AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY

Mysuru Campus

ACCREDITED WITH THE HIGHEST GRADE OF

NAAC A++

nirf 2023 GOVT. OF INDIA | **7TH BEST** UNIVERSITY IN INDIA

No.1 IN INDIA THE IMPACT RANKINGS 2023

PROSPECTUS

A VISION THAT SETS HIGHER BENCHMARKS IN EDUCATION

"The main purpose of education should be to impart the culture of the heart – a culture based on spiritual values."

Our Vision

Our vision is to be an exemplary institution that thrives on its commitment to the transformative power of value based education, providing the impetus to develop the expansiveness to harmonize both scientific knowledge and spiritual understanding, so as to utilize knowledge for societal benefit and contribute to a prosperous and sustainable future for all.

"THERE ARE TWO TYPES OF EDUCATION - EDUCATION FOR A LIVING AND EDUCATION FOR LIFE"

- HER HOLINESS SRI MATA AMRITANANDAMAYI DEVI

Our Mission

Amma's profound mission of providing education for life, and emphasis on compassion driven research, has shaped Amrita as a unique institution:

EDUCATION FOR LIFE

There are two types of education: education for living and education for life. Studying to become a professional is education for a living, while, education for life requires an understanding of the essential human values. At Amrita, we believe that education should also impart a culture of the heart, based on enduring values and inner strength. Amrita's culture of education helps to inculcate in our students the right ethos to be rooted in the values of Dharma (righteousness), Karuna (compassion) and Shraddha (mindfulness). Endowed with qualities of acceptance, patience, self-confidence, perseverance and enthusiasm, the benefit of humanity will become uppermost in the students' thoughts, words and actions. They will then pioneer innovative solutions for the benefit of all humankind, leading to sustainable health and prosperity for all. This resonates with the ancient Sanskrit prayer 'Lokah Samastah Sukhino Bhavantu'. It is a reminder of our deeper connection to the entire world around us, "May our work contribute to the happiness of all beings."

COMPASSION DRIVEN RESEARCH

Our motivation to pursue research is focused on alleviating major global problems related to poverty, starvation, sickness, environmental pollution and contamination. We believe that if we could transform compassion from a mere word into a path of action, we would be able to address most of the world's problems. If we take this step courageously, then our research and its outcomes will have a special impact, spontaneity, and power. This has translated into many latest advancements and innovations that have culminated in greater societal benefit.

GLOBAL IMPACT

At Amrita, we stand united in our mission towards solving globally recognized scientific and societal challenges, including environment, development, and health. Amrita stands at the strategic juncture of two streams of cultures: East and West. It is our vision to bring the two together to bridge the divide through meaningful collaborations with world-class universities and innovative approaches that will benefit the entire planet.

AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY

Amrita Vishwa Vidyapeetham is a multi-campus, multi-disciplinary research academia that is re-accredited with 'A++' by NAAC and is ranked as one of the best research institutions in India. Amrita, spread across 7 campuses in 4 states of India – Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and a new upcoming campus at NCR Delhi (Faridabad), has its headquarters at Ettimadai, Coimbatore, Tamil Nadu. Amrita Vishwa Vidyapeetham continuously collaborates with top universities all over the world including Ivy league universities and top European universities for regular student exchange programmes, and has emerged as one of the fastest growing institutions of higher learning in India.

15 SCHOOLS

200+ PROGRAMS

20,000+ STUDENTS

1,800+ FACULTY MEMBERS

12:1 STUDENT:FACULTY

150+ INTERNATIONAL PARTNERS

800+ PH.D. FACULTY

Academic & Research Excellence

Global & National Rankings, Accreditation

No.1 IN INDIA — THE IMPACT RANKINGS 2023

THE WORLD UNIVERSITY RANKINGS 2020 TOP — EMERGING ECONOMICS

THE WORLD UNIVERSITY RANKINGS 2020 TOP — ASIA

THE WORLD UNIVERSITY RANKINGS 2020 TOP — YOUNG

COLLABORATIONS WITH WORLD'S LEADING 200+ UNIVERSITIES

UNIVERSITY OF OXFORD

UNIVERSITY OF CAMBRIDGE

Stanford University

HARVARD UNIVERSITY

COLUMBIA UNIVERSITY

University at Buffalo — The State University of New York

UC San Diego

Technical University of Munich — TUM

TUDelft — Delft University of Technology

university of groningen

UPPSALA UNIVERSITET

THE UNIVERSITY OF ARIZONA

UCDAVIS — UNIVERSITY OF CALIFORNIA

PennState

A" Aalto University

No.1 IN INDIA PRIVATE UNIVERSITY — THE WORLD UNIVERSITY RANKINGS 2020

No.1 IN INDIA INTERNATIONAL FACULTY — QS WORLD UNIVERSITY RANKINGS 2020

UNESCO — uniTwin — United Nations Educational, Scientific and Cultural Organization · UNESCO Chair for Experiential Learning for Sustainable Innovation & Development

UNESCO — uniTwin — United Nations Educational, Scientific and Cultural Organization · UNESCO Chair for Gender Equality and Women's Empowerment

Academic & Research Excellence

Global & National Rankings, Accreditation

nirf 2023 **GOVT. OF INDIA**

7th Best University in INDIA

ACCREDITED WITH THE HIGHEST GRADE OF **NAAC A++**
National Accreditation & Assessment Council

Institution of Eminence
Recommended by
University Grants Commission

We, the Amrita Family, welcome you with OPEN ARMS and OPEN HEARTS to this great institution of Amma's infinite compassion and love

Swami Amritaswarupananda Puri
President, Amrita Vishwa VidyaPeetham

To become special or extraordinary is the dream of every ambitious student. But how does one become special? Is it only through academic excellence? Of course, that is part of it, but academic brilliance alone is not enough. The most important thing in building your life and future is your ability to focus on your inner self and to realize the inherent abilities there within.

When you graduate and enter the practical world of oppurtunities and challenges, you may find yourself among thousands of competent professionals. What will you have over them? It will be your ability to tap into your inner source and let flow the grace you find there into your work. The extent to which you will be able to do this will depend entirely on how open you are to the wonderful opportunities available at Amrita.

May you ever remain open to Amma's grace.

Ever in AMMA,

AMRITA VISHWA VIDYAPEETHAM
is a rapidly developing world-class university

Swami Abhayamritananda Puri
Pro - Chancellor

Dr. P. Venkat Rangan
Vice - Chancellor

It is both young and immensely dynamic, with a unique holistic approach to produce leaders in all of its disciplines. At Amrita Vishwa Vidyapeetham, we have assembled some of the most well known academicians, entrepreneurs, executives, inventors, philanthropists, researchers, and scientists to guide us in this noble endeavour. We have launched International Centres of Excellence with strong partnerships with some of the highest ranked universities from all over the world in many of the foremost frontiers of management and technology.

A very hearty welcome to you to this sacred temple of learning and leadership, and we hope you can become part of this exciting venture.

ACADEMIC ADMINISTRATION

Dr. Maneesha
Provost
Dean, Research & Innovation
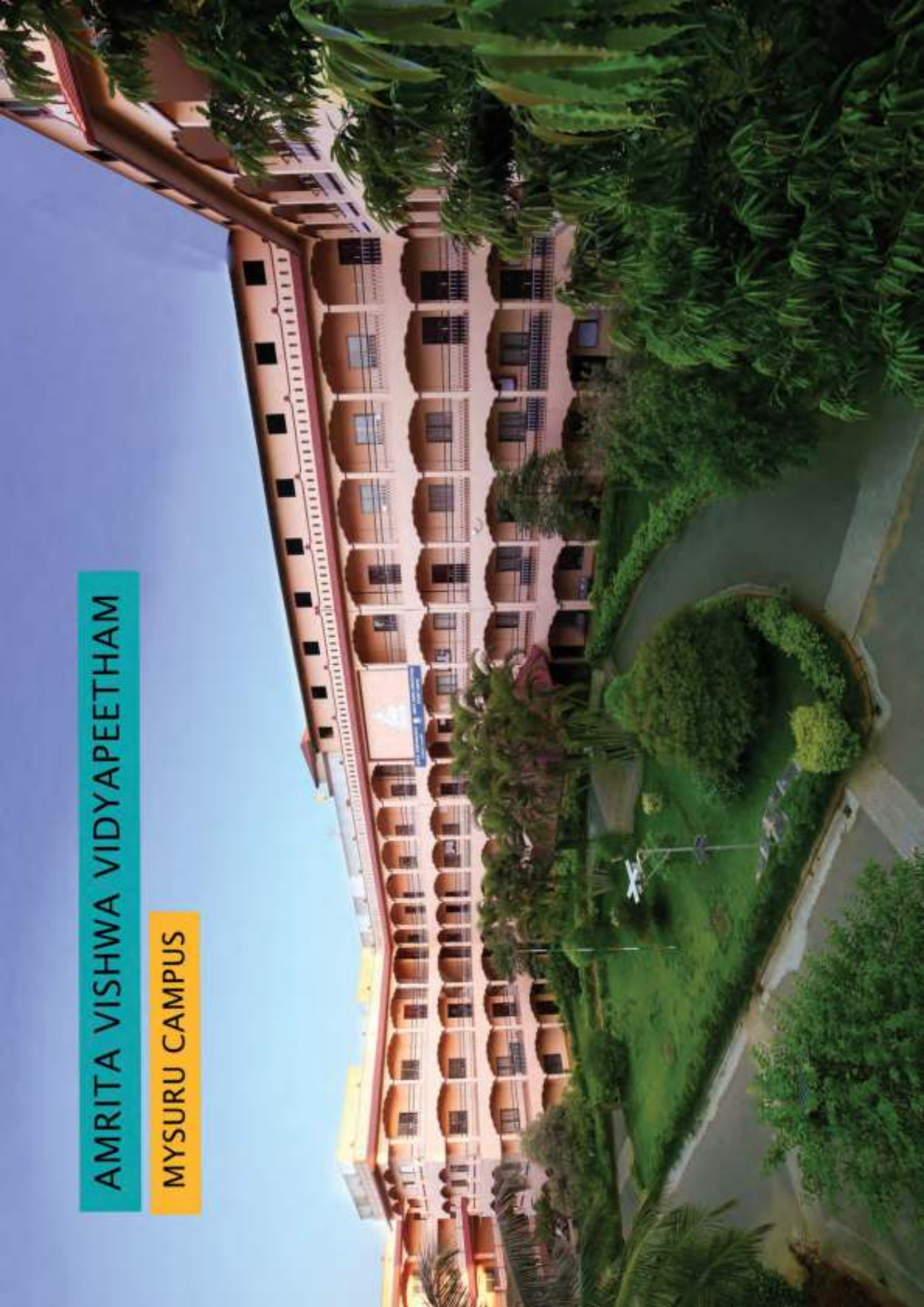
Dr. K Shankaran
Registrar

