



ALLIANCE
UNIVERSITY

Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

NAAC
GRADE A+
ACCREDITED UNIVERSITY



FREEDOM TO EXCEL

LIBERAL ARTS AT ALLIANCE



ARCHITECTURE, ENVIRONMENT & EDUCATION





ALLIANCE UNIVERSITY

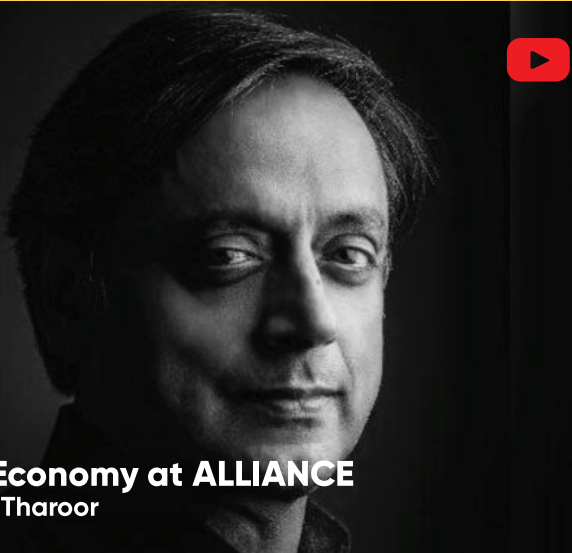
Alliance University is the first Private University in South India, established in Karnataka by Act No. 34 of 2010, and is recognised by the University Grants Commission (UGC), New Delhi. The University is accredited with an A+ grade by the National Assessment and Accreditation Council (NAAC).

The University considers research the essence of all teaching and learning practices. A unity between research and teaching is promoted to extend the frontiers

of knowledge to solve real-world problems on a local, national, and global scale.

For this purpose, the University seeks to be the nerve centre of interaction between the industry, the government, the civil society, and the community at large.

In times when technological and social change is transforming the very idea of employability, the University embraces the increasing diversity of specializations while retaining the impulse to unify all knowledge.



Creative Economy at ALLIANCE
by Dr. Shashi Tharoor

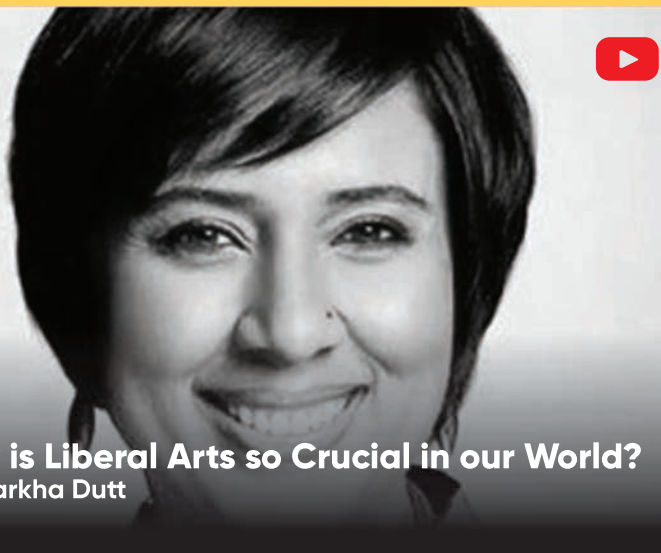


Multidisciplinarity of Liberal Arts
by Dr. Vikram Sampath



For more on liberal arts

"The Ideal Liberal Arts Programme for the 21st Century at Alliance: from Ivy League Faculty to Multidisciplinary Training from the Sciences to the Arts".



Why is Liberal Arts so Crucial in our World?
by Barkha Dutt



What's Liberal in Liberal Arts?
by Devdutt Pattanaik

ALLIANCE SCHOOL OF LIBERAL ARTS

Alliance School of Liberal Arts enables students to embrace a truly multidisciplinary approach in learning to become leaders and problem solvers. With the best-in-class international faculty, the School is a vibrant hub of art, culture and ideas which guarantees the most immersive experiences both inside and outside the classroom.

- **Take classes from Ivy League faculty.**
- **Freedom to choose courses and design your own degree.**
- **Be a part of the hub of art, culture and ideas through the Alliance Literary Festival.**
- **Creative writing taught by celebrity authors to prepare students towards becoming effective communicators in any field.**

IVY LEAGUE FACULTY

With a stellar cast of academics from Oxford, Cambridge, Ivy League, and other elite institutions, who are all at the cutting edge of research in their respective fields, we offer courses of rich interdisciplinary intersections to lay a very strong foundation to Liberal Arts education.



Dr. DEREK ATTRIDGE
Professor, English
University of York
Ph.D. English
Cambridge University



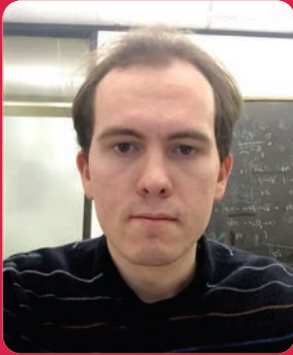
Dr. ADAM HUSAIN
Clarendon Scholar
University of Oxford



Dr. LUKE DAVIES
Fellow in Political
Theory, Department of
Government, LSE
D.Phil., Philosophy
University of Oxford



Dr. MERVE EMRE
Associate Professor of
American Literature
University of Oxford
Ph.D., English Literature
Yale University



Dr. ADAM JONES
Heilbronn Fellow
University of Manchester
D.Phil., Mathematics
University of Oxford



Dr. BERNHARD KASBERGER
Postdoctoral Researcher
DICE, Junior Research Fellow
University of Oxford
Ph.D., Economics
University of Vienna



Dr. MAXIMILIAN KIENER
Leverhulme Early Career Fellow
in Philosophy, University of
Oxford, D.Phil., Philosophy
University of Oxford



Dr. THÉO LEBRET
Msci, Astrophysics,
University College
London, D.Phil.,
Astrophysics, University
of Oxford



Dr. CRESCENTE MOLINA
Postdoctoral Fellow
Harvard Law School
D.Phil., Philosophy of Law
University of Oxford



Dr. TEDD MOYA
Oxford Martin Fellow,
University of Oxford
Ph.D., Energy and
Natural Resources,
Queen Mary University
of London

BACHELOR OF ARTS - BA (Hons.)

