



*A quality education grants us the ability to fight the war on ignorance and poverty.*



**Forensic Science**

**BBA**

*Affiliated to Adikavi Nannaya University, Rajahmundry*

**ADITYA - thumping victories...**

GRADE **AA+**  
2012-13  
CAREERS360

South Zone **4<sup>th</sup>** Rank  
DM DIGITAL MARKETS

South India **9<sup>th</sup>** Rank  
silicon india

All INDIA **13<sup>th</sup>** Rank  
4P's

One of the INDIA'S Best Fallback ENGINEERING COLLEGE  
SUNDAY THE INDIAN

**98<sup>th</sup>** Rank in TSchools - 2014  
DATAQUEST



**ADITYA DEGREE COLLEGE**

**SURAMPalem**

[www.aditya.ac.in](http://www.aditya.ac.in)





The 33 year churning educational & pedagogic experience of Aditya is the foundation of Aditya Degree College at Surampalem. Aditya Degree College guiding factors are inspired by internationally accepted values, such as the principles of the United Nations Global Compact. These principles seek to establish a process of continuous improvement of the management Institutions education to develop new generation business leaders capable of managing the complex challenges faced by business and the society at large. Taking the cue from these guiding factors Aditya Degree College adapts its curricula, research, teaching methodologies and institutional strategies to suit the new business challenges and opportunities.



To be an institute of excellence committed towards research and entrepreneurial skills for creating transformational business leaders.



To groom the talents and foster the development of leadership qualities among students by adhering to our disciplinary strengths and by providing activity based academic, research, and service programs of high quality.



### **INTEGRITY**

The institute strives to promote good citizenship, a sense of civic responsibility, global awareness and an appreciation for human diversity at all levels.

### **OPPORTUNITY**

We are committed to implement the program which meets student needs and provide them ample opportunities.

### **SERVICE**

To provide value education, that promotes economic development of an individual and society.

## **MANAGEMENT**



**N. Sessa Reddy**  
Chairman



**N. Satish Reddy**  
Vice-chairman



**N.K.Deepak Reddy**  
Chairman



**Dr. N. Suguna**  
Director



**Prof. N. Visalakshi**  
Principal



## Courses offered

### ✦ **Forensic Science**

*Duration : 3 Years*

Affiliated to Adikavi Nannaya University,  
Rajahmundry

*Seats : 100 Seats*

### ✦ **BBA**

*Duration : 3 Years*

Affiliated to Adikavi Nannaya University,  
Rajahmundry

*Seats : 60 Seats*

## Eminent Faculty

ADITYA proudly boasts of its highly qualified, experienced, dedicated and committed faculty which plays a significant role in imparting quality education through interactive teaching. All The members of the faculty who have outstanding academic background and sound conceptual knowledge in their respective disciplines inject their extensive knowledge, professional experience and advanced education to their task at Aditya. . Their commitment for teaching enhances their involvement with students.



## Central Library

The Library is a resource centre for teaching, learning and research. The Library is spacious, well-placed and modern. The Library holds a hybrid collection of printed as well as electronic resources which include books, journals, databases, audio-visuals, CD's, DVD's, e-books, e-journals, project reports, course materials, back volumes, old question papers, conference proceedings etc.

Currently the library has above 75000 volumes with 7500 titles in all the disciplines and has National and International journals. The library is fully automated and all the books are bar coded. It has Online Public Access Catalogue (OPAC) through which user can search library material availability from his desk top within the campus. The library is providing Reprographic, print out and scanning facilities to its users.





## Hostels @ Aditya

The defining days of my life were spent here! For sure these would be the words of every student who stays at Aditya hostels. Any student who enters Aditya hostels is at the threshold of an amazing new world waiting to be explored. Cultural diversity, Sports grounds, GYM, exclusive hostel events, food courts, lush green landscapes, dining halls....there is much to know and much to do.

### FACILITIES @ HOSTELS

- ◆ Comfortable, hygienic surroundings, individual grooming and counseling
- ◆ Separate hostels for boys and girls on the campus (AC/Non-AC)
- ◆ Well ventilated rooms with attached bathroom, balcony, individual wardrobe & study table
- ◆ An exclusive library with digital and multimedia facility, newspapers, magazines, journals, books related to academics and competitive exams like GRE, GATE etc.
- ◆ Separate guest house for parents

## INVITING ATMOSPHERE - ACCOUNTABLE MEMORIES - PHENOMENAL FOOD



- ◆ Resident faculty who address the personal and academic needs of students in their respective blocks
- ◆ Large dining halls and myriad of options in food keeping in view the various cultural backgrounds of the students
- ◆ Solar water heating systems in each block
- ◆ WI-FI and LAN connectivity
- ◆ Round the clock uninterrupted power supply
- ◆ Banking facility with 5 ATMs for money transactions
- ◆ Tie-ups with multispecialty hospitals which provide adequate health care facilities to students

## ...FEATURES...

### Beyond the Classroom

#### Business Round Up

It is a practice @ ADITYA DEGREE COLLEGE that a weekly current affairs program presented to and by the students to enhance their general awareness. It is a sublime platform for students to enhance and exhibit their communication, presentation skills, etiquette and public speaking skills.

#### Crescendo

In house Club wise competitions are conducted among the students to identify the exquisite talents.

