



**AMITY**  
UNIVERSITY

## **DISTANCE LEARNING PROGRAMMES**

RECOGNISED BY "DISTANCE EDUCATION COUNCIL" (DEC)

**AMITY**  
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**INFORMATION BROCHURE**

# The Amity Universe

All good organizations have people with ideas, thought and creativity behind them. Amity is no less. At Amity, we dreamt of creating a world of knowledge – *par excellence*. With this mission, **Ritnand Balved Education Foundation (RBEF)** was founded by Dr. Ashok K. Chauhan, Chairman – AKC Group of Companies. The RBEF has nurtured the various Institutions under the Amity Universe.

In its continuous endeavour to provide excellence in various professional fields, Amity has grown to over 130 programmes, 22 campuses, 60,000 students, 3000 faculties, 700 acres of campuses. Amity provides education ranging from the requirements of a three-year old child to that of a budding professional in diverse disciplines. Reflecting on our achievements, today we can proudly proclaim **“we nurture talent to achieve excellence”**. Recognising the unique responsibility to provide quality higher education in distance learning mode to the busy professionals and those aspiring students who are unable to attend regular classroom education, **Amity School of Distance Learning was established in 2000.**

## Other institutions under the aegis of AMITY are :

- Amity University Uttar Pradesh (AUUP)
- Amity University Rajasthan
- Amity Global Business School
- Amity Business School Amity University
- Amity College of Commerce & Finance
- Amity Institute of Advanced Legal Studies
- Amity Institute of Behavioural Health & Allied Science
- Amity Institute of Biotechnology
- Amity Institute of Competitive Intelligence
- Amity Institute of Education
- Amity Institute of Education, Delhi
- Amity Institute of English & Business Communication
- Amity Institute of Global Legal Education & Research
- Amity Institute of Information Technology
- Amity Institute of Microbial Technology
- Amity Institute of Nano Technology
- Amity Institute of NGO Management
- Amity Institute of Organic Agriculture
- Amity Institute of Physiotherapy
- Amity Institute of Psychology & Allied Sciences
- Amity Institute of Space Science & Technology
- Amity Institute of Telecom Technology & Mgmt.
- Amity Institute of Travel and Tourism
- Amity International Business School
- Amity Law School, Delhi
- Amity Institute for Competitive Examination
- Amity Academy of Security Systems, Delhi
- Amity Finishing School, Delhi
- Amity Brain Research Centre, Delhi
- Amity Institute of Educational Consultancy Services
- Amity Law School, Noida
- Amity School of Architecture & Planning
- Amity School of Business
- Amity School of Communication
- Amity School of Computer Science
- Amity School of Engineering and Technology
- Amity School of Fashion Technology
- Amity School of Fine Arts
- Amity School of Hospitality
- Amity School of Insurance and Actuarial Sciences
- Amity School of Natural Resources and Sustainable Development
- Amity School of Physical Education & Sports Science
- Amity School of Urban Management
- Amity Institute of Cyber Crime, Law and Forensics, Delhi
- Amity Riding Academy, Noida
- Amity Foundation for higher Learning (AFHL)
- Amity Humanity Foundation (AHF)
- Amity Leadership Foundation (ALF)
- Amity Research Foundation (ARF)
- Amity Sanskrit foundation (ASF)
- Amity Sports Foundation (ASF)
- Amity International School, Saket
- Amity International School, East Delhi
- Amity International School, Noida
- Amity International School, Gurgaon
- Amity International School, Vasundhara
- Amity International School, Pushp Vihar
- Amity Global School (IB and CIE)

**MESSAGE  
FROM THE  
FOUNDER PRESIDENT**



Distance Learning is now a wonderful reality. The wiser ones in the society would grasp its importance instantly and grab the opportunity earlier than the others. Others, of course, would follow suit.

It is always like that in life, the successful ones seize the opportunity earlier than others. In today's fast changing world, the concepts, the criteria, the philosophy and life styles are in a state of flux. The dreams have become more real and virtual – the pace unthinkable in the bygone era.

Distance Education is one such fast developing concept. With this the less successful ones would become more successful and the successful ones can reach to the top.