Dr. Geethakumar
Dean , Faculty of Physical Sciences

Dr. U Krishnakumar
Dean, Faculty of Arts, Media & Commerce

AMRITA VISHWA VIDYAPEETHAM

MYSURU CAMPUS

AMRITA VISHWA VIDYAPEETHAM
Mysuru Campus

Br. Anantaananda Chaitanya
Director

Br. Muktidhamrita Chaitanya
Correspondent

Amrita Vishwa Vidyapeetham, Mysuru Campus situated in the scenic city of Mysuru, provides a peaceful environment away from the din of the city yet well connected by road and offers an ideal ambience for learning that fulfils the aspirations of the young and meets the exacting demands of employers. Nurtured and benedicted by Sadguru Shri Mata Amritanandamayi Devi's celestial vision, Amrita a world class University was established in 2003. Amrita Vishwa Vidyapeetham, Mysuru Campus located at Bogadi, currently houses 3 schools: *Amrita School of Computing, Amrita School of Physical Sciences, Amrita School of Arts, Humanities and Commerce.* The campus is spread over five acres of land with more than 10,000 sq. mts of built-up area. The campus, fringed by verdant greenery retains a quaint charm that never fails to enchant

Where Knowledge Meets Life and Living

Prof. Shekar Babu
Associate Dean

Welcome to AMRITA Mysuru, an institution dedicated to empowering students to achieve their full potential by having them embark on a transformative educational journey.

We are proud to offer a dynamic learning environment that fosters intellectual growth, critical thinking alongside personal development as well.
At AMRITA Mysuru, we believe that education is not just about acquiring knowledge but also about embracing new experiences and forging lifelong connections. Our vibrant campus community brings together students from diverse backgrounds, creating a rich tapestry of cultures, perspectives and ideas. Beyond the classroom, AMRITA Mysuru offers a myriad of opportunities for personal growth and enrichment.

Students can engage in extracurricular activities, join student clubs and organizations, or participate in community service initiatives to broaden their horizons and develop leadership skills. Our state-of-the-art facilities, including modern sports complexes, libraries and student centres, provide the perfect backdrop for both academic and social endeavours.

As they embark on the Amrita journey, the student will not only receive exceptional education but also form lifelong relationships/connections.

"We are delighted
at Amrita,
Mysuru campus
to be partnering
with you as you
participate in an
exciting journey of
knowledge acquisition".

Dr. G. Ravindranath
Principal

I heartily welcome all students to the new academic year with AMRITA family! AMRITA's constant endeavor towards meeting the expectations of students and stakeholders is what makes us committed to ensure success.

The high-level of roominess with a versatile contextualized curriculum at AMRITA provides the mechanism for the School to meet the needs and interests of students and the community in a much better way.

Within a short period, Amrita has earned a global position among the top educational institutions and highly ranked among top universities.

In Times Higher Education (THE) impact rankings 2021, Amrita Vishwa Vidyapeetham has found its place in the top 100 Universities in the world, getting 81st spot GLOBALLY and 1st in INDIA in Sustainable Development Goals (SDG).

AMRITA ranks 5th best University in India as per National Institute Ranking Framework (NIRF).

AMRITA is also awarded the status of Institution of Eminence (IoE) recommended by UGC, Ministry of Education, GoI.

Accredited by NAAC with 'A++' Grade

The quality and variety of the programs like U G, P G, Integrated and research opportunities offered at AMRITA, Mysuru campus speaks of its reputation.

Apart from continued emphasis on academic excellence and research input, the institute is focusing on enhancing its international footprints through its offerings.

Numerous outbound activities, workshops, conferences, seminars and the strong institute-industry interface facilitates updating the students with technological, scientific, social and contemporary developments.

The combined effort of dynamic and dedicated staff, disciplined and diligent students and highly dependable parents along with individual mentoring has resulted in outstanding institution achievements.

At the campus you have exceptional facilities including wi-fi, Library, technology enabled classrooms, hi-tech labs, seminar halls and cafeteria. Also at this vibrant campus you will find unlimited opportunities to enjoy campus life by learning, exploring and engaging together in Student Activity Clubs and Technical & Cultural festivals.

The best practices along with the value addition initiative by Placement Cell (CIR) at Amrita have culminated into outstanding campus placement, and students who have graduated from AMRITA have made their mark in different areas.

In this challenging & unexpected vulnerable time, the goal of Amrita, Mysuru campus is to help students navigate the process and ensure a successful start to their Amrita experience.

We are delighted at Amrita, Mysuru campus to be partnering with you as you participate in an exciting journey of knowledge acquisition.

I am confident that your stay at AMRITA will be full of rewarding experiences. Thank you for being a special member of Amrita.

SCHOOL OF COMPUTING

Rapid change in technology, complete digitization in all sectors, networked and distributed markets along with the deployment of Artificial Intelligence, Data Science, Machine Learning, and IoT form the pillars of the fourth revolution. This in turn results in a huge demand for trained and skilled work force. The School of Computing, offers undergraduate, post graduate, integrated and doctoral programmes in line with such requirements of the industry.

The School-Industry linkage programmes bring scientists from top MNCs to share knowledge and experience with our students in order to bridge the gap between industry and academia. Our placements are consistent and are placed with highest package of 18 lakhs per annum. Dedicated Corporate and Industry Relationship office provides training, internship and guidance for placements right from the first year. Our students are also pursuing their higher education in top 100 universities globally.

The School of Computing, offers undergraduate, post graduate, integrated and doctoral programmes in line with such requirements of the industry.

Programmes Offered in the School

- **BCA**   - **BCA** Specialization in Data Science   - Integrated. **BCA - MCA**
- **MCA** Specialization in Artificial Intelligence & Data Science
- **MCA** Specialization in Cyber Security
- **Ph.D** Computer Vision, Pattern Recognition, IoT & Big Data Analysis, Cloud Computing, Wireless Communication

SCHOOL OF
ARTS, HUMANITIES & COMMERCE

School of Arts, Humanities and Commerce aims at creating skilful, ingenious, entrepreneurial professionals high in demand. School offers uniquely designed undergraduate, post graduate, and integrated programmes alongside doctoral programmes under the departments of Commerce and Management, Visual Communication and Languages. Academic and industry orientation coupled with human values equips students with career readiness as well as life skills. Research orientation and lifelong self-learning practices prompt them to work towards addressing various social concerns.

Adequate infrastructure, apt curriculum, competent and committed faculty members, systematic placement process, innovative cocurricular activities motivate students to scale new heights in their area of interest with a firm root in social value system.

The School constantly strives and upgrades its strategies to collaborate with the industry and academic entities of national and international repute by way of arranging industry visits, expert lectures, seminars, workshops, conferences and career guidance sessions.

Academic and industry orientation coupled with human values equips students with career readiness as well as life skills.

Programmes Offered in the School

- **B.Com** Specialization in International Finance
- **B.Com** Specialization in Taxation & Finance
- **B.B.A** Specialization in Business Analytics   • **B.B.A**
- **B.Sc.** Visual Communication with Minor in Artificial Intelligence (With an option to do 4 years Honors)
- Integrated. **B.Sc. - M.Sc.** Visual Communication
- **M.Sc.** Visual Communication
    Specialization in Digital Film Making & Media Production
    Specialization in Animation & Design
- **Ph.D** Visual Media   • **Ph.D** Management & Commerce
    HR, Finance, Entrepreneurship, Marketing

SCHOOL OF PHYSICAL SCIENCES

The School of Physical Sciences is committed to revive and regain students' interest in areas of pure sciences by providing comprehensive learning in the essential domains of core subjects. The school currently offers triple major undergraduate programs; B.Sc (Physics, Mathematics, Chemistry) and B.Sc (Physics, Mathematics, Computer Science) and a postgraduate (M.Sc) program in Chemistry. The School also strives to align with the National Education Policy 2020 (NEP 2020) and offers the four year program, 'B.Sc Honours in Chemistry with Minor in Materials Design', a highly interdisciplinary programme in compliance with NEP regulations.

