Academic Programmes
Curriculum and Career Guidance
Academic Programmes

Curriculum Structure

and

Career Guidance
Courses Offered in the CAMPUS

Under Graduate Programme
Eligibility: 10 +2 any stream with 50% marks

B.Com. (Finance & Systems)  GIRLS ONLY
3 Years - 6 Semesters   Eligibility: 10 +2 any stream with 50% marks

B.Com. (Taxation & Finance)  GIRLS ONLY
3 Years - 6 Semesters   Eligibility: 10 +2 any stream with 50% marks

B.B.A. (Logistics Management)  GIRLS ONLY
3 Years - 6 Semesters   Eligibility: 10 +2 any stream with 50% marks

B.Sc. (Visual Media)  GIRLS ONLY
3 Years - 6 Semesters   Eligibility: 10 +2 any stream with 50% marks

B.F.A. (Painting)  BOYS & GIRLS
4 Years - 8 Semesters   Eligibility: 10 +2 any stream with 50% marks

B.F.A. (Photography)  BOYS & GIRLS
4 Years - 8 Semesters   Eligibility: 10 +2 any stream with 50% marks

Integrated UG-PG Programme
Exit option with UG Degree after 6th Semester

Integrated B.C.A.-M.C.A.  GIRLS ONLY
5 Years - 10 Semesters   Eligibility: 10 +2 any stream with 50% marks

Integrated B.A.-M.A. (English Language & Literature)  BOYS & GIRLS
5 Years - 10 Semesters   Eligibility: 10 +2 any stream with 50% marks

Integrated B.Sc.-M.Sc. (Mathematics)  BOYS & GIRLS
5 Years - 10 Semesters   Eligibility: 10 +2 any stream with 50% marks
Post Graduate Programme

M.Com. (Finance & Systems)
Eligibility: B.Com., B.B.M., B.B.A., B.Sc. (Banking) with 50% marks.

M.C.A. (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 through Entrance Test and Interview.)

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

M.A. (English Language & Literature)
Eligibility: B.A. (English) with 60% marks and Interview process.

M.A. (Visual Media & Communication)
Eligibility: Graduation in any discipline with 50% marks.

M.A. (Corporate Communication & Advertising)
Eligibility: Graduation in any discipline with 50% marks.

M.A. (Journalism & Mass Communication)
Specialising in Video Production & Broadcasting
Eligibility: Graduation in any discipline with 50% marks.

Eligibility: Graduation in any discipline with 50% marks.

M.F.A. (Visual Media) Animation & Content Management
Eligibility: Graduation in any discipline with 50% marks.

M.F.A. (Visual Media) Digital Film Making
Eligibility: Graduation in any discipline with 50% marks.
Research Programme

M.Phil.  FULL TIME: 1 YEAR - 2 SEMESTERS / PART TIME: 2 YEARS - 4 SEMESTERS
Eligibility: Masters Degree in concerned discipline with 60% marks.
Admissions through Departmental Aptitude Test (DAT) and Interview process

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

Ph.D.  FULL TIME - REGULAR  BOYS & GIRLS
Eligibility: Masters Degree in concerned discipline with 60% marks.
Admissions through Departmental Aptitude Test (DAT) and Interview process

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

Curriculum Structure

Curriculum has been designed to reflect the most updated changes in academic, research and industry. Most of the programme have Free Electives, Amrita Values Programme, Live in Labs and Career Advancement Programme.

Free / Open Elective: They are one credit elective courses a student can take from among various alternatives cutting across the main discipline, facilitating interdisciplinary learning.

Amrita Values Programme: These optional courses of one credit are meant for a student deeply interested in values and culture.

Live in Labs: A course of one credit for a student desiring to spend a few days in an outcome based village development project.
The development of a good career starts from the thought process of assessing one’s own capabilities. This is done by a SWOT analysis. This results in a self-appraisal to build an awareness of own strengths, weaknesses, opportunities and challenges. For example a student aspiring to join a course in engineering should have obvious mathematical skills. Once your ambitions match the skills you are possessing, next attempt should be to narrow down your choice of available courses and institution. Once you choose the institution and the course offered, you should definitely explore the scope of the course in more detail. One should find out whether the curriculum covers the state-of-the art standards. A comprehensive picture of this matching profiles with regard to the courses here may be obtained from the following description. Next we should find out the faculty strength and the infrastructure of the institution. We should also find out whether the institute supports the placement process through a placement or corporate relations department and whether separate training sessions towards the successful objective of placement are provided. We should also explore the possibilities of higher learning at the institute.

A career aspirant should find out whether the institute has a system to encompass extramural learning from experts in the chosen field and also possibility for learning courses across the departments in an interdisciplinary approach.
Perceptions on Building a Career through Amrita

For a career aspirant the skills acquired during the academic learning process lay the strong foundation for the future success in a chosen career.

After completing the 12th grade or the graduation, a student may ask: What should I choose and which University / college should I join? What are the advantages and also challenges related to a particular course of study prerequisite skills?

Will I get a good career opening? Are the faculty members proficient and experienced in imparting the training for me? Does the curriculum offered cover the knowledge requirements and pragmatic skills for getting a job? Does the syllabus match and adapt itself to the Indian and International standards? Is the examination system transparent and modern? Will I get my degree and examination results in time?

How disciplined are the routines of the learning process and environment? Are there sessions to enhance my knowledge outside the framework of formal syllabus? Career aspirants are enthusiastic about the choice of course and institution.

The Choice based Credit system (CBCS) followed in our university provides choice for students to select from the core, elective and free electives of fractional credits.

CBCS: A course (a subject/paper) will define clearly the learning objective and outcomes. As the learning progresses depth component increases and scope for elective will increase.

This booklet on Career guidance gives you an idea about the present trend and options of career advancement and the possible domains of work areas of students.

The information is also presented in simple graphical manner. One can develop knowledge of the career options by browsing the net for a detailed understanding.

Raising the Goals and Skill required for Professional Success

The most important 21st century contemporary skills required for success in any field are the:

» Digital age literacy and multicultural social views and knowledge of basic scientific facts.
» Inventive Thinking including the adaptability to situations, reasoning, logic and creativity
» Effective group, intra and inter personal Communication and sense of civic responsibility.
» Ability for prioritizing, planning, managing for results and effective use of real-world tools.

Above skills are more generic in nature there are domain specific skills required for each job.

Academic and campus life at Arts and Sciences School at Kochi provides a unique blend of learning situations to accomplish the above tasks.
B.Com. (Finance & IT)  (Girls Only)  3 Years - 6 Semesters

**SEMESTER - 1**
- Communicative English
- Language Paper I
- Accountancy
- Management Principles and Practices
- PC Software
- Fundamentals of Business Mathematics
- Cultural Education I
- PC Software Lab

**SEMESTER - 2**
- Professional Communication
- Language Paper II
- Advanced Accountancy
- Modern Banking
- Economics for Business
- Business Statistics and Operations Research
- Cultural Education II
- Business Skill using PC Lab I

**SEMESTER - 3**
- Corporate Accounting
- Insurance and Risk Management
- Entrepreneurship Development & Project Management
- Marketing Management and E-Business
- Environmental Science and Sustainability
- Indian Constitution
- Life Skills I
- Amrita Values Programme I
- Business Skill using PC Lab II

**SEMESTER - 4**
- Fundamentals of Costing
- International Trade
- Introduction to Research Projects
- Accounting Packages - Tally
- Mercantile Laws
- Open Elective A*
- Life Skills II
- Amrita Values Programme II
- Accounting Packages - Tally Lab

