	4	
		Mergers and Acquisitions	4	
		Treasury and Risk Management	4	

Total credit = 106 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:
Assistant Professors-2, Teaching Associates-4, Support Staffs-4

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.

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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)

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.

Fee structure

(Amount In INR) 151800.00

(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.

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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
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- 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 5.0 for Post Graduate Programs.
- The student should secure a minimum overall Cumulative Grade Point Average

(CGPA) of 6 in the case of Post 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:

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		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 provided 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 may 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.

PROGRAM PROJECT REPORT

ADDOE/PPR/202: Master of Commerce

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.)	M. Com. (Financial Management)
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	80
7	Program level	Master
8	Nature of Target Group of Learners	Graduate Adults/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

Finance is fast moving, complex and ever evolving – an industry that's adding billions to the Indian economy each year. During the two years of the Program, students have to take-up course related to the area of finance and accounting; laws and policies concerning commerce; business management; financial decision making; financial statement analysis; Techniques of management accounting; cost accounting, International finance etc. with a view to impart knowledge on different aspects of commerce and finance.

Mission statement :

To impart necessary skills to the aspiring professionals that enables them adopting a creative & refreshing approach to business problems' resolution and identifying, tapping new opportunities in the market, and to help them excel in the fast growing industry in general and finance and accounting industry in particular.

Program Objective

- To prepare learners to explore newly created opportunities in the accounting field
- To provide adequate basic understanding about accounting & financial education to the learners
- To give adequate exposure to the operational environment in the field of accounting & finance.

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

1. To understand students aspirations, professional goals and design programs to meet competencies accordingly
2. Create world class professionals with industry relevant education and vocational skills
3. Provide a flexible education delivery system to meet the load of the students accordingly
4. Use technology in imparting anytime, anywhere concept of learning
5. To continuously mentor and hand hold the students throughout their learning tenure
6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached.

Linkage with Program Mission:

The institute's mission goals are holistically inherited in this Master of Commerce program of Amity Directorate of Distance and Online Education. This program delivers required theoretical and industry inputs to 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.

c) Nature of prospective target group of learners

Commerce Graduates / Professional Learners/Experienced Professionals, BBA / BBS or Post Graduate Diploma in Management students.

d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

This programme aims to help students to make a successful career in business is built on a solid understanding of the systems, theories and concepts that underlie modern society – and the hands-on skills and practical knowledge to apply them in an exciting, fast-moving profession.

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. Distance and Online education is more costs effective and can take place while continuing full-time employment.

The Master's program in Financial Management is aimed to provide training in key principles, policies, systems, frameworks, and applications in Financial Management.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Program has well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

- Evaluate business problems in complex contexts using social, ethical, economic, regulatory and global perspectives

- Integrate advanced theoretical and technical knowledge in business which includes a selection of issues in accounting, auditing and business related disciplines
- Understand topics of wide relevance including banking, mutual fund, corporate tax, and accounting
- Gain knowledge of statistics, law, and other areas that influence the subject area
- Appraise and appreciate strategic implications of local and global changes /developments in the subject area
- Develop key personal and inter-personal globally-relevant skills for academic and professional enhancement
- Combine theoretical knowledge and practical expertise – qualities highly valued in contemporary global multicultural working environments
- Build the academic foundation to pursue higher education in the subject or professional courses or to prepare for central / state government services
- Stay one step ahead, as domain professionals / specialists are sought after by organizations across industries

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 hrs, 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 Commerce (Financial Management)