- Economics
- English
- Literary & Cultural Studies
- Media Studies
- Political Science
- Sociology
- Philosophy

BACHELOR OF SCIENCE - B.Sc. (Hons.)

- Applied Mathematics
- Computer Science
- Data Science
- Psychology
- Statistics

BACHELOR OF VISUAL ARTS (BVA)

ALLIANCE SCHOOL OF LIBERAL ARTS

A wide array of majors from the Liberal Arts both in the Humanities and Sciences. Your major and minor can be a combination of any two options listed here that students are encouraged to travel across disciplines.

BACHELOR OF FINE ARTS (BFA)

- Painting and Sculpture

MASTER OF ARTS IN ENGLISH (CREATIVE WRITING)

Ph.D. FROM LIBERAL ARTS



ALLIANCE LITERARY FESTIVAL

Be a part of the movement to make Alliance the hub of art and culture in India. From Shashi Tharoor to Devdutt Pattanaik, from Javed Akhtar to Geetanjali Shree, interact with academics, writers, publishers, translators, journalists, and other public intellectuals who come together for a confluence of the most inspiring conversations.





LIVE WHAT YOU LEARN

The Incipient

Put together by liberal arts undergraduates, a magazine that continuously blurs the lines between research and entertainment, between the highbrow and the lowbrow. From lucid personal meditations to sharp social commentaries, every page is an experiment in concept, design and content.

eARTh

The eARTh newsletter, an initiative by the Fine Arts students of the School of Liberal Arts, is a creative platform celebrating the intersection of art and sustainability. This endeavor showcases students' interdisciplinary talents, merging fine arts with pressing global concerns like environmental stewardship and social equity. Through thought-provoking artworks and narratives, eARTh highlights how art can inspire dialogue and action toward a sustainable future.

The Suburban

Reviving the very idea of a literary magazine, this quarterly ponders over the future of literature while keeping a close watch on Bangalore's art and culture scene. Every element of the magazine is crafted together to keep the proud spirit of creative writing alive in the age of AI-generated content.

Svā

Svā is a quarterly newsletter, an initiative of the psychology students of the Alliance School of Liberal Arts. Svā, in Sanskrit, means one's own. The essence encapsulated within the word "Svā" itself is a reflection of the human soul. The premise of Svā, a student-led initiative, is based on self-exploration and discovering the self or the soul in this tumultuous yet beautiful world. This collaborative newsletter project ensures that each individual plays a crucial role in making it truly their own.

Zoetrope: The Film Club

Experience the collective ecstasy of watching and analyzing world cinema. Expand your artistic vision and sharpen your critical eye as we watch films throughout the year, culminating in a film festival that congregates filmmakers and curates the most exciting collection of old and new films to be screened.

Cosmopolis: The Podcast Channel

Steer the fastest-growing YouTube channel to new heights. Set up podcasts with luminaries from different fields and be part of the movement to make Alliance the hub of Bengaluru's intellectual public sphere. Be it history, politics, science, policy or technology, Cosmopolis is Alliance's window to the world.

June 2024 | Volume 4

THE INCIPIENT



DICHOTOMY

CAN WE REALLY KNOW? A NEW DAWN AT ALLIANCE URBANIZING MODERNISM

VOL. 1 | ISSUE 1

APRIL, 2024

EARTH



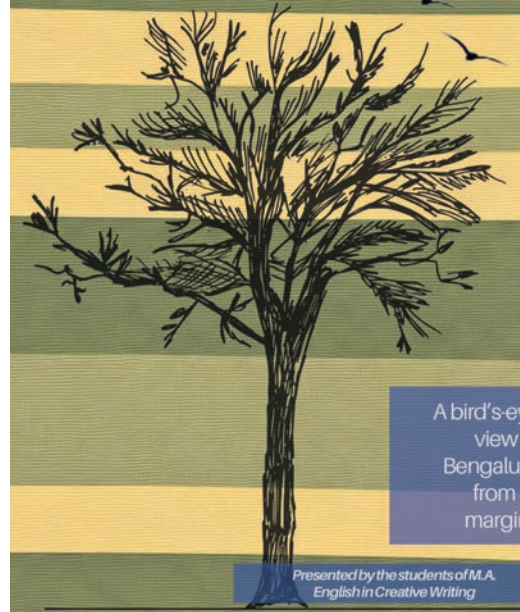
ALLIANCE SCHOOL OF LIBERAL ARTS
FINE ARTS

World Art Day
2023

Art & Sustainability

Art for environmental
responsibility

THE SUBURBIAN



A bird's-eye
view of
Bengaluru
from its
margins

Presented by the students of M.A.
English in Creative Writing

Volume 1

October, 2023

Svā



ALLIANCE SCHOOL
OF LIBERAL ARTS

Zoetrope: The Film Club



Cosmopolis@Alliance

EXPAND YOUR HORIZONS

STUDY ABROAD

With a host of articulation agreements with renowned universities across the world offering various international programmes, Alliance University ensures that students gain international exposure, experience, and develop themselves as global citizens.

- Semester Exchange
- International Internship
- Twinning/ Progression or Dual-Degree
- Study Abroad
- Summer School
- Joint Certification
- 80+ Articulation Agreements with Reputed Universities across the Globe
- 65 International Partners across 15 Countries
- 90 International Programme options for students across various schools



SHORT-TERM STUDY ABROAD PROGRAMME



- London School of Economics, UK
- University of Nottingham, Malaysia
- University of Ulster, UK
- Liverpool John Moores University, UK
- Berlin School of Economics and Law, Germany
- University of Salford, UK
- Birmingham City University, UK
- Samara State University of Economics, Russia
- Ajman University, UAE

SEMESTER ABROAD PROGRAMME



- University of California Riverside, USA
- San Jose State University, USA
- University of Scranton, USA
- University of Strathclyde, UK
- Kingston University, UK
- University of Burgundy, France
- University of Ulster, UK
- University of Hull, UK
- Edinburgh Napier University, UK
- Liverpool John Moores University, UK
- Birmingham City University, UK
- Lingnan University, Hong Kong
- Ajman University, UAE



Bachelor of Arts (BA) Economics

The BA in Economics trains one in a truly transdisciplinary approach to understanding social systems. It stands out in its emphasis on gathering and analyzing data both with and without mathematical models, essentially orienting students in the art of economic research from the very beginning of the programme.