**SEMESTER - 5**
- Management Accounting
- Direct and Indirect Taxes
- Web Technologies and E-Commerce
- Company Law and Secretarial Practice
- Elective Paper I
- Live-in-Labs# / Open Elective B*
- Life Skills III
- Web Technologies and E-Commerce Lab
- Minor Project

**SEMESTER - 6**
- Principles of Financial Management
- Capital Markets and Financial Services
- Auditing - Principles and Practices
- Strategic Management for Business
- Elective Paper II
- Project

**ELECTIVES** (any ONE STREAM)
**FINANCE STREAM**
- Investment Management
- Investment Analysis and Portfolio Management
- Introduction to International Finance

**MARKETING STREAM**
- Hospital Management
- Human Resources Management Concepts
- Introduction to Organisational Behaviour

**MANAGEMENT STREAM**
- Integrated Advertising and Branding
- Logistics and Supply Chain Management
- Advertising and Public Relations
- Tourism Marketing

**INFORMATION TECHNOLOGY STREAM**
- Web-based Marketing
- Audit Control and Practices
- Information Systems - Assets

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
CURRICULUM STRUCTURE

B.Com. (Taxation & Finance)  (Girls Only)  3 Years - 6 Semesters

SEMESTER - 1
Communicative English
Language Paper I
Accountancy
Managerial Economics
PC Software
Fundamentals of Business Mathematics
Cultural Education I
PC Software Lab

SEMESTER - 2
Professional Communication
Language Paper II
Advanced Accountancy
Banking
Indian Constitution
Income Tax Law and Practice - Basic Concepts
Business Statistics and Operations Research
Cultural Education II

SEMESTER - 3
Corporate Accounting
Insurance and Risk Management
Introduction to GST
Income Tax Law and Practice - Heads of Income
Environmental Science and Sustainability
Mercantile Laws
Life Skills I
Amrita Values Programme I

SEMESTER - 4
Fundamentals of Costing
Advanced Concepts of GST
Income Tax Law & Practice - Determination of Income
Company Law and Secretarial Practice
Accounting Packages - Tally
Open Elective A*
Life Skills II
Amrita Values Programme II
Accounting Packages - Tally Lab

SEMESTER - 5
Management Accounting
GST - Procedures and Practices
Introduction to Research Projects
Investment Management
Elective
Live-in-Labs# / Open Elective B*
Income Tax Law and Practice - Assessment Procedures and Authorities
Life Skills III

SEMESTER - 6
Principles of Financial Management
Capital Markets and Financial Services
Auditing - Principles and Practices
Customs Law - Practice and Procedure
Project

ELECTIVES
Advertising and Brand Management
Enterprise Resource Planning
Hospital Management
Human Resource Management Concepts

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
## Curriculum Structure

### UG PROGRAMME

#### B.B.A. (Logistics Management)  
(Girls Only)  3 Years - 6 Semesters

<table>
<thead>
<tr>
<th>SEMESTER - 1</th>
<th>SEMESTER - 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicative English</td>
<td>Principles of International Business</td>
</tr>
<tr>
<td>Language Paper I</td>
<td>Business Ethics and Corporate Social Responsibility</td>
</tr>
<tr>
<td>Principles of Management</td>
<td>Retail Logistics</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Taxation - Law and Practice</td>
</tr>
<tr>
<td>Fundamentals of Logistics</td>
<td>Elective I</td>
</tr>
<tr>
<td>Basic Concepts of Mathematics</td>
<td>Live-in-Labs# / Open Elective B*</td>
</tr>
<tr>
<td>Cultural Education I</td>
<td>Minor Project</td>
</tr>
<tr>
<td>Business and MIS Lab</td>
<td>Life Skills III</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER - 2</th>
<th>SEMESTER - 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Communication</td>
<td>Legal Principles of Logistics and Shipping Business</td>
</tr>
<tr>
<td>Language Paper II</td>
<td>Introduction to Strategic Management</td>
</tr>
<tr>
<td>Business Economics</td>
<td>Air Cargo Logistics Management</td>
</tr>
<tr>
<td>Business Laws</td>
<td>Elective II</td>
</tr>
<tr>
<td>Business Statistics</td>
<td>Elective III</td>
</tr>
<tr>
<td>Environmental Science and Sustainability</td>
<td>Project</td>
</tr>
<tr>
<td>Introduction to Shipping</td>
<td></td>
</tr>
<tr>
<td>Cultural Education II</td>
<td></td>
</tr>
<tr>
<td>On-site Learning at Logistics and Shipping Industries</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER - 3</th>
<th>Elective I (any one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisational Behaviour</td>
<td>Financial Services and Markets</td>
</tr>
<tr>
<td>Introduction to Marketing Management</td>
<td>Total Quality Management</td>
</tr>
<tr>
<td>Operations Management</td>
<td>Entrepreneurship Development</td>
</tr>
<tr>
<td>Cost and Management Accounting</td>
<td></td>
</tr>
<tr>
<td>Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>Indian Constitution</td>
<td></td>
</tr>
<tr>
<td>Life Skills I</td>
<td></td>
</tr>
<tr>
<td>Amrita Values Programme I</td>
<td></td>
</tr>
<tr>
<td>Accounting Packages - Tally Lab</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER - 4</th>
<th>Elective II &amp; III (any two)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundamentals of Operations Research</td>
<td>Shipping Finance and Marine Insurance</td>
</tr>
<tr>
<td>Basics of Human Resources Management</td>
<td>Shipping Management</td>
</tr>
<tr>
<td>Introduction to Research Methods</td>
<td>Customer Relationship Management</td>
</tr>
<tr>
<td>Warehousing and Inventory Management</td>
<td>Web-based Relationship Management</td>
</tr>
<tr>
<td>Logistics Information System</td>
<td>Principles of Export Management</td>
</tr>
<tr>
<td>Mini Project</td>
<td>Travel and Tourism Management</td>
</tr>
<tr>
<td>Open Elective A*</td>
<td>E-Commerce and ERP</td>
</tr>
<tr>
<td>Life Skills II</td>
<td>Product and Brand Management</td>
</tr>
<tr>
<td>Amrita Values Programme II</td>
<td></td>
</tr>
</tbody>
</table>

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
B. Sc. (VISUAL MEDIA)  (Girls Only)  3 Years - 6 Semesters

**SEMESTER - 1**
Communicative English
Language Paper I
Mass Communication - Theories and Models
Multimedia Graphics and Animation
Introduction to Visual Arts
Technological Foundation for Visual Media
Introduction to Photography
Cultural Education I
Multimedia Graphics and Animation Lab I

**SEMESTER - 2**
Professional Communication
Language Paper II
Print Journalism and Feature Writing
Photography
Videography and Video Editing I
Environmental Science and Sustainability
Cultural Education II
Photography Lab
Multimedia Graphics and Animation Lab II
Videography and Video Editing Lab I

**SEMESTER - 3**
Life Skills I
Broadcast Journalism
Web Publishing
Videography and Video Editing II
Broadcast Journalism Practice
Introduction to Audio
Introduction to Advertising
Amrita Value Programme I
Multimedia Graphics and Animation Lab III
Videography and Video Editing Lab II
Web Publishing Lab

**SEMESTER - 4**
Life Skills II
Film Studies and Analysis
Web Journalism and Content Writing
Elective A
Elective B
Open Elective I *
Anchoring and Media Presentation Skills

Amrita Value Programme II
Current Affairs 1
Audiography Lab
Critical Viewing and Reading Analysis Lab
Video Production Lab

**SEMESTER - 5**
Constitution and Media Ethics
Introduction to Media Organizations
Elective C
Elective D
Open Elective II* / Live-in-Labs#
Life Skills III
Current Affairs 2
Minor Project (Optional) leading to Paper Publication