The infrastructure in terms of spacious laboratories equipped with state-of-the-art facilities combined with highly qualified faculty members provides the students an ideal environment for learning and exploration. The rigorous training in fundamental subjects, projects in basic and interdisciplinary topics and skill enhancement courses contributes to the holistic development of the student. The programs offered by the school opens a wide range of future options in academia as researchers, teachers and scientists as well as in industry as analysts, scientific and technical officers, software engineers, programmers and developers.

> The rigorous training in fundamental subjects, projects in basic and interdisciplinary topics and skill enhancement courses contributes to the holistic development of the student.

Programmes Offered in the School

- **B.Sc. PMCS** with specialization in **Artificial Intelligence & Data Science**
- **B.Sc. Chemistry** with Minors in **Nanotechnology & Scientific Programming**
- **B.Sc. Chemistry** with Minors in **Nanotechnology & Polymer Science**
- **B.Sc.** (Honours with Research) in **Chemistry**
  with Minors in **Nanotechnology & Scientific Programming / Polymer Science**
- **M.Sc. Chemistry**

PROGRAMMES OFFERED

Undergraduate Programmes

- **B.C.A**
- **B.C.A** Specialization in Data Science
- **B.Com.** Specialization in International Finance
- **B.Com.** Specialization in Taxation & Finance
- **B.B.A**
- **B.B.A** Specialization in Business Analytics
- **B.Sc.** Visual Communication with Minor in Artificial Intelligence
  (With an option to do 4 years Honors)
- **B.Sc.** in Physics, Mathematics, Computer Science
  with Specialisation in Artificial Intelligence & Data Science
- **B.Sc.** (Honours with Research) in Chemistry
  with Minors in Nanotechnology & Scientific Programming / Polymer Science

Integrated Programmes

- Integrated **BCA - MCA**
- Integrated **B.Sc. - M.Sc.** Visual Communication

Postgraduate Programmes

- **MCA** Specialisation in Artificial Intelligence & Data Science
  Specialisation in Cyber Security
- **M.Sc.** in Visual Communication
  Specialisation in Digital Film Making & Media Production
  Specialisation in Animation & Design
- **M.Sc.** Chemistry

Ph.D Programmes

- ## Ph.D in Computer Science
  Computer Vision, Pattern Recognition, IoT & Big Data Analysis, Cloud Computing, Wireless Communication

- ## Ph.D in Management & Commerce
  HR, Finance, Entrepreneurship, Marketing

- ## Ph.D in Sciences
  Organic Chemistry, Natural Products, Medicinal Chemistry, Computational Chemistry, Theoretical Chemistry, Bio-Inorganic Chemistry, Material Chemistry

- ## Ph.D in Visual Communication
  Organic Chemistry, Natural Products, Medicinal Chemistry, Computational Chemistry, Theoretical Chemistry, Bio-Inorganic Chemistry, Material Chemistry

DEPARTMENT OF COMPUTER SCIENCE

The Department of Computer Science embarks on providing the students with updated curriculum and pedagogy in Computer Science disciplines to ensure that they have strong foundation in the concepts and equips them with effective and innovative learning environment.

- **BCA** Specialization in Data Science, Regular
- Integrated **BCA – MCA**
- **MCA** Specialisation in Artificial Intelligence & Data Science / Cyber Security

The department maintains an impressive placement record and motivates students in academic activities. The well qualified & committed pool of faculty members includes Ph.D holders, M.Tech graduates, M.Sc. & MCA degree holders with a commendable academic & research experience.

BCA Three years (Six semesters)
BACHELOR OF COMPUTER APPLICATION

Eligibility: 50% marks in PU/+2

BCA ia a 3 year undergraduate programme which provides a sound academic base for an advanced career in Computer Applications. It focuses on mathematical & theoretical foundations of computing. After successful completion of the program, student should be able to get placed in the field of IT as programmers, developers and designers.

- Add-on courses and short term certification courses
- Periodic seminars, workshops and guest lectures from industry experts
- Advanced training on C, C++, JAVA, J2EE, C#, Python and .NET Frame work
- Project internships
- Excellent placement opportunity - Counselling and Placement training to sharpen their employability skills

BCA Specialization in Data Science
BACHELOR OF COMPUTER APPLICATION

Eligibility: 60% marks in PU/+2   Three years (Six Semesters)

- More than 95% practical oriented and advanced curriculum with valuable inputs from leading IT experts

- Sophisticated computer labs well equipped with latest software technology

- Intensive and research oriented assignments and projects as integral part of the programme.

- Empowered with a curriculum aimed at producing industry ready data science professionals, with courses on Big Data Analytics, Machine learning, Artificial intelligence, Python programming, High performance computing etc

Choose BCA Data Science and Explore huge opportunities in various business sectors like Banking, Financial Services Healthcare, Retail, Telecom, Manufacturing etc. at entry, mid or senior level depending upon your skill set.

BCA- Data Science is an advanced three year undergraduate programme which is designed to fulfill the requirements of the current IT industries. It mainly focuses on bridging the gap between industry and academia by incorporating the latest technology and research oriented training into the curriculum.

Students graduating this programme would have career opportunities as data scientists, data analysts, data architects, business analysts etc. With the industry facing a huge shortage of data science experts, lucrative placement opportunities would not be a hindrance for the deserving candidates.

Artificial Intelligence, Machine Learning and Data science are the pillars of fourth industrial revolution which demand students with skill sets in the above areas

INTEGRATED BCA-MCA Five years (Ten semesters)

Eligibility: 60% marks in Graduation with Mathematics/Statistics as one of the subjects.

Well structured lectures with practical approach, industry oriented syllabi, along with an exposure to the latest industrial trends. Placement training, which is a part of regular curriculum includes Soft Skills, Aptitude training and Mock Interviews.

Integrated BCA-MCA is a Five year programme with application oriented syllabus, enabling students industry ready. The program provides sound practical skills that are required by leading IT companies.

Students enrolling in this programme pursue Bachelors as well as Masters degree without a break. Designed to provide students an overview of computing, an in-depth understanding of concepts, principles and skills in their application, and extension, integrated MCA is an ideal program for practical experience in applied computing.

MCA Two years (Four semesters)
MASTERS IN COMPUTER APPLICATION

SPECIALIZED ELECTIVE STREAM IN ARTIFICIAL INTELLIGENCE & DATA SCIENCE

Eligibility: 60% marks in Graduation with Mathematics/Statistics as one of the subjects.

Master of Computer Applications (MCA) emphasizes on the design and application of information systems and provides a solid background in business functions and Information Technology and covers latest developments in areas where commerce and computing and in general, applications and technology blend together successfully and define the state of art.

The industry oriented syllabi enables students to achieve higher placements in IT MNCs. Extensive support and constant guidance from teachers encourage students to pursue internship in leading companies as part of the major project.

MCA students acquire strength in principles, concepts and foundations of computer science, information technology and various applications. They would also have extensive programming / software development experience over a wide variety of platforms / applications. The curriculum has explicitly identified lab components for every course that discusses the principles with an implementation component.

The course is well balanced with significant emphasis on planning, designing and building complex commercial application software and system software. The application areas include transaction processing (such as banking, stock exchange order processing), simulation, database management, e-commerce, networking, embedded technologies, bioinformatics etc.

RESOURCES & FACILITIES

Oppurtunity to get hands-on exposure to diverse Operating System platforms and Software Tools

- Students at Amrita Vishwa Vidyapeetham are facilitated with strong computing skills in an efficient, effective and innovative learning environment.

- Students at Amrita have the following advantages
  - Amrita provides 1:1 Student - System ratio
  - Wi-Fi facility in the academic block
  - Working in the computer labs beyond college timings.

- There are around 270 systems spread across 6 computer labs well mantained by Dept. of Information and Technology Services. All the lab systems are equipped with dual boot operating system with high end hardware which is inline with the academic syallabi and its up-to-date to match the industry standards.

- Wi -Fi internet access points across the campus.

- Seminar rooms and a big auditorium with high power PA and Projection Systems and stage lightings facilitating events and stage shows.

- Computer labs are also equipped with mounted projectors; audio-video systems and with 100Mbps broadband facility shared across the labs. All the computer lab systems are connected and managed centrally by Ethernet LAN, through uninterrupted power supply.

- Networked classrooms fitted with projectors, audio/video equipments.

- Wi -Fi internet access points across the campus.

- Seminar rooms and a big auditorium with high power PA and Projection Systems and stage lightings facilitating events and stage shows.

DEPARTMENT OF MANAGEMENT & COMMERCE

The Department of Commerce and Management offers undergraduate and postgraduate programs that are industry and academic oriented, incorporating all the attributes applicable for a career and life.

PROGRAMMES OFFERED

- **B.Com** Specialization in International Finance, Taxation & Finance
- **BBA** Specialization in Business Analytics, Regular

The department provides an opportunity to bring together the industry and the students by way of industry needs, guest lecturers from experts of industry, seminars, workshops, national conferences and placement services.

B.Com Specialization in International Finance

BACHELOR OF COMMERCE Three years (Six semesters)

Eligibility: 10+2 or equivalent any stream with an aggregate minimum of 50% marks from CBSE / State Board / ICSE.

This program is Integrated with 9 papers of ACCA*UK - (Association of Chartered Certified Accountants).

Join us to become a part of the next generation of Finance Professionals, ready to make an impact in the global economy.

