

AMITY UNIVERSITY DUBAI

# GRADUATE CATALOGUE

2022-2023

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# Amity University Dubai Academic Calendar

## FALL SEMESTER 2022

<b>1 September</b>	Arrival of residence hall students
<b>5-9 September</b>	Registration & Academic Advising Week
<b>7 September</b>	Freshmen Orientation Programme
<b>8 September</b>	School Induction Programme
<b>12 September</b>	Commencement of Classes
<b>14 September</b>	Add and Drop Period Begins
<b>30 September</b>	Add and Drop Period Ends
<b>7 October</b>	Prophet Mohammed's Birthday
<b>31 Oct-4 Nov</b>	Mid-Term Exams
<b>1-3 December</b>	UAE Commemoration Day/UAE National Day (Tentative)
<b>9 December</b>	Last day for withdrawal from classes
<b>23 December</b>	Last day of classes
<b>26-30 December</b>	Reading Period/Exam Preparatory Week
<b>2-13 January</b>	Fall Break
<b>16-27 January</b>	End-term Exams
<b>27 January</b>	End of Fall Semester



## SPRING SEMESTER 2023

<b>30 Jan- 3 Feb</b>	Registration & Academic Advising Week
<b>6 February</b>	Commencement of Classes
<b>8 February</b>	Add and Drop Period Begins
<b>24 February</b>	Add and Drop Period Ends
<b>22 March</b>	Ramadan (Tentatively)
<b>27 March- 7 April</b>	Spring Break
<b>10-14 April</b>	Mid-term Exams
<b>22-23 April</b>	Eid Al Fit Holidays (Tentative)
<b>19 May</b>	Last day for withdrawal from classes
<b>2 June</b>	Last day of classes
<b>5-9 June</b>	Reading Period/Exam Preparatory Week
<b>12-23 June</b>	End-term Exams
<b>23 June</b>	End of Spring Semester

## SUMMER SEMESTER 2023

<b>26-30 June</b>	Registration & Academic Advising Week
<b>26 June</b>	Commencement of Classes
<b>28-30 June</b>	Eid Al Adha Holidays (Tentatively)
<b>10-14 July</b>	Drop/Add Period
<b>18 July</b>	Islamic New Year
<b>28 July</b>	Last day for withdrawal from classes
<b>1 August</b>	Last day of classes
<b>14-18 August</b>	End - term Exams
<b>18 August</b>	End of summer Semester
<b>21-31 August</b>	Summer Break

# History of Amity University



Licensed by the Knowledge and Human Development Authority (KHDA) since 2011, Amity University Dubai has established itself as a leading institution of Higher education offering undergraduate and graduate programs Business, Engineering, Humanities, Arts and Applied Sciences. With an excellent track record of producing skilled, employable and globally aware graduates, Amity University Dubai has attracted students from more than 50 different nationalities.

Amity University Dubai moved to its purpose-built campus in Dubai International Academic City (DIAC), with state-of-the-art infrastructure, classrooms, labs, sports facilities, student accommodation and learning resources in 2016. The Campus City is spread across 64,364 sqm, area with a building area of 51,614 sqm and an instructional space of 10,018 sqm. The University was awarded 'Best Campus in Middle East' in 2019 by Forbes Middle East for its aw-inspiring facilities for intellectual, physical and social growth of the students. Earlier Amity University operated within the DIAC premises. This shift to a purpose-built campus in the heart of Dubai International Academic City marked watershed movement for Amity to set higher standards for its Program offerings and practices.

To support the wide range of programs being offered at Amity University Dubai, it has 45 classrooms with a seating capacity of 40 each, 27 fully equipped laboratories and studios, a Learning Resource Center (LRC) spread



over an extensive 2,139 sqm. in area and located across two floors, training room for faculty, an Incubation Centre comprising six offices, a counselling Centre, seminar halls, auditorium and sports facilities. The University also has fully furnished student residences with double and single occupancy, separately for male and female students.

Amity University Dubai, with its massive infrastructure, has become a hub for community events and engagements. Be it the cultural events or a religious festival or a weekend sports carnival, or graduation events for the local schools, Amity University's auditorium, sports fields, indoor facilities and seminar rooms provide all the facilities

people need to feel part of the wider community.

With an international outlook and focus on research and innovation, Amity University Dubai is banking on this rich and diverse experience to further contextualize teaching and learning, within the broader policies and strategies of the UAE on one hand, and on the other aligning its core activities with international standards of higher education. It is just natural for Amity University to be under the Ministry of Higher Education in the UAE and get institutional and program accreditation from Commission of Academic Accreditation in the UAE.



## 2.1 Awards, Accreditations and Recognitions

- Licensed by Ministry Of Education ( MOE) – UAE 2022
- Program accredited by UAE Commission for Academic Accreditation (CAA) 2022
- UAE Innovation Award 2021
- Hamdan Innovation Incubator 2021
- Sheikh Khalifa Excellence Award 2020
- The UK Quality Assurance Agency for Higher Education ( QAA) 2019
- Best Campus Middle East Award by Forbes Middle East in 2019
- Capital Finance International (CFI) 2018
- Dubai Quality Appreciation Award (DQAA) 2019
- Dubai Quality Global Award (DQGA) 2019
- Dubai Human Development Appreciation Award (DHDAA) 2019
- First University outside of India to be approved by Bar Council of India
- First University in Dubai to set up NATA test centre
- Best University for Graduate Recruitment in the GCC Award 2018
- DEWA Conservation Award 2018
- Outstanding contribution to Autism Awareness Award 2018
- Solar Decathlon Middle East Award 2017-2018
- Accredited by – UNWTO TedQual, Council of Architecture, India
- 100 Middle East Centric business Case Studies
- Accredited by WSCUC, IACBE , IET.

## 2.2 Institutional and Program Accreditations



Amity University Dubai is a Ministry of Education licensed institution, with CAA accredited programs.

### US REGIONAL ACCREDITATION



Senior College and University Commission

Gold Standard of Accreditations Globally

Accredited by Western Association of Schools and Colleges (WASC) in 2016.



Qualified on all ESG standards by Quality Assurance Agency – IQR in 2018



Awarded "A" Grade by National Assessment and Accreditation Council (NAAC) India



Engineering Programs accredited by the Institution of Engineering and Technology (IET).



Architecture Program is accredited by Council of Architecture, India.



Law Programs are accredited by and affiliated to Bar Council of India (BCI).



Undergraduate and graduate Business Management programs are accredited by IACBE since 2016.



Dubai SME and Future Foundation  
Certified Incubation Center.



UAE Innovation Award 2021





# 3 Amity University's Vision, Mission and Core Values

## 3.1. VISION

Amity University Dubai will strive to build a conscious community that will positively impact society and humanity. We will continue to educate, while also creating long-term sustainable solutions that promote innovation, exploration, creativity, tolerance, equality, opportunity and a better future for generations to come.

## 3.2. Mission

We shall create a sustainable eco-system that encourages research and learning in order to explore innovative ideas and accelerate the nation's vision for the future. As a higher education institution, we will nurture talent, inculcate humanitarian values, create opportunities and foster diversity within our community, while also ensuring that we contribute to the national strategy and agenda.

## 3.3. Core Values

**Academic Excellence:** University strives for the uncompromising quality and highest standard of excellence in teaching, learning, research and scholarship across various disciplines.

**Integrity & Ethics:** University upholds the highest ethical values, integrity and professionalism and an unwavering commitment to academic freedom, transparency and accountability.

**Diversity & Mutual Respect:** University nurtures an environment of safety, trust & mutual respect and embeds equality & diversity in its Strategy by ensuring that the strategic plans are fair and inclusive.

**Expand horizons of Knowledge:** University is driven by research and innovation and ensures continuous engagement in the scholarly activities in the pursuit of innovation, creativity and excellence.

**Shared Governance:** University encourages shared decision-making through a process that rests upon collaborative consultation, open flow of information, diverse involvement and collective deliberations of all stakeholders.

**Social responsibility:** University creates and nurtures an inclusive environment where everyone can develop their full potential and contribute to the interest of society as a whole.

**Environmental responsibility:** University is acutely aware of its environmental responsibilities and embraces principle of sustainable development to ensure that any adverse environmental impact of its activities is minimized.

**Service:** University seeks to serve the diverse, personal and professional development needs of its constituents and encourage habit of engagement, caring, and civic responsibility by emphasizing on a connect between service, excellence, and career growth.

# 4 Amity University Institutional Goals

**Goal 1:** Ensuring Excellence in Education and Empowering Students with Skills Needed In Industry

**Goal 2:** Enhancing Cutting Edge Research, Innovation and Creativity of High Impact

**Goal 3:** Creating Professionals with a Global Perspective with Enhanced Employability and an Entrepreneurial Zeal

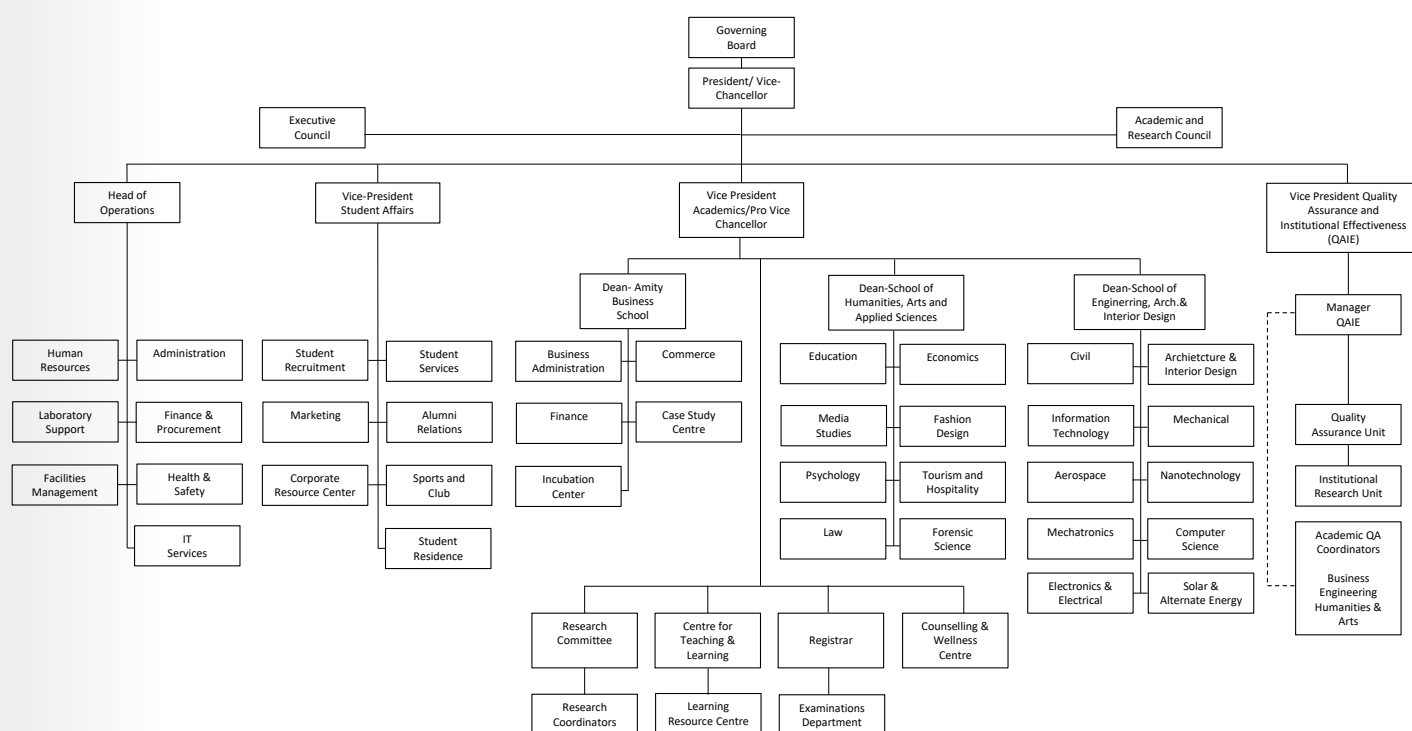
**Goal 4:** Enhancing Engagement with Industry, Alumni and Society

**Goal 5:** Committing To All Aspects of Social, Economic and Environmental Sustainability

**Goal 6:** Enhancing Ecosystem That Promotes Student and Staff Development Including Physical and Emotional Health and Well-Being



# Amity University Dubai Organization Chart



# Amity University Dubai Campus Services

Amity University Dubai, started in 2011, is located in Dubai International Academic City (DIAC), and offers a truly global educational experience with qualified international faculty, and students from over fifty different nationalities. The university has modern state-of-art laboratories, facilities, and classrooms.

**6.1. Library/Learning Resource Center (LRC):** The Learning Resource Centre extends over three floors. All these sections are open to the entire university community. Amity LRC houses print and non-print materials (e-resources) and all the different types of hardware needed for the students, faculty and staff use. LRC provides four areas for faculty and students for working on assignments, discussions, and research. The Centre maintains a ratio of 1:10 seats to users of the learning center. The Centre has different reading facilities. It has three separate reading halls, including one exclusively for faculty. In addition to these reading halls, a silent study area is located at the second floor to help users focus on study material and research in individual cubicles. Photocopying and printing facilities are available inside the Learning Resource Center (LRC) to all users. The centre is completely linked with high-speed Wi-Fi Internet facility and intra-university network. Users may use their laptop, smart phones, and other gadgets for accessing titles of print books, e-books, databases, journals, manuscripts, electronic thesis and dissertations, and audio-visual materials and services provided by LRC. At present, our LRC has a total of 12 Mac computer systems and 2 print/scan/photocopy machines inside the Periodicals section, that can be used for various IT and reprography services.

**6.2. Laboratory:** Amity University Dubai has 27 laboratories and workshops, including specialized labs resourced appropriately for the range of programs on offer.

