



**AMRITA**  
**VISHWA VIDYAPEETHAM**  
**UNIVERSITY**  
[Estd. u/s 3 of the UGC Act 1956]  
Amritanagar, Coimbatore - 641112

Amr ita/UO/ACM25.8.20,21 &22/2016

February 25, 2016

**OFFICE ORDER**

The Academic Council of the University at its 25<sup>th</sup> meeting held on 29-01-2016, resolved to adopt new curriculum effective from 2015 admissions onwards for the following M.Phil. programmes in Arts and Sciences.

- i) Commerce and Management
- ii) English Language and Literature
- iii) Visual Media and Communication

The details of the curriculum are shown as an Annexure to this order.

Registrar

Annexure: Details of curriculum as mentioned above.

To  
Director, ASAS Kochi  
Principal, ASAS Amritapuri  
Associate Dean, Amritapuri  
Principal, ASAS Mysore

Copy to :  
Pro-Chancellor  
Vice Chancellor  
Dean, Engineering  
Dean, PG Programmes  
Asso. Dean (Admn.)  
Controller of Examinations  
The AUMS Coordinator

### M Phil – Commerce and Management

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
<b>SEMESTER 1</b>					<b>SEMESTER 2</b>				
15COM701	Research Methodology and Statistical Analysis	3 1 0	4	A		Elective	3 1 0	4	E
15COM702	Advanced Studies in Commerce	3 1 0	4	B	15COM796	Dissertation (based on the chosen elective)		12	P
15CUL701	Cultural Education (Non-Credit)	2 0 0	P/F	F	15COM797	Viva-voce		5	P1
	TOTAL		8			TOTAL		21	
						<b>TOTAL</b>	<b>29</b>		
<b>ELECTIVES</b>									
15COM731	Financial Institutions	3 1 0	4	E	15COM734	Human Resources Management	3 1 0	4	E
15COM732	Entrepreneurship	3 1 0	4	E	15COM735	International Business	3 1 0	4	E
15COM733	Financial Management	3 1 0	4	E	15COM736	Marketing Management	3 1 0	4	E

### M Phil – English Language and Literature

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
<b>SEMESTER 1</b>					<b>SEMESTER 2</b>				
15ELL701	Research Methodology	4 0 0	4	A		Elective	4 0 0	4	E
15ELL702	Contemporary Literature and Theory	4 0 0	4	B	15ELL796	Dissertation (based on the chosen elective)		12	P
15CUL701	Cultural Education (Non-Credit)	2 0 0	P/F	F	15ELL797	Viva-voce		5	P1
	TOTAL		8			TOTAL		21	
						<b>TOTAL</b>	<b>29</b>		
<b>ELECTIVES</b>									
15ELL731	English Language Teaching	4 0 0	4	E	15ELL733	Modern Indian English Literature in Translation	4 0 0	4	E
15ELL732	Media, Cultural Theory and Visual Semiotics	4 0 0	4	E	15ELL734	Post-Colonial Studies	4 0 0	4	E

### M Phil – Visual Media and Communication

Course Code	Course Title	L T P	Cr	ES	Course Code	Course Title	L T P	Cr	ES
<b>SEMESTER 1</b>					<b>SEMESTER 2</b>				
15FNA701	Media and Communication Research	4 0 0	4	A		Elective	4 0 0	4	E
15FNA702	Media Texts and Changing Social Paradigms	4 0 0	4	B	15FNA796	Dissertation (based on the chosen elective)		12	P
15CUL701	Cultural Education (Non-Credit)	2 0 0	P/F	F	15FNA797	Viva-voce		5	P1
	TOTAL		8			TOTAL		21	
						<b>TOTAL</b>	<b>29</b>		
<b>ELECTIVES</b>									
15FNA731	Cinema Studies	4 0 0	4	E	15FNA733	Media and Visual Semiotics	4 0 0	4	E
15FNA732	E-Learning and Instructional Design	4 0 0	4	E					