**SEMESTER - 6**
Internship and Portfolio Presentation
Project

**ELECTIVE A (any one)**
Development Communication
Introduction to Brand Management
Web Designing

**ELECTIVE B (any one)**
Advertising Case Studies
Introduction to Niche Journalism
Technical and Professional Writing

**ELECTIVE C (any one)**
Art Direction for Advertising
Public Relations and Corporate Communication
Research Methods for Media Studies

**ELECTIVE D (any one)**
Copy Writing for Advertising
Online Marketing
Short Film Making

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
B.F.A. (Painting)  (Boys & Girls)  4 Years - 8 Semesters

**SEMESTER - 1**
Communicative English
Language Paper 1
Multimedia Graphics and Animation
Chiaroscuro 1 (Drawing) (Object Study)
Cultural Education 1
Multimedia Lab 1
Language and Communication Practice Lab

**SEMESTER - 2**
Professional Communication
Language Paper II
Introduction to Visual Arts
Introduction to Photography
Environmental Science And Sustainability
Nature Study-1 (Drawing)
Cultural Education II
Multimedia Graphics and Animation Lab 1

**SEMESTER - 3**
Art Through Ages
Introduction to Aesthetics
Chiaroscuro 2 (Painting)
Life Skills 1
Amrita Value Programme 1
Multimedia Graphics and Animation Lab 2

**SEMESTER - 4**
Western Aesthetics ( Theory)
Elective 1
Open Elective I*
Nature Study 2 (Painting)
Life Skills 2
Amrita Values Programme 2

**SEMESTER - 5**
Elective 2
Elements of Design
Life Study- 1 (Drawing)
Live in Labs# / Open Elective II*
Life Skills 3

**SEMESTER - 6**
Perspective Study - Cityscape
Installation Art 1
Introduction to Mural Painting
Life Study 2 (Painting)
Creative Composition Practice

**SEMESTER - 7**
Graphic Printing – Etching and Wood Cut
Installation Art 2
Portrait Painting
Advanced Mural Painting
Digital Painting Practice

**SEMESTER - 8**
Project
Degree Show

**Electives**
Art Direction
Portrait Photography
Sculpture
Illustration
Introduction to Mural Painting

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
B.F.A. (Photography)  (Boys & Girls)  4 Years - 8 Semesters

**SEMESTER - 1**
- Communicative English
- Language Paper 1
- Multimedia Graphics and Animation
- History of Photography
- Chiaroscuro 1 (Drawing) (Object Study)
- Multimedia Lab 1
- Cultural Education 1
- Language and Communication Practice Lab

**SEMESTER - 2**
- Professional Communication
- Language Paper II
- Introduction to Visual Arts
- Introduction to Photography
- Environmental Science And Sustainability
- Cultural Education II
- Videography and Video Editing Lab 1
- Multimedia Graphics and Animation Lab 1

**SEMESTER - 3**
- Life Skills 1
- Art Through Ages
- Introduction to Aesthetics
- Technological Foundation for Photography
- Amrita Value Programme 1
- Videography and Video Editing Lab 2
- Multimedia Graphics and Animation Lab 2

**SEMESTER - 4**
- Western Aesthetics ( Theory)
- Elective 1
- Nature Photography
- Basics of lighting for Photography
- Open Elective 1
- Life Skills 2
- Amrita Values Programme 2

**SEMESTER - 5**
- Advanced Photo Editing
- Advanced Lighting Practice
- Life Study- 1 (Drawing)
- Elective 2
- Life Skills 3
- Live in Labs#/ Open Elective*

**SEMESTER - 6**
- Introduction to Photojournalism
- Fine Art Photography
- Portrait Photography
- Event Photography - Mini Project

**SEMESTER - 7**
- Internship
- Photojournalism - Mini Project
- Creative Photography - Mini Project
- Photo Story - Mini Project

**SEMESTER - 8**
- Project
- Degree Show

**ELECTIVES**
- Fashion Photography
- Sculpture
- Art Direction
- Introduction to Mural Painting
- Chiaroscuro 1 (Drawing) (Object Study)

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
Curriculum Structure

5 YEAR INTEGRATED PROGRAMME

Integrated B.C.A.-M.C.A.  (Girls Only)  5 Years - 10 Semesters

Exit option with B.C.A. Degree after 6th Semester

**SEMESTER - 1**
- Communicative English
- Language I
- Mathematical Foundation
- Environmental Science and Sustainability
- Computer Essentials
- Computational Thinking and Problem Solving
- Cultural Education I
- Computational Thinking and Problem Solving Lab

**SEMESTER - 2**
- Professional Communication
- Language II
- Discrete Mathematics
- Database Management System
- Programming in C
- Computer Organization
- Cultural Education II
- Database Management System Lab
- Programming in C Lab

**SEMESTER - 3**
- Statistical and Numerical Methods
- Data Structures and Algorithms
- Object Oriented Programming using C++
- Operating System
- Principles of Management and Accounting
- Data Structures and Algorithms Lab
- Amrita Value Programme I
- Life Skills I
- Object Oriented Programming using C++ Lab

**SEMESTER - 4**
- Computer Networks
- Java Programming
- Web Technologies
- Software Engineering
- Open Elective A*
- Amrita Value Programme II
- Life Skills II
- Java Programming Lab
- Web Technologies Lab

**SEMESTER - 5**
- C# and .NET Framework
- Advanced Java and J2EE
- Elective A
- Mobile Application Development Lab
- Advanced Java and J2EE Lab
- Comprehensive Technical VIVA-Voce
- Live in Labs# / Open Elective B*
- Life skills III
- Minor Project

**SEMESTER - 6**
- Computer Graphics
- Cryptography and Cyber Security
- Python Programming
- Elective B
- Computer Graphics Lab
- Project

**SEMESTER - 7**
- Advanced computer networking and internet
- Design and analysis of algorithms
- Advanced software engineering
- Basics of Operations Research
- Advanced Databases
- Lab 1
- Lab 2

**SEMESTER - 8**
- Web Services and Cloud
- Data Mining and Applications
- Computer Language Engineering
- Elective - 1
- Elective - II
- Technical Writing*
Integrated B.C.A.-M.C.A.  (Girls Only)  5 Years - 10 Semesters

Exit option with B.C.A. Degree after 6th Semester

Research Learning & Problem Formulation
Lab 3

**SEMESTER - 9**
Design Patterns
System Security
Elective - III
Elective - IV
Lab 4
Dissertation Phase I

**SEMESTER - 10**
Dissertation Phase II

**LAB**
Data Structures and Algorithms lab
Java Programming
GUI Programming using VB.Net
Android Application Development
Web Development using ASP.NET
Database Management Systems Lab
Operating Systems Lab
Computer Organization and Architecture lab
Web & XML Programming using Java & J2EE
Angular and Node JS Lab
Network and Grid Simulation Lab
Bio-informatics Lab

**MANAGEMENT ELECTIVES (any ONE)**
Principles of Economics and Management
Software Project Management

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.