1. B. Com Integrated is a 3-year program with particular focus towards ACCA* (Association of Chartered Certified Accountants).

2. Courses are aligned with ACCA UK. The B.Com program covers all 13 papers required for ACCA qualification.

3. Students in this B.Com program will get a 9 paper exemption for ACCA out of the total of 13 papers.

4. ACCA approved and trained faculty teach ACCA aligned courses.

5. ACCA learning and exam material is provided. Access to library resources with occasional online access is provided.

6. Seminars on Finance and Accounting will be conducted throughout the duration B.Com.

7. Students get access to placement and internship in association with ACCA India.

8. Choice based credit system (CBCS) with option to choose elective courses

The Department of Commerce conducts various co-curricular and extra curricular activities inorder to explore the avenue in commerce and business

The idea behind business lab is to inculcate knowledge and need-based work skills so that the graduates of the college find themselves prepared for employment and self-employment avenues as and when required. In order to accomplish this task we have incorporated practical aspects of the subject so the students may involve in experiential learning which is vital in present business world.

BUSINESS LAB

B.Com Taxation & Finance
BACHELOR OF COMMERCE Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

B.Com Taxation and Finance provides a wide range of career prospects - tax officials, auditors, actuaries, accountants, business consultants, stock brokers, investment analysts, marketing managers, revenue agents, certified public accountants, cost estimators, and financial analysts.

- Coaching for professional courses like CA, CS, ICWA, TALLY ERP Certification as part of curriculum
- Invited talks, industrial visits, internships, projects & seminars
- Latest industry oriented updated curriculum
- Excellent placement record

To cater the requirement of students aspiring for taxation and to meet the current demand in fields like Finance and Banking sector, Business Consultancy, Working Capital Management, Policy and Budget Planning which provide ample job prospects to graduates, Amrita offers Bachelor in Commerce in the taxation stream. The programme through its study of taxation as specialization provides a strong base for student aspirants of professional courses - CA, CS, CWA and also prepares students for varied positions in the area of Tax Consultancy.

Effective Pedagogy with focus on Skill Development

B.Com provides sound subject knowledge of core and specialization courses through effective pedagogy with focus on skill development strengthened by cultural values thereby serving as a firm foothold for advanced post graduate studies in taxation. A unique feature of B.Com (Taxation & Finance) is Commerce lab to support practical application of classroom learning.

BBA Specialization in Business Analytics
BACHELOR OF BUSINESS ADMINISTRATION

Eligibility: 10+2 or equivalent any stream with an aggregate minimum of 50% marks from CBSE /State Board/ICSE.

Dive into the world of data-driven decision-making with our Bachelor of Business Administration (BBA) specializing in Business Analytics. This cutting-edge program is tailored for individuals eager to bridge the gap between business and technology, offering a unique blend of business acumen and analytical expertise.

Comprehensive Curriculum: Delve into courses designed to furnish you with the skills to analyze data, interpret insights, and apply them strategically to solve business challenges. From statistics and data visualization to predictive modeling and machine learning, our curriculum covers all bases.

Industry-Relevant Skills: Our program focuses on the practical application of business analytics tools and techniques. Learn to work with leading analytics software and platforms to make informed decisions and drive business success.

Experiential Learning: Engage in real-world projects, case studies, and internships with industry partners. This hands-on approach ensures you're not just learning theories but applying them to actual business problems.

Career Opportunities: Business Analyst, Data Analyst, Market Research Analyst, Financial Analyst, Operations Analyst, Management Consultant, Supply Chain Analyst, HR Analytics Specialist, Product Manager, Digital Marketing Analyst

BBA Three years (Six semesters)
BACHELOR OF BUSINESS ADMINISTRATION

Eligibility: 50% marks in PU/+2

Students accomplish leadership roles in business and corporate world by adopting application oriented teaching methodology

- Modules on Entrepreneurship, Business Law and Ethics, ERP, E - Commerce etc
- Internship in leading companies
- Enriching students with certificate courses, field visits, industrial tour, summer internship, screening documentaries, display of visuals.
- Serves as a foundation for MBA

BBA is an undergraduate programme offered to help students accomplish leadership roles in business and corporate world by adopting application oriented teaching methodology while encouraging students to explore new dimensions of knowledge. It enhances employability prospects through value added courses while enriching students with major and minor projects, certificate courses, field visits, industrial tour, internships and documentary screening. The programme incorporates Modules on Entrepreneurship, Business Law and Ethics, ERP, E- Commerce etc. in addition to offering Open Electives to augment special interests.

The students can look for job profiles such as Management Trainee, Business Development Executive, Marketing Executive, Member of Sales team, Customer Care Associates, Recruitment Executive, Field Sales Executive, Relationship Managers

DEPARTMENT OF VISUAL COMMUNICATION

In a media driven society the need for creative professionals is high in demand. AMRITA, the one and only campus in Mysuru which offers a Graduate and Post-Graduate programmes in Visual Communication, provides a platform that can colour your dreams beyond limits of media driven world. At Amrita, the programme helps you to have a successful career in print as well as in Audio-Visual media.

PROGRAMMES OFFERED

- **B.Sc.** Visual Media with a Minor in AI (With an option to do 4 years Honours)

- Integrated **B.Sc. - M.Sc.** Visual Communication

- **M.Sc.** in Visual Communication
    Specialization in Digital Film Making & Media Production
    Specialization in Animation & Design

B.Sc (Honours) Visual Communication with Minor in Artificial Intelligence - 4 Years

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

Introducing the B.Sc. (Honours) in Visual Communication with a Minor in Artificial Intelligence: A First-of-Its-Kind Program Designed to Elevate Your Career in the Digital Era.

Be a MEDIA ICON of tomorrow

Graduates are poised for success in a variety of roles within the media, digital arts, technology sectors, and beyond. With a unique skill set that combines creativity with cutting-edge AI knowledge, you'll be well-equipped to navigate the future of visual communication and digital technology.

Embrace the opportunity to stand out in the ever-evolving field of digital communication and technology. Enroll in our B.Sc. (Honours) in Visual Communication with a Minor in Artificial Intelligence, and propel your career to new heights.

Career Opportunities

Multimedia Artist and Animator

Graphic Designer

UI/UX Designer

Web Developer and Designer

Film and Video Editor

Digital Marketing Specialist

AI and Machine Learning Specialist

Public Relations Specialist

Content Creator

Digital Media Manager

2D/3D Animation Producer

INTEGRATED B.Sc-M.Sc Five years (Ten semesters)
Visual Communication

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year Polytechnic

The Integrated Five Year Masters Programme which at the UG level lends exposure to a wide range of subjects related to the field of media and communication is designed meticulously to offer two streams at the PG level

SPECIALISATION IN:

— **DIGITAL FILM MAKING & MEDIA PRODUCTION**

— **ANIMATION & DESIGN**

(Students can choose one among this)

A five year Integrated B Sc-M Sc in Visual Communication is offered with an objective to train and prepare highly skilled and professional manpower to man the media industry and also provide opportunity for self-employment.

The rapid growth in media and communication industry and high potential for employment requires trained and skilled manpower. There is enormous growth in print, electronic, web and online communication which needs skilled manpower in Video-Production, Audio-Production, Web-Publishing, 2D Animation, 3D Animation, Tele-serial production, Documentary Film making, Gaming, VFX, Advertising and Corporate Film making, Graphic Designing, Corporate Communication and Journalism.

CORE SUBJECTS INCLUDED

Journalism, Broadcast Journalism, Business Journalism, Web Journalism, Photo Journalism, Anchoring, Advertising, Communication and Media Theories, Public Relations, Research, New Media, News Casting, Photography, Video News Production, Videography, Film Studies, Designing, Content Writing, Short Film & Documentary Films etc.

JOB PROFILES SUITABLE FOR ARE

Photographer, Videographer, Shortfilm and Documentary Film maker, Direction, Reporter, Journalist, Audio Video Editor, Programme Producer, Content Writer and many more...

For the graduates who have found their calling in filmmaking, DFM is a comprehensive program that introduces students to the complexities of digital filmmaking and covers a wide range of components of filmmaking, from scripting, and shooting to editing and compositing to sound recording. Students will receive training in the production of Video Content and realistic films and can develop a good understanding of the creative interconnection between the writing, shooting, and editing stages and how to work with rapidly emerging digital technologies.

DFM is a comprehensive program that introduces students to the complexities of digital filmmaking and covers a wide range of components of filmmaking, from scripting, and shooting to editing and compositing to sound recording.

M.Sc Visual Communication

Specialisation in ANIMATION & DESIGN

Two years (Four semesters)

Eligibility: Graduation in any discipline with 50% marks

The program offers specialization in Animation and Design. This course is designed to introduce students to the professional world of Graphic, UI / UX design and Animation, training them to become professionals in the field.

CORE SUBJECTS INCLUDED

Graphic Designing, Web Designing, 2D/3D Animation, Motion Graphics & VFX, Photography, Videography, Audio - Video Productions, Responsive Web Designing, Advertising, Branding, Animation Film Production

JOB PROFILES SUITABLE FOR ARE

UI/UX Designer, Visualizer, Graphic/ Web Designer, 2D & 3D Animator, VFX Artist Audio/Video Editor, Story Board Designer and many more....

