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PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE

(AN AUTONOMMOUS COLLEGE UNDER THE JURISDICTION OF KRISHNA UNIVERSITY, MACHILIPATNAM)

Vijayawada - 520 010.

Sponsors: Siddhartha Academy of General and Technical Education

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PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE

(Autonomous)

Siddhartha Nagar, Moghalrajpuram, Vijayawada-520 010.

Administrative Office

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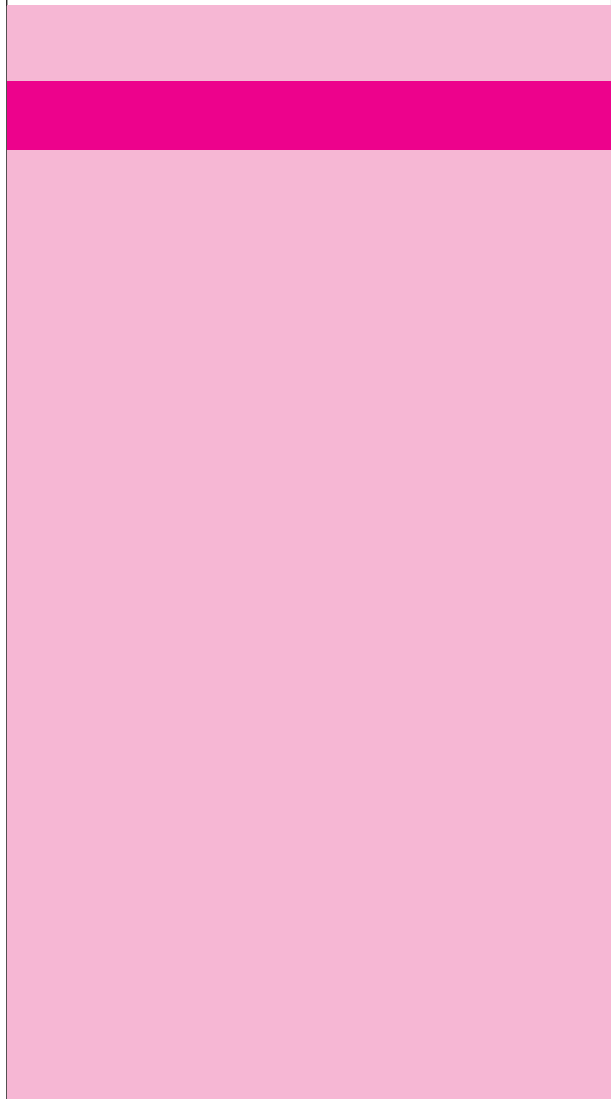Ph : 0866-2479928, Fax : 0866-2492998, Email: pbscpg@rediffmail.com

43 years

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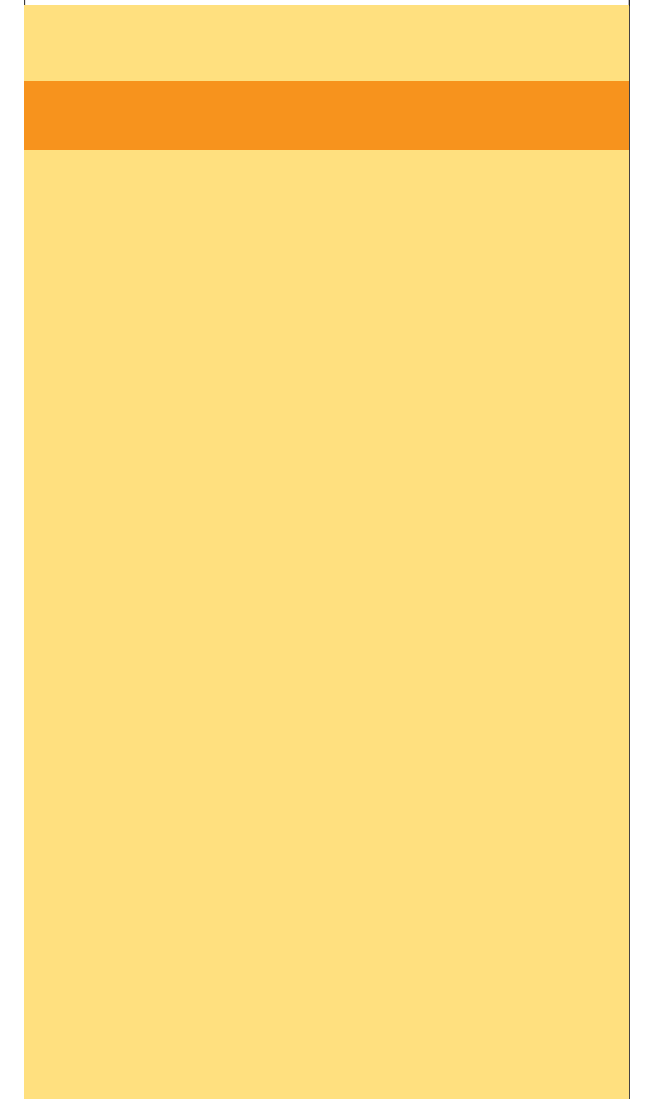ఆత్మ దీపో భవ

LEARN BEYOND GRADUATION

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Academic Council

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Though Vijayawada grew as one of the major cities in Andhra Pradesh with accelerated trade, commerce, industry and political enlightenment, there were very few educational institutions of repute four decades ago. Hence the idea of establishing a premier educational complex had been incubating in the minds of the philanthropic elite of Vijayawada for a long time which materialized into concrete reality in 1975 through the synergy of 250 educated and visionary people drawn from different noble professions to establish the **"Academy of General and Technical Education."**

The Academy

In the year 1975, away from the ceaseless bustle of the trading yards, the crisscross of trains through this junction to every part of the country and the majestic gush of the Krishna waters through the spillways of the Prakasam barrage, some best minds were in unison for a noble cause in Vijayawada. Each of them represented a zenith of achievement in the galaxy, as diverse as, medicine, engineering, accounting, jurisprudence, industry and business. They were all the sons of the soil. Each of them experienced the travails and hardships of

traveling great distances and strange lands in pursuit of his education. With their native intelligence and commitment proved the emergent property, in the physical realm and the educational realm. They not only interacted but also integrated to provide new dimensions to the cause, phenomenal increase in the number of institutions, while looking for holistic education. They were in conclave to make beginning for providing the educational

awareness to meet the needs of the region. Vijayawada, devoid of a single post-graduate or professional institution at that time, became the hub of educational needs of the state, Andhra Pradesh. It is but for the Academy, the transformation of Vijayawada from intellectual Sahara to a vibrant education centre like Nalanda. That was the background of birth of the ' Academy of General and Technical Education', which was rechristened later as 'Siddhartha Academy of General and Technical Education', The Academy all these years striving hard to outreach the young to get their education that not only make them qualified for the job, but also equip themselves to struggle for life, bring out a strength of character, a spirit of philosophy and the courage of a lion- i.e. wholesome development of a man. They believe the education is the one by which character is formed, strength of mind is increased, the intellect is expanded and by which one can stand on one's feet, which is the spirit of Swamy Vivekananda. Man making, life building and character assimilation ideas are imparted in all the institutions under their surveillance. Since its inception it has been making heroic attempts to promote quality educational institutions with excellent infrastructure to serve the cause of education as a veritable university. The Academy employs 1,200 dedicated teachers in various faculty positions and has a massive enrollment of 21050 students in the institutions sponsored by it.

