Amity University

HEI Profile & Administrative Information :

HEI Basic Information :

Registration ID: **HEI-Exempted-U-0497**	Name of the HEI: **Amity University**	Institution Type: Private
Year of Establishment: Jan 2005	Mode of Education: Dual Mode	City: Noida — District: Gautam Buddha Nagar
Address_1: Amity University	Address_2: Sector-125, Noida, Gautam Buddha Nagar, Uttar Pradesh	Pin Code: 201313
Email: registrar@amity.edu	Telephone: 0120-4392672 — Fax: 0120-2431870	State: UTTAR PRADESH
Official Website of HEI: https://amity.edu/	Official website for Online Learning : https://amityonline.com/	

HEI Authorities

Vice Chancellor

Name of the Vice Chancellor: Prof Dr Balvinder Shukla	Vice Chancellor Email: bshukla@amity.edu	Vice Chancellor Mobile: 9810199453
Phone (Office): 01204392672 — Phone (Residence): 01204392672	Highest Education Qualification: Ph D	Experience: 35 Years

Registrar

Name of the Registrar: Dr B L Arya	Registrar Email: registrar@amity.edu	Registrar Mobile: 9818210093
Phone (Office): 01204392672 — Phone (Residence): 01204392672	Highest Education Qualification: Ph D	Experience: 34 Years

Director of Centre for Distance and Online Education (CDOE)

Name of Director of Centre for Distance and Online Education (CDOE) : Dr Priya Mary Mathew	Email Id: akumar@amity.edu	Mobile No: 9818210093

Highest Education Qualification: Ph D	Date of Joining: 01-05-2021	Appointment Letter: View

HEI Recognition

Recognition status of the HEI as per UGC Act, 1956: SECTION 2(f)	Is HEI also recognized under 12 B: No
Approval of Statutory Authority: Yes	Copy of relevant page of act allowing HEI to offer the programme in OL : View

NAAC Details

Whether accredited by NAAC? :- Yes

Grade :- A+

Score :- 3.27

Validity of NAAC :- 01-10-2023

Upload NAAC Document :- View

Year of assessment of NAAC :- 2018

Whether valid for the academic year 2020-21 :- Yes

NIRF Ranking

Year :- 2018

Ranking :- 53

Upload NIRF Certificate :-

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Year :- 2019

Ranking :- 58

Upload NIRF Certificate :-

View (/Uploads/ODLOL/UploadNIRFDocument2/HEI-Exempted-U-0497/HEI-Exempted-U-0497_UploadNIRFDocument2_20210728152848.pdf)

Year :- 2020

Ranking :- 37

Upload NIRF Certificate :-

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Proposed Programmes

Sr No :-1

Name of Programme :-15 - Sciences - Sciences - Sciences - Master of Computer Applications - General/Machine Learning & Artificial Intelligence/ Blockchain Technology & Management (Technical Developer Track)/ Blockchain Technology & Management (Business Management Track) - General/Machine Learning & Artificial Intelligence/ Blockchain Technology & Management (Technical Developer Track)/ Blockchain Technology & Management (Business Management Track)

Programme to be offered in	OL
Year	2021-22
Level	PG
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION
Page No	2990
Serial No	57

Sr No :-2

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Master of Business Administration - Mkt & Sales Mgmt/Entrepreneurship & Leadership Mgmt/Finance & Acc. Mgmt/HRM/IT Mgmt/IB Mgmt/Production and Operations Mgmt/Retail Mgmt/Rural Mgmt/Family Business Mgmt/Global Fin. Mkt/Hospitality Mgmt/Insurance Mgmt/Petroleum & Natural Gas Mgmt/HHM/Digital Mkt. Mgmt/Digital Entrepreneurship/HR Analytics/Business Analytics/Product Mgmt/Data Science - Mkt & Sales Mgmt/Entrepreneurship & Leadership Mgmt/Finance & Acc. Mgmt/HRM/IT Mgmt/IB Mgmt/Production and Operations Mgmt/Retail Mgmt/Rural Mgmt/Family Business Mgmt/Global Fin. Mkt/Hospitality Mgmt/Insurance Mgmt/Petroleum & Natural Gas Mgmt/HHM/Digital Mkt. Mgmt/Digital Entrepreneurship/HR Analytics/Business Analytics/Product Mgmt/Data Science