The details on the laboratories and workshops are as given:

S.No.	Name of the Laboratory/Studio	No. of Labs /Studios
1	Civil Laboratory	1
2	Workshop	1
3	Aerospace Laboratory	1
4	Computer Laboratory	4
5	Communications Laboratory	1
6	Physics Laboratory	1
7	Chemistry Laboratory	1
8	Electronic Laboratory	1
9	Electrical Laboratory	1
10	Dark Room	1
11	Heat Transfer Laboratory	1
12	Nano Technology Laboratory	1
13	Forensic Laboratory	2
14	Psychology Laboratory	1

15	Fashion Design Studio	1
16	Design Studio	6
17	Media Studio	1
18	Hospitality Laboratory	1

**6.3. Student Residence:** Amity student residence offers housing to its students within its sprawling campus in Dubai. This contemporary and well-equipped facility intent on offering excellent safety and security for its residents, is well connected to various parts of Dubai through public transportation and has well equipped rooms to provide utmost comfort for its residents.

**6.4. Sports and Recreational Facilities:** Amity University Dubai believes in overall intellectual, physical and social development of the students. The University besides focusing on developing knowledge, skills and competencies, puts focus on physical and competitive development by providing best facilities for both indoor and outdoor sports and recreation.

S.No.	Name of the Sports and Recreational Facility	No. of Facility
1	Football Field	1
2	Athletics Track and Field	1
3	Cricket Pitch	2
4	Tennis Court	2
5	Swimming Pool	1
6	Multi-Purpose Sports Hall	4 Badminton Courts 1 Basketball Court 1 Volleyball Court
7	Gym	1
8	Outdoor Basketball Court	1
9	Table Tennis	5 Tables
10	Gaming Zone	1
11	Campus Living Area	1
12	Paddle Court	1

#### 6.5. Technology Infrastructure:

**6.5.1. University Learning Management System (LMS) :** Amity University Dubai has a Learning Management System that serves as a rich resource for every student and parent; it is an integral part of student life at Amity University Dubai.

**6.5.2. Learning Management System (LMS) For Students -User ID and Password :** To access University Learning Management System, a user ID and password is allocated to every student. Students are required to complete their Personal Profile online at the time of registration. It is essential that the correct details are filled in on the form. Students must check notices posted on LMS on a daily basis as all schedules, time tables, dates for fee payment, dates for commencement of the semester, examination schedules, holidays, etc., are available on it. Through the LMS, students can access their program structure, detailed curriculum and course session plans, assignments, continuous assessment marks and examination results, in addition to other information. Attendance is marked online for all courses by the respective academic staff. Students should inform their Program Leaders or the Office of Student Services of any off campus activity that they are required to attend as part of their program, these will then be marked as an official duty.

**6.5.3. Usage of LMS by Parents :** Parents are also provided with a separate user ID and password to access the Parents' Section on University LMS, which is available once student registration has been completed. Parents may contact the Office of Student Services for their username and password.

# Graduate Admissions

## 7.1. Admission Criteria for Graduate Programs:

### ***Postgraduate Diploma***

Entry to Amity University Dubai's Postgraduate Diploma in Digital Marketing Strategies is largely based on evidence of a capacity to undertake higher degree studies. Admission is granted to applicants with a recognized Bachelor's degree earned in a discipline appropriate for the Postgraduate Diploma in Digital Marketing Strategies with a minimum cumulative grade point average (CGPA) of 3.0 on a 4.0 scale or its established equivalent from a University that is recognized by the Ministry of Education in the UAE, in addition to a minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as TOEFL score of 550 (213 CBT, 79 iBT), or 6.0 IELTS academic. Students who have completed undergraduate education in an English-medium institution can be exempted from the English language requirement subject to satisfactory evidence being vetted by Admissions. This exemption is applicable only to those applicants who undertook all their schooling (K-12) plus a Bachelor's degree in English in a reference English speaking country. Conditional admissions can be granted to applicants with an EmSAT score of 1250 or its equivalent on another standardized test approved by the CAA, such as TOEFL score of 530 (197 CBT, 71 iBT), or 5.5 IELTS academic. Students granted conditional admissions must achieve an EmSAT score of 1400 or equivalent, by the end of their first semester of study, but may take a maximum of six credit hours in the first semester of study, not including intensive English courses, and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in the first six credit hours of credit-bearing courses studied for the graduate program. Not fulfilling these requirements will result in student dismissal from the Postgraduate Diploma in Digital Marketing Strategies. Moreover conditional admissions can be granted to applicants with a recognized Bachelor's degree and a minimum cumulative grade point average (CGPA) of 2.5 on a 4.0 scale or its established equivalent. In this case, conditionally admitted students must take a maximum of nine credit hours of courses during the period of conditional admission and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of courses studied for the Postgraduate Diploma in Digital Marketing Strategies or be subject to dismissal. In addition, all applicants should successfully pass an interview with an ad-hoc Committee from the Business School.

### ***Master of Business Administration***

Entry to Amity University Dubai's Master of Business Administration Degree is largely based on evidence of a capacity to undertake higher degree studies. Regular admission is granted to applicants with a recognized Bachelor's degree earned in a discipline appropriate for the MBA program with a minimum cumulative grade point average (CGPA) of 3.0 on a 4.0 scale or its established equivalent from a University that is recognized by the Ministry of Education in the UAE, in addition to a minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as TOEFL score of 550 (213 CBT, 79 iBT), or 6.0 IELTS academic. Students who have completed undergraduate education in an English-medium institution can be exempted from the English language requirement subject to satisfactory evidence being vetted by Admissions. This exemption is applicable only to those applicants who undertook all their schooling (K-12) plus a Bachelor's degree in English in a reference English speaking country. Conditional admissions can be granted to applicants with an EmSAT score of 1250 or its equivalent on another standardized test approved by the CAA, such as TOEFL score of 530 (197 CBT, 71 iBT), or 5.5 IELTS academic. Students granted conditional admissions must achieve an EmSAT score of 1400 or equivalent, by the end of their first semester of study, but may take a maximum of six credit hours in the first semester of study, not including intensive English courses, and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in the first six credit hours of credit-bearing courses studied for the graduate program. Not fulfilling these requirements will result in student dismissal from the MBA program. Moreover conditional admissions can be granted to applicants with a recognized Bachelor's degree and a minimum cumulative grade point average (CGPA) of 2.5 on a 4.0 scale or its established equivalent. In this case, conditionally admitted students must take a maximum of nine credit hours of courses during the period of conditional admission and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of courses studied for

the MBA program or be subject to dismissal. Conditional acceptance can also be granted to applicants with a recognized Bachelor's degree and a minimum CGPA of 2.0 on a 4.0 scale or its established equivalent. In this case, conditionally admitted students must take a maximum of nine graduate-level credit hours as remedial preparation for the graduate program. These remedial courses are not for credit within the degree program. The student must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of remedial courses in order to progress to the graduate program or be subject to dismissal. Currently, these remedial/bridging courses are set as follows:

<b>ACCT 501 (3 CR)</b>	Survey of Accounting and Finance
<b>QMET 502 (3 CR)</b>	Survey of Statistics for Decision Making
<b>ISYS 503 (3 CR)</b>	Spreadsheets and Databases

Applicants with an undergraduate degree that is not in business, economics, or an allied subject, can be granted a conditional admission to the MBA program subject to registering nine graduate-level credit hours as remedial preparation for the graduate program and successfully achieving a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of remedial courses in order to progress to the graduate program or be subject to dismissal. Nevertheless, an applicant with a science or engineering degree or with a degree that has information systems or/and statistics courses, may be exempted from QMET 502 and/or ISYS 503 subject to appropriate evidence being provided. Official undergraduate transcripts should show these courses with a minimum achieved score of 3.0 on a 4.0 scale or its established equivalent. Holders of graduate-level professional qualifications and Postgraduate Diplomas, Master's Degree in other disciplines, may also be admitted and are encouraged to apply. Moreover, and although not a requirement, a GMAT or GRE test score that has been received within the past 3 years prior to applying to the MBA, can strengthen the student's application. In addition, relevant work experience is viewed favorably when vetting the applicant's file. In addition, applicants should successfully pass an interview with an ad-hoc Committee from the Business School.

### ***Executive Master of Business Administration***

Entry to Amity University Dubai's Executive Master of Business Administration Degree is selective and competitive and is granted to applicants who have significant and substantive professional experience for at least 3 years. In this line, applicants who have executive positions will be given priority in admission. Regular admission is granted to applicants with a recognized Bachelor's degree earned in a discipline appropriate for the MBA program with a minimum cumulative grade point average (CGPA) of 3.0 on a 4.0 scale or its established equivalent from a University that is recognized by the Ministry of Education in the UAE, in addition to a minimum score of 1400 on the English language portion of the EmSAT examination, or its equivalent on other national or internationally-recognized tests that are approved by the CAA, such as TOEFL score of 550 (213 CBT, 79 iBT), or 6.0 IELTS academic. Students who have completed undergraduate education in an English-medium institution can be exempted from the English language requirement subject to satisfactory evidence being vetted by Admissions. This exemption is applicable only to those applicants who undertook all their schooling (K-12) plus a Bachelor's degree in English in a reference English speaking country. Conditional admissions can be granted to applicants with an EmSAT score of 1250 or its equivalent on another standardized test approved by the CAA, such as TOEFL score of 530 (197 CBT, 71 iBT), or 5.5 IELTS academic. Students granted conditional admissions must achieve an EmSAT score of 1400 or equivalent, by the end of their first semester of study, but may take a maximum of six credit hours in the first semester of study, not including intensive English courses, and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in the first six credit hours of credit-bearing courses studied for the graduate program. Not fulfilling these requirements will result in student dismissal from the MBA program. Moreover conditional admissions can be granted to applicants with a recognized Bachelor's degree and a minimum cumulative grade point average (CGPA) of 2.5 on a 4.0 scale or its established equivalent. In this case, conditionally admitted students must take a maximum of nine credit hours of courses during the period of conditional admission and must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of courses studied for the MBA program or be subject to dismissal. Conditional acceptance can also be granted to applicants with a recognized Bachelor's degree and a minimum CGPA of 2.0 on a 4.0 scale or its established equivalent. In this case, conditionally admitted students must take a maximum of nine graduate-level credit hours as remedial preparation for the graduate program. These remedial courses are not for credit within the degree program. The student must achieve a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of remedial courses in order to progress to the graduate program or be subject to dismissal. Currently, these remedial/bridging courses are set as follows:

<b>ACCT 501 (3 CR)</b>	Survey of Accounting and Finance
<b>QMET 502 (3 CR)</b>	Survey of Statistics for Decision Making
<b>ISYS 503 (3 CR)</b>	Spreadsheets and Databases

Applicants with an undergraduate degree that is not in business, economics, or an allied subject, can be granted a conditional admission to the MBA program subject to registering nine graduate-level credit hours as remedial preparation for the graduate program and successfully achieving a minimum CGPA of 3.0 on a 4.0 scale, or its established equivalent, in these nine credits of remedial courses in order to progress to the graduate program or be subject to dismissal. Nevertheless, an applicant with a science or engineering degree or with a degree that has information systems or/and statistics courses, may be exempted from QMET 502 and/or ISYS 503 subject to appropriate evidence being provided. Official undergraduate transcripts should show these courses with a minimum achieved score of 3.0 on a 4.0 scale or its established equivalent. Holders of graduate-level professional qualifications and Postgraduate Diplomas, Master's Degree in other disciplines, may also be admitted and are encouraged to apply. Moreover, and although not a requirement, a GMAT or GRE test score that has been received within the past 3 years prior to applying to the MBA, can strengthen the student's application. In addition, applicants should successfully pass an interview with an ad-hoc Committee from the Business School.

### **Bridge Courses for Graduate Programs**

Entry to Amity University Dubai's graduate programs is based on evidence of a capacity to undertake higher degree studies. Regular admission is granted to applicants who have fulfilled the following requirements:

- An appropriate Bachelor Degree with a minimum GPA of 3.0 on a scale of 4.0 or equivalent from a University that is recognized by the Ministry of Higher Education in the UAE.
- A minimum TOEFL score of 550 (213 CBT/79 iBT) or IELTS academic (minimum band of 6.0) or an equivalent score on an internationally recognized test. Students who have completed undergraduate education in a university where English is the medium of instruction can be exempted from the English language requirement subject to satisfactory evidence being vetted by Admissions.
- At the discretion of Admissions and the respective School, applicants who fall short of meeting the 3.0/4.0 GPA (but not less than 2.3/4.0) or the English proficiency requirement might be granted "probationary" admission but can only register for a total of 6 credits in their first semester. Students should score at least 3.0/4.0 on all registered courses to remove the "probationary" status and be permitted to register in future courses.
- Applicants with an undergraduate degree that is not related to their chosen graduate degree can be admitted to the graduate program provided they complete graduate bridging course/ courses as specified by the school / Dean. If a student fails in any of the bridging courses, he/she will be permitted to repeat that course only once. Failure to meet the requirements stipulated above will result in the student being dropped from the graduate program.
- In addition to above listed requirements, applicants should successfully pass an interview with an ad-hoc Committee from the respective School.

## **7.2. Application Process**

Admission to all programs at Amity University are processed through the Admissions Office and in order for students to apply; students can:

- Apply online at the Amity University website <https://amityuniversity.ae/join-amity/application-process> and upload their applications along with supporting documents
- Contact admissions team at [admissions@amityuniversity.ae](mailto:admissions@amityuniversity.ae) for additional information
- Visit the Admissions office located on the ground floor of the University campus
- Submit the completed application form along with the required documents to [admissions@amityuniversity.ae](mailto:admissions@amityuniversity.ae)
- Pay the application & registration fees at the online payment portal on the website <https://payment.amityuniversity.ae/info>

## **7.3. List of required Documents:**

- Copy of valid student passport.
- One Digital recent passport-size color photographs
- Copy of Bachelor Degree Duly certified (Applicants for Master's programs)
- Copy of Bachelor and Master Degree Duly certified (Applicants for Doctorate programs)
- Copy of transcript duly certified
- UAE Ministry of Higher Education's equivalent certificate of Bachelor's degree issued by foreign higher education institutions (for Master's students)

- UAE Ministry of Higher Education's equivalent certificate of Master's degree issued by foreign higher education institutions (for PhD students)
- English proficiency test result (as applicable)
- Good conduct certificate issued by candidates last institution of study

Students provisionally admitted, where results have not been declared, must produce all documents to confirm their eligibility within four weeks of the commencement of classes. In case student is not able to submit the necessary eligibility documents within specified time period, the University has right to cancel the enrollment of such student. No fee refund shall be given in such circumstances.