**ELECTIVES A, B, C & D (any THREE)**
Artificial Intelligence
Architecture and Deployment of Secure and Scalable WAN
Client Server Computing
Embedded Systems
Enterprise Resource Planning Management
Knowledge Management
LAN Switching and Advanced Routing
Micro processor Systems
Multimedia and Graphics
Social and Professional Issues in Computing
Soft Computing
Systems and Network Administration

**ELECTIVES I, II & III (any THREE)**
Network Security
Structure and Interpretation of Computer Programs
Software Quality Assurance
Computational Intelligence
Bioinformatics
Information Retrieval
Open-Source Systems
Deep Learning for Natural Language Processing
Advanced Operating System and Distributed Computing
Wireless Communications and Networks
Computer Graphics and Visualization
Semantic Web Technologies
Database Administration
Digital Image Processing
Business Intelligence
Network Management and System Administration
Big Data Analytics and Visualization
Modern Web Application Development using Mean Stack
Introduction To Intelligent Systems And Machine Learning
**Integrated B.Sc.-M.Sc. (Mathematics)**

(Boys & Girls) 5 Years - 10 Semesters

Exit option with B.Sc. Degree after 6th Semester

**SEMESTER - 1**
- Communicative English
- Language Paper I
- Calculus
- Discrete Structures
- Problem Solving and Computer Programming
- Introduction to Management and Finance
- Cultural Education I
- Problem Solving and Computer Programming Lab
- PC Software Lab

**SEMESTER - 2**
- Professional Communication
- Language Paper II
- Real Analysis
- Groups and Rings
- Advanced Computer Programming
- Basics of Accounting
- Advanced Computer Programming Lab
- Accounting Lab

**SEMESTER - 3**
- Rings, Vector Spaces and Fields
- Real Analysis in Higher Dimension
- Vector Calculus
- Differential Equations
- Statics
- Environmental Science and Sustainability
- Life Skills I
- Amrita Values Programme I

**SEMESTER - 4**
- Linear Algebra
- Probability and Statistics
- Numerical Methods
- Fourier Series and Integral Transforms
- Dynamics
- Open Elective A*

**SEMESTER - 5**
- Operations Research
- Applied Statistics
- Basic Graph Theory and Combinatorics
- Complex Analysis
- Number Theory
- Live-in-Labs# / Open Elective B*
- Life Skills III
- Statistics Lab

**SEMESTER - 6**
- Optimization Theory
- Topology
- Special Functions
- Formal Languages and Automata Theory
- Calculus of Variations
- Seminar
- Project (for Exit-option students)

**SEMESTER - 7**
- Advanced Algebra
- Advanced Real Analysis
- Ordinary Differential Equations
- Stochastic Process
- Elective I
- Mathematics Lab

**SEMESTER - 8**
- Advanced Complex Analysis
- Advanced Topology
- Partial Differential Equations
- Measure Theory
- Numerical Analysis
- Numerical Computations Lab
Integrated B.Sc.-M.Sc. (Mathematics) (Boys & Girls) 5 Years - 10 Semesters

Exit option with B.Sc. Degree after 6th Semester

**SEMESTER - 9**
- Advanced Graph Theory
- Functional Analysis
- Basic Fluid Dynamics
- Elective II
- Elective III
- Seminar

**SEMESTER - 10**
- Operator Theory
- Elective IV
- Dissertation

**ELECTIVES**

**Algebra Stream**
- Algebraic Geometry
- Algebraic Topology
- Coding Theory
- Commutative Algebra
- Lie Algebra
- Theory of Manifolds
- Linear Algebra and its Applications

**Statistics Stream**
- Queuing Theory and Inventory Control Theory
- Random Process
- Statistical Pattern Classifications
- Statistical Quality Control and Six Sigma Quality Analysis
- Theory of Sampling and Design of Experiments
- Time Series Analysis

**Computer Stream**
- Data Structures and Algorithms
- Advanced Graph Theory
- Computer Aided Design of VLSI Circuits
- Cryptography
- Fuzzy Sets and its Applications
- Introduction to Soft Computing
- Object-Oriented Programming and Python

**Analysis Stream**
- Fixed Point Theory
- Fractals
- Harmonic Analysis
- Nonlinear Partial Differential Equations
- Wavelet Analysis
- Mathematical Physics

**Fluid Mechanics Stream**
- Advance Boundary Layer Theory
- Computational Fluid Dynamics
- Finite Element Methods
- Magneto-Hydro Dynamics
- Mathematical Foundations of Incompressible Fluid Flow

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
Integrated B.A.-M.A. (English Language & Literature)

Exit option with B.A. Degree after 6th Semester

(Boys & Girls) 5 Years - 10 Semesters

**SEMESTER - 1**
- Communicative English
- Language Paper I
- History of English Literature: The Pre-Chaucerian to The Jacobean
- English Poetry: The Chaucerian to The Jacobean
- English Prose: The Elizabethan to The Augustan
- Introduction to Computing
- Cultural Education I

**SEMESTER - 2**
- Professional Communication
- Language Paper II
- History of English Literature: The Augustan to The Victorian
- English Poetry: The Augustan to The Victorian
- English Prose: The Romantic to The Modern
- Indian Writing In English - I
- Cultural Education II

**SEMESTER - 3**
- Communicative English (Advanced)
- History of English Literature: The Late-Victorian to The Modern
- American Literature
- Life Writing-I
- English Fiction: Victorian
- Life Skills-I
- Amrita Values Programme I

**SEMESTER - 4**
- History of English Language
- Shakespeare
- Canadian Literature
- Environmental Science and Sustainability
- Elective A

**SEMESTER - 5**
- Elements of Literary Criticism
- English Poetry: Modern
- English Drama: Elizabethan to Victorian
- Spiritual Literature
- Phonetics and Grammar
- Elective B
- Live-in-Labs#/ Open Elective B*
- Life Skills III

**SEMESTER - 6**
- Methodology of Literary Studies and Humanities
- Indian Writing In English-II
- English Fiction: Modern
- English Drama: Modern
- Indian Aesthetics
- Life Writing II
- Project (for Exit- option students)

**SEMESTER - 7**
- Linguistics
- English Literature: Chaucer to 19th Century
- New Literatures In English
- Shakespeare Studies

**SEMESTER - 8**
- Literary Theory-I
- English Poetry: 19th Century
- Indian Literatures In Translation
- Elective I
- Research Methodology for Language and Literature
SEMINAR - 9
Literary Theory-II
English Poetry: 20th Century
Modern English Drama
Elective II
Elective III

SEMINER - 10
Film Studies
European Fiction
Writing From the Margins
Elective IV
Dissertation
Practical course titled ‘Current Affairs and Debate’

ELECTIVES A and B
Creative Writing in English
Journalism and Mass Media
Teaching of English for Indian Students
Technical and Professional Writing

ELECTIVES I,II,III and IV
Postcolonial Poetry
Comparative Literature
Indian Literatures in English Translation
Latin American Writing
Indian Women Novelists in English
Methods of Teaching English Language
Translation Studies
Twentieth Century American Literature

* Two Open Elective courses are to be taken by each student, one each in the 4th and the 5th semesters, from the list of Open Electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the fifth semester.
OPEN ELECTIVES
(Common to all UG, Integrated Programme)

Advertising
Basic Statistics
Citizen Journalism
Creative Writing for Beginners
Desktop Support and Services
Development Journalism
Digital Photography
Emotional Intelligence
Essence of Spiritual Literature
Film Theory
Fundamentals of Network Administration
Gender Studies
Glimpses of Indian Economy and Polity
Graphics and Web-designing Tools
Green Marketing
Healthcare and Technology
History of English Literature
Indian Writing in English
Industrial Relations and Labour Welfare
Introduction to Ancient Indian Yogic and Vedic Wisdom
Introduction to Computer Hardware
Introduction to Event Management
Introduction to Media
Introduction to Right to Information Act
Introduction to Translation
Linguistic Abilities
Literary Criticism and Theory
Macro Economics
Managing Failure
Media Management
Micro Economics
Micro Finance, Small Group Management and Cooperatives
Negotiation and Counselling
New Literatures
Non-Profit Organisation
Personal Effectiveness
Perspectives in Astrophysics and Cosmology
Principles of Marketing
Principles of Public Relations
Science, Society and Culture
Statistical Analysis
Teamwork and Collaboration
The Message of Bhagwad Gita
Understanding Travel and Tourism
Videography
Vistas of English Literature
Web-Designing Techniques
Organic Farming
Basic Legal Awareness on Protection of Women & Rights