Programme to be offered in	OL
Year	2021-22
Level	PG
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION
Page No	2988
Serial No	35

Sr No :-3

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Bachelor Of Business Administration - General/Data Science/Business Analytics - AnyOther

Programme to be offered in	OL
Year	2021-22
Level	UG
Entry Qualification (as per the Specification of Degrees, 2014)	10+2
Duration (as per the Specification of Degrees, 2014)	3
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-4

Name of Programme :-15 - Sciences - Bachelor Of Computer Applications - General/Data Science - AnyOther

Programme to be offered in	OL
Year	2021-22
Level	UG
Entry Qualification (as per the Specification of Degrees, 2014)	10 + 2
Duration (as per the Specification of Degrees, 2014)	3
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-5

Name of Programme :-13 - Arts/ Humanities/ Social Sciences - Bachelor Of Arts - General/Political Science/Economics/English/Sociology - AnyOther

Programme to be offered in	OL
Year	2021-22
Level	UG
Entry Qualification (as per the Specification of Degrees, 2014)	10+2
Duration (as per the Specification of Degrees, 2014)	3
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-6

Name of Programme :-13 - Arts/ Humanities/ Social Sciences - Master Of Arts - Journalism & Mass Communication - 690

Programme to be offered in	OL
Year	2021-22
Level	PG
Entry Qualification (as per the Specification of Degrees, 2014)	Bachelor'S
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-7

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Master Of Commerce - Financial Management /Financial Technology - AnyOther

Programme to be offered in	OL
Year	2021-22
Level	PG
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-8

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Marketing and Sales Management - Marketing and Sales Management

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-9

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Finance and Accounting - Finance and Accounting

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-10

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Human Resource Management - Human Resource Management

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-11

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Digital Marketing Strategies - Digital Marketing Strategies

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-12

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Business Analytics and Intelligence - Business Analytics and Intelligence

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Sr No :-13

Name of Programme :-14 - Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Business Management - Business Management

Programme to be offered in	OL
Year	2021-22
Level	Diploma
Entry Qualification (as per the Specification of Degrees, 2014)	Graduation
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	AMITY DIRECTORATE OF DISTANCE AND ONLINE EDUCATION

Additional Information

Sr No :- 1

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Human Resource Management

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	80
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	25-11-2006
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	14
No. of Batch passed	13

Sr No :- 2

Name of Programme :- Sciences - Sciences - Sciences - Master of Computer Applications - General/Machine Learning & Artificial Intelligence/ Blockchain Technology & Management (Technical Developer Track)/ Blockchain Technology & Management (Business Management Track)

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	103
Whether Programme requires Practical or laboratory courses as a curricular requirement	Yes
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	25-11-2006
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	30-01-2020
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	14
No. of Batch passed	11

Sr No :- 3

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Master of Business Administration - Mkt & Sales Mgmt/Entrepreneurship & Leadership Mgmt/Finance & Acc. Mgmt/HRM/IT Mgmt/IB Mgmt/Production and Operations Mgmt/Retail Mgmt/Rural Mgmt/Family Business Mgmt/Global Fin. Mkt/Hospitality Mgmt/Insurance Mgmt/Petroleum & Natural Gas Mgmt/HHM/Digital Mkt. Mgmt/Digital Entrepreneurship/HR Analytics/Business Analytics/Product Mgmt/Data Science

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	99
Whether Programme requires Practical or laboratory courses as a curricular requirement	Yes
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	22-12-2008
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	30-01-2020
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	12
No. of Batch passed	10

Sr No :- 4

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Bachelor Of Business Administration - General/Data Science/Business Analytics