(For UAE residents, a copy of Emirates ID, Visa page, sponsoring parent's/ spouse's Passport, Emirates ID and Visa page are also required with application)

Original Documents will be verified at the time of admissions

#### 7.4. Certification of Documents

1. Bachelor degree Certificate and Grade Transcript obtained in the UAE must be certificated by the UAE Ministry of Education - Higher Education Affairs, UAE.
2. Bachelor degrees and Grade Transcript obtained abroad must be certificated by: the Ministry of Higher Education, and the Ministry of Foreign Affairs of the country of origin, and the UAE embassy in that country.

#### 7.5. Seat Reservation

- Seat to a Undergraduate program can be reserved on payment of the non-refundable registration and application fees
- If the student asks to defer admission to the following semester and the request is approved, the same registration application fees will be applied to the following semester.

#### 7.6. Falsified Admission Documents

Students found to have submitted falsified documents for seeking admission in any of the programs will be dismissed from the University with no refund of fee paid.

## Registration and Withdrawal

Registration is a process in which all students provide specific details which are required to complete admissions process in addition to submitting important personal information required for administrative purposes. All students shall register through University LMS. The User ID and Password to access University LMS is provided upon payment of full tuition fees, and any other applicable, fees. Students are allotted an Enrollment Number once all information has been successfully submitted on University LMS. Please note that the Enrollment Number is an important reference and required by the student throughout the program of study. As soon as registration fees is paid, students are given access to University LMS to complete their profile submission. Students are also given time to register any remaining details during the orientation process.

#### 8.1. Caution Deposit

Students who have already been registered and are continuing with their program should re-register and pay the tuition fee and other dues on or before the commencement of the academic session. All re-registration processes must be completed within the first two weeks of the semester. Students failing to re-register will be removed from the student list and shall not be eligible to attend classes.



## 8.2. Tuition Fees

Students who have withdrawn or taken academic break for one year and wish to rejoin or take re-admission will need to take prior approval from the Dean. For students rejoining after academic break, the fee structure will be maintained at the same level as was applicable when the break was agreed. However, students who rejoin the program after formal withdrawal or after being declared 'No show', shall pay fee as prevailing for students then on the program.

### **Add and Drop:**

- During the add/drop period, students may add or drop courses without incurring charges. If a student withdraws from one or more courses during the add/drop period, the fees of the dropped course(s) will be credited to the student account for the following semester.
- A student may withdraw from one or more course(s) after the end of the add/drop period, provided she/he remains registered in at least three courses during that semester (nine credit hours). In this case, the student does not have the right to claim any refund for the fees of the withdrawn courses.

## 8.3. Withdrawal:

Students may withdraw from a particular course due to academic/non-academic reasons. Withdrawal from a course does not affect the GPA of the student. Students can withdraw from a course in which they have registered maximum up to 14th week of semester classes. Withdrawal from a particular course should be done before the withdrawal deadline date failing which the request to withdraw from a course will be declined. No refund of fee or adjustments shall be permitted.

## 8.4. Change of Specialization or Program

Students may request a change from their current program of study or specialization once during their time at the university. This will be considered, provided the student meets all of the eligibility criteria set for the program and there are places on the program or specialization requested. This may incur additional tuition fees and charges. All transfers for a change of specialization or program are to be requested three weeks before the commencement of the new semester and transfers will be effective from the following new semester.

No transfer requests will be entertained two weeks after the commencement of classes. The tuition fees for the new program or specialization will be applicable from the semester in which the change is made. There will be no adjustment to the fees of the previous, completed semesters. Students who are enrolled in programs that have multiple sections are permitted to change sections once only at the beginning of the following semester, if seats are available on a first come first serve basis. Students are required to contact the Registrar's Office and their respective Program leader and complete the required form in advance of the change being made. The University reserves the right to accept or reject requests for a change of specialization or program or section.

## 8.5. Credit Transfer

Students who secure lateral admission from some other institution / university, will be given credit transfer as per the course mapping done by the institution and approved by the Registration and Admissions Committee. No more than 50% of the credit for all courses in an individual undergraduate program may be awarded through this process including credit transfer, and not more than 25% for graduate programs.

## 8.6. Student Course Load

Students who take a course load of 9-12 credits in a graduate program are considered as full time students. If a student takes a course load of less than 9 credits he/she becomes a part time student.

Students can take an overload of only 3 credits if they are in their graduating semester after receiving approval from the Deans office.



# 9 Financial Policies

Amity University Dubai finance and fee policies are mentioned in detail in the Policies and Procedures manual. It contains a brief description of different types of fee for programs and policies governing registration and refund.

## 9.1. Application Fees

An application fee of AED 100 (USD 30) must be included with every application. Applications sent without the application fee will not be processed.

## 9.2. Registration Fees

Upon receiving and accepting an offer, students should register for the program offered, by paying the non-refundable registration fee of AED 3000 (USD 825). A sum of AED 2000 from the registration fee will be adjusted against the first semester tuition fee payable by the student. Where students have been awarded a 100% scholarship, the registration fee of AED 3000 must be paid in full.

## 9.3. Caution Deposit

All students joining the program must pay a one-time caution deposit at the time of joining according to the table given below:

Program	AED	USD
All other programs	2,000	550

## 9.4. Tuition Fees

- Tuition fees are payable upon accepting the offer for admission and joining the program.
- Fees are payable in two installments, due on the first day of each semester. A post-dated cheque for the second payment should be given at the start of the first semester.
- International students are required to pay the entire fee in advance.
- Tuition fees for the subsequent academic year must be paid (for by the end of the first week, of each academic year. In case of unpaid fees by the last payment date set by the University, a charge of AED 200 per week will accrue for late fee payment.
- A charge of AED 250 will accrue for any dishonored charges.
- Failure to pay may result in exclusion from all University facilities and from sitting examinations.
- All fees must be cleared in order to receive award certificates and course completion certificates.

*'In the case of change of program, the program with high fee will be applicable for the rest of the duration of study.'*

The University reserves the right to increase the tuition and other fees up to 10% per academic year when deemed necessary, and as per Federal Law no. (8) of 2017 on Value Added Tax, 5% VAT will be added to all fee, as applicable.

Undergraduate and graduate fees for courses and programs are determined in accordance with the credit hours system and are available in undergraduate and graduate catalogs. The fees for the remedial courses is also available in respective catalogs.

Additional Fee: Lab fee for each registered course having lab sessions.

Upon registration, students should pay the tuition fees in full in order to avoid the late payment fees or suspension of any or all AMUD services. The University has the right to take necessary action against students with pending/balance fees.

## 9.5. Refund of Tuition Fees

In order to withdraw from the University once fees have been paid, a withdrawal form must be submitted to the Student Services

- If a student withdraws before the commencement of the semester, all tuition fees paid in advance are refundable, excluding the registration fee of AED 3000.
- If a student withdraws within two weeks from the commencement of the semester, 50% of the tuition fee paid shall be refunded, after adjusting any other fees due.
- If a student withdraws after two weeks from the commencement of the semester, no refund shall be made on the fee due for that semester.

## 9.6. Tuition Fees (Masters Programs):

Program	Fee - Program (AED)			Per Year (AED)	Program Duration (Years)	Fee Program (USD)			Per Year (USD)
	Fee per credit (AED)	Total Number of credits	Fee (AED)			Fee per credit (USD)	Total Number of credits	Fee (USD)	
Amity Business School									
MBA	2,200	45	99,000	49,500	2	605	45	27,225	13,613
EMBA	2,200	35	77,000	38,500	2	605	35	21,175	10,588

## 9.7. Tuition Fees (Post Graduate Diploma Programs)

Program	Fee - Program (AED)			Per Year (AED)	Program Duration (Years)	Fee Program (USD)			Per Year (USD)
	Fee per credit (AED)	Total Number of credits	Proposed Fee (AED)			Fee per credit (USD)	Total Number of credits	Proposed Fee (USD)	
Amity Business School									
Digital Marketing Strategies	580	24	13,920	13,920	1	160	24	3,840	3,840

## 9.8. Other Fees

### Miscellaneous Charges

Details	AED	USD
Overseas Transfer Fee (Non-Refundable)	5,000	1,370
Duplicate Student ID Card	100	30
Duplicate Student Parking Card	100	30
Duplicate Student Admit Card	50	15

*\*All fees are excluding VAT which shall be charged as applicable.*

### 9.9. Certificate and Letter Charges

Details	AED	USD
Amity Letters	50	15
TECOM letters	100	30
TECOM driving license letters	150	45
Duplicate Transcript charges (per transcript)	100	30
Degree Certificate changes	100	30
Migration certificate Charges	100	30

*\*All fees are excluding VAT which shall be charged as applicable.*

### 9.10. Payment Methods

Payment can be made at the Fee Counter in the university between 9.00am and 3.30pm on all working days by cash, cheque or credit card. Fees can also be paid through bank transfer.

**Account Name:** AMITY UNIVERSITY

**Account Number**

➤ For Payment in AED use account number AE040260001014339551401

➤ For Payment in USD use account number AE820260001024339551403

➤ For payment in EUR use account number AE550260001024339551404

**Bank Name:** Emirates NBD

**Bank address:** Dubai Media City Branch, Dubai, UAE

**Swift Code:** EBILAEAD

All bank charges are to be borne by the remitter. Please include the full name and AUD number of the student with all transfers and send a copy of the bank confirmation to the finance office.

# 10 Graduate Grading Policy

### 10.1. Letter Grade System

Students' academic performance, as the aggregate of continuous evaluation and end of semester examinations, shall be reflected by letter grades on a 4 point scale, the descriptions of which are provided in below table (the broad guidelines for which are given in section 10.4)

TABLE

GRADE UG	MARK EQUIVALENT	NUMERIC VALUE	NOTATION
A	90-100	4.00	Distinction
A-	87-89	3.70	Excellent
B+	84-86	3.30	Very Good
B	80-83	3.00	Good
B-	77-79	2.70	Fair
C+	74-76	2.30	Satisfactory

C	70-73	2.00	Conditional Pass
F	Fail [<70]		
P	Pass		
W	Withdrawal before the Drop End Period		
I	Incomplete		
N	Credits are not counted towards graduation requirements		
WF	Administrative Withdrawal		
CC	Satisfactory progress in a continuing course		
TR	Transferred credits from another accredited institution or prior learning		
CX	Passing grade via proficiency of challenge exam		
AUD	Auditing the course only. No assessment required		

\*Note : A student with conditional pass in course A, can register for the course for which course A is a prerequisite. However, student shall re-register for course A and get at least C+ to graduate. In particular for graduation purpose students must obtain at least C+ in all the courses in addition to CGPA of 3

### 10.2. General Guidelines for Award of Grades are:

- i. Evaluation of different components of a Course Unit for each student shall be initially done in numerical marks.
- ii. The marks of different components shall be assigned out of 100 and the same would be converted into grades as per grading policy.
- iii. Exam board may recommend relative grading for some courses in which the evaluation is very skewed as may be required.

### 10.3. Passing Criteria

A student has to fulfill the following conditions to pass any academic program of the University:

- (a). A student who has earned minimum number of credits prescribed for the concerned program as per the Structure, Curriculum and Scheme of Examinations, shall be declared to have passed the program of study. Credit Units for each program shall be decided by the Academic & Research Council.
- (b). Degree Requirement is 3.0/4 for all Graduate/ Post Graduate Diploma.

# 11 Academic Progress

### 11.1. Academic Probation

- (a). Students who fail to achieve minimum SGPA required as mentioned above will be promoted with Academic Probation for one semester.
- (b). During the academic probation students may be required to take a lesser work load, as may be advised by their respective program leader, so that they meet the minimum SGPA requirements. Students shall also give an undertaking to that effect.
- (c). Students who fail to achieve minimum SGPA consecutively for two semesters would be given first academic warning. Students can be promoted with academic warning but they can't take more than 9 credits per semester. If a student is still unable to achieve minimum SGPA after receiving first academic warning a second

academic warning will be issued followed by an academic dismissal if the student performance remains the same.

- (d). Students who are on academic probation will have the option of repeating some courses even if they have successfully passed those courses, in order to improve their SGPA/CGPA, by re-registering for them, paying the requisite fee and approval from the Registrar.

### **11.2. Academic Break**

- (a). The Academic break recommended by Program Leader/Academic Advisor for any justifiable reasons ( which must be recorded), can be granted for a period of one year. The final decision on Academic break will be taken by the Dean of respective School, taking in consideration circumstances of each case.
- (b). The duration of approved academic break(s) shall not be counted in calculating maximum duration of completing a program.

### **11.3. Re-Registration**

Students will be granted re-registration if they fall under the following categories:

- Students availing themselves of academic break;
- The name of the student has been struck off from the rolls due to non-payment of semester fee as per fee payment rules;
- The name of student has been stuck off due to continuous absences as per attendance policy;
- The student has been rusticated for a semester/year;

### **11.4. Disciplinary Control of Students In Relation To University Examinations**

- (a). During examinations, the candidates shall be under the disciplinary control of the examination team members who will issue necessary instructions. If a candidate disobeys instructions or misbehaves with any member of the supervisory staff or university observer or the invigilators at the centre, he/she may be asked to leave the examination hall. The invigilator shall immediately report the facts of such a case with full details of evidence to the Head of Examinations who can formulate a committee to look into the case and suggest appropriate actions. The said committee will make recommendations for disciplinary action as it may deem fit to the Dean of the concerned program.
- (b). Students shall maintain proper discipline and orderly conduct during the examinations. They shall not make use of any unfair or dishonest means or indulge in disorderly conduct in the examinations.

