Amrita AHEAD online Program
Strategy Plan

Amrita AHEAD Program imparting innovative business education with expert faculty, learning flexibility, state-of-the-art technology, technology enhanced virtual learning environment for learners deploys best learning platforms and delivers superior learning pedagogy for learners.

The UGC approved academic program is a well-researched curriculum that is set to accelerate the development of attitude, knowledge and skills in learners with theoretical and application knowledge necessary for the industry, commerce and academia domains.

HIGHLIGHTS:

- Experiential Online Learning Program
- Industry relevant certification courses
- Learner centred Faculty Mentorship
- Live sessions and recorded videos for later reference
- Hands on self-efficacy Virtual learning
- Creative thinking reinforced Online tests
- Learning enhanced Discussion Forum
- National and Internationally renowned faculty and industrialist webinars
- Workshops and courses by Amrita TBI (Amrita TBI is one of the top incubators under AIM, NITI Aayog, Govt. of India).
- Keen and committed career training and placement support
- Interaction with Alumni’s.
- Close industry interactions through workshops and project experience with real time industry projects.
Vision and Strategy of program for the benefit of learner’s

The presence of live sessions, online discussion forum, online tests and exams, recorded lectures give the aspirants the ease to choose their learning space at their comforts.

Each course in the curriculum integrated with industry curated courses imparts the necessary skills with a solid blend of knowledge to resolve, innovate, and think for future commercial, industrial and national challenges. The program steps up to deliver an uncompromising stature for learners meeting international standards.

Fulfilling its Vision, Program caters to the educational, skill and career development needs of learners from various spheres such as learner’s who are working part time and full time, learners from rural, semi-rural, semi-urban and urban areas, learners who are skilled and unskilled, learners from Organized and Unorganized Sectors, working women, housewives and unprivileged. Special consideration given to learners from low level of disposable income, rural dwellers, women, unskilled men, minorities, and physically disabled and minority groups.

Quadrant Approach as per UGC Guidelines

Program follows a Curriculum having courses for a total of 118 credits with detailed syllabus of each course from semester I – VI. Each course in the program is developed by a team of course expert (content development with video recordings prepared by Professor/Assistant Professor) and supporting faculty team (Assistant Professor & Teaching Assistants).

For course delivery, Program has Learning Management Systems for learners access to course contents, learning through Live sessions and interactions, taking tests and exams.

As per UGC Guidelines, course content is developed using Four Quadrant Approach

(a) Quadrant-I is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.

(b) Quadrant-II is e-Content; has self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and has Web Resources such as further
references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals.

(c) Quadrant-III is the Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinator or the team.

(d) Quadrant-IV is Assessment, which shall contain; Problems and Solutions, which is in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

Strategy plan - Course delivery, Student support and Progression

The administrative arrangements, that integrates teaching and technology support for effective delivery of program in Online Learning for Learners is structured as given below:

A) Strategy plan - Course delivery and Student support

Department/ Program internal structure for effective course delivery via feedback mechanism and Quality Assurance of Program Delivery

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<th>Program Coordinator</th>
<th>Course Coordinator</th>
<th>Batch Advisor</th>
<th>Student Class Representatives</th>
<th>CLASS FEEDBACK</th>
</tr>
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Programme Coordinator roles and responsibilities:

- overall coordination of the development, delivery and assessments of the learners in an Online Program,
- Feedback from faculty for policy formulation
- Feedback from students for policy formulation
- Resources allocation that are competent to deliver online education effectively from
the learner learning perspective

- Arranging Training and Development Programs.

**Course Coordinators roles and responsibilities:**

- Convening Class committees,
- Internal marks publishing - Follow up teachers
- End semester and Supplementary exam results discussion
- Organising Webinars
- Communication with faculty team on content development and course progress
- Review of course contents from other campuses.

**Batch Advisor roles and responsibilities:**

- All Communication regarding Transfer to next batch related, course dropping, discontinuing,
- Class concerns feedback retrieving
- Administrative tasks related with Program
- Publicising webinars
- Remuneration and compensation through HR to experts
- Weekend Live session monitoring
- Documentation tasks.

**Student Class Representative roles and responsibilities:**

- Participating in class committee meetings,
- Collecting feedback from students regarding courses, exams, and webinars
- Reminding webinars to class.

**Strategy on Content development**

**Online Self Learning Materials:**

Online course contents are developed by internal faculty team specialized in respective courses belonging to each semester. The course contents developed as per quadrant pattern are reviewed by a Reviewing committee. The reviewed content is then corrected and shared with course experts for video production and development. The self-learning materials developed by faculty team ensures that-

1. Self-Learning Material are developed with clearly stated objectives, intended learning outcomes, study guidance and advice for the learners as to how to optimally use the material and suggestive related reference material to enhance the learning experience, and linkage within the text with other media is maintained for easy referencing and progress,
2. Self-Learning Materials are developed by the 1) internal faculty and 2) sourced from available resources such as other Higher Educational Institutions, Open Educational Resources (OER), and SWAYAM, duly approved by the statutory authorities of the Higher Educational Institution,

3. Self-Learning Materials developed and offered by it is self-explanatory, self-contained, illustrative, easily comprehensible, and in manageable modules such as units and blocks,

4. Self-Learning Materials provides adequate mechanism for the learners to provide feedback on their understanding of the subject,

5. Self-Learning material is revised periodically from the perspective of improving quality and learner support.

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### Content Development Structure

**Course Expert**  
(Video recording/Production)

\[\uparrow\]  
Reviewing committee

\[\downarrow\]  
**Course faculty member/Course Instructor**  
(Content development and engaging live sessions)

\[\uparrow\]  
Reviewed by Course Instructor

\[\downarrow\]  
**Teaching Assistant**  
(Content development and evaluation of assessments)

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### B) Strategy plan on Student Progression

- **Industry curated elective courses** from second year
- **Placement/soft skill development sessions** every semester
- **Study abroad programs** via Amrita Center for International Programs (ACIP)
- **International study Exchange programs** via Amrita Center for International Programs (ACIP) in Final year
- **Internship avenues** through **Corporate and Industrial Relations** Department (CIR)