Hidden potentials, dormant talents, aptitude, interests, and aspiration can be developed to the fullest through Distance Learning.

Continuous learning and updating knowledge has now become essential more than ever before. It is a must to keep pace with the dynamic demands of all professions.

I compliment all those, who hold this brochure in their hands, as they are already on their way to master the tools of success and yet greater success. I wish them all joy in their career, profession and life.

I also congratulate all those who are richly contributing to the concept of Distance Learning and thus helping the society, the country and the humanity as a whole. They will always be remembered for their contribution to the society.



Dr. Ashok K. Chauhan  
Founder President,  
Ritnand Balved Education Foundation (RBEF) &  
Chairman, AKC Group of Companies



# *Vision*

## **Amity School of Distance Learning (ASoDL)**

ASoDL Symbolizes the foresight and vision of its Founder to provide high quality education in management and other professional fields in distance learning mode at affordable cost to all those who are aspiring to achieve their life goals

ASoDL has been established by Ritnand Balved Education Foundation (RBEF) promoted by World Wide AKC Group of companies. Dr Ashok K. Chauhan is the Chairman of the group and Founder President of the RBEF.

With the RBEF head-office at New Delhi, ASoDL is located at Amity campus in Noida, an adjoining township of New Delhi, which is fast developing as the biggest business and entrepreneurial Centre in Asia. ASoDL is now a part of the Amity University Uttar Pradesh and all its programmes are duly approved by “Distance Education Council” (DEC)



### **Objectives of ASoDL :**

- Provide easy access to high quality education in management, academic and other professional fields to all those who seek it irrespective of the age, gender or region/country at affordable cost.
- Offers need based management, academic and other professional programmes with vocational and pragmatic orientation.
- Give students new ideas, fresh visions, pragmatic ambitions and enhance competencies for success in the ever-changing business environment
- Provide flexible entry and programme conduct modes to suit students requirement for learning.
- Prepare and assist students in improving their career prospects through placement counselling.
- Promote and further develop distance learning concept in India and abroad.

# Special Features

## Student Support System

ASoDL offers wide varieties of student support options to suit individual requirements. Currently following main options and combinations are available:-

- Correspondance Mode** : Students are only given well designed Study Materials (SSM's) in self learning format.
- Distance Learning Mode** : Under Distance Learning System students receive SSM's and also avail the facilities of Personal Contact Programme (PCP's) held on Sundays.
- Combo Plan** : Under this system students besides Study Materials, receive text books and attend PCP's.

In addition to the above student can also opt for Online Mode and virtual recorded classes.

## Online Programmes

W.e.f. January 2006 most of the distance learning programmes are also available online. For details please visit **website: [www.amityelearning.com](http://www.amityelearning.com)**

All students enrolling for online mode through **Amity Centre for e-Learning (ACeL)** will have the facility for online registration, admission, courseware, week-end live interactive classes, submission of assignments and End Term Examinations.

## Responsiveness

ASoDL is committed to being highly responsive to student's needs by providing sound academic and development support in term of a good library, high quality reading material, thorough evaluation of assignments and access to a well equipped Computer Laboratory and Data Bank.

## Placements

Through the Corporate Resource Centre (CRC) at Amity Campus, ASoDL aims to give its students access to placement advise, career progression support and the industrial network. Students of ASoDL are welcomed to participate in the management and other professional development programmes and interactive sessions with the elite in the industry organised by the CRC.

## Synergy Club

All work and no play makes a dull day. ASoDL students actively participate both socially and professionally, through ASoDL SYNERGY Club in enhancing quality of life and studies.

## Certificate in Behavioural & Allied Sciences

All students of Distance Learning undergo training (including a workshop) on **“Re-Engineering of self for Excellence”**. This programme enables, individuals to better understand and analyse one's own self. Thereby this enhances their inter personal relationship both at personal and professional level.

## Handling Routine Life Problem

A special module on enhancing competencies for handling routine life problems is also included. This covers areas like property transactions, Life and General Insurance and handling of life saving emergencies etc.

## Corporate Interaction

As a part of the learner support system frequent Industry-Institution/student interaction is ensured through guest lectures, counseling, visits and Amity International Centre programmes.