Semester	Course Name	Subject Credits
Semester-1	Organization Theory and Behavior	3
	Financial Accounting	3
	Statistics for Management	3
	Indian Financial System	3
	Marketing Management	2
	Business Environment and Law	3
	Economic Analysis	3
Semester-2	Cost Accounting	3
	Financial Statement Analysis	3
	Decision Science	2
	Financial Management	3
	Security Analysis and Portfolio Management	3
	International Finance and Forex Management	3
	Corporate Restructuring, Mergers and Acquisitions	3
Semester-3	Strategic Management	3
	Information Technology for Managers	2
	Financial Reporting and Decision Making	3
	Principles and Practices of Banking	3
	Strategic Financial Management	3
	Mutual Fund Management	3
	Treasury Management	3
Semester-4	Risk Management	3
	Financial Engineering	3
	Operations Management	3
	Corporate Tax Planning and Management	3
	Real Estate Investment Analysis	2
	Behavioural Finance	3
	Insurance Management	3

Four areas of specializations are offered in the final year of curriculum:

- Issue Management
- Real Estate Investment Analysis
- Treasury Management
- Working Capital Management

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

- Duration of the program, 2 Year
- Faculty and support staff requirement: 6

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 Online 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 completion Certificate (Completion 10 years of Formal Schooling)
- 12th Class completion Certificate (Completion 12 years of Formal Schooling)
- Graduation completing Degree (3 Years or 4 Years Degree Program. Diploma Will Not Be acceptable) as per mentioned conditions: BBA / BBS or Post Graduate Diploma in Management.

Minimum 40% or equivalent Marks in Graduation

Procedure For Admissions

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- 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.

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		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:

- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face

program to help students gain leadership skills.

- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 Program Development Cost :- 17,60,000 INR (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.

Graduate of this Program can explore career opportunities in private / public sector organizations and government departments in industries including financial services, insurance, infrastructure, banking, IT & ITES, consumer markets, media& entertainment, manufacturing, and retail as finance manager, banking officer, financial advisor, insurance advisor, and finance controller, among others

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.

This programme aims to help students to make a successful career in business is built on a solid

understanding of the systems, theories and concepts that underlie modern society – and the hands-on skills and practical knowledge to apply them in an exciting, fast-moving profession.

Student will be able to demonstrate and apply knowledge of theories and models relevant to the field of commerce & financial management.

Student will be able to collect relevant information, infer and interpret high-quality research in field of commerce and finance management.

Student will be able to apply digital technology to capture information from various sources and use contemporary technologies to access and manage information.

Student will be able to comprehend the problems and challenges in the business environment, identify best cost driven alternatives and prioritize effective solution.

Student will be able to apply managerial skills, communicate proficiently in oral, written presentation and listening skills in the global environment.

PROGRAM PROJECT REPORT

ADDOE/PPR/203: Master of Computer Application

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 Computer Applications
4	Minimum duration of the program (yrs.) as per UGC norms	3 Years
5	Minimum eligibility for admission	Bachelor Degree from a recognized University
6	Program Credit	120
7	Program level	Master
8	Nature of Target Group of Learners	IT Aspirants/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

The program provides high-quality academic and technical training covering key concepts in computer science and software design, development, and implementation. The program offers an in-depth understanding of analysis, synthesis, and practical problem-solving involved in computer / information systems and applications.

Given its scope, the program will benefit anybody (with a graduation degree) seeking to develop skills, improve competency, and build expertise in the subject.

Mission statement :

To provide quality education in information technology through the combination of theory, and practice to enhance students' compatibility in applications development, and to prepare next generation of engineers, and computer scientists.

Program Objective

- Students will exhibit practical knowledge of the management concepts and principles in the work scenario.
- Students will amalgamate learning from theory and experience, and make use of skills developed across functional areas in making effective decisions for business in a dynamic scenario.
- Students will progress and sustain effective individual and organizational performance by leveraging research and IT skills in a given context.