### **11.5. Acts of Disorderly Conduct in the Examination**

- i. Intentionally tearing off the answer book(s) or a part thereof or a continuation sheet or any other specific response sheet used in the examination.
- ii. Causing damage to laboratory equipment.
- iii. Disturbing or disrupting or instigating others to disturb/disrupt the examination.
- iv. Instigating others to leave the examination room.

### **11.6. Acts of Unfair Means**

- i. Talking to another candidate or any other person, inside or outside the examination hall, during the examination without the permission of a member of the supervisory staff.
- ii. Leaving the examination hall without handing over the answer book and or continuation sheet, if any, or any other specifically designed response sheet to the invigilator or supervisor concerned or the concerned authorized officer of the University deputed to the examination centre, and taking away, tearing off or otherwise disposing off the same or any part thereof.
- iii. Possession of writing matter connected with or relating to a question or solving a question on anything (such as piece of paper or cloth, scribbling pad), other than the answer book, the continuation sheet, or any other response sheet specifically provided by the University to the candidate.
- iv. Deliberately disclosing one's identity or making any distinctive marks in the answer book for that purpose.
- v. Making appeals to the examiner/ evaluator soliciting favour through the answer book or through any other

mode.

- vi. Possession or having access to books, notes, paper or any other material, whether written, inscribed or engraved, or any other device, which could be of help or assistance to a candidate in answering any part of the question paper
- vii. Possession of mobile phone, laptop or any electronic device which can be of help or assistance to the student in answering any part of the question paper.
- viii. Concealing, destroying, disfiguring, running away with, causing the disappearance of or attempting to do any of these things in respect of any book, notes, paper or other material or device, used or attempted to be used by a student for assistance or help in answering a question or a part thereof.
- ix. Passing on or attempting to pass on, during the examination hours, a copy of a question, or a part thereof, or solution to a question paper or a part thereof, to any other candidate or to any person.
- x. Smuggling into the examination hall, and or receiving/attempting to receive any of the following:
  - An answer book or a continuation sheet,
  - Any other form of response sheet or a solution to a question paper or to a part thereof .
  - Taking out or arranging to send an answer book or continuation sheet, or replacing or attempting to get replaced the answer book or continuation sheet or any other response sheet during or after the examination with or without the help of or in connivance with any person connected with the examination, or through any other agency, whatsoever.
- xi. Arranging to impersonate any person, or be impersonated by any other person at the examination.
- xii. Forging a document or using a forged document knowing it to be so in any manner relating to the examination.
- xiii. Any other act of omission or commission declared by the Academic and Research Council/Executive Council to be unfair means in respect of any or all examinations.

### **11.7.Examination Appeals and Review**

A student has a right to appeal against any punishment imposed on him/her within 10 days of the punishment being imposed. Student can do a representation to the concern Dean in writing. The Dean after investigating the case will make a final decision which will be binding on all.

# 12 Academic Appeal Procedure

(DUPLICATION OF No. 17 Student Appeal and Grievance Procedure)

University aims to ensure that university days are happy and run smoothly. Nevertheless, there may be issues that need to be resolved and suggestions for improvements that should be heard. If there is an issue, students are advised to contact the person in charge of relevant department to resolve the concern. Grievances can also be registered on Amity-Learning Management System (LMS) and will be forwarded to the appropriate person to be resolved. In the event of an unresolved issue, a complaint can be made in writing to the Dean of school to which the student belongs to. The information below details who to contact across a range of areas within the university. The Student Services will be able to help to direct any issues outside of these areas.

## 12.1. Internal Assessment: Appeals

- A student has a right to appeal against any punishment imposed on him/her within 10 days of the punishment being imposed. Student can do a representation to the concern Dean in writing. The Dean after investigating the case will make a final decision which will be binding on all.
- In the event that the Program Leader is the faculty member of the course in which the student makes an appeal, Dean will appoint an alternative faculty member;
- Final appeals can be made to Deans within two weeks of receiving the outcome of the meeting with the Program Leader. The Deans may identify an academic staff member based on the subject expertise to advise him on the issue. The decision of the Dean is final and binding;
- There shall be no contest on the final academic judgement.

## 12.2. Appeals against Disciplinary Action

- A student may submit an appeal to the President to review the disciplinary action imposed within ten working days of receiving notice of the punishment;
- The President may refer the appeal to the Disciplinary Committee for review or constitute a committee for the same.

## 12.3. Examination Appeals

- A student may apply to the Head of Examinations if they have reason to believe that there is an error in the published results. All challenges must be raised within 10 working days of the results being published;
- The Head of Examinations will re-check the answer script to ensure that all marks awarded are included in the total and that no section of any answer left un-evaluated.
- If the recheck reveals, subject to the provisions of the Regulations, any discrepancy resulting in the students' marks being revised, the record shall be corrected accordingly and a revised grade sheet shall be issued after the previous grade sheet is surrendered;

Other appeals not covered in the above categories can be raised to the President's office. The decision of the President on all such matters is final and binding.

# 13 Research Policy

Amity University Dubai, students are required to undertake research-related activity as part of their regular course curriculum. It provides world-class education to all its students to enable them to become global leaders of tomorrow. Apart from providing an excellent classroom environment and equipping them with the requisite soft skills, it also provides students the right exposure to a research environment with its exhilaration and challenges. This provides the students with analytical abilities, technical competencies and other skill sets needed to evolve into leading, eminent researchers and leaders in all walks of life.

University fosters an environment that supports innovation, creativity, research and inquiry among its students by embedding in the course curriculum, components such as Projects, Dissertations, Case Studies etc. In all such initiatives, students are provided with the required knowledge and skills that enable them to conduct research with appropriate level of objectives, relating to their subject.

Student driven research culture at Amity University Dubai enables students to actively engage themselves under guidance and mentorship from faculty to explore new avenues, design new products, and explore new ideas in labs and incubation center. Student groups are engaged in interdisciplinary collaborative research under the supervision of faculty guides. Students are encouraged to participate in scholastic activities, competitions, seminars, conferences and workshops.

## 13.1. Thesis/Dissertation:

The thesis/dissertation is a substantial, sustained and independent exercise in research or scholarship produced by an individual student involving substantial data collection in the field with the work presented as a written report, which demonstrates scholarship at an appropriate level and in an area relevant to the chosen degree of the student. Thesis /dissertation provides an opportunity to the students to demonstrate the ability to devise, to show the application of skills of data collection and critical analysis necessary for formation of defensible conclusions. It also provides a platform to demonstrate the ability to draw appropriate conclusions argued from the evidence presented and a forum to demonstrate the skills of structuring and presenting a balanced informed, complete, clear and concise written argument.

## 13.2. Role of students:

- To commit to all scheduled meetings and maintain regular attendance as may be required for the degree of study. Program specific requirements will be given in course outlines to ensure that the objective of the course is achieved;
- To create a timeline of meetings with faculty and company interactions wherever required.
- To submit weekly progress reports (WPRs) to the faculty guides and report regularly;
- To maintain a project diary that shall be attached with the final submission of the document;
- To act responsibly and professionally during any kind of interaction with the organization/any employees/institutions under study;
- To recognize ethical responsibilities and understand the regulations with regard to plagiarism.

## 13.3. Role of Faculty Guides:

- To facilitate students in choosing the topic and finalize the synopsis for the thesis /dissertation;
- To facilitate students with understanding the problem/ issue, its methodology and gain clarity with the availability of resources;
- To approve the weekly progress reports (WPRs) online and provide feedback on the work progress;



- To advise on the framework for the final report and brief students on the inherent ethical issues while writing a report;
- To verify the credentials of the originality of the data collected for the report;
- To create a log for the frequency of meetings and contact time.
- To ensure students follow professional practice and ethical guidance in research including checks on plagiarism.

#### **13.4. Briefing sessions for students:**

This briefing is done by the respective Program Leaders to introduce thesis /dissertation and explain the process. It is mandatory for students to attend the same as per the institution's schedule.

#### **13.5. Allocation of Guides:**

Each student shall be assigned a faculty guide for the thesis /dissertation. The student must closely interact with the faculty guide to ensure their thesis /dissertation has a meaningful outcome and meets course requirements. The student works closely with their faculty guide for smooth completion of thesis /dissertation.

#### **13.6. Finalization and approval of area/topic of Thesis /dissertation and schedule of activities:**

The thesis /dissertation topic may be selected from at least 2 courses of study of any issue relevant in the current scenario. The student may have discretion in the choice of topic for the thesis /dissertation and the approach to be adopted.

The student will finalize the broad area/topic; synopsis and work schedule of his/her thesis/dissertation in consultation with the faculty guide. Further, the same must be communicated to the program leader who shall approve it after ensuring academic requirements as laid by the University.

#### **13.7. Registration and Conduct of the Course:**

The students are required to register on-line on University LMS for the thesis/dissertation courses as per the University guidelines. Students who have not registered for the thesis/dissertation course as per regulations will not be permitted to submit any report and will be treated as having failed in the course.

#### **13.8. Progress monitoring:**

The faculty guide will monitor the progress of the work through the submitted WPRs, monitoring the progress of the thesis/dissertation on a weekly basis. The WPR has to be submitted by the student every Sunday for the previous week.

#### **13.9. Summer Semester:**

The University offers 2 summer terms that of 6 weeks duration each. Students are allowed to take 6 credits per summer term of 6 weeks. The quality, content and rigor in delivery and assessment methods is maintained rigorously. Faculty office hours are kept the same so as to give additional support to students as and when required

# Attendance Policy

For all Graduate programs, attendance is responsibility of the students. The students will have to catch up on any classes missed, on their own. Any assessments missed due to absences will be sole responsibility of the students. A makeup assessment can be given at the discretion of the faculty with approval of Dean, in case of unavoidable and unforeseen incidents upon producing the valid documentation/evidence. For such students there will not be more than one makeup assessment in a semester.

# Academic Advising

Academic advising is the backbone of the academic operations at Amity University Dubai. The goal of all academic advising is to provide a network of student-centered support across the university and encourage a collaborative relationship between student and advisor that contributes to the overall student success. The sole mission of academic advising at Amity University Dubai is to help students in their holistic growth by developing meaningful educational plans that are compatible with their life goals as well as identify areas of immediate concern and guide them like a friend, philosopher and guide. All faculty members are involved in academic advising and can refer students to the Counselling and Wellbeing Centre, wherever required.

Academic orientations are important for all freshmen students, which is followed by the Registration and advising week. Students are allotted Academic Advisors at the beginning of their first term at AMUD. A minimum of 25 to 30 students are assigned to one Academic advisor and they are advised to maintain student academic records for all semesters. Students are encouraged to maintain a close liaison with their Academic Advisor from the first term till the graduation from AMUD. Academic Advisors often provide students with information and perspective related to academic policy and concerns, address their specific course related problems/issues and are instrumental in other academic professionally related development. However, the ultimate responsibility for fulfilling degree requirements rests only and only with the student as they are required to become intimately familiar with the various program requirements and necessary requisite coursework and sequencing.

The goal of Academic Advising is as follows: -

- Expand students' knowledge on their academic responsibility and familiarize them with the course requirements, course sequencing and work-load during their academic years.
- Acquaint them with the credit system of education followed by Amity University Dubai
- Facilitate students in the selection of appropriate courses for optimizing their academic performances
- Orient students to the academic warnings and progression policies
- Review the academic records of graduating students and help students with difficulties/ low scorers to have an appropriate graduation plan

- Familiarize freshmen with University services; Learning Resource Centre (LRC), information technology, laboratories, student services, etc.
- Encourage students to reach their full academic potential by setting up regular meetings and staying updated on their academic status
- For existing students who are achieving subpar results due to any personal or emotional reasons, the academic advisor makes a due referral to the Counselling and Wellness Centre for the wellbeing of the student.



### **16.1. Careers and Employment: Corporate Resource Center (CRC)**

The Corporate Resource Center (CRC) at the University is an important unit bringing academicians, leaders from industry and students together. The programs and services of the CRC are designed to increase student confidence and provide the necessary skills and information required to succeed in pursuing a career.

The CRC also provides comprehensive career planning services to students by providing expertise, resources, and support. It facilitates students to build bridges for successful future careers and helps them to make a smooth transition from educational environment to employment or further educational pursuits. Summer internships and placements for students are coordinated by the CRC.

Career counselling sessions are also organized for students to orient them towards corporate world. Students are reminded that a successful internship is an integral part of their program and provides opportunities for easy migration to an industry setting. During internship, every student is assigned an industry mentor and an academic mentor. While the industry mentor shall facilitate the student to understand the demands of the task assigned, the academic mentor shall be an easy point of reference to support the student with any additional academic demands placed on him/her. Students shall present themselves on time during the period of internship.

Absence, abandoning the project, and/or any unprofessional approach at the internship site may exclude students from consideration for future internships and placements. Students, while on their internships, shall submit periodical reports to their academic mentors/CRC as may be required. Failure to submit the forms required for the internship at different stages will result in an "F" grade being awarded to the student in internship course.

### **16.2. Incubation Center**

The Incubation Center supports student ventures from concept-stage startup to a sustainable, disruptive business with real-world impact. These services include, but are not limited to, the following:

- Step-by-step guidance on how to create a successful business.
- Help with developing a viable business model.
- Assistance with intellectual property issues.
- Linkages to prospective customers.
- Linkages to strategic partners.
- Networking opportunities among Participants.
- Assistance with basic business concepts.

# 17 Student Rights and Responsibility

Amity University Dubai endeavors to ensure that all the students joining the institution, successfully complete their programs and pass out as well-rounded graduates. For this, the students are provided with equal opportunities depending on the demands of their respective programs.