AMRITA VALUES PROGRAMME
(Common to all UG, Integrated Programme)
Message from Amma’s Life for the Modern World
Lessons from the Ramayana
Lessons from the Mahabharata
Lessons from the Upanishads
Message of the Bhagavad Gita
Life and Message of Swami Vivekananda
Life and Teachings of Spiritual Masters India
Insights into Indian Arts and Literature
Yoga and Meditation
Kerala Mural Art and Painting
Course on Organic Farming and Sustainability
Benefits of Indian Medicinal Systems
Temple Mural Arts in Kerala
Organic Farming in Practice
Ayurveda for Lifestyle Modification
Life Style and Therapy using Yoga

LANGUAGES
(Common to all UG, Integrated Programme)
Hindi
Kannada
Malayalam
Tamil
Sanskrit
M.C.A. (Lateral) Direct Entry to 3rd Semester  (Boys & Girls) 2 Years - 4 Semesters

SEMESTER - 1
Web Applications Development
Design and Analysis of Algorithms
Computer Networking and Internet
Probability and Statistics
Advanced Databases
Java Programming
Lab 1
Database and Data structures Lab

SEMESTER - 2
Cryptography and Network Security
Data Mining and Applications
Numerical Analysis & Optimization Techniques
Elective - 1
Elective - II
Research Learning & Problem Formulation
Competitive Programming Lab
Lab 2

SEMESTER - 3
Mobile Applications Development
Compiler Design
Elective - III
Elective - IV
Lab 3
Lab 4
Dissertation Phase I

SEMESTER - 4
Dissertation Phase II

ELECTIVES I, II and III
Information Security
Machine Learning
Structure & Interpretation of Computer Programs
Software Quality Assurance
Computational Intelligence
Bioinformatics
Natural Language Processing

LAB
Data Structures and Algorithms Lab
Functional programming Lab
Android Application Development
C# and .NET Lab
Database Management Systems Lab
Linux and Shell Programming Lab
Computer Organization and Architecture lab
Mean Stack Lab
Python Lab

MANAGEMENT ELECTIVE IV
Principles of Economics and Management
Software Project Management
Management Information Systems
Management and Organizational Behaviour
M.Com. (Finance and Systems)  (Boys & Girls)  2 Years - 4 Semesters

**Curriculum Structure**

**PG PROGRAMME**

**SEMESTER - 1**
- Advanced Corporate Accounting
- Business Correspondence
- Research Methodology
- Economic Analysis for Managers
- Applied Statistics
- Cultural Education
- Office Automation Lab
- Analysis using Statistical Tools Lab

**SEMESTER - 2**
- Accounting for Managerial Decisions
- Corporate Income Tax
- Financial Markets and Services
- Insurance Management
- Strategic Management
- Corporate Laws
- Amrita Values Programme
- Life Skills
- Advanced Tally Lab
- Information Systems Lab

**SEMESTER - 3**
- Advanced Financial Management
- Small Business and Entrepreneurship
- Security Analysis and Portfolio Management
- Project Appraisal and Financial Planning
- Enterprise Resource Planning and MIS
- Elective I
- Live-in-Labs# / Open Elective*

**SEMESTER - 4**
- Elective II
- Elective III
- Project

**ELECTIVES (Any Three)**
- Financial Derivatives
- International Financial Management
- Merchant Banking and Commercial Banking
- Personal Financial Planning
- Business Skill Development
- Integrated Marketing Promotion and Communication
- Marketing using WEB
- Mergers and Acquisitions
- Retail Management
- Supply Chain Management and Logistics
- Database Management Services
- Cyber Laws
- Enterprise Management
- Applied Econometrics

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
**Curriculum Structure**

**PG PROGRAMME**

**M.Sc. (Mathematics) (Boys & Girls) 2 Years - 4 Semesters**

**SEMESTER - 1**
Advanced Algebra  
Advanced Real Analysis  
Ordinary Differential Equations  
Stochastic Process  
Elective I  
Mathematics Lab

**Statistics Stream**
Queuing Theory and Inventory Control Theory  
Random Process  
Statistical Pattern Classifications  
Statistical Quality Control and Six Sigma Quality Analysis  
Theory of Sampling and Design of Experiments  
Time Series Analysis

**Computer Stream**
Data Structures and Algorithms  
Advanced Graph Theory  
Computer Aided Design of VLSI Circuits  
Cryptography  
Fuzzy Sets and its Applications  
Introduction to Soft Computing  
Object-Oriented Programming and Python

**SEMESTER - 2**
Advanced Complex Analysis  
Advanced Topology  
Partial Differential Equations  
Measure Theory  
Numerical Analysis  
Numerical Computations Lab

**Analysis Stream**
Fixed Point Theory  
Fractals  
Harmonic Analysis  
Nonlinear Partial Differential Equations  
Wavelet Analysis  
Mathematical Physics

**SEMESTER - 3**
Advanced Graph Theory  
Functional Analysis  
Basic Fluid Dynamics  
Elective II  
Elective III  
Seminar  
Live-in-Labs# / Open Elective*

**Fluid Mechanics Stream**
Advance Boundary Layer Theory  
Computational Fluid Dynamics  
Finite Element Methods  
Magneto-Hydro Dynamics  
Mathematical Foundations of Incompressible Fluid Flow

**SEMESTER - 4**
Operator Theory  
Elective IV  
Dissertation

**ELECTIVES (any ONE STREAM)**

**Algebra Stream**
Algebraic Geometry  
Algebraic Topology  
Coding Theory  
Commutative Algebra  
Lie Algebra  
Theory of Manifolds  
Linear Algebra and its Applications

**Statistics Stream**
Queuing Theory and Inventory Control Theory  
Random Process  
Statistical Pattern Classifications  
Statistical Quality Control and Six Sigma Quality Analysis  
Theory of Sampling and Design of Experiments  
Time Series Analysis

**Computer Stream**
Data Structures and Algorithms  
Advanced Graph Theory  
Computer Aided Design of VLSI Circuits  
Cryptography  
Fuzzy Sets and its Applications  
Introduction to Soft Computing  
Object-Oriented Programming and Python

**Analysis Stream**
Fixed Point Theory  
Fractals  
Harmonic Analysis  
Nonlinear Partial Differential Equations  
Wavelet Analysis  
Mathematical Physics

**Fluid Mechanics Stream**
Advance Boundary Layer Theory  
Computational Fluid Dynamics  
Finite Element Methods  
Magneto-Hydro Dynamics  
Mathematical Foundations of Incompressible Fluid Flow

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.A. (English Language and Literature)  (Boys & Girls)  2 Years - 4 Semesters

SEMESTER - 1
Linguistics
English Literature: Chaucer to 19th Century
New Literatures In English
Shakespeare Studies

SEMESTER - 2
Literary Theory-I
English Poetry: 19th Century
Indian Literatures In Translation
Elective I
Research Methodology for Language and Literature

SEMESTER - 3
Literary Theory-II
English Poetry: 20th Century
Modern English Drama
Elective II
Elective III

SEMESTER - 4
Film Studies
European Fiction
Writing From the Margins
Elective IV
Dissertation
Practical course titled 'Current Affairs and Debate'

ELECTIVES I,II,III and IV
Postcolonial Poetry
Comparative Literature
Indian Literatures in English Translation
Latin American Writing
Indian Women Novelists in English
Methods of Teaching English Language
Translation Studies
Twentieth Century American Literature
M.A. (Corporate Communication and Advertising)