## Admission

Open throughout the year - conditions apply.



*Unique concept in distance education - all students enjoying  
▼ with families at Synergy Club meet.*



# Our Programmes

## MANAGEMENT PROGRAMMES :

- Master of Business Administration (MBA) - 3 Years
- Master of Business Administration (MBA - EFT) - 2 Years
- Bachelor of Business Administration (BBA) - 3 Years

## ONE YEAR POST GRADUATE DIPLOMA PROGRAMMES :

Business Management, Production and Operations Management, Financial Management, Materials Management, Human Resource Management, Marketing Management, Export Management, Insurance Management, Information Technology, Journalism and Mass Communication, Logistics & Supply Chain Management, Retail Management and NGO Management.

## IT PROGRAMME :

- Master of Computer Applications (MCA) - 3 years
- Bachelor of Computer Applications (BCA) - 3 years

## UNDER GRADUATE PROGRAMMES :

- Bachelor of Arts (BA) - 3 Years
- Bachelor of Commerce (B.Com) - 3 Years

All programmes of Amity School of Distance Learning are University programme and are also recognized by **Distance Education Council (DEC)** the highest statutory body of Distance Learning in the country. Degrees / Diplomas / Certificates are issued accordingly.

## Conduct

### THE PROGRAMME CYCLES :

There will be two sessions (semesters) Every year as under :

January Semester	:	January to June
July Semester	:	July to December

### CONDUCT

All programmes at ASoDL are conducted in the distance learning mode/online mode. It consists of three components i.e. Assignments, Personal Contact Programme (PCP) and End Term Examination (ETE).

### ASSESSMENT

The weightage for grading is

Internal Assessment	:	30%
External Assessment	:	70%

External assessment will be based on End term Examination held twice in a year at the end of each semester, in the month of June and Dec. each year.



## ASSIGNMENTS

Students are required to do three assignments per subject (issued along with student study materials) during each semester. These are structured to test the comprehension and application of learning acquired through the reading material provided by the institute. Students are also expected to utilise the library facility fully for additional reading material and self study. All these assignments, duly answered, are required to be submitted to respective ASoDL Centres by due date.

Assignment No.	Coverage
A	Five Analytical Questions (First half of the Syllabus).
B	<ul style="list-style-type: none"><li>• Three Analytical Questions and One Case Study (for Management and MCA Programmes).</li><li>• Five Analytical Questions (for Undergraduate Programmes).</li></ul>
C	An objective Questionnaire.

## PROJECT WORK

The Project Work equips candidates with practical application of knowledge and skills relevant to their area of study. All students are required to do project work under the guidance of a project guide and submit a project report on completion within the stipulated date.

## END TERM EXAMINATION (ETE)

End Term Exam is held twice in a year, normally in the month of June and December. All students are required to qualify in the ETE.

## QUALIFYING CRITERIA:

- Minimum 30% marks in external Assessment (End term Exams-ETE)
- Minimum 30% marks in internal assessment
- Minimum 40% overall aggregate i.e both internal assessment & external assessment put together.
- Students should secure a minimum semester grade point average (SGPA) of 5. Student should also secure cumulative grade point (CGPA) of 5.5 at the end of UG programme and 6 at the end of PG and integrated programme.

## ELIGIBILITY

### MBA 3 Years

- Applicant should have a Bachelor's Degree or equivalent in any discipline from a recognised Indian or Foreign University. Candidates in the final year of Bachelor's Degree Examination may also apply.

### MBA-EFT 2 Years

- Graduate with 3 years executive level experience / PG Diploma in management / BBA or BBS / Chartered Accountant

### BBA 3 Years

- 10+2 in any discipline

### BCA

- 10+2 in any discipline (with maths preferred)

### MCA

- Any Graduate with maths in 10+2 (Preferably)

### Under Graduate Programme :

#### B.A.

- 10 + 2 or equivalent.

#### B.Com.

- 10 + 2 or equivalent.



▲ *LEARNING AT EASE*

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# AMITY

## SCHOOL OF DISTANCE LEARNING

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An Institution of Ritnand Balved Education Foundation

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