As the world consumes more virtual material than ever before, and AI opens doors to unlimited possibilities in the digital world, a specialised degree in Animation & Design is like a magic instrument that puts you in an advanced position, far ahead of the competition. Animation courses offer a wide range of topics, making them perfect for students interested in pursuing a creative career in 2D, 3D, and other areas. Animator, Texture Artist, Rigging Artist, Rendering Artist, Lighting Artist, Image Editor, Character Animator, and Special Effect Artist are just a few of the employment roles available in animation.

Animation courses offer a wide range of topics, making them perfect for students interested in pursuing a creative career in 2D, 3D, and other areas

RESOURCES & FACILITIES

- **TWO FULLY EQUIPPED AUDIO AND VIDEO STUDIOS FOR POST PRODUCTION, PHOTOGRAPHY, NEWS READING AND ANCHORING**
  (Spacious Acoustic Cabin, Sound Proof - Audio Recording Cabin, 40 - 50 students seating capacity, Adjustable lights with Dimmer Control, High end Mac Pro (3.5 GHz, 6 - Core, 24 GB RAM, 6TB RAID), Multicam Online editing, Broadcast Quality Video Switcher with live streaming facilities.)

- **EXCLUSIVE VISUAL MEDIA PRODUCTION AND POST PRODUCTION FACILITIES**
- **SEPARATE VISUAL MEDIA LABS WITH HIGH END MACHINES**
- **FACILITIES FOR FILM SCREENING AND APPRECIATION SESSIONS**
- **CLASSROOMS FITTED WITH LATEST AUDIO / VIDEO EQUIPMENT**
- **E - LEARNING FACILITIES AND DIGITAL LIBRARY**
- **LATEST STUDIO LIGHTING AND TROLLEY SYSTEM**
- **AN EXCELLENT VIDEO LIBRARY WITH MORE THAN 300 WORLD FILM CLASSICS AND LEARNING DVD 'S**
- **A DEDICATED GROUP OF TEACHERS, SUBJECT AND INDUSTRY EXPERTS**
- **IT HUBS BACKED UP WITH 24 HOUR FAIL SAFE POWER SUPPLY**

The availability of a professional quality broadcast studio with high end MAC machine, powered monitor speakers, separate audio-video suite, high end audio-video interface, fully air conditioned acoustic cabins, professional cameras and mixers, audio booth and lighting console etc., provides students with hands-on experience. Easy accessibility to ICT enabled digital lab with high end configuration systems with a system- student ratio of 1:1 gives the much needed practical exposure.

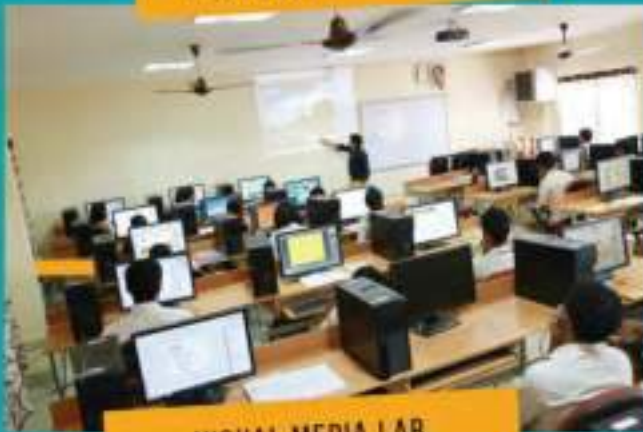POST PRODUCTION STUDIO

AUDIO RECORDING CABIN

PHOTOGRAPHY STUDIO
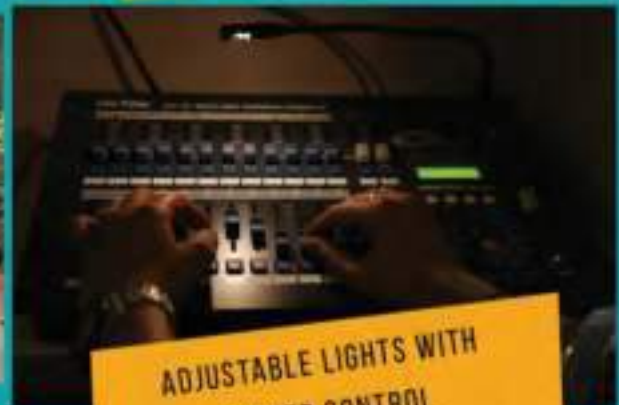

AUDIO - VIDEO EDITING STUDIO

VISUAL MEDIA LAB

SPACIOUS ACOUSTIC STUDIO

TROLLEY SYSTEM

ADJUSTABLE LIGHTS WITH DIMMER CONTROL

DEPARTMENT OF SCIENCES

Department of Sciences have been offering under graduate programme relevant to industry requirements in an exemplary manner since its inception.

PROGRAMMES OFFERED

- **B.Sc.** in **Physics, Mathematics, Computer Science**
  with **Specialisation in Artificial Intelligence & Data Science**

- **B.Sc.** (Honours) in **Chemistry**
  with **Minors in Nanotechnology & Scientific Programming**

- **B.Sc.** (Honours) in **Chemistry**
  with **Minors in Nanotechnology & Polymer Science**
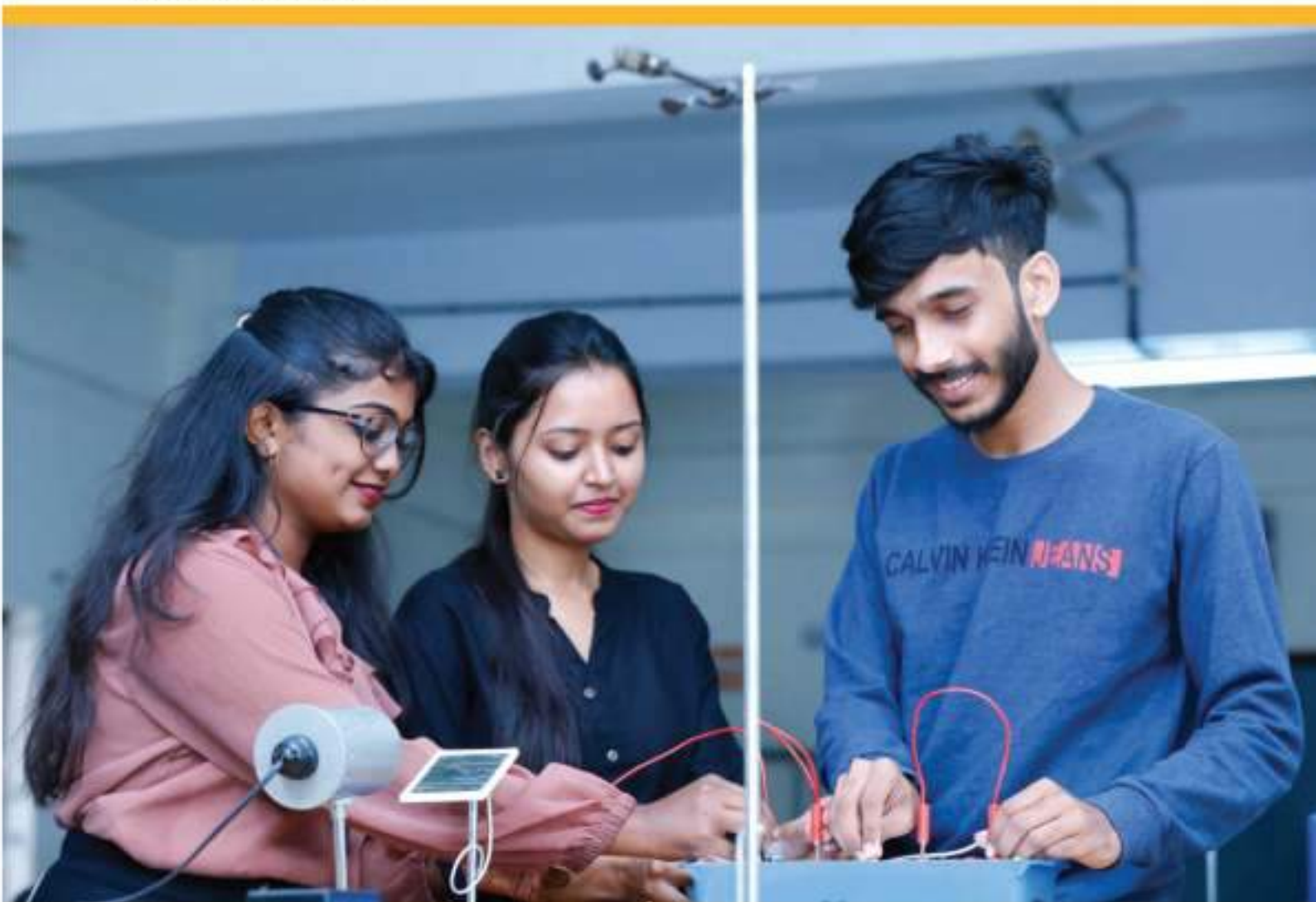
- **M.Sc.** **Chemistry**

B.Sc

in Physics, Mathematics, Computer Science
Specialisation in **Artificial Intelligence & Data Science**

Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year polytechnic Diploma.