Students will gain proficiency in the latest software tools and statistical techniques that enlarge their skills and make them employable for high-quality technical professions far beyond the scope of typical economics graduates. At the same time, students will critically be asking new questions in the true spirit of economics, for economics is the most dynamic social science that constantly engages with the ever-evolving complexities of social systems like international trade, the market, or the corporation. Significantly, the exposure to philosophy, political science, and sociology will complement number-crunching skills with competence in argument, articulation, and interpretation.

Running an economics club, undertaking field trips for data collection, editing economics magazines, organizing mock budget sessions are just some of the avenues of experiential learning that await students. With various specializations ranging from development economics to game theory, students are fully prepared to contribute to public policy, climate planning, financial consultancy, and market research and assume leadership positions in each.

Special Features

- Hands on experience in data analysis with statistical software
- Practice economic policy formulation and research paper writing
- Run an economics club and magazine
- Take classes with Oxbridge/Ivy League faculty
- Organize podcasts on Cosmopolis, the Liberal Arts Youtube Channel



Bachelor of Arts (BA) English

The BA in English encourages students to critically engage with English literature from various global contexts including translations and postcolonial literature and canonical English and world literature. Learning a selection of foreign, classical, and vernacular languages along with a grounding in translation and linguistics, this course radically redraws the contours of a traditional undergraduate programme in literatures.

Coupled with the minors and electives, philosophy to sociology, the English programme makes the study of literature holistic and multidimensional. Students develop tangible skills in translation and interpretation, professional and public writing, editing, and advertising.

Apart from a vibrant interdisciplinary curriculum, the students will organize film and literary festivals, help function film clubs, edit magazines, and produce podcasts. They will intern with media houses, corporates, and cultural bodies, gaining vital exposure to life outside academia.

Special Features

- Become a part of the media lab, podcast production and film club
- Organize the Alliance International Film and Literary Festivals and Annual Conferences
- Publish the campus magazine, newspaper, and radio
- Take classes with Oxbridge/Ivy League faculty
- Organize podcasts on Cosmopolis, the Liberal Arts Youtube Channel



Bachelor of Arts (BA) Literary and Cultural Studies

The BA in Literary and Cultural Studies expands the scope of a traditional literature programme to include all aspects of culture like films, digital media, and other historical and cultural artifacts. The unique orientation of the programme is its strong commitment to straddle the two cultures of humanities and science and technology to produce intellectuals who can critically engage with the technocratic society in which one is embedded.

Trained in both traditional criticism and advanced methods like digital humanities, students will analyze a wide range of texts such as novels, films, television series, archival documents, advertisements, and so on, through various disciplinary approaches including philosophy, sociology, and literary studies, effectively ensuring the broadest possible exposure to all strands of humanities and social sciences.

Apart from quality internships in various sectors, students will also gain immersive experience in editing campus magazines and newspapers,

organizing film and literary festivals, running film clubs and debating societies, producing podcasts and YouTube channels, and improving pedagogy in school curriculums. The degree will ultimately equip students with invaluable skills in the art of interpretation, argument, writing, and rhetoric, making them prepared for intervening in fields as diverse as law, media, art, and politics.

Special Features

- Become a part of the media lab, podcast production and film club
- Organize the Alliance International Film and Literary Festivals and Annual Conferences
- Publish campus magazine, newspaper, and radio
- Have exclusive opportunities to intern at media houses, corporates, and NGOs
- Take classes with Oxbridge/Ivy League faculty
- Organize podcasts on Cosmopolis, the Liberal Arts Youtube Channel



Bachelor of Arts (BA) Media Studies (Journalism, Mass Communication)

The BA in Media Studies offers the best combination of conceptual knowledge and technical skills in producing, managing, and analyzing media. It has a special emphasis on introducing students to research methodologies about ever-evolving media technologies and practices. The programme provides a concrete foundation for various career choices in Journalism, Filmmaking, Audio-Visual Production, Digital Communication, International Communication, Public Policy, Media Design, Storytelling, and Digital Art.

Students engage with key texts in media history and theory, that enables them to think critically about the past, present, and future of media cultures across the regional, national, and international contexts. Putting theory into practice, community interventions through outreach projects, advance knowledge-sharing, and citizen engagement. Students will self-run a state-of-the-art media lab and studio, simulating an advanced professional environment. Apart from organizing periodic field visits and facilitating high-quality internships in various sectors, students will gain immersive experiences in documentary filmmaking, newspaper production, magazine production, film & literary festivals, running film clubs and debating societies, producing podcasts, and managing social media content.

Special Features

- Become a part of the Media lab, Podcast Production, and Film Club
- Organize International Film and Literary Festival, and Annual Conferences
- Contribute to campus magazine, newspaper and radio
- Have exclusive opportunities to intern at Media houses, Corporates, and NGOs
- Take classes with Oxbridge/Ivy League faculty
- Organize podcasts on Cosmopolis, the Liberal Arts Youtube Channel



Bachelor of Arts (BA) Sociology

The BA in Sociology at Alliance School of Liberal Arts is an expression of the inseparable and organic interconnections of theory and practice to comprehend and engage with society. It will use the traditional sociological degree programme as a palimpsest and add to the vibrant and thriving dimension of contemporary social issues and ethnographic research and writing.