The Academy in fulfillment of its mission started the following institutions in Vijayawada.

1. Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada (1975).
2. Parvathaneni Brahmayya Siddhartha Junior College of Arts & Science, Vijayawada (1975).
3. Veeramachaneni Paddayya Siddhartha Public School, Vijayawada (1977).
4. V.R. Siddhartha Engineering College, Vijayawada (1977).
5. Siddhartha Medical College, Vijayawada (1981)*
6. S.D.M. Siddhartha Mahila Junior Kalasala, Vijayawada (1982).
7. S.D.M. Siddhartha Mahila Kalasala, Vijayawada (1983).
8. Y.V. Rao Siddhartha College of Education, Vijayawada (1984).
9. S.V.D. Siddhartha Law College, Vijayawada (1987).
10. Post Graduate Centre of Parvathaneni Brahmayya Siddhartha College of Arts & Science (1987)
11. K.C.P. Siddhartha Adarsh Residential Public School, Vijayawada (1991)
12. K.V.S.R. Siddhartha College of Pharmaceutical Sciences, Vijayawada (1994).
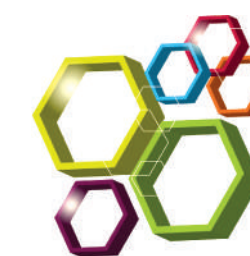
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13. P.V.P. Siddhartha Institute of Technology, Vijayawada (1998).
14. Siddhartha Institute of Hotel Management and Catering Technology, Vijayawada (2002).
15. Dr. Pinnamaneni Siddhartha Institute of Medical Sciences and Research Foundation, Vijayawada (2002).
16. Siddhartha School of Nursing (2003)
17. Drs. Sudha&NageswaraRao Siddhartha Institute of Dental Sciences (2005).
18. A.G. & S.G. Siddhartha Degree College, Vuyyuru
19. A.G. & S.G. Siddhartha Junior College, Vuyyuru
    *(Handed over to Government of A.P on its request)

Besides the educational institutions, the Academy has a few more feathers in its cap. The Academy founded 'Siddhartha Kala Peetham' in 1989 for the promotion of Indian arts and culture. Further 'Siddhartha Foundation', a charitable society with a corpus fund of Rs. 10 million, was also sponsored by the Academy to grant scholarships to the needy and deserving students irrespective of caste, creed, colour, race or religion.

The College

Siddhartha College, later renamed as, Parvathaneni Brahmayya Siddhartha College of Arts & Science, is the first institution to have been started by the Academy in 1975, with 200 students and 15 faculty members. The UGC and Acharya Nagarjuna University, the Parent University in the jurisdiction of which the college operates granted 'autonomy' to undergraduate courses in the year 1988. From the modest beginning, the college has emerged as one of the premier institutions of higher learning in the State, with a present strength of 2,798 students and 114 faculty members. UGC has recognized our college with potential abilities to attain high standards in teaching, research and extension activities leading to excellence. This facilitates the college to design, develop and deliver the chosen academic programmes. Students trained in this college will be outstanding in their abilities - curricular, extracurricular activities and ethical values. The holistic education imparted in this institution enhances the academic

abilities along with character, making every student perfect. In its long journey of more than fourty years, a number of restructured, vocational and post-graduate courses were started and thousands of students graduated in Arts, science, commerce and management. It is always believed-knowing oneself is the greatest skill in the path of perfection. Excellence does not mean perfection. It is only a cause in the perfection. Following this tenet, it is thought that introspection is a necessity and hence the college went for the re-accreditation by the NAAC, since the journey for perfection should go on farther and forever.

Ours is the first college in the jurisdiction of Acharya Nagarjuna University to get accreditation at 'A' level by the National Assessment and Accreditation Council, Bangalore. The college has been shifted to The Jurisdiction of Krishna University, Machilipatnam in the academic year 2009-'10. University Grants Commission has conferred the status on our college "College with Potential for Excellence". Recently the NAAC reaccredited our college at the level 'A' with 3.23 on 4 point scale. The college believes in the axiom 'Enter to learn, leave to serve' and live as 'Siddharthian'. Our college is the centre of soft skills, study skills, memory skills, career clues and media matters.

The Post Graduate centre of the college has a total student strength of 708 and faculty strength of 32. The students of the P.G. courses have the additional facilities of special instruction in language skills as well as soft skills leading to their better performance not only at the Universities' examinations but also at the interviews conducted for various academic and administrative positions. The M.B.A., & M.C.A. are the outstanding departments helping students to achieve coveted ranks at the University examinations and also excellent placement opportunities in their lives. The courses have a special research cell recognized by the University where a number of teachers of our institution as well as other institutions pursue research leading to M.Phil. and Ph.D. Degrees. Our faculty members are guiding research scholars leading to award of M.Phil. and Ph.D.

The faculty members of P.G. Centre are well qualified to take up quality education in continuous process for the welfare of the students. P.G. Centre is well equipped with physical infrastructure, updated library, and quality of teaching learning process. The students are trained to

meet the needs of the competitive world through various programmes such as life skills, soft skills, special workshops, personality development programmes, seminars etc. All these aspects are of paramount importance in providing the quality of education offered by our institution.
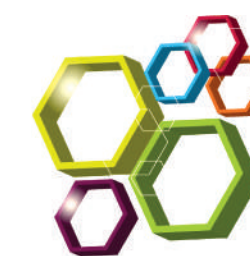
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College Distinctions at A Glance

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The First Autonomous College in the jurisdiction of Acharya Nagarjuna University in 1988.

- First college accredited at the level 'A' by NAAC, Bangalore in the jurisdiction of Acharya Nagarjuna University in 2004.
- Recognized as "College with Potential for Excellence (CPE)-Phase-II" by UGC, New Delhi.
- Reaccredited at the level 'A' by the NAAC in second cycle.
- Recognized as "Centre of Excellence" by Government of Andhra Pradesh.
- College affiliation was shifted to Krishna University, Machilipatnam in the academic year 2009.
- Krishna University accredited "Research Centre" status to the departments of Mathematics, Chemistry, Physics and Commerce and Business Administration of our college.

Our Vision

'Holistic education'

We impart education by which character is formed, strength of mind is increased, the intellect is expanded and by which one can stand on one's own feet.