- Dedicated and well qualified faculty members
- Wide option for higher education in Physics, Mathematics, Computer Science and Interdisciplinary disciplines
- World Class infrastructure
- Highly futuristic and Industry Oriented Curriculum
- Excellent placement opportunities

The application of artificial intelligence has become an invetibale component in developement in all disciplines encompassing core as well as applied sciences and engineering. The B.Sc (Physics,Mathematics, Computer Science) which specializes in Artificial Intelligence and Data Science is aimed at equipping the student with the top skills in demand in the areas of Information Technology,Engineering and Core Sciences and ensures a highly rewarding career in these domains. Through the program, the student developes interdisciplinary problem solving skills and gets prepared to explore awide range of opportunities in industry as well as academia. The program instills the skill to master emerging technologies in interdiscplinary disciplines and in the application of transdisciplinaryapproaches to solve complex problems. This leaves the graduate with a clear advantage over peers totap the latest opportunities in the fast evolving job market.

B.Sc
(Honours with Research) in Chemistry
Minors in Nanotechnology & Scientific Programming
Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year polytechnic Diploma.

- Highly qualified faculty having Ph.D and Post Doctoral experience from IITs, IISERs and IIS
- Sophisticated research laboratory in basic and applied sciences
- Placement opportunities in reputed core companies
- Invited lectures by eminent scientists from India and abroad
- Career guidance to study abroad and internships in premier institutions
- Recruitmrnt opportunity in research project/ Ph.D programs
- Minor courses providing hands-on training for industry requirements

The B.Sc (Honours with Research) programme is aimed at providing the learner with in-depth knowledge in fundamental aspects of chemistry. The minor in Nanotechnology provides them with interdisciplinary skills for rational design and synthesis of novel nano materials. The program also allows the student to choose a second minor, 'Scientific Programming' which consists significantly of practical (hands-on) sessions thereby providing the student sufficient hands-on experience in application of computer simulation techniques for problem solving in science. The combinations of a major and two minors significantly enhances the employability of the student as well as his/her ability to pursue a career in research / academics in chemistry and related interdiscplinary domains. The strong research component of the program also instills an innovative approach in the students, making them ready to identify and address the challenges in core and applied areas of chemistry. Students graduating in this program are eligible for research programs in core chemistry and allied disciplines. The programs also ensures high employability in core chemical industries as Chemical Analysts, Technical officers, Food and Drug inspector, Production Chemist etc. and as developers in the Scientific Software industry.

Moreover, as per UGC regulation, a student who is awarded B.Sc (Honours in Research) degree is eligible for direct admission to Ph.D without a Master's (M.Sc) degree. This programme is being offered in alignment with the National Educational Policy 2020 regulations.

B.Sc

(Honours with Research) in **Chemistry**
Minors in **Nanotechnology & Polymer Science**

Three years (Six semesters)

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year polytechnic Diploma.

- Highly qualified faculty having Ph.D and Post Doctoral experience from IITs, IISERs and IIS
- Sophisticated research laboratory in basic and applied sciences
- Placement opportunities in reputed core companies
- Invited lectures by eminent scientists from India and abroad
- Career guidance to study abroad and internships in premier institutions
- Recruitmrnt opportunity in research project/ Ph.D programs
- Minor courses providing hands-on training for industry requirements

The B.Sc (Honours with Research) in Chemistry with minors in 'Nano-technlogy' 'Polymer Science' programme is aimed at providing the learner with in-depth knowledge in fundamental aspects of chemistry. The minor in Nanotechnology provides them with interdisciplinary skills for rational design and synthesis of novel nano materials. The program also allows the student to choose a second minor, 'Polymer Science' which has a significant lab component providing the student sufficient training in the principles and practical aspects of polymer technology. The strong research component of the program instills an innovative approach towards science in the students, making them ready to identify and address the challenges in core and applied areas of chemistry, nanotechnology and material science. Students graduating in this program are eligible for research programs in core chemistry and allied disciplines. The programs also ensures high employability in core chemical industries as Chemical Analysts, Technical officers, Food and Drug inspector, Production Chemist etc. and in industries related to polymeric materials for specialized applications.

Moreover, as per UGC regulation, a student who is awarded B.Sc (Honours in Research) degree is eligible for direct admission to Ph.D without a Master's (M.Sc) degree. This programme is being offered in alignment with the National Educational Policy 2020 regulations.

M.Sc Chemistry

Two Years, Ten Semesters

Eligibility: 50% marks in PU/+2 in any discipline or its equivalent or 3 year polytechnic Diploma.

- Highly qualified faculty having Ph.D and Post Doctoral experience from IITs, IISERs and IIS
- Strong foundation in theoretical and practical aspects of Chemistry
- Opportunities for research internship in leading industry and academic organizations
- High emphasis on research in chemistry and interdisciplinary disciplines
- Placement opportunities in core industries
- Participation in International Conference and Symposia

PLACEMENT @ AMRITA

The school provides excellent placement training, resulting in excellent placements. The campus has established an excellent placement record in different disciplines.

EXCELLENT PLACEMENT RECORD

1000+ PLACEMENT OFFERS IN THE LAST 3 YEARS

DEPARTMENT OF CORPORATE & INDUSTRY RELATIONS

Campus recruitment at Amrita, Mysore campus is being taken care of by the Center for Corporate & Industry Relations [CIR]. CIR is attached to the Directorate of Corporate & Industry Relations located at Amrita Vishwa Vidyapeetham, Ettimadai campus. Prime objectives of the CIR are to promote Corporate Relationships, Campus Placements, Internships, Employability Skill Development, Collaborative Research and Personal & Career Guidance.

Placement activities of the school are coordinated centrally through the Corporate and Industry Relations (CIR) at the university headquarters at Ettimadai, Coimbatore.

CONSTANT RECRUITMENT DRIVE

Over the past several years, CIR could establish dynamic relationships with giants in the corporate sector resulting in the placements of students in their dream companies. The vibrant corporate relationship with the leaders in the industry has also facilitated the promotion of Internships, Guest lectures and Collaborative Research.

CIR is in constant touch with the corporate world to gather the latest requirements, suitably modify and fine tune the training programmes to match such requirement. CIR also organises training programmes for the development of each and every student of Amrita Schools of Arts and Sciences in areas beyond academics, with a view to equipping them with the required

skills that are indispensable in the corporate scenario. To achieve this end, CIR has developed in-house training programmes in the field of Aptitude training (which includes speed maths, logical reasoning, verbal & analytical skills) and Soft Skills development programmes to inculcate interpersonal skills, espirit-de-corps, group discussion skills, communication skills and personal interview techniques. The entire training programme is being carried out during the academic sessions itself. Fulltime core faculty members are supported by visiting experts on a regular basis, from all domains of Life Skills like speed maths, logical reasoning, verbal & analytical skills.

OVER 300 HOURS OF COMPREHENSIVE TRAINING BY PROFESSIONALS AND INDUSTRY EXPERTS

- Facilitates coaching for various competitive examinations like GRE, CAT, GATE etc

- Placement support extended to all UG programmes

AMRITA'S KEY RESULT AREAS

QUANTITATIVE APTITUDE

SOFT SKILLS

VERBAL & COMMUNICATION SKILLS

SKILL DEVELOPMENT

A broad based extensive training programme has been formulated by CIR to enable the students to acquire various skills that not only suit the corporate requirements but also result in the overall personality development of students.

CIR has formulated a very effective Skill Development Program and is tied up with the best training partners in the country to promote the employability skill development of the students. Students are trained in the areas of Quantitative Aptitude, Logical and Reasoning Ability, Verbal Skills, Soft Skills and Technical Aptitude to ensure employability. CIR organizes guest lectures and workshops on emerging industry relevant topics to ensure corporate readiness of the students. CIR also organizes several online aptitude tests, mock interviews and group discussions to ascertain the placement of every student. The skill development programs organized by the CIR have resulted in excellent placements and Amrita, Mysore campus has recorded close to 100 percent placement across the past five years.

RECRUITMENT DRIVE
BY MAJOR CORPORATES

RECRUITMENT DRIVE
BY MAJOR CORPORATES

Amazon	Airtil Pvt Ltd	Akamai Technologies
Atlas Healthcare Software	Black Bird Solutions	Bluerace Technologies
Capgemini	Carmatech ITSolutions	Cerner Health Care Pvt Ltd
ChargeBee	Chola MS General Insurance	Cognizant
CSS Corp	Deloitte	ETV Bharat
Excel Public School	Galactic Medical Data Bank	Gnanodaya Public School
Godrej & Boyce Pvt Ltd	GSSS	IBM
iCAD	Ideal Jawa Rotary School	IGate
Incture Technologies	Infosys	JSS School
Kautilya School	KPMG	Kruxsoft Solutions (P) Ltd.
Nice Education	Newgen Software Technologies Ltd	Notredam
Payoda Technologies	Podar International School	Pricewater Coopers
Promantia Global Consulting	RedHat	RM Education
Sai Saraswathi School	Saksoft	SAP Labs
Speridian	Sprint	Sprint Technologies
Assyst International	St.Joseph's Educational Institution	Standard Chartered Bank
Star Soft	Supreme School	Surabhi Software
Symantec	Syntel	TCS
Tech Mahindra	TESCO	Texas Instruments
Timken	Unisys	UST Global
Vidyodaya Higher Primary School	Viwaswan Solutions	WIPRO
ZOHO Corporation		

RECRUITMENT DRIVE
BY MAJOR CORPORATES

Flowers T V	Mathrubhumi T V	Apex Press and Publishing
The Hindu	Circuit 9	Chitranjali Studio
News 18	Naksha Builders	Zee Telugu Channel
Deccan Herald	Golden Photo Center	Solution Infiniti
Sakkath Studio	Sambrama TV	Your Quote Solutions Pt. Ltd.
JMDV Crystal Pictures	Oriental Ad Company	Central Studio
Indian TV	United Media Services	Pepper Interactive
Just Urbane Magazine	Jelitta Publicity	Merako Media Pvt. Ltd.
Saatchi and Saatchi Focus	BUD India	BUD Business Edge
TV 5	Yashtel	C V Groups
Austron Media Tech	Upasana Studio	Ugama Media
Suvarna News	TV 5 Kannada	Radio Station
TV 1 Kodagu	GSS Foundation	Radio Mattoli 90.04
Bamboo Events	Maya Films	

Besides the massive placements of the students of Amrita, Mysore campus, CIR at Amrita, Mysore campus could facilitate the placements of over 1500 students from other colleges during the past five years through pool campus drives.