In addition, all students have equal access to extracurricular activities. In all such engagements, students shall, at all times, abide by and respect the laws of the land, and uphold its rich culture and heritage, as well as the institutional values. The university expects students to be responsible and meet the higher standards of conduct as they are essential members of the academic community. (For detailed rights and responsibilities list, please refer to the student handbook)

# 18 Student Appeal and Grievance Procedure

Amity University Dubai is committed to providing a fair, safe, and productive environment for all students and recognizes that students may have grievances about their experience from time to time. Amity University Dubai considers grievances on time. Aggrieved parties may reach the respective head of department for any intermittent update. All parties to a complaint or grievance must act in good faith and seek an amicable resolution. Intimidating, harassing, threatening, or any other form of offensive behavior will not be accepted. All parties to a complaint or grievance must respect privacy and confidentiality, except where the release of particular information is required by law. A student making a complaint or grievance is not to be at a disadvantage only by having made the complaint.

*(Please refer to the student handbook for more details on appeal and grievance procedure).*

# 19 Academic Integrity

Amity University Dubai is committed to operate in a fair and transparent manner in every area to ensure the highest standards in the conduct and delivery of all assessments. In order to demonstrate academic integrity, students must produce their own work. Any material received from other sources or project collaboration must be appropriately acknowledged. Students must also present their findings, conclusions, or any other information based on appropriate and ethical practice.

## 19.1. Types of Academic Misconduct/Breach of Academic Integrity:

### 19.1.1. Plagiarism

Plagiarism is an act committed by someone who presents the ideas or work of other people and represents them as his/her own work. It includes copying from a variety of sources and types of materials such as:

- Written research, books, articles, and theses.
- Graphic illustrations, images, and motion pictures.
- Graphs, maps and models
- Audio-visual material
- Online material
- Material including students copying from scripts of other students

Similarly, the following are considered as an act of plagiarism:

- When any academic work is submitted, which is an identical work of someone, and its source is not acknowledged or is without the quotation marks.
- When the same assignment is submitted in different courses without taking the permission from the faculty involved. This also applies to the submission of a student's own previous submitted assignment, or combining the parts of his/her previous assignment in current work, without taking any prior permission from the faculty involved.
- When a student uses phrases from an original source without putting them in quotation marks, or replaces the words with the synonyms and keeps the structure and meaning same as the original source.
- When a student does not cite the source from where he/she has taken the information, and misquotes, or paraphrases the original source using the same structure of the sentences and does not acknowledge the source.
- When a student, without taking any prior permission from the concerned faculty, asks or hires someone to write his/her research or assignment on behalf of him/her.
- When a student presents a false or invalid research data in a given assignment deliberately.
- When a student copies any content from any online source without giving a due credit to the original source.
- When a student uses any graphic materials (audio visual aids, images, motion pictures, etc.) and presents them as his own without giving credit to the original source from where they have been taken.
- When a student presents or submits the translation of someone's work as his own and does not cite or credit the original source or the author.
- When a student Cheats during examination including the following types;
  - The use of materials not permitted by the University during the exams, including stored information on electronic devices.
  - Copying answers from another student during examinations/academic submissions.
  - Amending graded exams or assignments and submitting for re-evaluating.

- Collaborating with or assisting another student without permission.
- Providing the wrong facts such as wrong or false data for a computer lab exam.
- Getting someone else to help with the exam.
- Any other form of dishonest behavior that results in undue advantage.

### **19.1.2. Facilitating Academic Dishonesty**

- i. Sharing an assignment with another student and allowing him/her to copy that assignment or set problem which is meant to be done individually.
- ii. Showing the answers during the test or any other assessment to another student and allowing him/her to copy.
- iii. Taking a test or writing an assignment for another student.

### **19.1.3. Deception**

When a student provides information that is fabricated to faculty members regarding a formal academic exercise, which includes making a false excuse for missing a deadline or falsely claiming to have submitted the work.

### **19.1.4. Sabotage**

When a student prevents others from finishing or submitting their work, which includes tearing pages from books borrowed from the library or deliberately disrupting other people's experiments and projects.

### **19.1.5. Violation of Examination Rules Conducted on Campus or Online:**

The provisions of this policy shall apply to all academic students. Appropriate actions will be taken to ensure that the academic integrity is not breached at any time during the examination (On Campus or Online)

### **19.1.6. Examination Code of Conduct**

The following actions will result in the disqualification of a student from the exam, if he/she:

- Arrives 30 minutes late than the scheduled examination time without a valid reason.
- Does not carry valid AMUD student ID and Examination admit card.
- Shows non-compliance with the instructions of the examination hall supervisor or any of the invigilators and disrupts the decorum of the examination, and/or causes examination delays for no reason.
- Attempts to cheat or assists another student to cheat in any form.
- Provides false personal information on answer booklet (on campus) sheets or attendance sheet.
- Possesses or uses any form of communication, storage or any other electronic devices during on- campus or online exams. These include but not limited to mobile phones, smart watches, headphones, and earphones even if switched off.
- Possesses unauthorized academic materials related to the examination subject matter in any shape or form.
- Refuses to hand over the answer booklet to the examination supervisor or any of the invigilators before he/she leaves the exam hall.
- Gets involved in any physical or verbal assault with an invigilator, other students, or any other person in the examination hall.
- Cheating in online examinations, tests, quizzes, assignments, projects, or any other form of assessed academic activity. This may include but not limited to: collaborating with one or more students or individuals in conducting assessment activities, unlawful use of any electronic devices or software, unlawful communications with other students or individuals, impersonation, fully or partially obscuring the face and head by wearing for example, a cap or hat, i.e. the face and head must be in the center of the webcam view at all times, leaving the examination for a while, taking screen shots during the examination, taking a break from the examination, and any other act that violates the sanctity of fair online assessment.

### 19.1.7. Violating Examination Code of Conduct

One of the following penalties shall be imposed on the student who violates the Examination Code of Conduct

- A written warning is issued for every student committing a violation with regards to examination code of conduct (on campus or online).
- A student committing one or more examination violation for the first time will be awarded a failing grade (grade F) for the course in which the student committed the violation. The student shall pay the full course backlog fee.
- A student committing one or more examination violation for the second time will be awarded a failing grade (grade F) for all courses registered in the semester in which the student commits the violation. The student shall pay the full course fee for all courses registered in the semester.
- A student committing one or more examination violation for the third time will be awarded a failing grade "F" for all courses registered in the semester in which the student commits the violation and will be suspended for the following two semesters. The student shall pay the full course fee for all courses registered in the semester.

### 19.1.8. Responsibility of Faculty:

Faculty members must provide guidance to students on the following points:

- (a). How to avoid plagiarism
- (b). How to reference the works of others properly and correctly

Faculty members are also required to take every act of plagiarism seriously and must ensure proper penalties for such acts. Faculty members must include warnings in the beginning when they are issuing instruction for assignments and project work. Faculty members must ensure that every student submits the assignments with all relevant documents along with the declaration of originality report.

### 19.1.9. Responsibility of Students:

Amity University Dubai wants to be fair to the students who do not resort to cheating and plagiarism or any other form of academic misconduct and at the same time wants to lower the probability of plagiarism. For this purpose, a set of procedures are established to detect the occurrence of plagiarism and to penalize those found guilty of being involved in such acts. While doing assignments, projects and making any reports, students must act with integrity and own the responsibility for creation and presentation of the work produced by them. They are also advised to seek guidance on detecting and preventing plagiarism from their faculty from time to time.

Students may take guidance from faculty members and faculty guides on ways to avoid plagiarism and referencing styles. All work must be written in student's own words. However, if required to cite the work of others, all the sources (for words, data, arguments and ideas) have to be appropriately acknowledged. Students are required to pass all written assignments through plagiarism detection software. A duly signed declaration form of originality is also required to be submitted along with all submissions.

In the case of group work submitted for assessment, the responsibility of the assignment is on each member of the group. Equally, the consequences of plagiarism are also on each member of the group. If students have worked in a group, but the submissions are different, it is the responsibility of each student to make sure that the submitted work is his/her own original work.

### 19.1.10. Originality Report:

AMUD has a zero-tolerance policy for plagiarism and uses software tools that generate originality reports. These reports are used by faculty to assist in the detection of plagiarism. AMUD requires all faculty members to exercise professional judgement accounting for the type, complexity, and the length of the assignment. To ensure that students are not unfairly penalized, faculty should pay particular attention to blocks of borrowed materials, cited sources of diagrams, and misleading concerns that could be due to the usage of common terminologies in particular those related to methods and statistical output.

### 19.1.11. Late Submission:

As a protocol, students are strictly advised to adhere to the deadline given by the respective faculty for the submission of the course work. In case of the delay in course work submission, the student is advised to seek

prior permission from the course faculty/Program Leader stating clear and valid reasons along with evidences for requesting the extension in the submission. Any late submission without the approvals will not be graded.

### 19.1.12. Plagiarism Penalty

The concerned Faculty is responsible for checking the plagiarism in his/her coursework. If the faculty finds out that the plagiarism has been committed, an incident report along with the supporting evidence must be submitted to Program Leader, which will be subsequently forwarded to the Dean by the Program Leader for necessary action. AMUD has zero tolerance towards any act of plagiarism and overall, the Dean is responsible for taking an appropriate action depending on the seriousness of the case.

The Plagiarism penalty for the student will be as follows: -

- **First-time offense:** the faculty will assign a grade of **zero to the particular assignment** and the case is reported to the Program Leader who will send a warning letter to the student. A copy of the letter is kept in the student record.
- **Second-time offense:** this is considered as a repeated offense and dictates higher penalties. The faculty will assign a **zero to the course**. The case is reported to the Dean who issues a second and final warning letter to the student. A copy of the letter is kept in the student record.
- **Third-time offense:** the matter is reported to the Disciplinary Committee who can make decisions ranging from **suspending the student for one semester to expelling him/her from the University**.

### 19.1.13. Copying/Cheating/use of unfair means during examinations:

Use of any unfair means during test or examination would be reported to Examinations department by the faculty concerned. The faculty gives an incident report after which an unfair means form is filled in along with the evidence attached. The examination committee will convene and decide the penalty of the offence depending on the severity.

### 19.1.14. False documents:

Any falsified documents submitted during admissions would result in immediate dismissal from the university.



## 20.1. Amity Business School

The vision at Amity Business School is to prepare the next generation of business professionals through a culture that promotes engagement, risk-taking, cross-disciplinary collaboration, and data-driven decision-making. The School offers an academic setting that challenges students' intellectual abilities, deploys contemporary teaching and learning strategies to promote experiential learning, cultivates an ecosystem that develops future entrepreneurs, enhances emotional intelligence and soft skills, and practices applied research techniques throughout the curriculum.

Presently the Amity Business School offers programs in Master of Business Administration, Executive Master of Business Administration and Doctor of Philosophy in Management. The School is also offering two post-graduate diploma programs, Post Graduate Diploma in Digital Marketing Strategies.

All undergraduate and graduate programs are accredited by the International Accreditation Council for Business Education (IACBE).

The case-based driven teaching and learning strategy is a significant aspect of our learning model. Since 2011 close to a hundred GCC-based business cases have been developed by the Amity Dubai faculty members. The cases address challenges faced by both private and public sectors. In 2019, the school published a case booklet that consists of 11 cases that were focused only on Dubai Expo challenges and its positive impacts on the UAE



economy. All cases, after receiving approval from the UK Case Centre, were deployed in relevant courses to provide students with a unique opportunity in analyzing local-based cases that were developed by their teachers.

Applied research is another domain where the school excels. The supportive, collaborative, and vibrant research culture has produced many research papers that are published in the Scopus conferences or journals.

One of the main priorities of the school is to foster strong bonds with private and public sector enterprises at the local, regional, and global levels. Students are given internship and placement opportunities in various prestigious organizations. The School aims to continue to broaden and strengthen these industry relationships.

We are confident that the learning experience of students at the Amity School of Management and Commerce crafts the next generation of adaptable, flexible, transformative, and ethical industry leaders and innovative start-ups.

### **20.1.1. Master of Business Administration (MBA)**

#### **MBA MISSION STATEMENT**

The Master of Business Administration program at Amity Business School Dubai integrates the various business disciplines to equip learners with the right knowledge and set of personal and professional skills allowing them to lead businesses in dynamic, diverse, and global business environment. Our graduates are strategic thinkers who value diversity and multicultural business settings. They possess an entrepreneurial mindset and are able to foster group dynamics and make data-driven sound business decisions.

#### **EDUCATIONAL AIM OF THE PROGRAM**

The Master of Business Administration program at Amity Business School Dubai aims at:

- (G1) Imparting integrated knowledge of various business disciplines allowing learners' to formulate and implement strategies to overcome complex business challenges in an ever-changing world.
- (G2) Developing learners' skills and abilities to conduct research and to effectively communicate the findings to interested audience.
- (G3) Developing autonomous professionals who can lead and manage activities in professional settings.

