AMRITA VISHWA VIDYAPEETHAM

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CIRCULAR

Sub: Coursera Choices for Free Elective 1 and 2 in AY 2023-2024 Odd Semester

Students are given choices to opt for Free elective 1 or Free elective 2 through Coursera in the upcoming Odd Semester AY 2023-2024.

Course Choices will be as follows:

S.No	Course Name	University / Industry Partner Name
1	Branding and Customer Experience	IE Business School
2	Digital Media and Marketing Principles	University of Illinois at Urbana-Champaign
3	Science & Religion 101	University of Alberta
4	Influencer Marketing Strategy	Rutgers the State University of New Jersey
5	De-Mystifying Mindfulness	Universiteit Leiden

Course Syllabus is available in the URL provided.

Procedure for Registration:

➢ Students have the option for registering either for regular free elective courses offered by Amrita or Coursera courses.

➢ These Coursera choices do not have registration charges or separate Fees.

➢ **Registration Process for Coursera will be through MS Forms and not in AUMS.**

➢ Students have the choice to opt for one of the options below:

Option	Course Name	Total Hrs
Option 1	De-Mystifying Mindfulness	29.4
Option 2	Branding and Customer Experience	9.5
	Science & Religion 101	20.7
Option 3	Digital Media and Marketing Principles	11.7
	Science & Religion 101	20.7
Option 4	Science & Religion 101	20.7
	Influencer Marketing Strategy	14.2

➢ **The forms will be open from 19th June 2023, 5 PM to 25th June 2023, 5 PM.**

➢ A maximum number of 505 students only will be allowed to opt for Free Elective 1.

➢ A maximum number of 190 students only will be allowed to opt for Free Elective 2.

- Registration Cap will be fixed based on the timeline of MS form submission, which would be first come first serve basis.
- Students whose registration accepted in MS Forms will receive a mail from Academic Coordination Office confirming the choice of option. Change of option will not be available.
- Selected students will receive a link directly from Coursera to start the course.
- Students MUST complete the course by **23th September 2023, beyond which access to Coursera will NOT be available.**
- Completion Certificates **for the opted courses** have to submitted to the respective department academic coordinator for scrutiny.
- Grades of these courses will reflect under the OEL in AUMS and Grade sheets.
- Students who fail to complete the course will be given "F" grade.
- All official communications will be sent to only the student Amrita mail id. Student have to check the mails on a regular basis.

Registration Process in MS Forms

- MS Forms are available separately for Free Elective 1 and Free Elective 2 and the choice of course options are same for both electives.
- Students can access the MS Form link only with Amrita Mail ID (Student Login).
- [Link for Free Elective 1 Registration](#)
- [Link for Free Elective 2 Registration](#)
- Only one response will be accepted per student in MS Form for each elective.
- Students from B.Tech (VII Semester) AIE, ECE, CCE have both the elective registrations, hence they need to ensure that the choices are not repeated.

Grade Awarded:

Option 1	Course % will be mapped to equivalent Amrita grade
Option 2, 3, 4	Average percentage of individual courses((% of Course 1 +% of Course 2)/2) to Amrita grade

Dr. Sasangan Ramanathan
Dean – Faculty of Engineering

To: All Chairpersons – ASE, Dept. of Social Work; Principal – ASPS, ASC; Dy. CoE; Academic Coordination Task