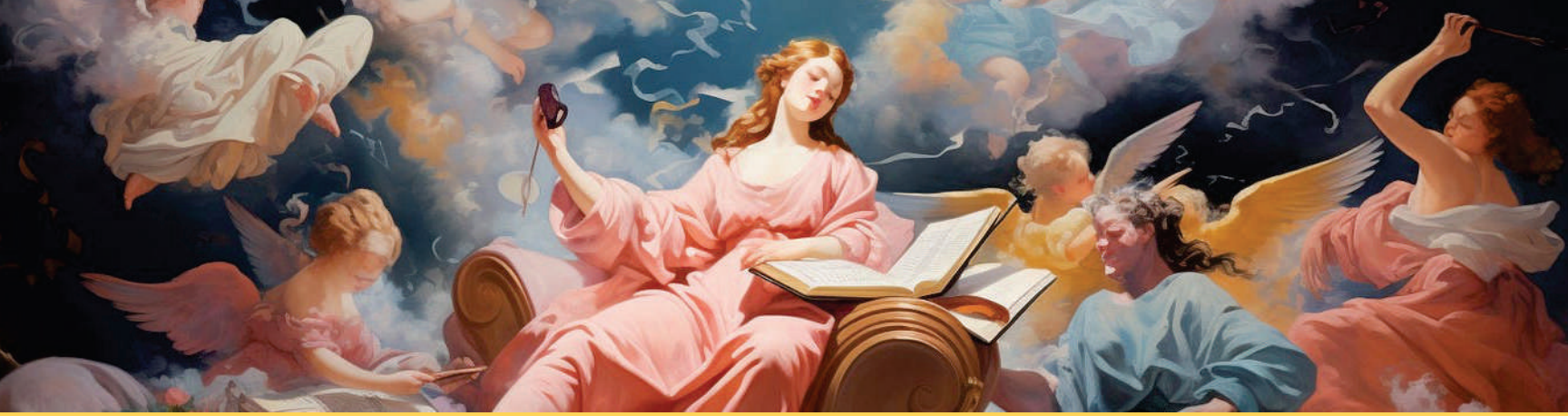
Dissolving the age-old distinction between the 'book view' and 'field view' in the discipline of sociology, the programme will enable the students to learn closely from the field, the emerging, engaging, and sedimenting social worlds around them. Aware of and attuned with the contemporaneous social concerns of India and South Asia, the course curriculum will facilitate experiential learning, aimed at developing a holistic sense of society, culture, and politics, as well as understanding their interdependence and inter-evolution.

Our graduates, with a 360-degree exposure to the social world, will be geared to effectively

influence policy and planning for social and economic development at multiple levels. The programme would enhance the employability of its graduates by equipping them to perform in versatile and interdisciplinary research domains ranging from civil society organizations, international social and philanthropic initiatives, public sector organizations, as well as independent business houses, in addition to providing them with core knowledge of the discipline for further academic pursuits and explorations.

Special Features

- Gain hands-on field experience
- Organize, run, and participate in interest groups, clubs and forums discussing regionally and globally relevant sociological concerns
- Benefit from the interdisciplinary seminars and lectures in the school
- Write for campus magazine, newspapers and radio
- Intern with the dynamic and diverse organisations benefiting from one's interdisciplinary exposure
- Take classes with Oxbridge/Ivy League faculty
- Organize podcasts on Cosmopolis, the Liberal Arts Youtube Channel

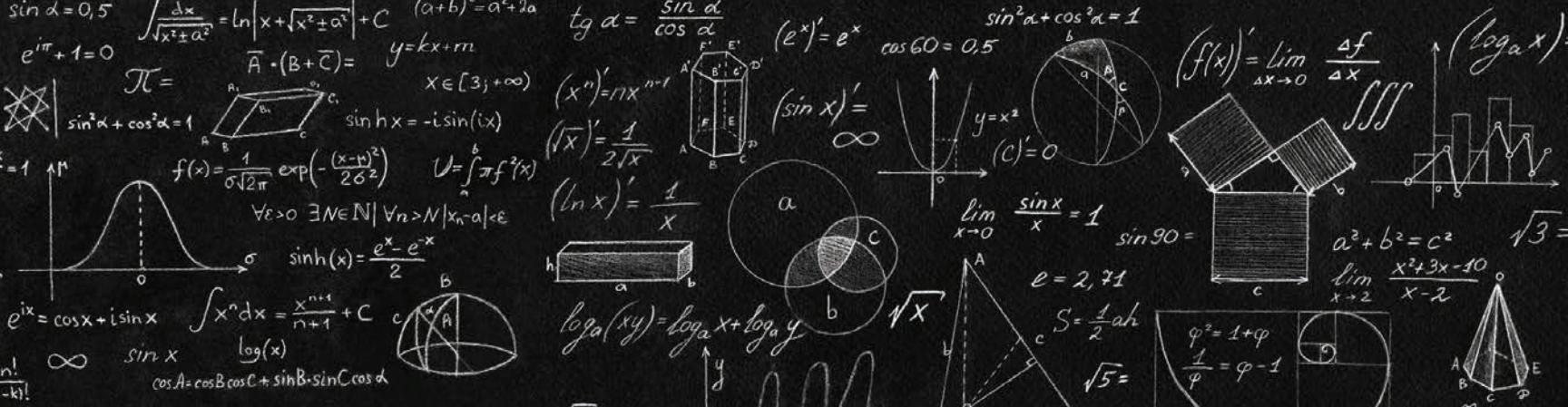


Bachelor of Arts (Honours) – BA (Hons.) Philosophy

A Bachelor of Arts in Philosophy explores essential concepts that shape our understanding of the world and influence various disciplines, including the sciences and arts. At Alliance, philosophy training emphasizes clear, rigorous, and independent thinking. This discipline encourages systematic problem-solving, helping students evaluate ideas and foster innovation. Philosophy provokes inquiry into fundamental questions like: What are beauty, truth, justice, and knowledge? Are we in control of our choices? Is time travel possible? By addressing these questions, students engage with diverse fields such as neuroscience, psychology, linguistics, and more. Beyond classroom learning, students participate in activities like debates, promoting philosophy in schools, creating online content, and joining a Philosophical Society. Equipped with critical thinking skills and an interdisciplinary approach, philosophy graduates are prepared for careers in law, business, journalism, edtech, filmmaking, politics, and education.