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	127
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	25-11-2006
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	14
No. of Batch passed	11

Sr No :- 5

Name of Programme :- Sciences - Bachelor Of Computer Applications - General/Data Science

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	134
Whether Programme requires Practical or laboratory courses as a curricular requirement	Yes
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	18-06-2009
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	11
No. of Batch passed	8

Sr No :- 6

Name of Programme :- Arts/ Humanities/ Social Sciences - Bachelor Of Arts - General/Political Science/Economics/English/Sociology

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	126
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	25-11-2006
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	14
No. of Batch passed	11

Sr No :- 7

Name of Programme :- Arts/ Humanities/ Social Sciences - Master Of Arts - Journalism & Mass Communication

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	98
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	01-07-2005
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	15
No. of Batch passed	13

Sr No :- 8

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Master Of Commerce - Financial Management /Financial Technology

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	99
Whether Programme requires Practical or laboratory courses as a curricular requirement	Yes
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	21-09-2010
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	10
No. of Batch passed	8

Sr No :- 9

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Marketing and Sales Management

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	81
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	26-10-2018
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	2
No. of Batch passed	1

Sr No :- 10

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Finance and Accounting

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	82
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	26-10-2018
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	2
No. of Batch passed	1

Sr No :- 11

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Digital Marketing Strategies

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	80
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	26-10-2018
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	2
No. of Batch passed	1

Sr No :- 12

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Business Analytics and Intelligence

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	80
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	26-10-2018
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	2
No. of Batch passed	1

Sr No :- 13

Name of Programme :- Business Administration/ Commerce/ Management/Finance - Post Graduate Diploma - Business Management

Year	2021-22
Academic system followed for proposed programme	Semester
Number of Credits	80
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	25-11-2006
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	25-09-2019
Regulatory bodies approval upload	View
Whether Proposed programme already being taught in Conventional/ODL mode with same nomenclature	Yes
If Yes, number of years since when being taught in conventional mode	14
No. of Batch passed	11

Learning Platform

Learning Platform :- Non- SWAYAM

Provide details for sample module/unit :- AMIGO

URL :- https://amigo.amityonline.com/

Student details Login ID :- amigostudent

Student details Password :- Amity@123

Teacher Login Details- Login ID :- amigoteacher

Teacher Login Details- Password :- Amity@123

Affidavit

Upload Affidavit as per the prescribed format :- View

Submission

It is hereby declared and affirmed that the Higher Educational Institution shall adheres to all the provisions mentioned under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 including following Annexures

☑ Centre for Internal Quality Assurance (CIQA) in Annexure I

☑ Conduct of Examination and Minimum Standards for Examination Centres in Annexure II

☐ Territorial Jurisdiction and Regulating Provisions for Different Types of Higher Educational Institutions in Annexure III (For ODL Programmes)

☑ Human Resource and Infrastructural Requirements in Annexure-IV

☑ Guidelines on Programme Project Report (PPR) in Annexure-V

☑ Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy in Annexure-VI

☑ Guidelines on Self-Learning Material and E-Learning Material in Annexure-VII

☐ Learner Support Centres in Annexure-VIII

☑ Assessment Criteria for Offering Online Programmes through Non-SWAYAM Learning

☑ Learning Platform in Annexure-IX (For ONLINE Programmes)

☑ Grievance Redress Mechanism in Annexure-X

Further undertakes to ensure that the HEI shall display on its website a joint declaration by authorized signatories, Registrar and Director of Centre for Internal Quality Assurance, authenticating the documents uploaded on its website, in compliance of regulation 9 of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

The HEI hereby declare that the information given above and in the enclosed documents is true, correct and nothing material has been concealed therein. The Higher Educational Institution shall be solely responsible for any legal issues arising out of non-compliance of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

The HEI understand that in case information provided is found to be contrary to the fact, it would entail not only withdrawal of permission/recognition for such ODL courses but also for other courses offered by the institutions, on regular and conventional mode

Submited Date: 8/3/2021 6:24:10 PM