<ul style="list-style-type: none"> • Students will recognize and understand the use of assertiveness and influential skills. • Students will exhibit effectual communication skills that augment efficacy of managers. • Students will develop positive outlook and ability that create industrious managerial leaders and business networks. • Students will become ethically responsible managers that positively impact businesses and society. • Students will critically appraise and reflect learning and development throughout their career.
<p>b) Relevance of the program with HEI’s Mission and Goals :</p>
<p>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.</p> <p>Institutional Goals</p> <ol style="list-style-type: none"> 1. To understand students aspirations, professional goals and design programs to meet competencies accordingly 2. Create world class professionals with industry relevant education and vocational skills 3. Provide a flexible education delivery system to meet the load of the students accordingly 4. Use technology in imparting anytime, anywhere concept of learning 5. To continuously mentor and hand hold the students throughout their learning tenure 6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached. <p>Linkage with Program Mission:</p> <p>The institute's mission goals are holistically inherited in this MCA program. This program delivers required theoretical and industry inputs to 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 Amity Directorate of Distance and Online Education 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>

Curriculum is designed by industry professionals and subject experts and updated at regular intervals, keeping in view latest research and development. Dynamic course material shared electronically with 24X7 online learning facility. Self-paced study with guidance from experienced faculty and guest teachers. Application of learned concepts through hands-on project work.

Demands of Computer Application 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.

Distance and Online education is more costs effective and can take place while continuing full-time employment. Given its scope, the program will benefit aspirants seeking to develop skills, improve competency, and build expertise in the fast growing Computing Industry.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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.

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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

- Implement the Creative and Problem Solving skills in various Real time problems To prepare graduates who will contribute to society as broadly educated, expressive, responsible citizens with proven expertise
- Develop the individual as Entrepreneur in the software fields as Software Programr, Software Engineer, Software Architect, Software Developer etc.
- Select modern computing tools and techniques and use them with dexterity.
- Evaluate, verify, trouble-shoot, test and analyze an existing computer-based system, process, component or program

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 hrs, typically have 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 Computer Application

Course Code	Course Title	Total Credit
OMC 101	Principles & Practices of Management	3
OMC 102	Mathematics	4
OMC 103	Introduction to Computer and Programming Concept	4
OMC 104	Digital Electronics & Computer Organisation	4
OMC 121	Lab – 1 Computer Lab	3
	TOTAL	18

SECOND SEMESTER

OMC 201	Data and File Structure using 'C'	4
OMC 202	Numerical & Statistical Computations	4
OMC 203	Unix and Shell Programming	4
OMC 204	Accounting & Financial Management	4
OMC 221	Lab – 2 Unix Lab	3
OMC 222	Lab – 3 Data Structure Lab	3
	TOTAL	22

THIRD SEMESTER

OMC 301	Database Management System	4
OMC 302	Object Oriented Programming Concept Using C++	4
OMC 303	Operating System	4
OMC 304	System Analysis and Design	4
OMC 321	Lab – 4 DBMS Lab	3
OMC 322	Lab – 5 C++ Lab	3
	TOTAL	22

FOURTH SEMESTER

OMC 401	Management Information System	4
OMC 402	Computer Graphics	4
OMC 403	Computer Communication Network	4
OMC 404	Internet and Java Programming	4
OMC 421	Lab – 6 Java Lab	3
	TOTAL	19

FIFTH SEMESTER

OMC 501	E-Commerce	4
OMC 502	Computer Architecture & Parallel Processing	4
OMC 503	Distributed Database System	4
OMC 504	Software Engineering	4
OMC 521	Lab – 7 Oracle Lab/Microprocessor Lab	3
	TOTAL	19

SIXTH SEMESTER

OMC 601	Artificial Intelligence and Neural Networks	4
OMC 602	Theory of Computation and Compiler Design	4
OMC 670	Project Work	12
	TOTAL	20

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

- Duration of the program, 3 Year
- Faculty and support staff requirement: 6

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 Online 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) with Mathematics as One subject in 10+2.
- Graduation Degree (BCA is preferable)

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.

Fee structure

(Amount In INR) 122900.00

(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/year

examinations which are held at the end of Semester/Academic Year.

- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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 Programs.
- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of 6 in the case of Post 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

After successful implementation of LMS, we aim to integrate 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 (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:

- Virtual Labs are provided to supplement IT Courses where students can do Online Practical Sessions, with the help of Simulation based Programming Labs.
- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for

students on demand basis.

- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 26,30,000 (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 of Computer Applications:

The study of computing at master's degree level is typically characterized by:

- an ability to evaluate the technical, societal and management dimensions of computer systems
- a knowledge and understanding of advanced aspects of computer systems and their applications
- a combination of theory and practice, with practice being guided by theoretical considerations
- the mastery of the practical methodology of the relevant area of computing, whether for general application in software development or in specialized applications relating to the storing, processing and communication of information

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.

Student can explore career opportunities in private / public sector organizations and government departments in industries including IT & ITES, energy and resources, financial services, infrastructure, and banking as software engineer, computer programmer, information security analyst, network engineer, database administrator, test engineer, quality assurance engineer, customer/ help desk / technical support engineer, and multimedia / web programmer, among others.

PROGRAM PROJECT REPORT

ADDOE/PPR/204: Master of Science (Information Technology)

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 Science(Information Technology)
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	80
7	Program level	Master
8	Nature of Target Group of Learners	Graduate IT Aspirants/ Professional Learners/Experienced Professionals
9	Date of commencement	October, 2018
10	Type of Program: Professional or General	General

a) Program's mission & objectives

A rigorous two-year program designed to prepare graduates for varied career opportunities in Information Technology. From database management system, software engineering, networking fundamentals, object oriented programming, and data structure using C language to routing protocols & concepts, emerging technologies, and network planning & design – the course covers important concepts, practices and trends in the subject area.

The course teaches various methodologies and life cycles involved in developing software applications and conducting scientific research

Mission statement :

To provide quality education in information technology through the combination of theory, and practice to enhance students' compatibility in applications development, and to prepare next generation of Information Technology Professional.

Program Objective

- To prepare learners for professional practice in information technology
- To prepare learners to manage Information & Communications technology, information and knowledge as critical organizational assets
- To develop mastery of emerging technologies in IT infrastructures, software development, IT systems management including IT security.

b) Relevance of the program with HEI's Mission and Goals :
<p>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.</p> <p>Institutional Goals</p> <ol style="list-style-type: none"> 1. To understand students aspirations, professional goals and design programs to meet competencies accordingly 2. Create world class professionals with industry relevant education and vocational skills 3. Provide a flexible education delivery system to meet the load of the students accordingly 4. Use technology in imparting anytime, anywhere concept of learning 5. To continuously mentor and hand hold the students throughout their learning tenure 6. Outreach to learners who do not have access to quality outcome based education, reaching the unreached. <p>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 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 endeavours. 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 Amity Directorate of Distance and Online Education ensure continuous education and meeting the needs of all class of learners.</p>
c) Nature of prospective target group of learners
Graduate Adults/ Professional Learners/Experienced Professionals
d) Appropriateness of program to be conducted in Open and Distance Learning mode to acquire specific skills and competence :
<p>. The course provides high-quality academic and technical training in software, databases, and networking with deep focus on the mathematical and theoretical foundations of computing. Given its scope, the program will benefit anybody (with a graduation degree) seeking to develop skills, improve competency, and build expertise in the subject.</p>
<p>Demands of IT 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</p>

increasing the productivity of employment workforce.

Distance and Online education is more costs effective and can take place while continuing full-time employment.

Amity as a distance and online learning institution plays important role by providing flexible and cost effective education to enhance their productivity skills.

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.

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. 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.