Our Mission

Our mission is to teach, to serve, and to engage in scholarship. We teach our students to be critical thinkers and lifelong learners. We prepare professionals who improve student learning, promote diversity, make informed decisions, engage in collaborative endeavors, maintain professional and ethical standards, and become change agents in their workplaces. We engage in scholarly work that informs the profession and we serve the educational community by providing applied scholarship.

photo

Our Goals

In fulfillment of its mission the college seeks:

- ❖ To respond to the educational needs of the region by starting the relevant graduate, Post-graduate and Certificate programmes in arts, science and commerce.
- ❖ To transmit and share knowledge by effective teaching, focusing on learning as well.
- ❖ To develop critical abilities among the students in the process of learning.
- ❖ To promote high levels of diverse achievements of the students by providing appropriate co-curricular and extra-curricular support.
- ❖ To prepare the students to lead productive, responsible and creative lives by applying the acquired knowledge, for the benefit of the society as a whole.
- ❖ To serve the neighbourhood society.
- ❖ The mission and the goals of the college guide the framing of curriculum and the syllabi and the delivery of academic programmes.

photo

Our Monogram

The Monogram adopted by the Siddhartha institutions represents Buddha's 'Vyakhamudra' with half opened lotus signifying preaching of wisdom and enlightenment of Mind and Soul through learning and truth. The college Motto, "Atma Deepo Bhava" aptly signifies the same.

Our Motto

Atma Deepo Bhava (Be a light onto yourself)

It was Buddha's last day in this mortal world. Ananda was his cousin and also the closest disciple. He was crying and weeping. Ananda was not yet Enlightened. He was saying Buddha, "You are a spiritual Guru and a beacon to me and all us on this journey of enlightenment. Now you are leaving us all. What will happen to us? What will happen to me? Who will show us the right way and right path? Who will take me and guide me on this spiritual journey? The whole world and life was an utter darkness to us and you came in our life as our light and delight. Who will show us this light now?" Buddha just opened his eyes and said, "**Appo Deepo Bhava**". He said, "Just be a light unto yourself. Nobody can give this light to you". All Buddha's have just pointed towards this light. **We all have to move towards this divine light that is hidden in each one of us**.

Our Spirit

Dhammam Saranam Gachhami.

Dhamma, is the ultimate truth or ultimate reality. Dhamma is impersonal; we don't in any way try to personify it to make it any kind of personal deity. When we chant in Pali the verse on Dhamma, we say it is '*sanditthiko akaliko ehipassiko opanayiko paccattam veditabbo vinnuhi*'. *As* Dhamma has no personal attributes, we can't even say it is good or bad or anything that has any superlative or comparative quality; it is beyond the dualistic conceptions of mind.

Our Watchword

Incessu (Latin) = Progression or gait

Transits constantly exert a pressure upon our permanent and essential identity, symbolized by our birth-chart. The pressures may cause pleasure, happiness, exaltation - or pain, misery, and depression. Some may strengthen basic factors in our nature; others may tend to disintegrate our personality. But, they are that which every day and year after year challenges us. What is it in us which will accept these challenges and make of them opportunities for becoming more and more that which we potentially are? This is our "intelligence." This conversion of challenges into opportunities is progression.

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Our Mascot

The **red panda; Other names: lesser panda**, **red bear-cat** and **red cat-bear**

(Scientific name: *Ailurus fulgens*),

It is a small arboreal mammal native to the eastern Himalayas that has been classified as vulnerable by IUCN. Red panda teaches us that - even if we are happiest on our own, or wish for space to ourselves - sometimes we must take a little time to see to the needs of others, if only to make sure that we can get adequate rest. By helping the community, friends, family, or even strangers; you better care for yourself.
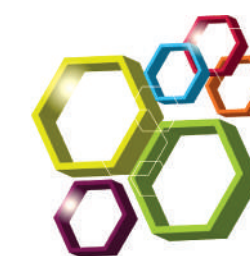

Our Colors

Saffron, Yellow, Green

Saffron: Saffron denotes courage and selflessness. It signifies renunciation and the absolution of the ego. It is meant to remind us to conduct ourselves to work without seeking material gains, but rather for the good of the society.

Yellow: It's the colour of happiness, and optimism, of enlightenment and creativity, sunshine and spring.

Green: The green represents faith, fertility and prosperity. It is considered to be a festive and stabilizing color that represents life and happiness. It demonstrates the value placed on the earth as the ground upon which all life is dependent. It reminds us to preserve nature.

AUTONOMY

In accordance with the New Education Policy 1986, UGC granted autonomy to the college in the year 1988 and the college has been working in that pattern since the academic year 1988-' 89. While the college remains affiliated to Krishna University for conferment of degrees, it exercises autonomy in framing courses of study, admission of students, methods of instruction, testing and evaluation. Students passing the examinations conducted by the college are awarded degrees by Krishna University.

CAMPUS

The college has well furnished class rooms, well equipped laboratories, full-fledged Botany & Zoology museums, an excellent library and reading room, English Language laboratory, a very big Indoor Stadium, multi-gym, e-class room, seminar hall, and a play field. It has a good tradition of academic discipline and, above all, the full coordination of philanthropic group of members of the Management. Enjoying full academic autonomy since 1988, it has experienced and competent faculty. The academic programmes are continually updated. Keeping its tradition of upgradation of programmes according to the changing needs, the college introduced 'Choice Based Credit System' from the academic year 2005-'06 and also a good number of Foundation Courses and Interdisciplinary courses.

PROGRAMMES OF STUDY

The College offers instruction in the following programmes of study.

Under - Graduate Programmes :

1. B.A. Economics, Mathematics & Statistics (Aided programme)*

2. B.Com.　　(a) General [English & Telugu Media, Aided programme]

　　　　　　　(b) B. Com. Computer Applications [English Medium]

3. B.Com. Honors Tax procedures [English Medium] *

4. B.Com. Honors Accounting and Finance [English Medium] *

5. B.Com. e-Commerce [English Medium] *

6. B.Sc.　　(a) Mathematics, Physics & Chemistry [English & Telugu Media, Aided Programme]

　　　　　　(b) Mathematics, Physics & Computer Science [English Medium]

photo

B.A. Economics, Mathematics, Statistics (Aided Programme)

Economics with Mathematics and Statistics is considered a good combination. Students who have flair for Economics should opt for this programme as it would lay proper foundation for their higher studies in Economics. Further students have wide options to switch over to M.A. (Mathematics), M.A. (Economics), M.A. (Statistics), MBA, MCA, B.Ed., Law, C.A, C.S. and I.C.W.A.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Mathematics as one of the optional subjects.

B.Com. (Gneral)

The objective of the programme is to enable the students understand the concepts of Accounting, Corporate Accounting, Cost Accounting, Management Accounting and application of statistical tools to business problems supported by theoretical knowledge in business law, banking, business economics, company law, auditing etc. Further, each student is given an option to choose eight courses (papers) spread over six semesters out of a basket of **Twenty four** courses in Taxation stream and Management stream with pre-requisites and co-requisites. The students who would like to go to professional courses like C.A., ICWA etc. can opt for courses in Taxation stream covering Income Tax, Wealth tax, Excise, customs, Service Tax, AP VAT Act etc. Students who would like to join family business or take up sales job or pursue MBA programme can choose courses in **Management stream** covering marketing management, sales management, services marketing, advertising management etc. The programme is a judicious blend of Commerce and Management courses. However the original degree will be awarded with the title B.Com.

