AMRITA UNIVERSITY

Accredited by NAAC with ‘A GRADE’

Professional Courses

VALUE BASED Education
for LIVING and LIFE

AMRITA UNIVERSITY

SCHOOL OF ARTS & SCIENCES
KOCHI

ADMISSIONS 2017
Courses Offered in the CAMPUS

Under Graduate Programme
3 YEARS - 6 SEMESTERS
GIRLS ONLY

B.Sc. (Visual Media)
Eligibility: 10 +2 any stream with 50% marks

B.B.A. (Logistics Management)
Eligibility: 10 +2 any stream with 50% marks

B.Com. (Finance & Computer Applications)
Eligibility: 10 +2 any stream with 50% marks

B.Com. (Taxation & Finance)
Eligibility: 10 +2 any stream with 50% marks

B.Com.
Eligibility: 10 +2 any stream with 50% marks

M.Com. (Finance and Systems)
Eligibility: B.Com., B.B.M., B.B.A., B.Sc. (Banking) with 50% marks. Selection by merit and interview process.

M.Sc. (Mathematics)
Eligibility: B.Sc. (Maths/Statistics/OR) with 50% marks.

M.J.M.C. (Master of Journalism and Mass Communication)
Specialising in Video Production and Broadcasting
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.A. (Visual Media and Communication)
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.A. (Corporate Communication and Advertising)
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

Integrated Programme
5 YEARS - 10 SEMESTERS

Integrated B.C.A. - M.C.A. GIRLS ONLY
Eligibility: 10 +2 any stream with 50% marks. [Exit option with B.C.A. after 6th Semester]

Integrated B.A.-M.A. (English Language and Literature) BOYS & GIRLS
Eligibility: 10 +2 any stream with 50% marks. [Exit option with B.A. after 6th Semester]

Integrated B.Sc.-M.Sc. (Mathematics) BOYS & GIRLS
Eligibility: 10 +2 any stream with 50% marks. [Exit option with B.Sc. after 6th Semester]

Post Graduate Programme
2 YEARS - 4 SEMESTERS
BOYS & GIRLS

M.Com. (Finance and Systems)
Eligibility: B.Com., B.B.M., B.B.A., B.Sc. (Banking) with 50% marks. Selection by merit and interview process.

M.Sc. (Mathematics)
Eligibility: B.Sc. (Maths/Statistics/OR) with 50% marks.

M.J.M.C. (Master of Journalism and Mass Communication)
Specialising in Video Production and Broadcasting
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.A. (Visual Media and Communication)
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.A. (Corporate Communication and Advertising)
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.
M.Sc. (Computer Science) 
Specialising in Systems and Network Administration
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.F.A. (Visual Media) 
Applied Art and Advertising
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.F.A. (Visual Media) 
Animation and Content Management
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.F.A. (Visual Media) 
Digital Film Making
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.Sc. 
(Computer Science)
Eligibility: Graduation in any discipline with 50% marks. Selection by merit and interview process.

M.C.A. (Master of Computer Applications) - Lateral Entry to 3rd Semester
Eligibility: B.C.A., B.Sc. (C.Sc.) or B.Sc. (I.T.) with Mathematics or Statistics as one of the subjects, with an aggregate of minimum 60% marks. Admission for MCA through Entrance Test and Interview.

M.Phil. 
(Computer Science and IT)
1 YEAR - 2 SEMESTERS
Eligibility: Masters Degree in concerned discipline with 60% marks. Admissions through Departmental Aptitude Test (DAT) and Interview process

M.Phil. 
(Commerce and Management)

M.Phil. 
(Visual Media and Communication)

M.Phil. 
(English Language and Literature)

M.Phil. 
(Mathematics)

Ph.D. 
(Computer Science and IT)

Ph.D. 
(Commerce and Management)

Ph.D. 
(Visual Media and Communication)

Ph.D. 
(English Language and Literature)

Ph.D. 
(Mathematics)

Institutional Member and Student Branch Activities of Computer Society of India (CSI)

Institutional Member
Kerala Management Association (KMA)

Learning through CSR and Sustainable Development Initiatives of major Research and Development organisations

Collaborative Programmes and Projects with Film, Media and Advertising Industry
Do you want to become the best NETWORKING PROFESSIONAL?