Special Features

- Have an inside track to Global Leaders' Alliance Fellowship
- Take classes with Oxbridge/Ivy League faculty
- Become a part of the Philosophical Society
- Organize debates and podcasts
- Popularize philosophy in schools and media
- Have exclusive opportunities to intern at media houses, corporates and edtech



Bachelor of Science (B.Sc.) Applied Mathematics

The B.Sc. in Applied Mathematics is a distinctive programme aimed not only to build a rigorous theoretical foundation in mathematical thinking but expose students to a wide variety of applications of mathematical modeling in Science, Engineering, Technology, and the Arts (SETA). This blending is achieved by its embedding in the Liberal Arts so that students learn about mathematical tools and techniques and continuously apply their learnings in a wide variety of domains.

The programme aims to attract hard-working and aspiring students to learn new mathematical concepts, the creativity to apply them innovatively in new domains, the ability to interpret and communicate the model solution/results. The subjects that students take include traditional branches of mathematics, such as algebra, real and complex analysis, differential equations, and numerical methods. It also offers several innovative and contemporary topics such as discrete mathematics, mathematical programming, calculus of variations, control theory, dynamical systems, and simulation modeling.

The programme also offers students various experiential learning opportunities, such as internships in industry and academia, live mathematical modeling projects, outreach programmes to enhance mathematical literacy in the local community, and organizing seminars and conferences, all providing holistic education.

Special Features

- Exposure to a wide variety of applications of mathematical modelling in Science, Engineering, Technology, and the Arts (SETA)
- Internships in industry and academia, with live mathematical modelling projects
- Contributing to and organizing seminars and conferences
- Take classes with Oxbridge/ Ivy League faculty

Bachelor of Science (B.Sc.) Computer Science

The B.Sc. in Computer Science focuses on the concepts and techniques used in designing and developing advanced software systems. The programme enables the student to develop the conceptual underpinnings of computer science, including its fundamental algorithms, programming languages, operating systems, and software engineering techniques. Computer Science is a professional field associated with computer technology (hardware and software). It has sub-disciplines such as computer theory, hardware systems, software systems, and scientific computing. It studies processes enabling algorithms to manipulate, store, and communicate digital information. In a nutshell, Computer Science deals with the theoretical foundations of information and computation and takes a scientific and practical approach to computational applications.

The Bachelor of Computer Science will be your stepping stone to develop a career in the world of computers. Here, you will get acquainted with various technologies and systems that develop computer software and hardware. Computer Science, an evolving field, demands a diverse skill

set to solve real-life problems. Pursuing the degree will help one navigate the required skills to solve practical problems and keep up with upcoming trends.

Our students benefit from the Department's cutting-edge research and extensive facilities. The Department of Computer Science and Technology has the latest software, advanced lecture theatres, and dedicated practical rooms. The faculty is world-class with expertise spanning multiple disciplines within computer science such as Algorithms, Machine Learning, Mobile Computing, Cyber Security, and Software Engineering. Students post-project deliver a product to a client and acquire relevant industrial experience.

Special Features

- Proficiency in high-level programming languages
- Designing algorithms to solve computing problems
- Designing and developing software systems
- Developing wide understanding of a range of computer-based systems
- Have an inside track to Global Leaders' Alliance Fellowship
- Take classes with Oxbridge/Ivy League faculty



Bachelor of Science (B.Sc.) Data Science

The B.Sc. in Data Science is an exciting programme aimed to build a broad foundation in mathematics, statistics, and computer science among students, through which they can learn a wide variety of analytics applications in Science, Engineering, Technology, and the Arts (SETA). The programme is application-focused so that as students learn about mathematical, statistical, and computational tools and techniques, they continuously get to apply their learnings in a wide variety of domains.


The programme aims to attract hard-working and aspiring students who have the curiosity to learn new mathematical, statistical, and computational techniques, the ability to envisage and develop analytics solutions, the ability to extract insights from the analytic models, and the ability to communicate and collaborate with domain experts to improve/optimize systems. The subjects that students take include traditional branches of mathematics and statistics such as algebra, analysis, differential equations, descriptive

statistics, inferential statistics, and R and Python programming, but also several cutting-edge offerings such as visual analytics, descriptive analytics, predictive analytics, prescriptive analytics, machine learning, deep learning, and artificial intelligence.

The programme aims to mold the students to become data science leaders of the future, to be able to creatively apply mathematical, statistical, and computational approaches to solve complex and challenging problems in Science, Engineering, Technology, and the Arts.

Special Features

- Broad foundation in mathematics, statistics, and computer science
- Learning a wide variety of analytics applications in Science, Engineering, Technology, and the Arts (SETA)
- Internships in industry and academia, with live analytics projects
- Contributing to and organising seminars and conferences
- Have an inside track to Global Leaders' Alliance Fellowship
- Take classes with Oxbridge/Ivy League faculty



Bachelor of Science (B.Sc.) Psychology (Clinical Psychology, Counselling Psychology)

The B.Sc. in Psychology provides the foundation for scientifically studying the human mind. It stands out in its emphasis on research as the foundation of a pedagogy that develops the dynamic attitude to unravel the complexity of human behavior. The programme establishes the significance of psychology in education, law, economics, design, and political and commercial communication.

Students will learn how psychology plays a leading role in designing and updating technological innovations, improving community mental health, and developing educational techniques towards better learning experiences. Students will acquire transferable skill sets in framing research questions, designing experiments, and analyzing quantitative data. Field-based psychometrics and psychotherapy would ensure an experiential dimension essential for practicing in various sectors.

Being trained in the essentials of psychology, the students can intervene wherever a community interface exists. The specializations in clinical and counseling psychology will prepare them for trauma management, designing counseling, and rehabilitative programmes. Adept in research methods, students navigate machine designing, market practices, consumer behavior, forensics, etc.

Special Features

- Conduct experiments in the state-of-the-art library
- Gain fluency in software tools and statistical methods for data analysis
- Be a part of student counselling activities at the University
- Gain research and publishing experience
- Take classes with Oxbridge/Ivy-League faculty



Bachelor of Science (B.Sc.) Statistics

The B.Sc. in Statistics is an extensive programme that exposes students to mathematical and statistical modeling and their applications in Science, Engineering, Technology, and the Arts (SETA). The programme is research-focused, mixing synergistically with the Liberal Arts so that students learn about different statistical tools and techniques and continuously get to apply their learnings in a wide variety of domains.