Eligibility: The minimum eligibility is a pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Commerce as one of the optional subjects.

B.Com. (Computer Applications)

The B.Com (Computer applications) Programme is intended to provide advanced knowledge in Computer application specializations as against the functional specializations offered in the B.Com (Regular) programme. It aims to equip students with the knowledge and competence in the field of accountancy and Computer application standing to the requirements of the day and to pursue a professional career and/or furthering higher education in the specified areas of specialization. The B.Com (.Computer application) course is a three year degree programme divided into six semesters. The programme is career oriented in its design, course structure and teaching, learning process to expose the students in the areas of application of knowledge in business firms and industrial organizations to meet the requirements of present business scenario. The fifth and the sixth semesters shall have only papers from the Accounts and Computer application. The curriculum is developed duly considering the desired level of knowledge exposure in the context of ever changing environment in global business.

Eligibility: The student seeking admission into the programme must have passed plus 2 examinations with at least 60% marks preference will be given to students who have studied Mathematics as one of the optional subjects at plus2 level.

B.Com. Hons (Tax Procedures)

The objective of this course is to acquaint the students with – Computer Applications in business and the law, procedures and practice of direct and indirect taxes. The curriculum of the course includes among other subjects, Accounting, Cost Accounting, Management Accounting, A.P. VAT, Central Sales Tax, Income Tax, Wealth Tax, Central Excise, Customs, Companies Act, Mercantile Law, Business Data Processing and Accounting package Tally.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Commerce as one of the optional subjects

B.Com. Hons. (Accounting and Finance)

The B.Com (Hons.) programme is aimed at preparing students industry ready with basic understanding about accounting, financial and taxation concepts. As the business environment is changing very fast, organizations are struggling to cope up with finding right talent to manage their resources. The need for complying with various regulatory agencies the organizations have to prepare their statements of accounts in standards prescribed by them that are changing from time to time. Using computerized applications such as: Accounting package - Tally, Spread Sheet software - Ms Excel, Database software – MS Access are becoming necessary. E-Commerce is spreading very fast. The knowledge about developments in E-Business is becoming imperative. The course is

photo

designed in such a way that the student is equipped with necessary skills of applying the emerging tools, procedures, models and technology in business organizations. Small and Medium Business Enterprises (SMEs) are also looking for talented manpower who are equipped with Accounting, Finance, and Taxation knowledge with computer savvy. These students will fit with the requirements of such organizations.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Commerce as one of the optional subjects.

B.Com. (E-COMMERCE)

B.Com. e-Commerce is an undergraduate Commerce programme ideally designed to incorporate the balance between objective learning and experimental learning. E-business is often referred to as e-commerce. E-commerce is a modernized type of business administration degree that focus on the technology and online business practice of a company as it became a part of everyday use in life. It is an automated information system to conduct business on the internet. Students with e-commerce degree will gain a comprehensive understanding of creating, funding, managing, internet business. The duration of the course is three years and it is career oriented in nature that opens career opportunities globally is real e-tail world.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Commerce as one of the optional subjects.

B.B.A. (Bachelor of Business Administration)

Bachelor of Business Administration an undergraduate programme aimed at imparting the theoretical background of those academic disciplines relating to the field of management and helping the participants to develop their interpersonal skills and personality to become junior level managers and entrepreneurs. The course curriculum includes, among other subjects, Principles of Management, Behavioural Science, Business finance, Marketing Management, Services Marketing, Human Resource Management, Sales Management, Advertising Management and Internship. Apart from regular lectures additional inputs like guest lectures, participation in Seminars, management meets, short visits to industrial units and industrial tours will be arranged.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Commerce as one of the optional subjects.

B.B.A. (Analytics)

Bachelor of Business Administration (BBA) in Business Analytics an undergraduate programmed aimed to provide exposure to skills and careers in the growing business analysts fields. This program will prepare students for specific jobs as computer systems analysts, management analysts (business analysts and process analysts), market research analysts, logisticians, and operations research analysts in a wide range of organizations and industries, while providing for flexibility for support in additional areas. In addition, this program will provide a student with opportunities for studying business operations, developing writing and communication skills, and engaging in team leadership and development.

The BBA in Business Analytics program is designed to prepare students entering the workforce in the rapidly emerging field of business analytics, which involves collecting, organizing, analyzing, optimizing, and interpreting "Big Data" (huge datasets collected by modern companies) for the purposes of problem solving and decision making. The program is intended to help students identify opportunities hidden in big data and apply these findings to real-world business challenges. Data analysts provide organizations with ideas for smarter strategic management, improved financial performance and better operational efficiencies.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination. Preference will be given to candidates who studied Mathematics as one of the optional subjects.

B.SC. Mathematics, Physics, Chemistry (Aided Programme)

B.Sc. (MPC) the most popular under graduate programme, though conventional, has stood the test of time and has been proved to be the best as it offers many career and job opportunities. Students from this combination are stepping into many prestigious institutes for pursuing further studies and placements.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Mathematics, Physics and Chemistry as optional subjects.

photo

B.SC. Mathematics, Physics, Computer Science

This course provides the students with an opportunity of pursuing I. T. education with a combination of conventional subjects viz. mathematics and physics at under graduation level. The students are exposed to well structured lab cycles to strengthen the programming skills and thereby catering to the needs of I. T. industry. The curriculum of this course includes Java programming, Oracle, PHP, MySQL, Operating systems, D.B.M.S. etc. It is a perfect blend of the theoretical concepts and practical knowledge. The vertical mobility for these students is fairly good in P.G. courses like M.Sc. (Maths), M.Sc. (CS), M.S. (IT). The jobs available for these students are Junior programmers, Technical Support Executives, Software Trainee etc.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh with Mathematics, Physics and Chemistry combination.

B.SC. Mathematics, Physics, Electronics

The course is designed to fulfill the needs of the Industry with the latest technology. This course provides theoretical and practical knowledge. A special paper, "Introduction to Fiber Optics" helps in securing seats in prestigious institutions of higher learning. The department of Electronics trains on Simulation softwares like Multisim, Mat Lab, Ulti Board etc.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh with Mathematics, Physics and Chemistry combination.

B.Sc., Computer Applications, Mathematics, Statistics

This course is a balanced blend of traditional mathematics and statistics and modern computer applications. The updated syllabus of computer applications, ranging from basic concepts, Data Structures, Web technologies, Java Programming to enhances the employability of the students. A well- structured curriculum, supported by a rich set of lab cycles providing hands-on experience and strengthening the programming skills of students, is the salient feature of the course.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Mathematics as one of the optional subjects.

B.Sc., Mathematics, Statistics & Computer Science

This programme is aimed at providing a gateway for IT students to kick-start their career in the field of Data Analytics Domain which is a sought after area in which ample job opportunities are available. It is a balanced blend of emerging IT Technologies viz., Java, PHP, MySQL, R Programming, Hadoop so on. A well structured curriculum supported by a rich set of lab cycles providing hands-on experience and strengthening the programming skills of students, is the salient feature of the programme.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Mathematics as one of the optional subjects.