CORPORATE FEEDBACK

Lakshmi Nair Location Campus Manager, Wipro says, "Students of Amrita, Mysore campus had more appreciation from the technical interview panels. Amrita students were overall good with their communication, have good attitude and excellent attentiveness"

Anil V Vice President-Global Operations, Kruxsoft Solutions Pvt. Ltd says, "We take this opportunity to thank you personally and the Amrita Family for providing us with Employable Resources and thus and making our job much easier. We would like to continue this engagement in future."

Padmini Settikkere Lead – Talent Acquisition, Infosys LtdPvt. Ltd says, "BCA students of Amrita, Mysore campus have good articulation skills and were able to explain technical concepts very well. Amrita students were also found to have excellent attitude, attentiveness, diligence and receptiveness."

Benjin Samuel Lead - Campus Recruitment, TCS says, "Amrita students were found to be technically strong and have good application knowledge since they have project work. They have commendable articulation skills and they were also found to have excellent attitude"

LIBRARY & INFORMATION SCIENCE

Our Library is user friendly with a huge collection of volumes consisting of text books, reference books and general books along with CDs, National and International Journals, Magazines, Periodicals and leading Newspapers. Library is also equipped with Digital Library System

Library which is an integral part of a Academics is kept open even beyond college working hours for the benefit of its users. An independent library management system which is a part of Amrita University Management Systems helps in the issue of the books more easily. It is user friendly with a huge collection of volumes consisting of text books, reference books and general books along with CDs, National and International Journals, Magazines, Periodicals and leading Newspapers.

In the era of Information Technology, communication and network constitute the core of the information exchange. The information exchange is facilitated through books, journals and magazines.

IEEE Xplore Digital Library

Library provides access to the IEEE Xplore digital library which is a powerful resource for discovery and access to scientific and technical content published by the IEEE (Institute of Electrical and Electronics Engineers) and its publishing partners containing more than 3 million full-text documents from some of the world's most highly cited publications in electrical engineering, computer science and electronics.

Springer Link

Library provides access to Springer Link with a collection of 2,486 E-Journals & 3,633 E-Books, which is the world's most comprehensive online collection of scientific, technological and medical journals, books and reference works.

Amrita VIDYA

The Digital Library Amrita VIDYA -is a multimedia-rich 1.5 Tera Byte of organized information comprising audio and articles, video lectures, journals, news shows and documentaries running into thousands of hours of programmes from around the world.It is a collection of learning resources providing organized information and is used as reference to supplement classroom teaching. Students effectively incorporate this archived material into their learning schedules and this has contributed immensely to in-depth understanding of subjects taught and knowledge expansion.

AMRITAVIDYANVESHANE
IN QUEST OF KNOWLEDGE - A SERIES OF EXPERT LECTURES

VIDYANVESHANE - A quest for knowledge is a series of expert lectures from Academia and industry. The objective of the series is to expose student to real life scenarios and eqip them with industry skills leading to easy employability. It takes students beyond the boundaries of the classrooms and aquaints them with newer voices.

AMRITAVIDYANVESHANE

In Quest for Knowledge

a series of expert lectures

RESEARCH - THE FORCE BEHIND ACADEMIC EXCELLENCE

One of the most important driving forces behind the earnest attempt to reach heights of academic brilliance at the institution has been the ongoing research activity. In their endeavour to enrich knowledge in contributing towards quality education, faculty members in all departments have been involved in consistent research work. 15 faculty members in the school hold doctoral degrees. With the increase in number of doctoral degree holders in the campus, the school has initiated doctoral program under the departments of Management & Commerce, Computer Science, Visual communications, Education & Languages in domains such as English Language Teaching, English Literature, Translation Studies, Human Resources, Finance, Marketing, Inclusive Education, Image Processing, Networking, Data Mining, Data Analytics and New Media. This has helped many faculty members pursue their doctoral degree and upgrade their credential. Contribution towards research has also been in the form of paper presentations at national and international conferences and through journal publications. The school has around 300+ publications with over 200 research papers indexed in SCOPUS database. Participation in workshops and seminars on emerging areas help them gain deeper and wider understanding of their research domain. The School strongly believes in the dictum that 'knowledge grows when shared' and encourages faculty members to do so. To enhance the research synergy faculty members and students interested in the same research domain form a Thrust Area Group (TAG)which focuses on both intellectual and infrastructural improvement. Membership to professional bodies such as Computer Society of India (CSI), Institute of Electrical and Electronics Engineers(IEEE), and Confederation of Indian Industries (CII) facilitate the conduct of expert lectures, technical talks, seminars, conferences and help promote industry interface. By encouraging students to participate in co-curricular activities, the dedicated staff members focus on all-round development of every individual student.

OUR PEDAGOGY

Academic schedule at Amrita, necessitates dedicated hours of study, library work, IT interface and home assignment. Faculty members transform the rigour of academics into rich learning experience through innovative pedagogy. While the varied teaching methods employed lead to interactive learning, the continuous evaluation process comprising tests, quizzes and assignments leads to regular study habits. Besides, the curriculum is a harmonious blend of the required technical know-how and the much needed soft skills with a strong foundation of values through the study of 'Cultural Education' course interspersed with Yoga which promotes holistic development of a student. To embolden innovation and creativity, to transform conceptual knowledge into experiential learning and to gain hands-on experience through internship and research projects the University has incorporatedproject work as a curricular requirement of allprogrammes offered by the School.

Teaching learning at Amrita is 'solely student centric' modeled on the concept of participatory learning approach resulting in interactive sessions. Proper planning and diligent designing of the course delivery help the faculty device activities like case studies, role plays, seminars and presentations, simulation exercises, cue-cards, group discussions, mind mapping, current news assimilation, hands on sessions, etc., as is suited to the course content.

Continuous evaluation process, systematic conduct of examination & the timely publication of result ensure excellence in the system. With a promise to enhance the quality of deliverance at both Undergraduate and Postgraduate levels and with its impetus on research, the school extends its commitment to more areas in humanities and social sciences as well as continues to build its strengths in applied sciences.
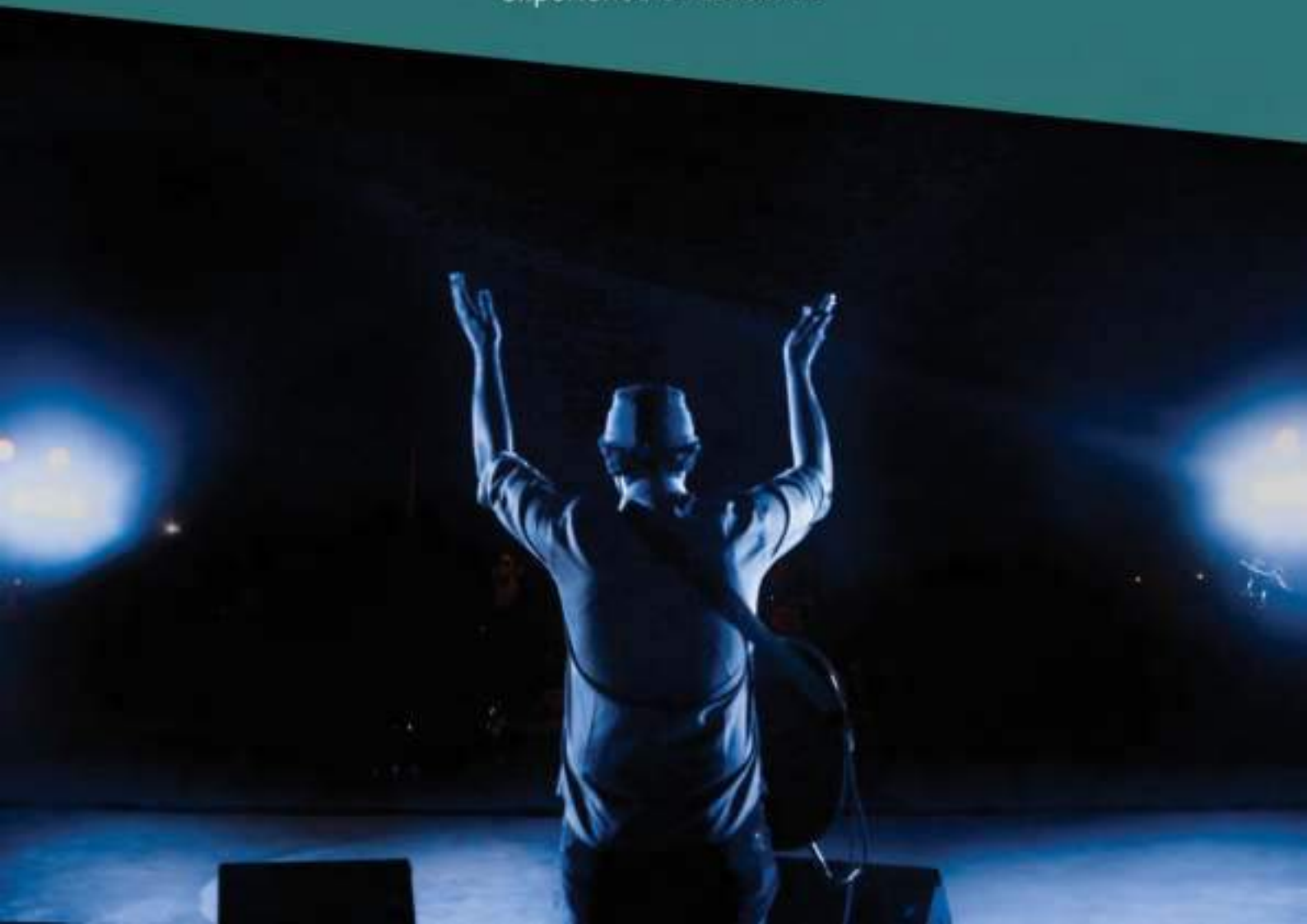
CAMPUS LIFE