#### **PROGRAM LEARNING OUTCOMES**

On successful completion of the Master of Business Administration program, the graduate will be able to:

#### **1. Knowledge**

- 1.1.** Integrate advanced knowledge of various business and allied disciplines in providing strategic direction for the enterprise
- 1.2.** Demonstrate understanding of advanced research methods and their application to business contexts

#### **2. Skills**

- 2.1.** Solve complex business problems with incomplete data under uncertain conditions
- 2.2.** Formulate strategic plans that account for cross-cultural and global challenges
- 2.3.** Conduct research projects that reflect advanced research skills using various qualitative and quantitative techniques
- 2.4.** Integrate information technology in data retrieval and assessment
- 2.5.** Communicate a clearly articulated position orally and in writing using appropriate media

#### **3. Competence**

- 3.1.** Autonomy and Responsibility
  - 3.1.1.** Demonstrate ethical and cultural sensitivity in professional contexts
  - 3.1.2.** Autonomously initiate professional endeavors that result in sustainable innovative solutions to business challenges
- 3.2.** Self-Development
  - 3.2.1.** Take responsibility for further learning and training by participating in development opportunities

### 3.3. Role in Context

#### 3.3.1. Take responsibility for leading and managing activities in professional settings

### BUSINESS ANALYTICS CONCENTRATION

In addition to preceding Program Learning Outcomes, graduates opting for the Business Analytics Concentration will be able to:

BA1: Demonstrate in-depth understanding of data analytics related concepts and theories and their application to business contexts

BA2: Improve business functions using data analytics tools

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT CONCENTRATION

In addition to preceding Program Learning Outcomes, graduates opting for the Logistics and Supply Chain Management Concentration will be able to:

LG1: Demonstrate in-depth understanding of logistics and supply chain management concepts and practices and their application to business contexts

LG2: Integrate technology in managing local and global supply chains

### PROGRAM STRUCTURE

#### NON-CREDIT BRIDGING COURSES (UP TO 9 CREDITS; NOT COUNTED TOWARDS GRADUATION)

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
ACCT	501	Survey of Accounting and Finance			3
QMET	502	Survey of Statistics for Decision Making			3
ISYS	503	Spreadsheets and Databases			3

#### MAJOR CORE COURSES - 24 Credits

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
ACCT	510	International Financial Statement Analysis	ACCT 501 WHERE APPLICABLE		3
FINE	510	Corporate Financial Management	ACCT 501 WHERE APPLICABLE		3
MGMT	510	Management of Organizations			3
MRKT	510	Marketing Management			3
MGMT	570	Global Human Resources Management	MGMT 510		3
MGMT	640	Sustainable Management Strategies and Business Policy	ACCT 510; MGMT 510; MRKT 510		3
QMET	510	Quantitative Methods for Business	QMET 502 WHERE APPLICABLE		3
BUSN	610	Research Methodology	MGMT 510; MRKT 510		3

#### INTERNSHIP & THESIS - 9 CREDITS

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
BUSN	650	MBA Thesis	18 CREDITS		6
BUSN	620	Internship and Company Report	18 CREDITS		3

#### MAJOR ELECTIVES (WITH OR WITHOUT CONCENTRATIONS) - 12 CREDITS

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
MGMT	520	Operations Management and Control <sup>1</sup>	MGMT 510		3
MGMT	530	Procurement and Supply Management <sup>1</sup>			3

MGMT	540	Inventory Planning and Warehousing <sup>1</sup>		3
ISYS	510	Supply Chain and Logistic Information Systems <sup>1</sup>		3
QMET	520	Data Mining for Business Intelligence <sup>2</sup>	ISYS 503 WHERE APPLICABLE	3
QMET	530	Applied Data Analytics <sup>2</sup>		3
MRKT	520	Applied Marketing Analytics <sup>2</sup>	QMET 530	3
MGMT	550	Human Resources Analytics <sup>2</sup>	QMET 530	3
ACCT	520	Accounting for Decision Making	ACCT 501 WHERE APPLICABLE	3
MRKT	530	Digital and Social Media Marketing	MRKT 510	3
MRKT	540	Consumer Behavior and Insights	MRKT 510	3
MGMT	560	International Trade and Documentation		3

Elective courses are offered in a variety of fields and are designed to suit the needs of the students and their desire to have a concentration in a particular field. Students are free to choose all elective courses in one area of concentration (Logistics and Supply Chain Management<sup>1</sup> or Business Analytics<sup>2</sup>) or may opt to choose electives freely (General MBA). A minimum of four elective courses in addition to a Thesis component constitute a concentration.

### PROPOSED PROGRAM DELIVERY SCHEDULE

YEAR/SEM	COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
YEAR 1 FALL	ACCT	510	International Financial Statement Analysis	ACCT 501 WHERE APPLICABLE		3
	MGMT	510	Management of Organizations			3
	MRKT	510	Marketing Management			3
						9

YEAR/SEM	COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
SPRING	FINE	510	Corporate Financial Management	ACCT 501 WHERE APPLICABLE		3
	BUSN	610	Research Methodology	MGMT 510; MRKT 510		3
	QMET	510	Quantitative Methods for Business	QMET 502 WHERE APPLICABLE		3
						9

YEAR/SEM	COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
SUMMER	BUSN	620	Internship and Company Report	18 CREDITS		3
						3

YEAR/SEM	COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
YEAR 2 FALL	MGMT	570	Global Human Resources Management	MGMT 510		3
	MGMT	640	Sustainable Management Strategies and Business Policy	ACCT 510; MGMT 510; MRKT 510		3
	BUSN	650	MBA Thesis	18 CREDITS		6
			Major Elective			3
						15

YEAR/SEM	COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
SPRING	BUSN	650	MBA Thesis (continuing)	18 CREDITS		CC
			Major Elective			3
			Major Elective			3
			Major Elective			3
						9
Total Credits						45

## COMPLETION REQUIREMENTS:

**Credit requirements-** For students to graduate with an Amity University Dubai Masters degree, they must fulfill the following minimum credit requirements for the various programs:

- Master of Business Administration: 45 credits
- Executive Master of Business Administration: 35 credits
- Post graduate diploma in digital marketing strategies: 24 credits

**Minimum GPA requirement:** For a student to graduate, a minimum CGPA of 3.0 (equivalent 80%) on a scale of 4.0 must be secured with no course having a grade of less than C according to the following grading scheme:

### 20.1.2. Executive Master of Business Administration

#### EMBA MISSION STATEMENT

The Executive Master of Business Administration program at Amity Business School Dubai prepares learners for leadership and transformational roles in complex and dynamic business environments, thus allowing them to use their experience and the acquired knowledge to prescribe innovative sustainable solutions that have positive impact on businesses and the society at large. Our graduates are strategic thinkers who value diversity and multicultural business settings. They possess an entrepreneurial mindset and are able to foster group dynamics and assess emerging business trends.

#### EDUCATIONAL AIM OF THE PROGRAM

The Executive Master of Business Administration program at Amity Business School Dubai aims at:

- (G1) Imparting integrated advanced knowledge of various business disciplines allowing learners' to use their professional experience to provide strategic direction for the enterprise
- (G2) Developing learners' consulting skills that are data-driven and grounded in action research
- (G3) Developing cross-cultural leaders who can operate under diverse governance structures.

#### PROGRAM LEARNING OUTCOMES

On successful completion of the Executive Master of Business Administration program, the graduate will be able to:

##### 1. Knowledge

- 1.1. Integrate advanced knowledge of various business and allied disciplines with their entrepreneurial and professional experience in providing strategic direction for the enterprise
- 1.2. Demonstrate in-depth understanding of intervention research concepts and their application to business contexts

##### 2. Skills

- 2.1. Create value for the business through innovation and organizational transformation
- 2.2. Manage crises and uncertain business conditions
- 2.3. Conduct data-driven intervention research projects
- 2.4. Integrate information technology in data retrieval and assessment
- 2.5. Communicate a clearly articulated position orally and in writing using appropriate media

##### 3. Competence

### 3.1. Autonomy and Responsibility

**3.1.1.** Account for diverse governance structures and frameworks

**3.1.2.** Reflect on sustainability, cross-cultural, and ethical issues in professional contexts

### 3.2. Self-Development

**3.2.1.** Take responsibility for further learning and training by participating in development opportunities

### 3.3. Role in Context

**3.3.1.** Take responsibility for leading and managing activities in professional settings

## PROGRAM STRUCTURE

### NON-CREDIT BRIDGING COURSES (CREDITS NOT COUNTED TOWARDS GRADUATION)

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
ACCT	501	Survey of Accounting and Finance			3
QMET	502	Survey of Statistics for Decision Making			3
ISYS	503	Spreadsheets and Databases			3

Students can opt to register for equivalent courses if offered by Amity Business School Dubai

### MAJOR CORE COURSES - 35 CR [BLOCK STUDY IN SEQUENCE]

COURSE CODE	COURSE #	COURSE TITLE	PREREQUISITES	COREQUISITES	CR
EMBA	510	Financial Reporting and Analysis	ACCT 501 WHERE APPLICABLE		2
EMBA	520	Financial Management	EMBA 510		2
EMBA	525	Sustainability and Corporate Social Responsibility			2
EMBA	530	Contemporary Corporate Governance			2
EMBA	535	Negotiation for Executives			2
EMBA	540	Supply Chain Strategy and Management			2
EMBA	545	Strategy Formulation and Implementation			2
EMBA	550	Diversity and Inclusion in the Workplace			2
EMBA	555	Marketing Strategy			2
EMBA	560	Leading Crisis Management			2
EMBA	565	Leading Organizational Transformation			2
EMBA	570	Cases in Business Analytics	QMET 502 AND/OR ISYS 503 WHERE APPLICABLE		2
EMBA	575	Intervention Research Methods			1
EMBA	580	Design Thinking, Innovation, and Value Creation			2
EMBA	585	Enterprise Creation and Management			2
EMBA	590	Business Research Consultancy Report	EMBA 575		6

### PROPOSED PROGRAM DELIVERY SCHEDULE

WEEKENDS	CUMULATIVE WEEKENDS	YEAR	COURSE CODE	COURSE #	COURSE TITLE	CR
5.0	5.0	1	EMBA	510	Financial Reporting and Analysis	2
1.0	6.0	1			OFF	
5.0	11.0	1	EMBA	520	Financial Management	2
1.0	12.0	1			OFF	
5.0	17.0	1	EMBA	525	Sustainability and Corporate Social Responsibility	2
1.0	18.0	1			OFF	
5.0	23.0	1	EMBA	530	Contemporary Corporate Governance	2
1.0	24.0	1			OFF	
5.0	29.0	1	EMBA	535	Negotiation for Executives	2
1.0	30.0	1			OFF	
5.0	35.0	1	EMBA	540	Supply Chain Strategy and Management	2
1.0	36.0	1			OFF	
5.0	41.0	1	EMBA	545	Strategy Formulation and Implementation	2
1.0	42.0	1			OFF	
5.0	47.0	1	EMBA	550	Diversity and Inclusion in the Workplace	2
1.0	48.0	1			OFF	
<b>48.0</b>					<b>TOTAL YEAR 1</b>	<b>16</b>
5.0	5.0	2	EMBA	555	Marketing Strategy	2
1.0	6.0	2			OFF	
5.0	11.0	2	EMBA	560	Leading Crisis Management	2
1.0	12.0	2			OFF	
5.0	17.0	2	EMBA	565	Leading Organizational Transformation	2
1.0	18.0	2			OFF	
5.0	23.0	2	EMBA	570	Cases in Business Analytics	2
1.0	24.0	2			OFF	
2.5	26.5	2	EMBA	575	Intervention Research Methods	1
1.5	28.0	2			OFF	
5.0	33.0	2	EMBA	580	Design Thinking, Innovation, and Value Creation	2
1.0	34.0	2			OFF	
5.0	39.0	2	EMBA	585	Enterprise Creation and Management	2
1.0	40.0	2			OFF	
8.0	<b>48.0</b>	2	EMBA	590	Business Research Consultancy Report	6
<b>48.0</b>					<b>TOTAL YEAR 2</b>	<b>19</b>
					<b>TOTAL EMBA</b>	<b>35</b>

**Credit requirements :** For students to graduate with an Amity University Dubai Masters degree, they must fulfill the following minimum credit requirements for the various programs:

➤ **Master of Business Administration: 45 credits**

➤ **Executive Master of Business Administration: 35 credits**

➤ **Post graduate diploma in digital marketing strategies: 24 credits**

**Minimum GPA requirement :** For a student to graduate, a minimum CGPA of 3.0 (equivalent 80%) on a scale of 4.0 must be secured with no course having a grade of less than C according to the following grading scheme:

### 20.1.3. Post Graduate Diploma in Digital Marketing Strategies

#### PGDDMS MISSION STATEMENT

The Post-Graduate Diploma in Digital Marketing Strategies at Amity Business School Dubai develops learners' ability to formulate digital marketing strategies and measure their impact within the framework of the strategic goals of the enterprise. Our graduates possess the personal and technical skills to target and communicate effectively with interested audience.

#### EDUCATIONAL AIM OF THE PROGRAM

The Postgraduate Diploma in Digital Marketing Strategies at Amity Business School Dubai aims at:

- (G1) Imparting theoretical and practical knowledge of digital marketing concepts and tools to learners
- (G2) Developing students' skills and abilities to solve complex digital marketing problems and to propose digital marketing strategies.
- (G3) Developing autonomous learners who are able to express themselves responsibly and lead digital marketing technical teams.