The PG Programme focussed towards developing a career in Networking and Systems Administration

M.Sc. Computer Science
SYSTEMS AND NETWORK ADMINISTRATION

TWO Years
FOUR Semesters

ELIGIBILITY: Graduation in any discipline with 50% marks and interview process

For Boys and Girls

Course Coverage


Job opportunities for Computer Networking and Systems Administration include:

Network Administrator, Network (Systems) Engineer, Network (Service) Technician, Network Programmer/Analyst, Network/Information Systems Manager

M.C.A. Master of Computer Applications

Lateral Entry to 3rd Semester -- TWO Years - FOUR Semesters

ELIGIBILITY: B.C.A., B.Sc. (C.Sc.) or B.Sc. (I.T.) with Mathematics or Statistics as one of the subjects, with an aggregate of minimum 60% marks.
(Admission for MCA through Entrance Test and Interview)

Course Coverage

INTEGRATED
BCA-MCA

Integrated 5 year Programme
FIVE Years - TEN Semesters

ELIGIBILITY: 10+2 any stream with 50% marks

Exit option with BCA Degree after 6th Semester

For Girls Only

Course Coverage

Project in Sixth Semester and Project, Internship and Dissertation in Tenth Semester

Some organisations which recruited our students for placement and internship
Excellent career options in

COMMERCIAL AND MANAGEMENT

M.Com.

Specialising in FINANCE and SYSTEMS

TWO Years - FOUR Semesters

ELIGIBILITY: Graduation in any discipline with 50% marks and interview process

Course Coverage


B.B.A.

Logistics Management

THREE Years - SIX Semesters

ELIGIBILITY: 10 + 2 any stream with 50% marks

Course Coverage

THREE Years - SIX Semesters

ELIGIBILITY: 10+2 any stream with 50% marks

Course Coverage


Electives

FINANCE STREAM - Investment Management, Investment Analysis and Portfolio Management.


INFORMATION TECHNOLOGY STREAM - Web-based Marketing, Audit Control and Practices, Information Systems - Assets. INDUSTRY PROJECT AND INTERNSHIP.

INDUSTRY PROJECT AND INTERNSHIP.

THREE Years - SIX Semesters

ELIGIBILITY: 10+2 any stream with 50% marks

Course Coverage


Some organisations which recruited our students for placement and internship

Innovative Career in **MEDIA INDUSTRY**

**M.A. Master's Programme**

**VISUAL MEDIA AND COMMUNICATION**

**TWO Years - FOUR Semesters**

**ELIGIBILITY:** Graduation in any discipline with 50% marks and Interview process

**Course Includes**


**SPECIALISED ELECTIVE STREAMS:**

- **Film & Video Production Stream** - Visualization and Storyboarding, Media Organization and Management, Screenplay Writing, Art Direction for TV and Film, Film Direction, Creative Expression in Regional Languages.
- **Advertising Stream** - Principles of Integrated Marketing Communications, Visualization and Storyboarding, Web Designing and Development, Art Direction for TV and Film, Creative Copy Writing for Media, Internet Advertising.
- **Animation & Web Designing Stream** - Visualization and Storyboarding, Graphics and Animation, Web Designing and Development, Responsive Web Designing, Mobile App Designing, Corporate Video Production.
- **New Media, Content & Conent and Web Authoring Stream** - Content Writing for New Media, Web Designing and Development, E-learning Strategies, Creative Expression in Regional Languages, Creative Copy Writing for Media, Responsive Web Designing.