Student Clubs and Technical and
Cultural Festivals on campus enrich
the social, cultural and educational
experience of students

MUSYNC - THE MUSIC CLUB

MUSIC CLUB has been set up to encourage talent in music- instrumental as well as vocal. This is a student-run club which was formed in 2011. Members participate in all the cultural activities of the college and also in the inter-college and intra-university functions. All interested and talented students are encouraged to join as members.

DRAMA & THEATRE CLUB

DRAMA CLUB encourages dramatic presentations by students in the form of skits, mime, plays etc. Eminent theatre personalities are invited to give lectures on the new trends in theatre. Theatre workshops are conducted in order to explore the possibilities for interdisciplinary linkages between different forms of performing arts.

DANCER'S DYNASTY - THE DANCE CLUB

DANCE CLUB is to boost up the morale of students and to highlight the talent of dance and creativity. It provides opportunities to dance lovers to prove their talent and it is a good platform for them to have their artistic exploration.

LITERARY CLUB

LITERARY CLUB aims to develop analytical and creative thinking skills. It offers opportunities to appreciate different types of literature and increase their own literary skills. The Literary Club aims at not only refining the literary skills of the students but also developing in them logic and curiosity to know more and to instill in them a confidence to speak well. It is a club made for   people who love literature, and want to share their experiences, readings and thoughts with others who have the same interest and talent.

SPORTS CLUB

Our SPORTS CLUB has come up with the purpose of playing diverse sports. Many outdoor games like volleyball, cricket, football, badminton, tug of war, etc keep the students fit and has become basic for regular physical activity. Not only this, our club also offer many indoor games like chess, carom, TT etc.

AYUDH - YOUTH IN ACTION

AYUDH is an internationally recognized youth empowerment organization that brings together charitable and recreational activities in order to put positive values into practice. Founded in 1985 by AMMA, AYUDH focuses on creating a network of like-minded young-people and providing a platform to develop life-long friendships through community engagement activities. AYUDH is currently involved in areas such as social service, green initiatives, personal empowerment, and inter-cultural exchange.

AYUDH is a platform for the youth to render their selfless service in various ways while they empower themselves expressing their creative and innovative potential and gain inner strength and balance to become promising citizens

CAMPUS SUPERSTAR

An Event by MUSYNC – The Music Club

Campus Superstar is an event conducted by the music club (Musync) at the campus which aims at providing a platform for the musicians of the college to come forth and showcase their skills, and more importantly, gain campus-wide recognition.

Renowned judges from the music field are invited to judge the event . The special performances of these renowned artists add charm to the event and motivated\ the budding talents. The winners in vocal as well as instrumental category arerewarded with prizes and mementos.

Danceholic

Dance Club

Danceholic is an intra-campus dance competition held in the campus with a view to provide a platform for dancing talents and to improve their talents through constant encouragement and also to help them shed their inhibitions. Winners are rewarded with prizes and mementos.

THEATRE LOVERS
DRAMA CLUB

ENCOURAGING SPORTS

Aspiring Amritians Sports Club

SATHGAMAYA

state level MULTI FEST

A State level multifest in the campus which was conceived so as to enable students to put into practice all the skills that they have learnt in their academic programs as well as showcase their innate artistic and technical abilities to the fullest.

Years spent in the college campus are evergreen and the most cherished ones in everyone's life. While college students undergo a rigorous regime filled with academic pursuits, a host of co-curricular activities, and a handful of extra-curricular activities, a festival like Sathgamaya proved to be just the perfect get-away from their tough routines allowing them to de-stress and yet learn a lot from the fun.

It included interactive talk sessions with industry experts, workshops ranging from make-up to virtual reality, activities from food & craft stalls to spot competitions, rhythmic entertainment in the evening, art installations & exhibitions, carnival and much more.

STATE - LEVEL MULTI FEST

CINERAMA

NATIONAL LEVEL SHORT FILM FESTIVAL

An Arena to unveil your creativity

Cinerama is a National-level Short Film Festival, organized by Department of Visual Communication at Amrita Vishwa Vidyapeetham, Mysuru Campus.
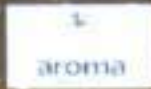
Department of Visual Communication

Presents

National Level Short Film Festival

CINERAMA

2 0 2 3

Celebration of Unity
Cultural Synergy

ONAM

DASARA
DIWALI

PIXEL KRAFT
GRAPHIC AND PORTFOLIO EXHIBITION
DEPT OF VISUAL COMMUNICATION

"PixelKraft" is a portfolio exhibition of Graphic and Portfolio works of the final year students at both undergraduate and postgraduate levels at Amrita Vishwa Vidyapeetham, Mysuru Campus.

AMRITIANS
AMRITA ALUMNI NETWORK
Celebrating Togetherness

Alumni Meet is held in Mysuru Campus premises every year with immense pleasure and happiness. The programme usually includes cake cutting followed by cultural performances by the current students and alumni. Alumni share their experiences about the institution and the challenges faced in the outside world after stepping out.

GLOBAL
AMRITA ALUMNI
MEET 2023
21ST JANUARY
The biggest homecoming
Amrita from around the
108 virtual loca

VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY
Mysuru Campus

ALUMNI SPEAKS

Sajan Jain, MCA pass out: "Being a student of Amrita for 5 years and then going to industry had no difference as any Amritian could fit in with ease because the syllabus here is so advanced. The rigourous placement trainings helped me to pass through the interviews and written tests. "

Shraddha Bollamma, MCA pass out: "After Six years of my BCA - MCA life in Amrita I stepped out of the college as a proud Amritian with lot of memories to cherish and a job in hand and lot of lessons. Anchoring at various events and designing and organising during the college fest has not only boosted my confidence but it has helped me develop my personality. Being in the IT industry I am able to perform better because of the curriculum that is set in Amrita and I would like to thank all the lecturers for the constant support"

Apoorva Prabhu, MCA passed out who currently works as a Senior Software professional at IBM says "Several aptitude tests and mock interviews organized by CIR has motivated us and installed confidence in us to secure placements in leading companies"

Sajith Warrier, MCA passed out, Research Scholar and lecturer at Amrita Vishwa Vidyapeetham, Coimbatore says "The Support rendered by the school and CIR has resulted in the development of positive attitude which has enabled me to realize my potential to set higher goals in life"

Sheryl Chengappa, MCA passed out, Application developer Cognizant says. "The placement training provide by the school and CIR has helped us immensely in clearing the written test and to face the recruitment panel with ease and confidence.seminars workshops offered by senior students ,alumni and senior professionals from IT industry could empower us to project our candidature.

Nagaraj Poti says, "I am delighted to have been placed in Zoho Corporation during my tenure here as a student at Amrita School of Arts and Sciences, Mysore. I am highly indebted to my teachers at the Department of Computer Science and the CIR department for leaving no stone unturned in making this a reality. The exemplary guidance I received here has provided me with a solid platform from which to launch my career".

ALUMNI SPEAKS

Javad Shareef M A , who now works as a Senior Developer Engineer at AppViewX says, "During my studies at Amrita, I strongly realized my own limitations and strengths. I am immensely happy to say that ASAS Mysore is the Institution where I started my professional education which turned me to face and solve the real-time issues with a great confidence. "

Roshan Mesta who works as a Specialist, Nokia Networks, Bengaluru says, "I would like to thank each & everyone including lecturers at Amrita for sharing vast experienced knowledge, friends & batch mates for support in each phase where ever required."

Pramod Ranganath who works as a Project Engineer, Wipro Technologies, says, "It feels great to be an alumnus of Amrita Institution. The name and reputation that it has is not just limited to South India but throughout the country. The combination of good education plus cultural activ-ities that are held in the campus makes it unique. The syllabus is set according to the industry standards.This really helps the students when they get into the corporate world. I hope Amrita institution shines even better in the coming days."

Ashwini T S who works as a computer teacher, Shree Vidya Academy, Mysuru says, "As an Amritian, I am very proud to say that our college is one of the best that provides quality education. The college gave us all the facilities to improve our knowledge, with advanced syllabus, dedicated faculty, library, and lab facility. The faculty is very friendly and approachable and also willing to help us any time. The campus infrastructure is very beautiful. "

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