(Boys & Girls) 2 Years - 4 Semesters

---

**SEMMESTER - 1**

Communication and Media Theories
Writing for Mass Media
Research Methodology for Communication and Media Studies
Content Development
Cultural Education
Writing for Mass Media Practice Lab
Photography Practice Lab I
Videography Practice Lab I
Audiography Practice Lab I
Graphic Design Lab I
Content Development Practice Lab

**SEMMESTER - 2**

Internet and Web Technologies
Event Management
Corporate Communication
Elective I
Amrita Values Programme
Photography Practice Lab II
Event Management Practice Lab
Creative Copy Writing Practice Lab
Advertising and Corporate Communication Lab
Graphic Design Lab II
Web Technologies Basics Lab

**SEMMESTER - 3**

Media Management
Organizational Communication
Marketing Communication
Editing and Designing for Print
Advertising Theory and Practices
Elective II
Editing and Designing Practice
Open Elective*/ Live-in-Labs#
Elective Lab
Mini Project

**SEMMESTER - 4**

Comprehensive and Technical Viva Voce
Internship
Project

**ELECTIVES I**

Studies in Visual Aesthetics
Visualization and Storyboarding
Corporate Video Production

**ELECTIVE II**

History of Art
Internet Advertising
Media Ethics and Laws

**ELECTIVE LAB**

Packaging and Illustration Practical
Elements of Composition Lab
Post Production and Motion Graphics Lab
New Media Advertising

---

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
### Curriculum Structure

#### M.A. (Visual Media and Communication)  (Boys & Girls)  2 Years - 4 Semesters

#### SEMESTER - 1
- Communication and Media Theories
- Studies in Visual Aesthetics
- Research Methodology for Communication and Media Studies
- Print Journalism and Writing for Media
- Media Ethics and Laws
- Basics of Advertising
- Cultural Education
- Audiography Practice Lab I
- Photography Practice Lab I
- Videography Practice Lab I
- Reporting, Editing and Lab Journal
- Graphic Design Lab I
- Components of Visual Design Lab

#### SEMESTER - 2
- Broadcast and Online Journalism
- Film Studies
- Internet and Web Technologies
- Elective I (Group A)
- Elective II (Group A)
- Digital Video Editing
- Writing for Broadcast and Online Media
- Amrita Values Programme
- Photography Practice Lab II
- Videography Practice Lab II
- Film Analysis Lab
- Graphic Design Lab II
- Web Technologies Basics Lab

#### SEMESTER - 3
- Corporate Communication and Public Relations
- New Media
- Elective III (Group B)
- Elective IV (Group B)
- News Casting, Anchoring and Programme Presentation Skills
- Public Relations Campaign Practical
- Elective Lab I (Group C)

#### Elective Lab II (Group C)
- Short Film Making Techniques Lab
- Mini Project
- Live-in-Labs# / Open Elective*

#### SEMESTER - 4
- Comprehensive and Technical Viva Voce
- Internship
- Project Work

#### ELECTIVES I & II (GROUP A)

#### FILM & VIDEO PRODUCTION STREAM
- Visualization and Storyboarding
- Media Organization and Management
- Screenplay Writing

#### ADVERTISING STREAM
- Principles of Integrated Marketing Communications
- Visualization and Storyboarding
- Web Designing and Development

#### ANIMATION & WEB DESIGNING STREAM
- Visualization and Storyboarding
- Graphics and Animation
- Web Designing and Development

#### CONTENT & WEB AUTHORING STREAM
- Content Writing for New Media
- Web Designing and Development
- E-learning Strategies

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.A. (Visual Media and Communication) (Boys & Girls) 2 Years - 4 Semesters

ELECTIVES III & IV (GROUP B)

FILM & VIDEO PRODUCTION STREAM
- Art Direction for TV and Film
- Film Direction
- Creative Expression in Regional Languages

ADVERTISING STREAM
- Art Direction for TV and Film
- Creative Copy Writing for Media
- Internet Advertising

ANIMATION & WEB DESIGNING STREAM
- Responsive Web Designing
- Mobile App Designing
- Corporate Video Production

CONTENT & WEB AUTHORING STREAM
- Creative Expression in Regional Languages
- Creative Copy Writing for Media
- Responsive Web Designing

ELECTIVE LABS I & II

FILM & VIDEO PRODUCTION STREAM
- Basics of Motion Graphics Lab
- Creative Expression in Regional Languages Practice Lab
- Documentary Film Making
- Art Composition Practice Lab
- Dramatics

ADVERTISING STREAM
- Packaging and Illustration Practical
- Television Commercial Practice Lab
- Elements of Composition Lab
- Advanced Advertising Photography Lab.

ANIMATION & WEB DESIGNING STREAM
- Digital Animation Lab
- Advanced Web Designing and Content Authoring
- Digital Video Compositing Lab
- Responsive Web Designing Lab

CONTENT & WEB AUTHORING STREAM
- Advanced Web Designing
- Creative Expression in Regional Languages Practice Lab
- Television Commercial Practice Lab
- E-learning and Content Authoring Lab

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.A. (Journalism and Mass Communication)
Specialising in Video Production and Broadcasting  (Boys & Girls)  2 Years - 4 Semesters

SEMESTER - 1
Basics of Advertising
Contemporary Media Scenario
Print Journalism and Writing
Communication and Media Theories
Research Methodology for Communication and Media Studies
Print Journalism and Writing Practice
Cultural Education
Audiography Practice Lab I
Photography Practice Lab I
Videography Practice Lab I
Graphic Design Lab I

SEMESTER - 2
Broadcast and online Journalism
Film Studies
Media Ethics and Laws
Scriptwriting/ Writing for Broadcast Media
Amrita Values Programme
Audiography Practice Lab II
Photography Practice Lab II
Videography Practice Lab II
Digital Video Editing
Graphic Design Lab II
Short Film Production (Fiction and Documentary) Lab.

SEMESTER - 3
Communication for Development
Media Analysis Techniques
New Media and Web Content
Editing and Designing for Print
Public Relations
Elective
Critical Viewing and Reading Analysis Practice
News Casting, Anchoring and Programme Presentation Skills
New Media and Web Content Lab
Public Relations Campaign Practical

SEMESTER - 4
Reporting, Editing and Lab Journal
Live-in-Labs# / Open Elective*
Video News Production with Mini Project

ELECTIVE (Choose One)
Creative Expression in Regional Language
Photo Journalism
Science Communication
Advertising

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.
# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.F.A. (VISUAL MEDIA)  Applied Art and Advertising
  (Boys & Girls)  2 Years - 4 Semesters

**SEMESTER - 1**
- Basics of Advertising
- Communication and Media Theories
- Studies in Visual Aesthetics
- Research Methodology for Communication and Media Studies
- Cultural Education
- Elements of Composition Lab
- Audiography Practice Lab I
- Photography Practice Lab I
- Videography Practice Lab I
- Graphic Design Lab I

**SEMESTER - 2**
- History of Art
- Media Ethics and Laws
- Creative Copywriting for Print and Online Media
- Creative Copywriting for Radio and Television
- Public Relations
- Digital Video Editing
- Amrita Values Programme
- Audiography Practice Lab II
- Photography Practice Lab II
- Videography Practice Lab II
- Short Film Production (Fiction and Documentary) Lab
- Graphic Design Lab II

**SEMESTER - 3**
- Visualization and Storyboarding
- Brand Management
- Internet Advertising
- Elective
- Illustration Practical
- Typography Practical
- Visualization and Storyboarding Lab
- Media Advertisement Practice Lab
- Packaging Practical
- Television Commercials and Radio Spots Lab