B.Sc. Botany, Zoology, Chemistry (Aided Programme)

This conventional undergraduate programme is designed with updated syllabus. This programme is on a par with non - conventional combinations like Genetics, Microbiology & Biotechnology. The curriculum and syllabi are restructured to further n career opportunities and higher learning in reputed universities.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examinations with Biological Sciences and Physical Sciences as subjects of study.

B.Sc. Botany, Biotechnology & Chemistry

This undergraduate programme offering Biotechnology as a specialized subject is designed to meet the upcoming challenges of the society and to make every individual accountable to the society. The future of this country in the coming years is in the hands of budding biotechnologists as this course has a wide range of applications in the fields of Drugs, Food, Agriculture, Medicine, Genetic engineering, Tissue culture, Biostatistics and Bioinformatics. All Universities in India and abroad are offering this course at the P.G. level. The infrastructure and lab facilities are on a par with those of reputed universities. The course is aimed at providing good practical knowledge and skills through a well-designed and defined syllabus. Undoubtedly students opting this course will have wide range of career/academic opportunities.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Biology, Physics and Chemistry as optional subjects.
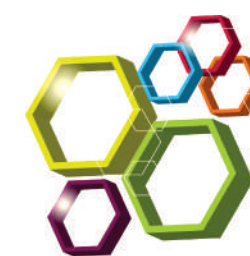
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B.Sc. Mathematics, Electronics, Computer Science

This programme helps the student in choosing his/her career in IT industry either in software application development or in hardware engineering. The curriculum of this programme is a balanced blend of foundational concepts and advanced applications, which will strengthen the technical skills of the student. On completion of the graduation, the student would be able to join as an entry level programmer in IT companies based on his/her quantitative aptitude and technical skills. The vertical mobility to the students of this programme is fairly good in post-graduate course like M.C.A., M.B.A., M.Sc. (Computer Science) and M.Sc. (Electronics). The curriculum of this programme contains courses viz. MATLAB, Multisim, 8051 programming, Fiber Optics in addition to regular courses in Electronics and Computer Science courses like Programming in C, Data structures, Web programming through Java, Software Engineering and Embedded systems. Elective courses in the final year, on-job-training and a project work in Electronics are the salient features of this programme.

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with Mathematics, Physics and Chemistry combination.

B.Sc. (Hons.) Computer Science

In the light of growing demand for skilled man power in IT and ITES companies, the department proposed to introduce three years B.Sc. (Hons.) Computer Science Programme in view of grooming industry-ready skilled workforce at graduation level. With the new advancements in the field of computers and in a time when there is a boom in the IT industry, the department wishes to introduce B.Sc (Hons) Computer Science, a three-year undergraduate course for the tech-savvy youth. The college is contributing in its own inimitable way to the development of Information Technology by offering this course with the help of efficient and highly qualified teachers and through a well-equipped computer lab. The course provides rigorous foundations of the concepts of Computer Science and Information Technology. In the final year, students also get an opportunity to do project work. Hence the combination of the concepts and training of software tools equip the students to adapt to ever-changing technology. The B.Sc. (Hons.) Computer Science Programme primarily intended to serve as an input for higher degree academic programmes in Computer Science viz. M.C.A. and M.Sc. (Computer Science). The programme lays emphasis on building a strong programming foundation (about 30% of course work) and includes courses on electronics and humanities as well.

Eligibility: Any student who passed Intermediate or equivalent examination with Mathematics as one of the core subjects by securing 60% and above aggregate marks is eligible to join in this course subject to availability of seats according to merit list.

Bachelor of Computer Applications (B.C.A.)

The basic objective of the programme is to open a channel of admission for computing courses for students who have done the 10+2 and are interested in taking computing as career. This programme provides an understanding and the skills related to the use of computer and its application. In the light of increasing requirement for skilled manpower in IT industry, this programme is tailor-made for the students who wish to opt for career as programmer trainee at entry level soon after completing the graduation. The vertical mobility for this programme is fairly good in post-graduate programmes like M.C.A., M.B.A., and M.Sc. (Computer Science). The curriculum of this programme includes foundational courses like IT fundamentals, PC software, Programming in C, Data structures and emerging technologies like Web programming through Java, Data warehousing and Data mining, Object Oriented Analysis and Design through UML etc. This programme contains 6 English courses, 6 Mathematics courses, 2 commerce courses and 26 Computer Science courses (including 19 theory courses, 6 practical courses and a project work).

Eligibility: A pass in Intermediate examination of the Board of Intermediate Education, Andhra Pradesh or equivalent examination with M.P.C., Bi.P.C. or M.E.C combinations.

Post Graduate Programmes

S. No.	Programme
1	M.Sc. (Mathematics)
2	M.Sc. (Physics)
3	M.Sc. (Organic Chemistry)
4	M.Sc. (Computer Science)
5	M.B.A.
6	M.C.A.
7	M.A. (English)
8	M.Com.

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M.Sc. (Mathematics)

The Department of Mathematics was established in 1990-91. The Department is offering M.Sc. Mathematics course with an intake of 54 (45+9) students. The Department has 1 Professor, 1 Senior Lecturer and 3 Lecturers. The Department was recognized as a Research Centre by the Acharya Nagarjuna University in the year 2004. The Department is also offering M.Phil. and Ph.D. Programmes in Mathematics since 2004-2005.

Starting from 25th to 32nd Convocation (which was held on 10th January, 2013) of Acharya Nagarjuna University except 26th, the department bagged Gold Medals for securing highest percentage of marks in Mathematics and also for securing highest percentage of marks among all the 1st rank students of M.Sc. Mathematics, M.Sc. Physics, M.Sc. Chemistry and M.Sc. Statistics. In the First convocation of Krishna University held on 9th December, 2012, the department bagged university first rank in M.Sc. Mathematics.

M.Sc. (Physics)

The Department of Electronics was established in the year 1986 with intake of 45 students. Since its inception the department has good infrastructure facilities. The faculty members are well qualified with good teaching experience at post graduate level. The students are placed in various research labs, industries and academic institutes. The department was recognized as Research Centre by ANU.

The department of physics established in the year 2003 with the intake of 24 students. The department has well qualified faculty members with good teaching and research experience. The department has well established lab equipment at post graduate level and at research level. So far 10 M.Phil degrees were awarded from the department and 5 students are working for Ph.D. All the students who completed the course are well placed in various prestigious educational and research institutes. Some are pursuing higher studies like M.Tech. & Ph.D.

M.Sc. (Organic Chemistry)

The department was started in the academic year 1998-1999 with an intake of 24 students. At present the intake is 36. The department consists of 5 qualified staff members with vast experience and actively indulged in teaching and research. The department is also recognized as a research centre by Acharya Nagarjuna University and some of the staff members are recognized as research supervisors by both ANU and KU. The laboratories are well equipped with required glass ware and instruments for regular lab and also research work. In addition the department also has a department library apart from the central library.