#### PROGRAM LEARNING OUTCOMES

On successful completion of the Postgraduate Diploma in Digital Marketing Strategies, the graduate will be able to:

##### 1. Knowledge

- 1.1. Demonstrate advanced specialized knowledge of digital marketing concepts, strategies and tools, and their application to business contexts
- 1.2. Demonstrate understanding of current research concepts in digital marketing strategies and their application to digital marketing contexts

##### 2. Skills

- 2.1. Solve complex digital marketing strategies problems in a range of contexts
- 2.2. Propose digital marketing strategies based on appropriate selection of information technology tools
- 2.3. Communicate a clearly articulated position orally and in writing using appropriate media

##### 3. Competence

###### 3.1. Autonomy and Responsibility

- 3.1.1. Lead technical teams as well as collaborate effectively in a team setting
- 3.1.2. Express personal views in a range of digital marketing contexts
- 3.1.3. Take responsibility for developing creative digital marketing sustainable solutions to business challenges

###### 3.2. Self-Development

- 3.2.1. Contribute to professional development activities for self and peers

###### 3.3. Role in Context

- 3.3.1. Coordinate and support peers' activities in professional contexts



## PROGRAM STRUCTURE AND SCHEDULE OF DELIVERY

### PROPOSED SCHEDULE OF DELIVERY

	COURSE CODE	COURSE #	COURSE TITLE	CR
FALL	PGDM	510	Digital Strategy and Planning	3
	MRKT	540	Consumer Behavior and Insights	3
	PGDM	520	Strategic Social Media Marketing	3
	PGDM	530	Digital Entrepreneurship	3
	PGDM	540	Digital Leadership	3
TOTAL SEMESTER 1				15
	COURSE CODE	COURSE #	COURSE TITLE	CR
SPRING	PGDM	550	Digital Business Analytics	3
	PGDM	560	Search Engine Optimization	3
	PGDM	570	Content Marketing	3
	PGDM	580	Capstone Project	3
TOTAL SEMESTER 2				12
GENERAL TOTAL				27
Course-Based Credits				24
Capstone Project				3
GENERAL TOTAL				27

**Credit requirements-** For students to graduate with an Amity University Dubai Masters degree, they must fulfill the following minimum credit requirements for the various programs:

- Master of Business Administration: 45 credits
- Executive Master of Business Administration: 35 credits
- Post graduate diploma in digital marketing strategies: 24 credits

**Minimum GPA requirement:** For a student to graduate, a minimum CGPA of 3.0 (equivalent 80%) on a scale of 4.0 must be secured with no course having a grade of less than C according to the following grading scheme:

# 21 Faculty List

**Dr. Elie Menassa**

**Dean of Amity Business School**

Ph.D. in Accounting and Finance -  
Leicester Business School, De Montfort  
University, Leicester, United Kingdom

**Prof. Mehrdad Mohasses**

**Director - Centre for Teaching & Learning**

Masters of Education - University of  
Southern Queensland, Australia

**Dr. Adel Ahmed**

**Professor**

Ph.D. in Accounting and Finance -  
Liverpool Business School, Liverpool  
JM University, UK

**Dr. Shahzia Khan**

**Associate Professor**

Ph.D in Marketing - MJP Rohilkhand  
University, India

**Dr. Bhawna Gaur**

**Associate Professor**

Ph.D in Organizational Development -  
JRN University, Udaipur, India

**Dr. Ashok Chopra**

**Associate Professor**

Ph.D in Logistics and Supply Chain -  
Banasthali University Jaipur, India

**Dr. Ankita Rajdev**

**Assistant Professor**

Ph.D in Management, Barkatullah  
University, India

**Dr. Kamaladevi Baskaran**

**Assistant Professor**

Ph.D in Marketing - Bharathiar  
University, India

**Dr. Swapna Nair**

**Assistant Professor**

Ph.D in Mathematics, Visvesvaraya  
Technological University, India

**Dr. Swamynathan Ramakrishnan**

**Assistant Professor**

Ph.D in Supply Chain Management,  
Bharathiar University, India

**Dr. Alaa Abdalla**

**Assistant Professor**

Ph.D in Sustainable Development  
and Management, Universiti Sains  
Malaysia, Malaysia

**Dr. Shaista Alvi**

**Assistant Professor**

Ph.D in Business Administration,  
Aligarh Muslim University, India

**Dr. Mukund Jakhiya**

**Assistant Professor**

Chartered Accountant - Institute of  
Chartered Accountants of India  
Pursuing Ph.D, Banasthali University,  
India

**Mr. Anupam Mehrotra**

**Assistant Professor**

Masters in Economics - Lucknow  
University, India  
Pursuing Ph.D from Amity University  
Dubai, UAE

**Mr. Satish Menon**

**Assistant Professor**

Masters in Business Administration  
- Institute for Technology &  
Management, India  
Pursuing Ph.D, Amity University Dubai,  
UAE

**Mr. Gary Smith**

**Assistant Professor**

Masters in Marketing - University of  
South Wales, UK

**Ms. Nisha Pai**

**Lecturer**

Chartered Accountant & Masters in  
Commerce - Mumbai University, India

**Dr. Ruhi Sethi**

**Assistant Professor**

Ph.D. Management - Amity University  
Uttar Pradesh, Noida India

**Dr. Shabir Ahmad Hakim**

**Assistant Professor**

PhD in Business Administration  
- International Islamic University  
Malaysia

**Dr. Nancy Bouchra Hanna**

**Assistant Professor**

Ph.D in Strategic Management - The  
German University in Cairo

**Dr. Ganga Maddula**

**Assistant Professor**

Ph.D in Commerce - B.R. Ambedkar  
Open University



# Course Descriptions

## **ACCT 501 Survey of Accounting and Finance**

The ability to analyze financial statements is essential for all business stakeholders. The students learn about accounting principles and their use in recording accounting transactions and in preparing financial statements. They also gain insight into the use of accounting information in managerial decision-making. Classroom discussions, numerical calculations with the help of worksheets and group and individual activities are used to deliver the content.

## **ACCT 510 International Financial Statement Analysis**

Understanding the financial health of a company through financial statements has significant implications for equity valuation and net worth assessment. Students get acquainted with financial statements prepared under different accounting practices prevailing globally. They develop a perspective on interpreting, analysing and applying them suitably. Through discussion, presentation, and analysis of corporate annual reports, students make reliable estimates about their present financial health and future performance.

*Pre-Requisite(s): ACCT 501*

## **ACCT 520 Accounting for Decision Making**

Successful management rests on sound decision-making facilitated by relevant and timely information. Students learn managerial aspects related to cost planning, performance management and control. Through assignments, problem solving, case analysis, and group discussions, students are introduced to probabilistic decision models and modern techniques allowing to make calculated decisions that account for market uncertainties and changes in business processes across the globe.

*Pre-Requisite(s): ACCT 501*

## **BUSN 610 Research Methodology**

Research is a strategic activity that occurs within the context of limited resources and ethical constraints. Students are introduced to the theory and practice of social science research as applied to business problems. The focus is on available research strategies and methods and their application to the development of a formal research design leading to successful implementation of research projects. Using case-studies, debates, and collaborative learning, students will be able to criticize available literature and prepare a structured research proposal for a thesis at the MBA level.

*Pre-Requisite(s): MGMT 510; MRKT 510*

## **BUSN 620 Internship and Company Report**

The internship is a culminating learning experience for students that provides opportunity to practice the application of theory and apply the knowledge acquired through academic preparation, while learning the skills of an entry level practitioner. During internship, students explore organizational activities, build a professional network, enhance industry-specific skills and prepare company report. In consultation with the industry guide and the faculty guide, the students finalize the summer internship topic and work schedule in terms of the academic requirements as laid down by the university.

*Pre-Requisite(s): 18 CREDITS*

## **BUSN 650 MBA Thesis**

The MBA Thesis is an individually performed research project on a topic that is grounded in theory. It is a scholarly research output that documents student's ability to ask meaningful business-related research questions, consult and criticise related literature, collect and critically analyse data, as well as form and appropriately communicate findings. Students produce a crafted manuscript that they should defend satisfactorily before the Thesis examiners prior to its acceptance. Promising theses with original contribution are submitted for publication in refereed conference proceedings and peer-reviewed academic journals.

*Pre-Requisite(s): 18 CREDITS*

## **EMBA 510 Financial Reporting Analysis**

Understanding the financial health of a company through financial statements has significant implications for equity valuation and net worth assessment. Students get acquainted with financial statements prepared under different accounting practices prevailing globally. They develop a perspective on interpreting, analyzing and applying them in an appropriate

manner. Through problem solving and analysis of corporate annual reports, students make reliable estimates about the present financial health of a corporation and expected future performance.

*Pre-Requisite(s): ACCT 501 where applicable*

### **EMBA 520 FINANCIAL MANAGEMENT**

Effective financial management is essential for the value-creation and long-term survival of a business organization. Students learn valuation of securities issued by corporations and managerial decisions related to long-term investments, sources of funds, and distribution of earnings among shareholders. Through case studies, numerical problems, and projects based on real life situations, the students learn the dynamics of financial management at corporate level.

*Pre-Requisite(s): EMBA 510*

### **EMBA 525 Sustainability and Corporate Social Responsibility**

The survival of our planet is dependent on the collective efforts of all entities. Students explore how firms' responsibilities are expanding to include non-financial elements as society welfare and global sustainability. They learn about the models and theories explaining concepts as corporate social responsibility, sustainability and global ecosystems. Through case studies, in-class discussions, students grasp the shift occurring in firms' operations and strategies to become more sustainable, yet remain profitable.

### **EMBA 530 Contemporary Corporate Governance**

Corporate governance calls for accountability and transparency. Students learn are introduced to its related concepts and implications for the sustainability of modern business enterprise. Through case studies, group activities and simulation exercises, they gain insights into key mechanisms of corporate governance, the policies influencing them, and the methods used in line with globally accepted best practices.

### **EMBA 535 Negotiation for Executives**

Effective negotiation skills are essential as a personality trait in an entrepreneur for clinching beneficial deals, building strong inter-personal relations and overall corporate success. The students learn the science and art of negotiating with business partners, regulatory bodies, subordinates and top management for win-win solutions with wider acceptability. By using case studies, group activities and simulation exercises, the students develop the skills of closing business deals, managing conflicts, resolving deadlocks and communicating effectively as an executive in any organization.

### **EMBA 540 Supply Chain Strategy and Management**

With increasing competition around the globe, supply chain management is both a challenge and an opportunity for companies. The course introduces students to the key concepts and techniques to analyze, manage and improve supply chain processes for different industries and markets. Students also learn how to assess supply chain performance and make recommendations to increase supply chain competitiveness. Learning methods include team presentations, individual assignments, and class tests.

### **EMBA 545 Strategy Formulation and Implementation**

Sustainable competitive advantage is the product of well-formulated strategies. Students learn to envision business successes by finding market gaps, capitalizing on competitive advantage, and executing strategic plans in effective manners. They explore topics such as critical thinking, planning, and decision-making, strategic plan development and effective operational implementation. This will be done through case studies, in-class discussions and presentations.

### **EMBA 550 Diversity and Inclusion in the Workplace**

Diversity management helps organizations to create a mutually beneficial and harmonious relationship with its employees. It also offers students the opportunity to understand issues such as cross-cultural communication, leadership dilemmas, power, inclusion, creativity and innovation. Students learn successful inclusion approaches to maximise corporate diversity in the workplace. They develop strategies to maintain a balanced and harmonious workplace through interactive presentations, role plays, group discussions and projects on diversity management.

### **EMBA 555 Marketing Strategy**

Modern trends in local and global economies have significant implications for marketing strategies in dynamic environments. Students will learn marketing mix, marketing analytics, market segmentation, target and positioning, and implementation of the marketing plan. Through case studies, simulations and projects, students learn how to formulate marketing strategies for the business.

### **EMBA 560 Leading Crisis Management**

Unanticipated change, if not well managed, can jeopardize business continuity. Students learn how to handle sudden market threats that can affect the firm or its stakeholders. Concepts as cues' detection, organizational resilience and agility, contingency planning and risk management provide them with tools to shape a managerial mindset capable of effectively dealing with unpredictable. Through extensive case reviews, simulations, in-class discussion, students grasp how to strategize during crisis in order to ensure survival or; may be; growth of their firms.

### **EMBA 565 Leading Organizational Transformation**

Rapid business transformation is the order of the day for organizations to keep up with the evolving work culture. Students learn to work in disruptive business environment and to upgrade organizational performance by ensuring organizational readiness and making them more resilient and agile. Through group discussions, job shadowing, integrated projects and case studies students can develop transformational business strategies.

### **EMBA570 Cases in Business Analytics**

Complex business problems can be effectively addressed through business analytics tools in a data driven organization. Students learn to identify, evaluate and assess business opportunities that create value for the organizations through predictive analytics, classification models, factor analysis and decision support systems. Students solve business problems and learn to enhance organizational functioning through projects, simulations and case studies.

*Pre-Requisite(s): QMET502 and/ ISYS503*

### **EMBA 575 Consulting, Communication, and Report Writing**

Practically relevant solutions are needed to overcome contemporary business challenges. Intervention research has been suggested as a sound approach to achieve this aim. Students are introduced to the related theoretical underpinnings and how to become actively involved as solution providers to the organizations under study. Through lectures, class discussions, and faculty guidance, students become agents of change capable of formulating, implementing, and evaluating actions based on a systematic research approach.

### **EMBA 580 Design Thinking, Innovation, and Value Creation**

Creative thinking is an effective method for solving complex business problems. Students get acquainted with systematic problem-solving techniques aimed at facilitating the development of creative and innovative products and services to satisfy customers' needs. The learners understand how value is created. Besides project-based learning that helps students apply prototyping strategy in product development processes, group discussions, team presentations, and class tests are used to foster collaboration and aid in integrating the knowledge and experience of the participants.

### **EMBA 585 Enterprise Creation and Management**

New business ventures are the backbone of modern economies. Students are provided with competencies required to create and manage enterprises of differing size and complexity. The course also gives them practical hands-on training on preparing business plans ready to be presented to venture capitalists and business angels. This is done through lectures, class discussion, case studies, and practical assignments.

### **EMBA 590 Business Consultancy Report**

Executives and consultants are often required to lead and participate in the preparation of research-based reports that assess particular organizational problems and recommend solutions to overcome them. Equipped with knowledge and skills related to interventionist research methods, students act as change agents and write a research-based structured consultancy report expressing their views and recommendations.

*Pre-Requisite(s): EMBA 575*

### **FINE 510 Corporate Financial Management**

Corporate financial decisions rest on financial theories and demand strong analytical skills in managers. Sufficient level of expertise in financial management is required for leadership roles in business organizations. Students gain a thorough understanding of the critical components of corporate finance, which include long- and short-term investment decisions, use of the different modes of financing, and dividend policies. The financial statements of corporations, case studies, group and individual assignments, and role plays are used to deliver the course.

*Pre-Requisite(s): ACCT 501*

### **ISYS 503 Spreadsheets and Databases**

Spreadsheets and Database software applications are commonly used to not only identify trends and organize and sort data into meaningful categories but also to store information for reference, reporting, and analysis. The first part of this course provides students with opportunities to apply statistical analysis and data visualization capabilities of Microsoft Excel to tackle business problems. In the second part of the course, Microsoft Access is being used to store, process, manipulate, query, and analyze data for business and industrial applications. Hands-on practice sessions and assignments are used to equip students with specific computer skills focused on the course.