The programme aims to attract hard-working aspirants who have the curiosity to learn new statistical tools, the ability to design research studies in a variety of domains, the ability to apply appropriate statistical tools and interpret their results, and the ability to communicate/translate these results into insights for further action. The subjects that students take include traditional branches of mathematics and statistics, such as algebra, analysis, differential equations, descriptive statistics, and inferential statistics, and several contemporary offerings, such as operations research, stochastics, chaotic, and simulation modeling.

The programme also offers students various experiential learning opportunities such as internships in industry and academia, live research projects, social research to positively impact the local community, contributing to and organizing seminars and conferences, all of which provide a holistic education.

Special Features

- Exposure to a wide variety of applications of mathematical and statistical modelling in Science, Engineering, Technology, and the Arts (SETA)
- Internships in industry and academia, with live research projects
- Social research programmes to positively impact the local community
- Contributing to and organizing seminars and conferences
- Take classes with Oxbridge/Ivy League faculty



Bachelor of Fine Arts (BFA) Painting and Sculpture

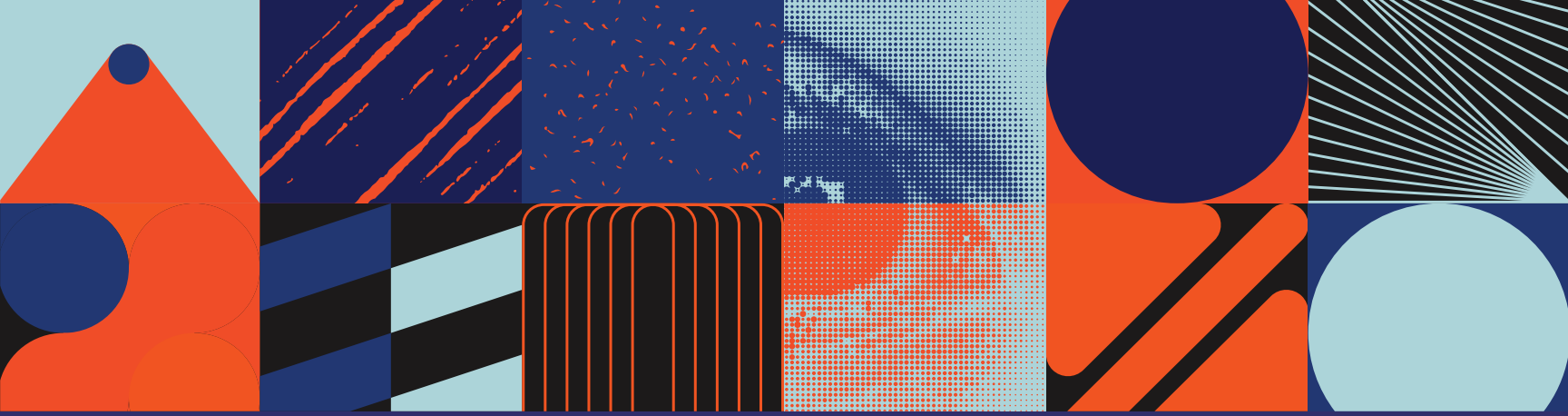
The Bachelor of Fine Arts (BFA) provides the foundation for developing an artistic vision that may enrich culture, commerce, technology, and everyday life. It stands out in its commitment to combining traditional approaches and modern practices as well as a consistent focus on the interaction of art and technology.

In addition to rigorous training in the fine skills of painting, drawing, and sculpture, students gain a rich theoretical perspective from art history, design, psychology, and sociology. Learning goes one step further in the well-equipped art studio as a space for radical experimentation with materials, techniques, and concepts. This experience makes the students able communicators and curators of their discipline apart from being technical masters of their craft.

Students will work closely with faculty, a group of experts, and visiting artists, with many hours of concentrated work devoted to enhancing the development of personal imagination and learning the value of collaboration. From being involved in the beautification of the university and the city to quality internships in organizations in India and abroad, students acquire the entrepreneurial spirit required to make art meaningful, relevant, and commercially viable. They are ready to be absorbed by various sectors like NGOs, media and publishing, government, as well as the burgeoning education industry. .

Special Features

- Participate in national and international-level art exhibitions
- Organize the Alliance Art and Film Festival
- Gain access to the art market
- Collaborate with designers and filmmakers in multimedia projects
- Be a part of the creative economy
- Take classes with Oxbridge/Ivy-League faculty



Bachelor of Visual Arts (BVA)

The Bachelor of Visual Arts provides a firm hold in the principles and practices of design. It is unique in its transdisciplinary emphasis in combining technological acumen with artistic vision.

With rigorous training in the use of various design and animation software, students pursue a practice-oriented curriculum executing multiple projects meant to convey a range of ideas and messages. With their perspectives enriched by courses in art history, psychology, and engineering design, they will engage prolifically in various mediums, be it print, web, or social media and work in groups with different stakeholders, thereby nurturing the spirit of collaboration. Most significantly, they will apprentice with experts in their domains and visit art and design galleries to nurture a rich reservoir of artistic inspiration.

Students will consistently be involved in the in-house design department of Alliance and experience the challenges of promoting a brand. They will also be tasked to come up with design solutions for grassroots requirements. With such a holistic repertoire of experiences, they will be fully prepared to enter advertising agencies, magazine, and newspaper publication houses, besides having the confidence to start ventures of their own.

Special Features

- Participate in national and international-level art exhibitions
- Organize the Alliance Art and Film Festival
- Design and document for Alliance Campus
- Apprentice with the best designers in India
- Be a part of the creative economy
- Take classes with Oxbridge/Ivy-League faculty



Bachelor of Science (B.Sc.) Film and Television Production

The Bachelor of Science (Honours) programme offers students a comprehensive exploration of cinematic storytelling and television production, providing a guided journey through the rich history of these visual mediums. From the silent era to contemporary streaming, students engage in critical analyses of works, gaining insights into the societal impact of iconic television series.

Practical skills development takes center stage in the programme, with specialised focus on cinematography, visual storytelling, editing, sound design, and screenwriting. The curriculum leverages state-of-the-art facilities and industry-standard equipment to provide hands-on experiences.