M.Sc. (Computer Science)

The Department of Computer Science was established in 1990-1991 with an intake of 45. A three year MCA course with an intake of 30 was introduced in 1991-1992. Previously, under the affiliation of Acharya Nagarjuna University the college had adopted semester system from the year 2001-2002. Currently these programmes are offered under the affiliation of Krishna University, Machilipatnam with an intake of 45 (M.Sc.) and 120 (MCA) respectively.

The department consists of well qualified and highly experienced faculty members effectively driving and guiding the students towards their future goals. Equipped with a well stocked departmental library, the department encouraged the research flare amongst the students through a well equipped laboratory with state of the art hardware and a dedicated internet across the entire LAN in a 1:1 ratio. The department internet hosts more than 2 terabytes of instructional material. The lab resources include CBTs and reference manuals (also available for issue), Tutorials, Online help systems and lecture videos gathered from prestigious institutions such as IITs augmented with latest reprographic facilities and audio visual aids. The department has good linkages with the industry and has a reputable placement record having its alumni placed with organizations such as Wipro, Virtusa, Syntel, Caritor, iGate, Infosys, Tech Mahindra, Sonata, Polaris, Cognizant etc.

MBA & M.Com.

These programmes are offered by the department of Commerce & Business Administration, which was commenced in the academic year 1986-87. The department is a premier centre offering MBA program and is approved by AICTE, New Delhi. The objective of the department is to produce trained Commerce & Management graduated to meet the growing demands of the corporate world with professional approach. The department offers MBA program with three specializations such as **Marketing, Finance & Human Resources** and M.Com program with **Banking, Insurance & Financial Services**. We have well qualified and experienced faculty as per the UGC and AICTE norms. The department has been designated as **Research Centre** and faculty members are guiding research scholars leading to their Doctoral Degrees. We are offering good placement services to the outgoing students through a placement cell being organized by the faculty and student coordinators as members.

photo

M.A. (English)

P.G. Department of English was established in the year 1995. The faculty members of the department are well qualified and dedicated in terms of teaching and active research. They are involved in conducting various skill based programmes like soft skills, communication skills, seminars, guest lectures and workshop etc. The department is engrossed in advanced teaching methodology, which includes language lab, educational trips and using Audio visual aids in teaching process.

Alumni students have found good placements in reputed institutions including various government sectors.

Diploma and Certificate Programmes

Department of Physical Education has started Diploma in Yoga Education (DYEd) in 2015. The total intake is 50. Duration is one academic year.

After successful completion of this Diploma in Yoga Education course, students may work as Yoga Instructor at private Yoga classes, wellness clinics, rehabilitation clinics, physiotherapy clinics, Gyms etc. This course helps one get certified to become a Yoga Instructor or Teacher. Thus, it is more like a Yoga Training certification program. Average starting salary is generally between 2-4 Lakh Rupees. If one chooses to start own Yoga class, this figure could rise substantially!

Eligibility for admission into the Course: For Diploma course the candidate should have passed in a) 2 years Intermediate pass (10+2) or Pre-University Course (PUC) / 12th Standard pass b) 3 years Polytechnic Diploma pass.

GENERAL INFORMATION

Timings

The college works under staggered system of timings. Some courses will be conducted from 8.00 a.m. to 1.20 p.m. and others from 12.25 p.m. to 5.45 p.m. PG programmes shall be conducted between 9.45 am and 5 pm.

Scheme of Instruction for UG Programmes

The academic year consists of two semesters and each semester consists of 90 instructional days. Each programme is completed in six semesters i.e., three years. The curriculum, scheme of instruction and evaluation are prescribed by the respective Boards of Studies and Academic Council of the college. The college works from 9.00 A.M. to 4.00 P.M. The traditional lecture method continued to be the principal means of instruction.

However, instruction through seminars, guest lectures and audio visual aids is encouraged. ICT enabled teaching methodology well supported the conventional teaching in the college. *Structure*

Choice Based Credit System coupled with grading, an innovative method of curriculum design and evaluation is followed. This is a modern system introduced in Higher Education Institutions to keep the curriculum relevant to the demands in job market. Students are offered with a choice of a variety of Core subjects, Add-on courses, Supporting courses and Elective courses. They can choose any course of their interest and need during the period of the study and **earn extra credits and certificates** in addition to the regular compulsory subjects (core). The college follows CBCS in semester pattern. Under this system, every subject is fixed with certain credit points, based on the quantum of the subject matter, complexity of the content and the contact hours allotted. This is done after thorough analysis of the content and sequence of each course by the Members of Board of Studies.

Credit System for UG

The college follows Choice Based Credit System.
- to recognize the learning achievement.
- to offer a wide choice of courses.
- to provide a tool of quality assurance.

Under the Choice Based Credit System, the student of a programme, while pursuing the core courses of his/her programme, can choose some courses offered by the same department or other departments of the college. This cafeteria model offers wide choice of courses to the student and he/she is free to choose a specified number of courses from the list. The student should earn prescribed credits from the core courses of his /her programme and from the courses of optional nature offered by his/her own department (intra disciplinary) or other departments (inter disciplinary). The students are encouraged to earn credits more than the required minimum and these extra credits are recorded in their marks statements which may help them in employment or higher studies.

Grading for UG Programmes

For Part-I (languages) component A and Part-II (core subjects) grades are also awarded to all the passed candidates. Relative grading is given on a five point scale following the standard deviation method.

For Part-III, Extracurricular activities - Direct grading is awarded by the teacher concerned.

The Programmes Committee shall fix the credits for each Part and subject depending on its weightage in the curriculum.

Structure for all Under-Graduate Programmes

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The Programme structure for all degree programmes will be intimated in due course through our college handbook.

Add-on / Supporting Courses

1. English Communication Proficiency-I
2. English Communication Proficiency-II
3. Media Reporting
4. Multi SIM
5. S.P.S.S. (Statistical Package for Social Sciences)
6. Financial Accounting
7. Financial Management
8. Salesmanship
9. Programming in C
10. Desktop Publishing
11. Multimedia
12. Network System Administration
13. Basic Medical lab Technology
14. Basic Mathematics & Statistics

Teaching for Add-on / Supporting Courses will be arranged outside the college working hours, if a minimum of 15 students opt for any of these courses.

Scheme of instruction for P.G. Programmes

The University follows Semester System. Internal Examinations, Assignments, Seminars are part of the semester system monitored by the teachers. The instruction to the PG programmes is between 9 am to 4 pm.

Award of Degree

UG

No student shall be eligible for the award of the degree unless he/she has successfully completed a programme, of not less than three years duration (6 semesters) and secure the minimum number of credits prescribed hereunder within a period of six years. The minimum number of credits required for the award of degree will be intimated in due course after receiving guidelines from the affiliating University.

PG

The degree will be awarded by Krishna University, Machilipatnam as per its norms.

Certificate Courses And Additional Courses

The college has also introduced a number of Certificate courses which can be opted by the student along with main programmes.