#### Clubs & Communities

In Clubs are considered as networking lifelines for students. Clubs at ADITYA DEGREE COLLEGE are formed to harness the skills of students in their area of interest. The various clubs of ADITYA DEGREE COLLEGE are:

##### • Marketing Club

Students to improve their marketing skills by undertakes various surveys, presentations, Business Plan analysis etc

##### • Finance Club

It is intended to promote the enthusiasm of students in finance through Budget discussions, Inspection of financial statements and Case lets

##### • Human Resources Club

Students are trained to improve the dexterity in decision making skills through Case based discussions, Quizzes, Role plays.

##### • Information Technology Club

Students are engaged in Interactive lecture series, working on various software modules etc to promote their IT zeal.

##### • Quiz Club

It helps the students to keep an eye on current affairs, business scenarios which helps them to understand the business analytics.

##### • Non Functional Clubs

Art and Crafts Club, Singing and Dancing Club, Dramatics Club, Public Speaking club, Presentation skills. Students can join any of these activity clubs according to their interests.



## Unique Propositions

@ ADITYA DEGREE COLLEGE

### Diverse Culture

Students from 14 states across India and abroad making the campus as a diversity hub and awareness to different languages and cultures in the Campus where



### Case based Pedagogy

It is using Harvard Business School's publications & other reputed sources. Students are presented with real or hypothetical business situations where the students are encouraged to come up with solution which calls for mastery of various skills.



### Summer Projects and Internships

Students @ ADITYA DEGREE COLLEGE offered the possibility to take up internship as a part of their curriculum. Internship is mandatory – but with ADITYA Degree College it is a sacred aspect. Internship galvanizes a person from theory to reality – students are exposed to organizational environment to witness live situations being handled. Project works apart, ADITYA helps in finding internships for the students in the respective streams to give them a practical exposure.

### Conducting Periodical Surveys :

Students have to meet various stakeholders like Entrepreneurs ,Customers and understand them with better insight.



### Guest Lectures and Workshops

Guest lectures and self development workshops are organized on a continuous basis to give an added dimension to courses at ADITYA DEGREE COLLEGE. The fascinating lectures on various topics boost the confidence and give practical exposure and interaction to the budding managers.

### Industrial Visits

ADITYA DEGREE COLLEGE, always emerges as winner when it comes to industrial interaction. With first hand and practical information about the key functioning of various industries, students become more efficient and competent in their respective field of work. Planned visits to Industrial Houses and Business will form the layer of enhanced knowledge – translating their theoretical quest into practical exposure.





## Corporate readiness Programme

The ultimate aim of ADITYA DEGREE COLLEGE is to make the campus the 'first stop' for companies in the recruitment process. So to live up to the expected standards of the industry, campus recruitment training at Aditya Degree College kick starts at the first Semester of students' study.



The placement and training cell spares no efforts in running various programs and collaborating with various industries and organizations which equip the students with all the qualities required.



Students are provided with substantial Training on Industry-oriented Employability Skills twined with Assessments which tread their path to Campus Placements.



Training in Arithmetic Aptitude and Reasoning, General Knowledge, English Language for Communication, Verbal Reasoning, Group Discussions, Interview skills, Resume drafting, Inter and Intra personal skills such as personal and corporate etiquette, Time management and Goal setting is given.

## EVENTS & FESTIVALS -

"Life is fuller and richer"

### AADIT – the highest peak

AADIT a management event will try to improve the way of functioning the business student community in enhancing performance and skills of students by applying creativity amongst the students. The event introduces the notions of different management games wherein our aim is to set the baseline for further creative ideas to the corporate world.



### Colours

Youth festival is organized every year in the month of January



### International Students' Day

Celebrated in the month of March





## Canteens

Separate canteens are run for North Indians and South Indians. Both the canteens can conveniently accommodate 300 students at a time. The canteens are provided with state-of-the-art cooking facilities with RO water.



## Food Courts

Pizza or Vada, Panipoori or Bhelpoori, Chowmein or Momo - an array of sumptuous delights is available at the food courts which are spread across the campus.

## 24/7 Medical Assistance

We are always on our toes as far as health or emergency is concerned. The health centre, with a full time medical officer, provides medical check - up and free clinical facilities for all the students.

## Transport

With a fleet of 310 buses, a transport facility is provided to every corner of the district for the students and staff at regular intervals, so that they can reach the institutions well in time and get back to their domiciles with a safe journey as per the schedule.

## Gymnasium

Two gymnasia, one exclusively for men and one exclusively for women are provided which Qualified gym instructors are available round the clock.



## Open Air Theatre

The campus has an open air auditorium, which seats 600 for conducting various cultural activities throughout the year

## Amphitheatre

Aditya houses a stunning Amphitheatre for entertainment and performances. It can accommodate 150 members. It is equipped with world class acoustics and state-of-the-art lighting systems.



## Internet and WiFi

The entire campus is well knit with 24 hours Net availability with 60 mbps leased line and WiFi Systems thus making sure-knowledge, information and communication are just a tab away.



## Sports

- ◆ 'Sports Farewell' is celebrated to honor the best performer in the yester years.
- ◆ International day is conducted every year where students from different countries come and participate in various sports and games events.
- ◆ Intramurals are conducted every year from December to March.
- ◆ Exclusive events are conducted like APL-Aditya Premiere League, ACT-Aditya Cricket Tournament and AFL-Aditya Football League.
- ◆ Various sports and games events are conducted on account of Women's day, Sports day, Youth fest 'Colors', Campfire, AADIT etc.



## ADITYA DEGREE COLLEGE

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