Elective courses within the programme offer students the flexibility to tailor their studies, fostering adaptability and allowing for specialisation in areas such as documentary filmmaking, experimental cinema, or television broadcasting.

Special Features

- Comprehensive understanding of film and television history, theory, and criticism.
- Analysis and critique of visual media content.
- Evaluation of technological advancements in the media industry.
- Application of practical skills in Cinematography, Editing, and Sound Design.
- Creation of original, high-quality Film and TV Productions.
- Demonstrate understanding of media's cultural, social, and political significance.
- Apply practical skills in various aspects of film and TV production.
- Showcase creativity and technical proficiency in producing original content.

Career Opportunities

Film Researchers, Film Critics, Programme Coordinators, Media Analysts, Content Curators, Visual Storytelling Consultants, Production Assistants.



Master of Arts (MA) English (Creative Writing)

The first-of-its-kind Masters' programme in India meant to transform students into writers who can apply their storytelling and language skills in any domain including the creative arts. Most significantly, the course is punctuated by intense and intimate workshops with the best writers, poets, playwrights and scriptwriters from India and the world.

This kind of immersive learning not only sharpens the technical skills required but also orients the students towards the art of navigating the literary world by exposing them to networking opportunities and equipping them with the people skills specific to this industry. Students also come together to organize the Alliance Literary Festival which is India's largest university-led literary festival and gain additional access to exclusive literary circles.

However, the course is also designed to ensure that students can aspire towards careers that may not involve the arts directly. These include media, marketing, corporate communications and content creation. Students gain 21st century skills by learning the art of podcasting and creating content on Cosmopolis, the school's official YouTube channel. The dynamic curriculum is designed to evolve continuously to respond to an age where artificial intelligence is rapidly changing our relationship with language.

Special Features

- Ease of entry for students and professionals from any background
- Immersive learning through participation in Bengaluru's creative economy
- Extensive networking opportunities with publishers, editors and established writers
- Hands-on workshops with award-winning practitioners from literature, film and media
- Exposure to a diverse community of artists and writers including international experts
- Dynamic curriculum evolving continuously through constant feedback from students and industry
- High quality internships and placements with renowned organizations
- Organizing Alliance Literary Festival: India's largest university-led festival
- Learning podcasting and content-creation on Cosmopolis, the school's YouTube channel
- Conceptualizing, editing and publishing university's in-house literary magazine and journal
- Training for roles in media and marketing apart from careers in creative arts
- Guided mentorship for developing book-length projects from conception to publication
- Flexible pathways including diploma exit option

GREAT CAREERS

START HERE

With automation changing the essential nature of work, the Liberal Arts uniquely enable individuals with the skill set and vision to confront unforeseen challenges. Equipped with technicalities in the chosen specialization and the versatility to freely adapt to multidisciplinary contexts, students prepare for positions that demand leadership, innovation, and critical thinking.

Therefore, a Liberal Arts degree from Alliance University makes one competent for excelling within corporate, governmental, and non-governmental set-ups and makes them confident to chart their paths in entrepreneurship and community intervention.

A brief glimpse of the many possible careers that await a liberal arts graduate:

- Corporate Governance
- Scientists and Technical Consultants
- Market Research and Advertising
- Public Administration and Policymaking
- Think Tanks and Lobbying Organizations
- Media and Publishing
- Social Work and Philanthropy
- Urban Planning and Rural Management
- Higher Education and Research
- Politics and Political Management
- Legislation and Legislative Assistance
- Legal Consultancy and Judicial Clerkships
- Public Relations and Communication Strategy
- Archivists and Curators
- Diplomats, Interpreters and Translators

WHO IS AN IDEAL APPLICANT?

The philosophy of Liberal Arts education focuses on the interlinkages across different fields. The foundation year provides students an opportunity to explore various fields of studies which will not only give them exposure to allied domains but will also build a basis to enhance their understanding of combining concepts across different areas. The ideal applicant will be one who is prepared to explore new fields of study, who is creative and has a socio-cultural conscience.

Eligibility – Undergraduate Programmes

Passed 10+2 in relevant subject or equivalent from recognized Board/ Council with a minimum of 50% marks (45% for SC/ST candidates) in aggregate.

Eligibility – MA in English (Creative Writing)

Bachelor's degree with English as a compulsory subject and a minimum of 50% marks (45% for SC/ ST) in aggregate.

Admission Pathway

- Online application
- Admissions test
- Personal interaction

STUDENT TESTIMONIALS



Learning philosophy here has sharpened my sensibilities in approaching psychology and other disciplines. I feel I am now better equipped to look for deeper insights than surface-level implications.

FAZEEHA RASHMIN

B. Sc. Psychology with Minor in Philosophy – Batch 2022



The faculties are very generous and make sure that we feel challenged but not overwhelmed.

ANANYAA AGRAWAL

B. Sc. Psychology with Second Major in Media Studies – Batch 2023



Developing the sociological imagination, under the tutelage of my brilliant and capable professors has allowed me to radically transform my worldview: from being previously individualistic and conformist to now being much more independent in my thinking.

ESHAAN BADKAS

BA Sociology with Second Major in Political Science – Batch 2023



Political science at Alliance under the liberal arts banner has equipped me to think beyond the polemical binaries, black and white boxes where ideologies are stuffed and made to be cheered and supported as football teams, and to approach ideas with their multiple shades.

SHARVESH J

BA Political Science with Second Major in Economics – Batch 2023



The cool upside of the creative writing is it allowed me to break the boundaries of my imagination. I realized that being well read is the starting point of learning to write.