Certificate courses

1. Certificate course in Web Designing.
2. Certificate course in Networking & System Administration
3. Certificate course in PCB Designing
4. Certificate course Medical Lab Technology
5. Certificate course in Plant Tissue Culture
6. Certificate course in Human Resource Management
7. Certificate course in Event Management
8. Certificate course in Retail Management
9. Certificate course in E-Commerce
10. Certificate course in Front Office
11. Certificate course in Yoga
12. Certificate course in HPLC (High Performance Liquid Chromatography)

Additional courses

1. Financial Accounting
2. Financial Management
3. Advanced English Communication-I
4. Advanced English Communication-II
5. Salesmanship
6. MultiSIM
7. Network System Administration
8. Web Designing
9. Basic Medical Lab Technology
10. Spoken English
11. Media Reporting
12. Translations
13. Medical Botany
14. Practice of Life Insurance
15. Industrial Chemistry
16. Desk Top Publishing
17. Basic Mathematics and Statistics
18. Medical Chemistry

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IDENTITY CARD

Every student will be provided with an Identity Card which he /she must keep as long as he /she is a student of this college. Whenever he / she approaches the office / departments on academic or administrative matters, he / she must produce his / her Identity Card. No request will be entertained without the production of the Identity card. Along with the hall-ticket, the Identity card should also be produced for taking any examination, theory or practical. ID Card should be worn around the neck.

MENTORING SYSTEM

Every staff member will be in-charge of 25 students for mentoring. Student profile book is maintained in the college, which consists of all the information related to the student concerned. Each mentor will officially interact with the student twice in a semester. Besides this, the student is encouraged to meet the lecturer concerned by taking an appointment with him/her for his/her all round development.

HANGOUTS

e-Class Room
College has e-Class Room to benefit the students and to improve creative skills of various levels. This classroom has the Internet facility and Interactive Board (smart board) to provide latest techniques in communications and to polish the organization skills. This year college is planning to establish ten e-classrooms.

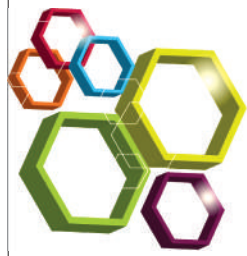## LIBRARY & INFORMATION CENTRE

The college had prestigious Central Library with an excellent collection of 96570 volumes, which includes Text books, Reference books, Competitive books, Encyclopedias, Dictionaries etc..Our library is fully automated and circulation is through bar-code system. Other than stack area we are providing 100 seating capacity for reference, competitive corner and personality development. Reprography facility is also available. Library services are catered to the stakeholders from 9.00 a.m. to 7.00 p.m. Monday to Friday; 9.00 a.m. to 5.00 p.m. on Saturday and 9.00 a.m. to 1.00 p.m. on Sunday.

READING ROOM

In extension to the central library reading room facility was inaugurated in the year 2016 with 60 seating capacity. Showcased are more than 100 journals/magazines and 17 no's news papers for the use of our students & staff.

photo

INTERNET CENTRE

Internet centre provided in reading room consists of 20 terminals to serve free internet to students & Staff from 9 am to 5 pm. Twenty five systems are available in the internet centre.

SEMINAR HALL

Seminar hall is christened as Lyceum. Well furnished and equipped seminar hall with a capacity of 120 is serving the stakeholders of the college. It is ICT enabled. 35 mm screen and LCD projector are installed for screening videos. Interactive board is also available for presentations.

INCUBATION & ENTREPRENEURIAL DEVELOPMENT CELL

Entrepreneurship is a key driver of socio-economic development of any nation. Wealth, jobs and economies are created by entrepreneurially competent young minds. Keeping in mind the changing Business Models and global trends, PB Siddhartha College of Arts & Science incorporated EDC in 2016. It aims at manifesting latent entrepreneurial spirit of the young minds. We at EDC host various workshops, speakers' sessions, innovative and creative business plan competitions for aspiring entrepreneurs and supporting them by providing necessary infrastructure and resources. We made tie-ups with 'YSquare' Business Incubator India Limited to groom the young entrepreneurs and to cultivate the startup culture in the campus with 360 degree support of Y Square. In this academic year our students stated one startup "Amaravathi Model United Nations.

We are offering consultancy services, mentoring support and developing entrepreneurial competency among our students.

CONFERENCE HALL

A Conference Hall accommodating 40 participants enables the conduct of Board meetings, group discussions, H.R. interviews, press meetings etc. It is equipped with all necessary ICT facilities.

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CAFETERIA

College always gives utmost importance Hygiene. Cafeteria serves palatable and delicious recipes to the Students and Staff at moderate prices. R.O.Plant in canteen is providing Mineral Water to all.

ICT facilities

The College is WiFi enabled. Interactive boards are mounted in all laboratories and some classrooms. Lectures are given using these gadgets. Open source materials are also made available to the teachers and learners to make teaching - learning process an interactive method.

LABORATORIES

Statistics

SPSS 11.0 version Software is used for conducting the practicals at UG level which is unique feature of our college. A separate laboratory is available to the statistics students. Nearly 30 computers are available to teach Operations Research and statistics using computers.

ZOOLOGY

Zoology laboratory is well established with required equipment and instruments. Water Quality Analyzer, BOD incubator, DO meter, Stereo Binocular Microscope are some of the important instruments in our laboratory, which are more useful to the students. Opec camera is installed in the financial year 2007-2008. This instrument is very much useful in the laboratory, by projecting the video in the monitor and recording the event in the computer. The dissections can be viewed on the TV monitor or computer monitor and, simultaneously, can be recorded. The department laboratory added a feather in the cap by procuring Microscope Image Projection system, which we acquired in the financial year 2007-2008. This gadget can be applied to the microscope and the image can be viewed either on the TV monitor or computer monitor. The image can be recorded. Zoology laboratory is one of the best laboratories in the college. Both laboratories of Zoology have the provision for ICT teaching and learning. One laboratory is provided with LCD monitor and public address system. It has the necessary infrastructure for converting into a mini conference hall, if necessary. The instruments for clinical science have been installed for good practical knowledge. Electrolyte analyser, Blood analyser, complete auto analyser, urine analyser, electrophoresis kit, thermocycler and ELISA reader are some of the gadgets available in the laboratory.

For water analysis Water analyser, BOD incubator and other instruments are available. Fish diseases and DNSA analysis are conducted with themocycler using PCR protocols. The laboratory has the required infrastructure for DNA isolation, amplification and identification.

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CHEMISTRY

Centralized Laboratory is established with the following sophisticated equipment.

1. Ultrasonic Interferometer: An Ultrasonic Interferometer is a simple device to determine the ultrasonic velocity in liquids with a high degree of accuracy. It is used to determine the physical properties of liquids.

2. Spectrophotometer & U/V Spectrophotometer: Spectrophotometers are useful in identification and determination of a sample. Many projects at degree, PG and research level can be performed with these instruments. Water and soil analysis can be performed.

3. Auto Titrator: Auto titrators are machines that perform titrations of varying types used to reduce human error. Some have built-in programs, others are programmable. They can monitor precipitations (silver halide), acid-base and sometimes even redox titrations.