**Final Semester:**

- Industry Project
- Internship
- Short Film / Documentary
- Web Design and Portfolio Making
Make an imprint in COMMUNICATION and ADVERTISING

M.A. Master’s Programme
CORPORATE COMMUNICATION AND ADVERTISING

TWO Years - FOUR Semesters

ELIGIBILITY: Graduation in any discipline with 50% marks and Interview process

Course Coverage


Final Semester:

Industry Project, Internship, Ad Film /
Corporate Film, Web Design
and Portfolio Making

For Boys and Girls

Master’s Programme
Creative Career in **VISUAL DESIGNING AND CONTENT**

**2D/3D Animation & Graphics, UI Developing Photography, Motion Graphics, Visualisation Audio Video Editing, E-learning, Advertising Visualisation, Story Board, TV Commercial Web/Graphic Designing, Motion Graphics Video Game Production, Videography Content Authoring and Management Responsive Web Designing Internet Advertising**

**M.F.A. Master’s Programme**

**visually designing and content**

**Specialisation:** Animation and Content Management

**TWO Years - FOUR Semesters**

**ELIGIBILITY:** Graduation in any discipline with 50% marks and Interview process

**Course Coverage**


Some organisations which recruited our students for placement and internship


**Final Semester:** Industry Project, Internship, Animation Film, Web Design and Portfolio Making
TWO Years - FOUR Semesters

ELIGIBILITY: Graduation in any discipline with 50% marks and Interview process

Course Includes

Components of Visual Design, Film Studies, Introduction to Film Making, Studies in Visual Aesthetics, Audiology Practice Lab, Photography Practice Lab, Videography Practice Lab, Graphic Design Lab, Components of Visual Design Lab, Film Analysis Lab, Cultural Education, Film Direction, Screenplay Writing, Post Production and Motion Graphics Lab, Film Direction Lab, Amrita Values Programme, Management of Film Production, Art Direction, Visualization and Storyboarding, Live-in-Labs, Short Film Production (Fiction and Documentary) Lab, VFX and Composting Lab, Mini Project. ELECTIVE I (any one): Web Design and Content Management, Acting and Dramatic Presentation, New Media and Web Content, Photo Journalism. ELECTIVE II (any one): Web Design and Content Management II, Niche Journalism, Public Relations for Media, Television Commercials and Radio Spots.


Some organisations which recruited our students for placement and internship


Final Semester: Industry Project, Internship, Film Making and Portfolio Making
TWO Years - FOUR Semesters

ELIGIBILITY: Graduation in any discipline with 50% marks and Interview process

Some organisations which recruited our students for placement and internship

Illustrate your career in

ART & ADVERTISING

M.F.A. Master’s Programme
VISUAL MEDIA

Specialisation: Applied Art and Advertising

Two organisational practices:
- Industry Project, Internship, Animation Film, Web Design and Portfolio Making

Course Includes

Elective: Media and Communication, Motion Graphics for Film and Television, Creative Expression in Regional Language, Photo Journalism
Become a **VISUAL JOURNALIST** and **PRODUCER**

**M.J.M.C.** Master’s Programme

**Specialisation:** Video Production and Broadcasting

**TWO Years - FOUR Semesters**

**ELIGIBILITY:** Graduation in any discipline with 50% marks and Interview process

**Course Coverage**

Contemporary Media Scenario, Print Journalism and Writing, Introduction to Communication and Media Theories, Research Methodology for Communication and Media Studies, Print Journalism and Writing Practice, Audiovisual Production Practice Lab, Photography Practice Lab, Videography Practice Lab, Graphic Design Lab, Cultural Education, Broadcast Journalism and Reporting, Media Studies, Film Studies, Media Ethics and Laws, Scriptwriting/Writing for Broadcast Media, Digital Video Editing, Short Film Production, Fiction and Documentary Lab, Amrita Values Programme, Media Analysis Techniques, New Media and Web Content, Online Journalism, Public Relations, Critical Viewing and Reading Analysis Practice, News Casting, Anchoring, Programme Presentation Skills, New Media and Web Content Lab, Public Relations Campaign Practical, Reporting, Editing and Lab Journal, Live-in-Labs, Internship Training and Report Presentation, Video News Production with Mini Project. **Electives:** Creative Expression in Regional Language, Photo Journalism, Science Communication, Advertising.