**SEMESTER - 4**
- Internship
- Comprehensive and Technical Viva-voce Project

**ELECTIVES (Any One)**
- Web Design and Content Management
- Motion Graphics for Film and Television
- Creative Expression in Regional Language
- Photo Journalism

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.F.A. (VISUAL MEDIA)  Animation and Content Management
(Boys & Girls)  2 Years - 4 Semesters

**SEMESTER - 1**
- Components of Visual Design
- Introduction to Film Making
- Web Technologies Basics
- Studies in Visual Aesthetics
- Introduction to Animation Concepts
- Cultural Education
- Audiography Practice Lab I
- Photography Practice Lab I
- Videography Practice Lab I
- Graphic Design Lab I
- Components of Visual Design Lab
- Web Technologies Basics Lab

**SEMESTER - 2**
- Film Studies
- Media Ethics and Laws
- Graphics and Animation
- Web Design and Content Management
- 2D Animation Lab.
- 3D Graphics Production Lab.
- Digital Video Editing
- Amrita Values Programme
- Audiography Practice Lab II
- Photography Practice Lab II
- Videography Practice Lab II
- Graphic Design Lab II
- Professional Practice in Web Designing & Development I

**SEMESTER - 3**
- Visualization and Storyboarding
- Web Design and Content Management II
- Elective
- Visualization and Storyboarding Lab
- 3D Animation Lab
- Content Authoring for E-Learning
- Concept and Design for Video Games
- Motion Graphics Production Techniques
- Professional Practice in Web Designing & Development II
- Live-in-Labs# / Open Elective*
- Mini Project

**SEMESTER - 4**
- Internship
- Comprehensive and Technical Viva-voce
- Project

**ELECTIVES (Any One)**
- Communication and Media Theories
- Internet Advertising
- Responsive Web Designing
- Advertising
- Video Games Production
- Communication Research Methods

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
M.F.A. (VISUAL MEDIA)  Digital Film Making  (Boys & Girls)  2 Years - 4 Semesters

SEMESTER - 1
Film Studies
Components of Visual Design
Introduction to Film Making
Studies in Visual Aesthetics
Cultural Education
Audiography Practice Lab I
Photography Practice Lab I
Videography Practice Lab I
Graphic Design Lab I
Components of Visual Design Lab
Film Analysis Lab

SEMESTER - 2
Film Direction
Screenplay Writing
Elective I
Amrita Values Programme
Graphic Design Lab II
Digital Video Editing
Audiography Practice Lab II
Photography Practice Lab II
Videography Practice Lab II
Film Direction Lab
Elective I Lab

SEMESTER - 3
Short Film Production (Fiction and Documentary)
Management of Film Production
Art Direction
Visualization and Storyboarding
Elective II
Live-in-Labs# / Open Elective*
Visualization and Storyboarding Lab
Short Film Production (Fiction and Documentary) Lab
VFX and Compositing Lab
Elective II Lab
Mini Project

SEMESTER - 4
Comprehensive and Technical Viva-voce
Project

ELECTIVE I
Web Design and Content Management
Acting and Dramatic Presentation
New Media and Web Content
Photo Journalism

ELECTIVE I - LAB
Acting and Dramatic Presentation Lab
Photo Journalism Lab
Web Design and Content Management Lab
New Media and Web Content Lab

ELECTIVE II
Web Design and Content Management II
Niche Journalism
Public Relations for Media
Television Commercials and Radio Spots

ELECTIVE II - LAB
Niche Journalism Lab
Public Relations for Media Lab
Web Design and Content Management II Lab
Television Commercials and Radio Spots Lab

* One Open Elective course is to be taken by each student, in the third semester, from the list of Open electives offered by the School.

# Students undertaking and registering for a Live-in-Lab project, can be exempted from registering for an Open Elective course in the third semester.
OPEN ELECTIVES
(Common to all PG Programme)

Advanced Statistical Analysis for Research
Basics of PC Software
Computer Hardware and Networking
Consumer Protection Act
Corporate Communication
Design Studies
Disaster Management
Essentials of Cultural Studies
Foundations of Mathematics
Foundations of Quantum Mechanics
Glimpses of Life through Literature
Information Technology in Banking
Knowledge Management
Marketing Research
Media for Social Change
Media Management
Object-Oriented Programming
Painting and Sculpture
Personal Finance
Principles of Advertising
Principles of Packaging
Scripting for Rural Broadcasting
Social Media Website Awareness
Theatre Studies
Writing for Technical Purposes
Yoga and Personal Development
Fundamentals of Legal Awareness

AMRITA VALUES PROGRAMME
(Common to all PG Programme)

Message from Amma's Life for the Modern World
Lessons from the Ramayana
Lessons from the Mahabharata
Lessons from the Upanishads
Message of the Bhagavad Gita
Life and Message of Swami Vivekananda
Life and Teachings of Spiritual Masters India
Insights into Indian Arts and Literature
Yoga and Meditation
Kerala Mural Art and Painting
Course on Organic Farming and Sustainability
Benefits of Indian Medicinal Systems
Temple Mural Arts in Kerala
Organic Farming in Practice
Ayurveda for Lifestyle Modification
Life Style and Therapy using Yoga
RESEARCH PROGRAMME

M.Phil. (Computer Science and IT)
Full-Time (Boys & Girls) 1 Year - 2 Semesters

**SEMESTER - 1**
Research Methodology
Advanced Computing Techniques
Amrita Values Programme

**SEMESTER - 2**
Elective
Dissertation
Viva-voce

**ELECTIVES (Any One)**
Cloud Computing Techniques
Data Analytics
Mobile and Wireless Technologies
Science Communication Techniques
Soft Computing Techniques
System and Network Security
Visual Communication

M.Phil. (Computer Science and IT)
Part-Time (Boys & Girls) 2 Years - 4 Semesters

**SEMESTER - 1**
Research Methodology
Advanced Computing Techniques

**SEMESTER - 2**
Elective
Cultural Education

**SEMESTER - 3**
Dissertation Phase # 1 (plus Review of Publication)

**SEMESTER - 4**
Dissertation Phase # 2
(Evaluation of Complete Dissertation)
Viva Voce

**ELECTIVES (Any One)**
Cloud Computing Techniques
Data Analytics
Mobile and Wireless Technologies
Science Communication Techniques
Soft Computing Techniques
System and Network Security
Visual Communication

M.Phil. (Commerce and Management)
Full-Time (Boys & Girls) 1 Year - 2 Semesters

**SEMESTER - 1**
Research Methodology and Statistical Analysis
Advanced Studies in Commerce
Cultural Education

**SEMESTER - 2**
Elective
Dissertation

**ELECTIVES**
Indian Financial System
Entrepreneurship
Financial Management
Rural Development and Management
Innovations in Banking and Insurance
Human Resources Management
International Business
Marketing Management
Financial Services
M.Phil. (Commerce and Management)

Part-Time (Boys & Girls) 2 Years - 4 Semesters

**SEMESTER - 1**
Research Methodology and Statistical Analysis
Advanced Studies in Commerce

**SEMESTER - 2**
Elective
Cultural Education

**SEMESTER - 3**
Dissertation Phase # 1 (plus Review of Publication)

**SEMESTER - 4**
Dissertation Phase # 2
(Evaluation of Complete Dissertation)
Viva voce

**ELECTIVES**
Indian Financial System
Entrepreneurship
Financial Management
Rural Development and Management
Innovations in Banking and Insurance
Human Resources Management
International Business
Marketing Management
Financial Services

M.Phil. (Visual Media and Communication)

Full-Time (Boys & Girls) 1 Year - 2 Semesters

**SEMESTER - 1**
Media and Communication Research
Media Texts and Changing Social Paradigms
Amrita Value Programme

**SEMESTER - 2**
Elective
Dissertation
Viva - voce

**ELECTIVES**
Cinema Studies
E-Learning and Instructional Design
Media and Visual Semiotics

M.Phil. (Visual Media and Communication)