### **ISYS 510 Supply Chain and Logistic Information Systems**

The ability to operate in a highly volatile and uncertain environment is necessary to manage the sustainable and value-driven supply chain. Students explore how information systems can affect the effectiveness and efficiency of supply chains. They also learn about the basics of the supply chain, the role of SCOR, green supply chain, supplier relationships, and models of logistics. The pedagogy used will include team presentations, individual assignments, and class tests.

### **MGMT 510 Management of Organizations**

Managers' job is becoming challenging, especially in today's dynamic business environment. Students explore the

basic functions of management which are: planning, organizing, leading and controlling. They are also familiarized with the classical and contemporary theories and views of management. Through case studies, in-class presentations and discussion, student learn how firms can be managed effectively and efficiently to achieve its goals and objectives.

#### **MGMT 520 Operations Management and Control**

Organization excellence is only attainable through coherent and consistent operations. This course examines the role of an operations manager and techniques that are being used by an operation manager to plan, implement, monitor, and improve operations in the manufacturing and service sectors. Focus is on decisions operations managers must make within the wider corporate and industry context, from initial product and process design to sourcing, purchasing, stocking, and manufacturing. Students would gain the required skillset through lecturing, class discussion, case studies, and presentation.

*Pre-Requisite(s): MGMT 510*

#### **MGMT 530 Procurement and Supply Management**

The selection of a strategic supplier helps manufacturers strike the right balance between cost and quality. Strategic procurement is the focus of this course where students learn to identify potential suppliers, foster a strong bond with selected suppliers, obtain quality materials at the right price, and develop strategies for timely delivery of the flow of goods and materials. This will be done through team presentations, individual assignments, and concept mapping and quizzes.

#### **MGMT 540 Inventory Planning and Warehousing**

Monitoring and tracking of raw materials and goods help keep costs low and enable organizations to meet demand. This course introduces students to the theories and concepts of inventory and warehouse management that lead to smoother and more profitable operations. The students learn about forecasting, inventory management, material handling techniques, and warehouse management strategies. Through onsite visits, lecturing, case studies, and discussions students gain insight into the essential skills required to effectively manage an organization's assets and reduce holding costs.

#### **MGMT 550 HR Analytics**

The availability of classified data on employees enables human resource managers to optimize their performance and enhance business capabilities in a dynamic business environment. Students learn to improve human resource practices by using techniques like HR metrics, recruitment and selection analytics, compensation analytics, career planning and attrition analysis. Students get a practical exposure to analyse HR data through case studies, group presentation, projects using Excel/SAS/R.

*Pre-Requisite(s): QMET 530*

#### **MGMT 560 International Trade and Documentation**

International trade has been instrumental in enhancing global welfare around the globe through the creation of new employment opportunities and providing access to a variety of goods and services. The students are acquainted with factors like currency fluctuations, government policies, macroeconomic variables, global financial markets influencing international trade, modes of entry in international markets, and documentation supporting international transactions in line with international laws and trading practices. Case studies, class discussions, and guest lectures by trade and documentation experts are used to groom students in the intricacies and nuances of international trade.

*Pre-Requisite(s): MGMT 460*

#### **MGMT 570 Global Human Resource Management**

Global human resource management helps to understand complexities and challenges faced by organizations and the strategies used to effectively develop and manage international workforce in culturally and geographically diverse environment. Students learn aspects of cross-cultural management, talent management, pay models, knowledge management and diversity management. Through case analysis, industry projects and field visits, students learn to apply HR practices in global context.

*Pre-Requisite(s): MGMT 510*

#### **MGMT 640 Sustainable Management Strategies and Business Policy**

Sustainable competitive advantage is the product of well-formulated strategies. As such, students explore how strategies are developed in firms by pertaining to the tools and principles of strategy formulation and competitive analysis. Concepts as environmental scanning, internal analysis, levels and types of strategies aid the students to grasp the strategic management process with its different phases. Through case studies, readings, in-class presentations and discussions, students acquire knowledge on how to articulate appropriate strategies that address market challenges and enable firms to pursue valuable business opportunities.

*Pre-Requisite(s): ACCT 510; MGMT 510; MRKT 510*

#### **MRKT 510 Marketing Management**

In rapidly changing environment, marketing has become a quintessential strategy for every business's success. Students gain significant knowledge of marketing environment, buyer behavior, competitive positioning, and marketing-mix strategies. They learn to assess market opportunities, develop customer-driven strategies, and defend their marketing plans, individually and in groups. Through a combination of market-based research projects, interactive discussions, case



study, and seminars, students develop the ability to create and deliver value to customers in a complex market environment.

### **MRKT 520 Applied Marketing Analytics**

Companies need to understand their customers' choice to develop an appropriate value proposition. Students develop knowledge of predictive strategic decisions modelling essential to improve customer satisfaction, customer loyalty, and brand awareness. They also gain hands-on experience of social media analytics that are critical for enhancing profitability. Through SAS/R software's, group discussions, projects and case study students gain competency of marketing analytical tools and techniques.

*Pre-Requisite(s): QMET 530*

### **MRKT 530 Digital and Social Media Marketing**

Technology has disrupted the way people interact, consume products, and conduct business. To respond to the changed customers' need in the digital era, it is imperative for the marketers to integrate digital tools whilst creating and delivering customer value. Students explore topics such as digital marketing channels, SEO, content marketing, consumer engagement behavior, web analytics and data-driven skills. They will be equipped with comprehensive digital and social media marketing knowledge through case studies, project, group discussions and hand-on class activities.

*Pre-Requisite(s): MRKT 510*

### **MRKT 540 Consumer Behaviour and Insights**

In the modern marketing era, customers are influencing business strategies. There is a pressing need to assess factors influencing buyer behaviour to develop profitable customer-driven strategies. Students will develop in-depth knowledge of consumer perception, learning, attitude, and personality. They will also learn about social and cultural factors affecting consumer behaviour. Through case studies, research projects and group discussions, students will be equipped with the necessary marketing skills to enhance customer experience.

*Pre-Requisite(s): MRKT 510*

### **PGDM 510 Digital Strategy and Planning**

Digital marketing is instrumental to the success of a business's growth, establishing strong online presence, and achieving sustainable competitive advantage. Students will develop an in-depth understanding of the dynamic online market environment, digital channels and campaigns, marketing mix and relationship marketing. Through projects, hands-on activities and case studies, students acquire a comprehensive knowledge of an integrated digital marketing strategy from formulation to implementation.

### **PGDM 520 Strategic Social Media Marketing**

The use of social media in marketing has strategic significance in the creation, communication, and delivery of value to customers. Students learn fundamental concepts of social media marketing that drive social media engagement, generate more leads, spread brand awareness, and help in reputation management. Through case discussions, hands-on activities and projects, students will develop integrated social media marketing strategies across various social media platforms.

### **PGDM 530 Digital Entrepreneurship**

Leveraging digital technology is viewed as an opportunity to revolutionize entrepreneurship. Students learn to select digital business ideas, create business design, and develop digital prototype of businesses. Through hands-on projects and case studies, students will develop analytical and digital entrepreneurial skills needed to successfully launch new digital business ventures.

### **PGDM 540 Digital Leadership**

Digital leadership is vital for incorporating emerging technologies within the existing organization structure for delivering value to internal and external customers. Students explore the role and significance of digital leadership in the era of digital transformation by developing insight into business model innovation and change management processes. Through projects and case studies, student will get exposure to real life leadership challenges and best practices in digital global environment.

### **PGDM 550 Digital Business Analytics**

The digital transformation of products and services is dramatically changing the existing economic system. The analysis of web-related information provides company with new and valuable source of information. Students will have a clear and complete understanding of data mining process, dimension reduction techniques, regression models, performance evaluation and social media analysis. Through software Python/R students, group activities, projects and case study students will learn to identify, evaluate, and capture business analytics opportunities to improve business performance.

### **PGDM 560 Search Engine Optimization**

Search Engine Optimization (SEO) is critical for increasing visibility of a website to attract customers. Students develop insight into the concepts and learn the skills of Search Engine Optimization that help them to put their website at the top of search engine. They learn the basics of website development, on-page optimization, off-page SEO and methods of measuring outcome of SEO efforts. Through practical assignments, projects and case studies, students develop



competency to organically increase traffic of the website.

#### **PGDM 570 Content Marketing**

A successful business in digital ecosystem calls for an effective content creation and planning as a productive marketing strategy. Students develop competency and skills for creating compelling, targeted, and measurable marketing content across various digital marketing channels. They further learn to assess buyer journey and evaluate user experience. Through real life digital projects, case studies, popular content creation tools and techniques, students develop the ability to measure success of the content marketing strategy.

#### **PGDM 580 Capstone Project**

Capstone projects are important indicators of students' learning. Students are introduced to essential research elements and data collection tools (1 credit-hour). This is followed by conducting a comprehensive project (2 credit-hours) focusing on applying digital marketing tools and techniques to develop research-based concrete solutions to digital marketing problems. Lectures, discussions, site visits and faculty support are used to equip students with critical thinking and research skills needed to carve a successful career in the digital world.

#### **QMET 502 Survey of Statistics for Decision Making**

Quantitative tools and methods are necessary skills required in the contemporary world of business. The current business environment demands managers' ability to analyze and summarize data and use statistical tools for decision-making and problem solving. Students are acquainted with the topics related to data organization, visualization, hypotheses testing for parametric and nonparametric tests. Through group activities, assignments and using Microsoft Excel students are prepared to deliver effective business presentations.

#### **QMET 510 Quantitative Methods for Business**

Statistical techniques and quantitative methods are useful for analyzing and interpreting data. The course focuses on measures of data, data cleaning, and statistical models, in particular, regression analysis, factor analysis, discriminant analysis and structural equation modelling (SEM). Using Excel/SAS/R software and through group activities and projects, students will learn to build different statistical models to analyze and interpret the data.

*Pre-Requisite(s) QMET 502 (where applicable)*

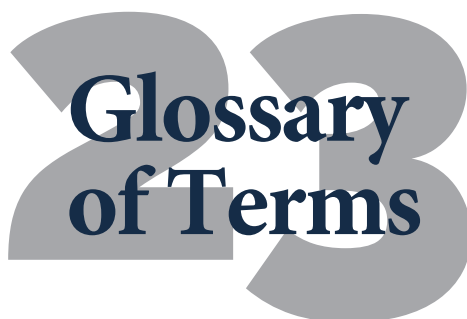
#### **QMET 520 Data Mining for Business Intelligence**

Business intelligence techniques affect firms' ability to cultivate a sustainable competitive advantage, especially in the current data-driven economy. The course introduces data mining techniques, used for analyzing vast amounts of data to produce meaningful results. Students explore topics such as types of data management system, visual analytics, data mining techniques and concept of Big data. Through software Power BI/Excel, group activities and projects students will use analytics techniques to support decision making.

*Pre-Requisite(s) ISYS 503 (where applicable)*

#### **QMET 530 Applied Data Analytics**

Predictive analytics improve decision making by helping managers find hidden insights or patterns from raw data. The students develop understanding of data structuring, data wrangling for effecting data analysis and use right machine learning algorithms, cross validation techniques to interpret the business problems. Analyzing data using software R/SAS, group-activities and projects, students will learn to predict future outcome of a business problems based on historical data.



#### **Academic standing:**

The current academic performance based on SGPA and CGPA

#### **Academic break:**

The duration when a student takes a break from an ongoing university session due to academic or personal reasons.

#### **Academic Warning:**

Students who fail to maintain the required SGPA are given an academic warning.

**Academic Dismissal:**

Dismissal from the University due on academic grounds.

**Academic Probation:**

Students promoted with academic warning are considered to be on academic probation where they can take limited number of credits per semester.

**Academic Progression:**

Semester on semester movement of the students after successful completion of required credits.

**Add and Drop:**

The duration at start of the semester when students can add or drop a course without affecting their GPA.

**Bachelors:**

a Bachelor's degree normally requires at least four but no more than five years of full-time study, with a minimum of 120 semester credits (or equivalent).

**Credit Hours:**

The academic credit provides a basis to measure the amount of engaged learning time expected of a typical student. A credit, or credit hour, is a unit of measurement defining the student's overall effort towards attaining a qualification. 1 semester credit equals approximately 1 hour of time in class per week over a semester of 15 weeks or longer.

**Cumulative GPA:**

Cumulative grade point average.

**Degree:**

Award at the end of an academic study.

**GPA:**

Grade Point Average

**Internship:**

The term applies to an experience in which a student has a program-related assignment involving attachment to a recognized business, agency or organization.

**Transfer:**

Transfer of credits from other accredited university.

**SGPA:**

Semester Grade Point Average

**Conditional Admission:**

Conditional admission of a student to the university dependent upon the individual successfully completing coursework, or meeting other specified criteria, in order to progress into the full set of courses within the academic program.

**Course:** A course consists of a number of instructional activities over a prescribed period of time. It deals with a single subject and is commonly described by title, number, credits, and expected learning outcomes

**Semester:** A semester is a period of time, typically a minimum of 15 weeks, during the university offers courses. Some courses may be offered in a time-shortened period, often called a term, such as a summer term.

**Major:** The major is the field of study in which a student specializes at the baccalaureate level.

**Elective:** Courses which are not compulsory for students. Electives may be free—selected by the student from any course offerings, or restricted—chosen from a pre-determined list of options.

**Concentration:** A concentration is best thought of as a grouping of courses which represent a sub-specialization taken within the major field of study. For example, a student majoring in 129 biology might have a concentration in genetics, or a student in electrical engineering may have a concentration in telecommunications or instrumentation and control. A concentration may be specified on the student's academic record (transcript) but not on the degree certificate.



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