**Some organisations which recruited our students for placement and internship**


**Final Semester:** Industry Project, Internship, Dissertation Short Film and Portfolio Making
B.Sc. VISUAL MEDIA

THREE Years - SIX Semesters

ELIGIBILITY: 10 + 2 any stream with 50% marks

Course Coverage


Some organisations which recruited our students for placement and internship


Final Semester: Industry Project, Internship, Short Film and Portfolio Making
INTEGRATED

B.A.-M.A.

ENGLISH LANGUAGE AND LITERATURE

Integrated 5 year Programme  FIVE Years - TEN Semesters

ELIGIBILITY: 10+2 any stream with 50% marks

Course Coverage


Job opportunities for English graduates are generally in the following fields:

Public Service

Arts, Literary Writing, Culture, Media, Entertainment & Publishing
Print and Broadcast Media, Corporate Communication & Content Writing.

Library Science/Information Services, Research

Project in Sixth Semester and Dissertation in Tenth Semester

Exit option with BA Degree after 6th Semester

For Boys and Girls
INTEGRATED
B.Sc. - M.Sc.

Integrated 5 year Programme FIVE Years - TEN Semesters

ELIGIBILITY: 10 + 2 any stream with 50% marks

Course Coverage

Job Opportunities: Teaching, Scientific and Inter-disciplinary Research, Analytics, Acturial Specialists
Research through the Ph.D. and M.Phil. Programme enable scholars to explore a wide range of problems in specialised disciplines. Research is the driving force behind academic brilliance. Ph.D. and M.Phil. programme are offered in the departments of Computer Science and IT, Commerce and Management, Visual Media and Communication and English and Languages. Some teachers, scientists and scholars are working in funded projects. Campus has contributed richly towards enhancing the research profile of the university through international and national publications and research outputs.

**Enrich KNOWLEDGE through Research**

**M.Phil.**

**FULL TIME - REGULAR**

- M.Phil. (Computer Science and IT)
- M.Phil. (Commerce and Management)
- M.Phil. (Visual Media and Communication)
- M.Phil. (English Language and Literature)
- M.Phil. (Mathematics)

ONE Year - TWO Semesters

**ELIGIBILITY:** Masters Degree with 60% marks in the concerned discipline. Admission through Departmental Aptitude Test (DAT), and the Interview process

**Ph.D.**

**FULL TIME - REGULAR**

- Computer Science and IT
- Commerce and Management
- Visual Media and Communication
- English Language and Literature
- Mathematics

**ELIGIBILITY:** Masters Degree with 60% marks in the concerned discipline. Admission through Departmental Aptitude Test (DAT), and the Interview process
AMRITA VALUES PROGRAMME
Value additions to Life and Sustainability

Live-in-Labs®
Experiential Learning in Rural India

An Initiative by Amrita University
THE SCHOOL has established an excellent PLACEMENT RECORD in different disciplines.

270+ Top-Notch Recruiters  Multiple, Core & Dream Job Offers
Credit-Based Finishing School Programme  80+ Industry Collaborations

Industry **Tie-ups and Placement** through Corporate and Industry Relations (CIR)

*Every campus of Amrita has a full fledged CIR team with a Centre Head, Placement Manager and Faculty to train and equip students for placement during Regular Class Timings.*

**MORE THAN 50 RECRUITERS**
have been consistently involving in our campus recruitment process.
AMRITA SCHOOL OF ARTS AND SCIENCES
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