Part-Time (Boys & Girls) 2 Years - 4 Semesters

**SEMESTER - 1**
Media and Communication Research
Media Texts and Changing Social Paradigms

**SEMESTER - 2**
Elective
Amrita Value Programme

**SEMESTER - 3**
Dissertation Phase # 1 (plus Review of Publication)

**SEMESTER - 4**
Dissertation Phase # 2
(Evaluation of Complete Dissertation)
Viva voce

**ELECTIVES**
Cinema Studies
E-Learning and Instructional Design
Media and Visual Semiotics
M.Phil. (Mathematics)

Full-Time  (Boys & Girls)  1 Year - 2 Semesters

**SEMMESTER - 1**
Research Methodology
Foundations of Modern Mathematics
Amrita Values Programme

**SEMMESTER - 2**
Elective
Dissertation
Viva Voce

**ELECTIVES**
Advanced Graph Theory and its Applications
Coding Theory and Cryptography
Homological Algebra
Stochastic Process
Theory of Fluid Dynamics
Theory of Knots and Braids

M.Phil. (Mathematics)

Part-Time  (Boys & Girls)  2 Years - 4 Semesters

**SEMMESTER - 1**
Research Methodology
Foundations of Modern Mathematics

**SEMMESTER - 2**
Elective
Amrita Values Programme

**SEMMESTER - 3**
Dissertation Phase 1  (Review of Publication)

**SEMMESTER - 4**
Dissertation Phase 2 (Evaluation of Complete Dissertation )
Viva voce

**ELECTIVES**
Advanced Graph Theory and its Applications
Coding Theory and Cryptography
Homological Algebra
Stochastic Process
Theory of Fluid Dynamics
Theory of Knots and Braids

M.Phil. (English Language & Literature)

Full-Time  (Boys & Girls)  1 Year - 2 Semesters

**SEMMESTER - 1**
Research Methodology
Contemporary Literature & Theory
Cultural Education I

**ELECTIVES**
Post Colonial Studies
English Language Teaching
Bhasha Literatures in English Translation

**SEMMESTER - 2**
Elective
Dissertation
Viva - voce
M.Phil. (Science Communication)
Part-Time (Boys & Girls)  2 Years - 4 Semesters

SEMMESTER - 1
Media and Communication Research
Science Communication for Research
Amrita Values Programme

SEMMESTER - 2
Elective

SEMMESTER - 3
Dissertation Phase # 1 (plus Review of Publication)

ELECTIVES
Media Texts and Changing Social Paradigms
E - Learning and Instructional Design
Media and Visual Semiotics

SEMMESTER - 4
Dissertation Phase # 2
(Evaluation of Complete Dissertation)
Viva voce

M.Phil. (Science Communication)
Full-Time (Boys & Girls)  1 Year - 2 Semesters

SEMMESTER - 1
Media and Communication Research
Science Communication for Research
Amrita Values Programme

SEMMESTER - 2
Elective

SEMMESTER - 3
Dissertation Phase # 1 (plus Review of Publication)

ELECTIVES
Media Texts and Changing Social Paradigms
E - Learning and Instructional Design
Media and Visual Semiotics

M.Phil. (Science Communication)
Part-Time (Boys & Girls)  2 Years - 4 Semesters

SEMMESTER - 1
Media and Communication Research
Science Communication for Research
Amrita Values Programme

SEMMESTER - 2
Elective

SEMMESTER - 3
Dissertation Phase # 1 (plus Review of Publication)

ELECTIVES
Media Texts and Changing Social Paradigms
E - Learning and Instructional Design
Media and Visual Semiotics

M.Phil. (English Language & Literature)
Part-Time (Boys & Girls)  2 Years - 4 Semesters

SEMMESTER - 1
Research Methodology
Contemporary Literature & Theory

SEMMESTER - 2
Elective

SEMMESTER - 3
Dissertation Phase # 1 (plus Review of Publication)

ELECTIVES
Media Texts and Changing Social Paradigms
E - Learning and Instructional Design
Media and Visual Semiotics

SEMMESTER - 4
Dissertation Phase # 2
(Evaluation of Complete Dissertation)
Viva voce

ELECTIVES
Post Colonial Studies
English Language Teaching
Bhasha Literatures in English Translation
Learning Steps for Ph.D.

I. Course Work (Ph.D.)

The number of course-work credits that a doctoral student undertakes is decided by the Doctoral Committee and depends upon the student's background and intended Ph.D. research area. Research Methodology and Foundation Course are compulsory courses for all streams.

In addition:

Students entering with an M.A., M.Com., M.F.A., and M.S.W. degree must complete a minimum of 12 credits.

All students have to complete a 3-credit Minor course, i.e., one that falls outside the student's research area. This course could be from the same school as that of the student (but different department) or it could be from a different school. The credits for the Minor course are included in the above-mentioned course-work credits. When necessary, the Doctoral Committee may prescribe more course-work credits than the minimum number of credits stated above.

In addition to course-work, the doctoral student is expected to carry out creative and scholarly research leading up to the completion of a written Ph.D. Thesis. Doctoral research must result in original and substantial contributions to the chosen specialized field of study. This requires mastery of the literature in the specialized field, and critical thinking and judgment. The student should also relate the field of study to the broader discipline within which the research falls.

In recognition of the substantial nature of Ph.D. thesis work, it will carry 60 credits. Full-time doctoral students shall register for 10-15 credits per semester. Satisfactory progress in thesis work will result in an ‘O’ grade (for ongoing) and unsatisfactory progress will result in an ‘I’ grade (for incomplete), which is to be made up within one semester.

Satisfactory progress will be judged by the Doctoral Committee on the basis of semester wise progress reports submitted by the doctoral student and/or the completion of publishable papers.
2. Comprehensive Examination

All doctoral students must take a Comprehensive Examination after completion of all course-work. The Comprehensive Examination is an oral (in some Schools, a written-cum-oral) examination administered by the Doctoral Committee and examines the course work undergone by the candidate.

3. Publications

After completion of the Comprehensive Examination, every doctoral student is expected to publish one refereed paper a year. These papers should be in a Scopus indexed journal or conference proceedings.

4. Qualifying Examination and Thesis Proposal

All doctoral students must take a Qualifying Examination. The Qualifying Examination is an oral examination administered by a Qualifying Examination Committee consisting of the Doctoral Committee together with an external expert from a reputed academic or R&D institution in India. The Convener of the Doctoral Committee will be the Convener of the Qualifying Examination Committee.

5. Open Seminars

After advancement to candidacy, all doctoral candidates are required to present two research seminars. The two seminars should be at least six months apart, with the second seminar being held immediately before the submission of the Synopsis.

6. Thesis Synopsis

Once the Thesis Advisor and Doctoral Committee are satisfied that the doctoral candidate has completed the required research for the award of the Ph.D. degree and the candidate has published (or has an acceptance of) a refereed Scopus indexed journal paper and has also given the second Open Seminar the candidate is required to submit a written Synopsis to the Doctoral Committee for approval. The Synopsis should include the motivation, significance and main objectives of the research, along with a brief literature survey and a detailed report on the thesis research.

7. Thesis Submission and Evaluation

The doctoral candidate should submit the Ph.D. Thesis to the Doctoral Committee normally within six weeks from the date of submission of the Synopsis.

8. Thesis Defense and Final Recommendation

On getting reports from examiners regarding the acceptance of thesis.

9. Progress Reports

Recommendation reports of the doctoral committee and open defense panel.

10. Award of the Ph.D. Degree