Our Programs have well defined Program Education Objectives (PEOs) and Program Learning 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 Outcome

- Analyze an interdisciplinary Information System related challenges,
- Identify and define the computing and information systems requirements appropriate to its solution.
- Synthesize and evaluate models for IT management
- Develop application programs

The program is geared to enable learners to:

Acquire training in principles, policies, systems, frameworks, and applications in IT.
 Understand software, databases, and networking with deep focus on the mathematical and theoretical foundations of computing.
 Perform technology tasks related to processing, storing, and communication of information between computers, mobile phones, and other electronic devices.
 Gain knowledge of business systems, accounting, marketing, and other areas that influence IT.
 Appraise and appreciate strategic implications of local and global changes /developments in IT.
 Develop key personal and inter-personal globally-relevant skills for academic and professional enhancement.
 Combine theoretical knowledge and practical expertise – qualities highly valued in contemporary global multicultural working environments.
 Build the academic foundation to pursue higher education in the subject or professional courses or to prepare for central / state government services.
 Explore career opportunities in private / public sector organizations and government departments in industries including IT & ITES, financial services, infrastructure, and banking as software engineer, computer programmer, Java developer, information security analyst, network engineer, database administrator, test engineer, system analyst programmer, quality assurance engineer, and technical support engineer, among others.

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 Science (Information Technology)

Semester	Course Title	Credit Units
Semester-1	Operating System and Data Storage	4
	Software Engineering	6
	Basic Mathematics	4
	Database Management System	4
Semester-2	System Structure Analysis and Design	6
	Object Oriented Programming	4
	Software Quality and Assurance	4
	Networking Fundamentals	4
Semester-3	LAN Switching and Wireless	4
	Routing Protocols and Concepts	4
	Data Structure using C language	4
	Information Security	6
Semester-4	Network Planning and Design	4
	IT Project Management	6
	Optical Technology	4
	Emerging Technologies	4
	Project Dissertation	8

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

- Duration of the program, 2 Years
- Faculty and support staff requirement: 6

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 Online 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)

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.

Fee structure

Amount In INR) 121600.00

(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.

- Fully Online 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/year examinations which are held at the end of Semester/Academic Year.
- The level of student academic performance as the aggregate of continuous evaluation and end semester/year 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 5.0 for PostGraduate Programs.

- The student should secure a minimum overall Cumulative Grade Point Average (CGPA) of 6 in the case of Post 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

After successful implementation of LMS, we aim to integrate 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:

- Virtual Labs are provided to supplement IT Courses where students can do Online Practical Sessions, with the help of Simulation based Programming Labs.
- Course material in SLM format: The course material provided to learners is designed as per SLM guidelines by DEB.
- Provision of Reference book: The Institution provides the provision of reference book to students who want to get extra knowledge on a particular subject.
- Personal Contact Program (PCP): The Institution conducts Personal Contact Program (PCP) at weekends to help students interact with the faculty and get their queries and doubts resolved.
- One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.
- Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.
- Assignments, Case Studies, Project Work: Apart from the main learning material, students are provided with assignments, case studies and project work. These learning components are generally based contemporary situation in the industry and markets.
- Leadership Lecture Series: The Institution conducts Leadership Lecture Series, a face to face program to help students gain leadership skills.
- Webinars
- Recording of seminar / Conference / Workshop available Online
- Guidance by Course coordinator through telephone email & chat rooms: Students are provided guidance by Course coordinator as and when required through telephone, email & chat.
- Online Library access; The students access to online library, which hosts a large number of books in digital format.
- Mentor-mentee concept: Institution believes in strong mentor-mentee concept. Students queries are answered by mentors suitable. This has proved to be very effective tools between Institution & students.
- 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 11,00,000 (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.

This Program is designed to prepare graduates for varied career opportunities in Information Technology. From database management system, software engineering, networking fundamentals, object oriented programming, and data structure using C language to routing protocols& concepts, emerging technologies, and network planning & design – the course covers important concepts, practices, and trends in the subject area.

The course teaches various methodologies and life cycles involved in developing software applications and conducting scientific research. The course provides high-quality academic and technical training in software, databases, and networking with deep focus on the mathematical and theoretical foundations of computing.

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.