SANJANA G K

MA in English Creative Writing – Batch 2023



LEARN BEYOND THE BOUNDARIES



PROGRAMMES OFFERED



FACULTY OF MANAGEMENT STUDIES

ALLIANCE SCHOOL OF BUSINESS

BBA (Hons.) – Finance | Human Resource | International Business | Operations Management | Marketing | Business Analytics | Fintech
B. Com. (Hons.) – Accounting and Taxation | Finance Management | International Business | Marketing Management | Business Analytics | Fintech
MBA – Digital Transformation | Business Analytics and AI | Marketing | Human Resource | Finance | Operations | International Business | Entrepreneurship and Family Business | Product Management
Ph. D. in Management – Finance | Marketing | Operations | Human Resource | Business Analytics and AI | Digital Transformation | Entrepreneurship and Family Business | Product Management

ALLIANCE ASCENT COLLEGE

BBA (Hons.) – Marketing | Finance | Human Resource | Operations Management | Business Analytics | FinTech
MBA – Marketing | Finance | Human Resource | Information Systems and Operations Management | Business Analytics

ALLIANCE GLOBAL BUSINESS SCHOOL

BBA (Hons.) – Business Analytics | FinTech
MBA – Data Science and Gen AI | FinTech | International Marketing and Brand Management | Luxury and Fashion Management | Sports Management

ALLIANCE SCHOOL OF INNOVATION AND ENTREPRENEURSHIP

BBA (Hons.) in E-Commerce and Digital Marketing | **B. Com. (Hons.)** in FinTech with AI



FACULTY OF ENGINEERING AND TECHNOLOGY

ALLIANCE SCHOOL OF APPLIED ENGINEERING

B. Tech. in Aerospace Engineering – Aeronautics | Avionics | Unmanned Aerial Vehicles | Propulsion Systems
B. Tech. in Civil Engineering – Smart Cities | Environment and Sustainability | Construction Technology and Management
B. Tech. in Electrical and Electronics Engineering – Renewable Electric Vehicles
B. Tech. in Electronics and Communication Engineering – Embedded Systems and IoT | Wireless Communications | Semi-conductor Technology | Quantum Technologies
B. Tech. in Mechanical Engineering – Thermal Engineering | Design Engineering | Manufacturing Engineering
B. Tech. in Biotechnology
B. Tech. in Production Engineering
M. Tech. in VLSI and Embedded Systems
Ph. D. in Engineering and Technology – Aerospace Engineering | Civil Engineering | Electrical and Electronics Engineering | Electronics and Communication Engineering | Mechanical Engineering

ALLIANCE SCHOOL OF ADVANCED COMPUTING

B. Tech. in Artificial Intelligence and Data Science
B. Tech. in Artificial Intelligence and Machine Learning
B. Tech. in Computer Science and Engineering – Block Chain Technologies | Cloud Computing | Cyber Security | DevOps | Full Stack Development IoT | AI and Future Technologies | Software Product Engineering
B. Tech. in Information Technology
B. Tech. in Information Technology – Augmented Reality and Virtual Reality
B. Tech. in Information Technology – Data Analytics
BCA (Hons.) – Data Science | AI/ML | Game Development
MCA – Generative AI | General MCA | Game Design | Data Science
M. Tech. in Artificial Intelligence and Data Science
M. Tech. in Computer Science and Engineering
Ph. D. in Computer Science and Engineering – AI/ML | Data Science | Cyber Security | Cloud Computing | IoT | Computer Vision | Immersive Technologies and Computational Intelligence



FACULTY OF LAW AND POLICY STUDIES

ALLIANCE SCHOOL OF LAW

B.A. LL. B. (Hons.) / B.B.A. LL. B. (Hons.) – Intellectual Property Rights Law | Business Law | International Law | Constitutional Law | Criminal Law

Bachelor of Law (LL. B.)

Master of Law (LL. M.) – IT and Data Protection Law | Corporate Law | Climate Change and Sustainability | Trade and Commercial Laws |

Crime and Forensics Law | Human Rights Law | Intellectual Property Laws

Ph. D. in Law – Alternative Dispute Resolution (ADR) | Constitutional and Administrative Law | Corporate and Commercial Law |

Criminal Law and Security Law | Cyber and Technology Law | Intellectual Property Law | LGBTQ Rights | Climate Change and Sustainability |

Sustainable Development Goals | Women and Child Rights

CENTRE OF EXCELLENCE IN PUBLIC POLICY, SUSTAINABILITY, AND ESG RESEARCH

Master of Public Policy | Ph.D. in Public Policy



FACULTY OF LIBERAL ARTS AND SCIENCES

ALLIANCE SCHOOL OF DESIGN

Bachelor of Design – Visual and Communication | User Experience and Interaction | Product | Fashion | Interior | Animation Film

Master of Design - Transdisciplinary Design | Ph. D. in Transdisciplinary Design

ALLIANCE SCHOOL OF ECONOMICS

Ph. D. in Economics

ALLIANCE SCHOOL OF FILM AND MEDIA STUDIES

B. Sc. (Hons.) – Film and Television Production

ALLIANCE SCHOOL OF LIBERAL ARTS, AND HUMANITIES

B.A. (Hons.) – Economics | English | Literary and Cultural Studies | Media Studies | Philosophy | Political Science | Sociology

B. Sc. (Hons.) – Applied Mathematics | Computer Science | Data Science | Psychology | Statistics

Bachelor of Fine Arts – Painting and Sculpture

Bachelor of Visual Arts

M.A. in English (Creative Writing) | Ph. D. from School of Liberal Arts

ALLIANCE SCHOOL OF SCIENCES

B. Sc. (Hons.) – Applied Mathematics | Chemistry | Physics

M. Sc. – Data Science | Ph. D. in Applied Mathematics | Sciences

ALLIANCE SCHOOL OF PERFORMING, VISUAL AND CREATIVE ARTS

Master of Performing Arts (MPA) | Diploma in Performing Arts (DPA) | Ph. D. in Performing Arts | Indic Studies

ALLIANCE SCHOOL OF AVIATION STUDIES

BBA in Aviation Management | B.Sc. in Aviation / Aeronautical Science



FACULTY OF APPLIED HEALTH SCIENCES

ALLIANCE SCHOOL OF ALLIED HEALTH SCIENCES

B.Sc. (Hons.) – Cardiovascular Technology | Respiratory Therapy | Operation Theatre and Anaesthesia Technology | Medical Laboratory Technology



SCAN TO APPLY



ALLIANCE
UNIVERSITY
Private University established in Karnataka State by Act No.34 of year 2010
Recognized by the University Grants Commission (UGC), New Delhi

NAAC
GRADE A+
ACCREDITED UNIVERSITY

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