4. HPLC: HPLC is a chromatographic technique to separate a mixture of compounds and identify the quantities of each constituent to a high degree of accuracy. It is used in biochemistry and analytical chemistry to identify, quantify and purify the individual components of the mixture.

5. HPLC Water Plant: water purification systems designed to produce the optimum water quality to support critical analytical application needs. From university research and clinical laboratories to biopharmaceutical research and pharmaceutical laboratories, systems are available producing from a few liters up to several thousand liters of pure and ultrapure water per day.

6. Flame photometer:
Used in identification of Alkali & Alkaline Earth metals in vapor state.
Note: The above instruments are of precision make and are very useful in project works and research for students and staff. For this purpose a separate central research laboratory is established for students and staff to work after college hours.
Spectrophotometry is the quantitative measurement of the reflection or transmission properties of a material as a function of wavelength. It is more specific than the general term electromagnetic spectroscopy that deals with visible light, near-ultraviolet, and near-infrared, but does not cover time-resolved spectroscopic techniques. Spectrophotometry involves the use of a spectrophotometer. A spectrophotometer is a photometer (a device for measuring light intensity) that can measure intensity as a function of the light source wavelength. Important features of spectrophotometers are spectral bandwidth and linear range of absorption or reflectance measurement. A spectrophotometer is commonly used for the measurement of transmittance or reflectance of solutions, transparent or opaque solids, such as polished glass, or gases. However they can also be designed to measure the diffusivity on any of the listed light ranges that usually cover around 200nm-2500nm using different controls and calibrations. Within these ranges of light, calibrations are needed on the machine using standards that vary in type depending on the wavelength of the photometric determination.

BOTANY

Botany department has the necessary infrastructure for conducting the experiments at UG level by using the following equipment and instruments.

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Laminar air flow
- Biophase contrast microscope
- Spectrophotometer
- Submarine electrophoresis
- DNA isolation
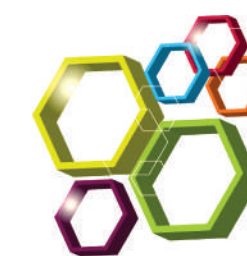- UV transilluminator

PHYSICS

Physics laboratory is well established with required equipment and instruments. Advanced research optical benches, fibre optic kits and I.C. Trainers are some of the important instruments in the laboratory which is useful not only for day-do-day experiments but also for research purpose. Polarimeter is another most important equipment mainly used for research purpose. MultiSIM 10 user is available in the laboratory for the demonstration to the students. Astronomical Telescope is for observing celestial activities.GM Counter can count the number of electrons emitted and can record path of Electronics. Ultrasonic interferometer can be used with liquid / solid.

COMPUTE SCIENCE

The Computer Science Department has 3 fully fledged Labs and one server room with 3 servers. All laboratories are connected with in the LAN for ease of access and efficiency. Our laboratories equipped with 135 [55+50+30] computer systems with higher configurations with latest licensed software. The latest technologies that make us different from others are that lab1&2 have core i3 processors with 4 GB Ram with TFT monitors which is used for the trendy programming languages (C#.NET, ASP.NET, PHP & MYSql). These languages are part of a curriculum in the course. For quick reference, the department maintains libraries in all laboratories.

Each laboratory has a projector to assist e-learning. All the three laboratories are exclusively used for UG program only. The laboratory books and lab-list are up-to-date every semester for current technologies and the students are also familiarized for hardware related information and updates to prepare the students to face real time challenges in the real world. Well experienced and high qualified staff members are the backbone to the department.

ELECTRONICS

To train the students on Television servicing and trouble shooting, a computer Aided TV trainer kit is procured. All the experiments and project works will be carried out by students using Multisim, simulation software used for designing electronic circuits. Another licensed software tool Multiboard is used to impart training on PCB Design to the students. This laboratory is the one having Multisim software at UG level.

HOSTEL ACCOMMODATION

Hostel accommodation is provided separately for boys and girls. Separate application must be submitted for admission into the hostel, after getting admission in the college.
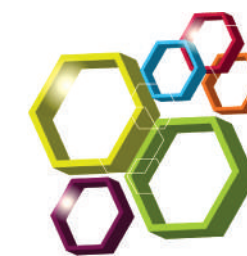
Co-Curricular Activites

photo

Games & Sports

A good play ground exists on the campus for games such as Cricket, Foot ball, Volley ball, Basket ball and Athletics. Siddhartha Indoor Stadium, which is also situated on the college campus provides facilities for indoor activities such as Table - Tennis, Shuttle Badminton, Weight Lifting etc. A modern multi- gym in two frames containing 16 stations has been installed. In addition, there are some stand alone stations. Students are trained to participate in intramural and inter collegiate competitions. Incentives by way of fee concessions are offered by- the Management to the students participating in District, State, University and National level Tournaments.

NATIONAL CADET CORPS

The college has four units of N.C.C. (Infantry, R&V, Navy and Girls BN). NCC cadets represent our college in the Republic Day parade and other prestigious camps every year. Ms. Janaki Pragna of B.Com. Hons represented our college at Singapore through Youth Exchange Programme-2017. Mr.K. Ravi Kumar of B.Sc. MPCs won DGRVS Trophy. Hon'ble Chief Minister of Andhra Pradesh appreciated him.

NATIONAL SERVICE SCHEME

The college has two units managed by two Programme Officers. Students are encouraged to join N.S.S. Our N.S.S. students are actively involved in Clean & Green, Pulse Polio, Janmabhoomi programmes and other social service activities. Our students actively participate in eco activities through eco clubs and energy clubs. Social service is encouraged through Red Ribbon club.
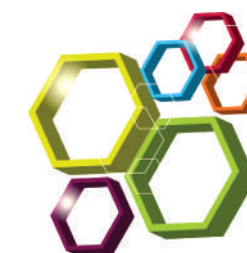
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Cultural And Literary Activities

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Two lecturers look after the cultural and Co-Curricular activities. Students of this college excel in inter-collegiate and state level competitions. Each student should participate in NSS or Games and Sports or Cultural or Eco club or Heritage club or Co-Curricular activities under Part-IV. Our college team bagged overall championship in the Intercollegiate competitions Krishna Tarang-2016 organized by the Krishna University. Silver Nandi was awarded to our college students who enacted the one act play at 20th Nandi Nataka competitions organized by Government of Andhra Pradesh. Our college students participated in College/Universities wing and enacted the play "Controversy".

MESSAGE WITH ONE ACT

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STUDENT CLUBS

College has started nearly twenty five student clubs to instill leadership qualities in the students. Ethics club, Good Habits Club, Ethnics Club, Help Club, Amenities Club, Campus maintenance Club, Eco Club, Green Club, Water Conservation Club, Energy Conservation Club, Habitat Club, Biodiversity Club, Literacy Club, Cultural Club, Photography Club, Health Club, Physically Challenged students club, Adult Literacy Club, Neighbourhood club, Women Club and IT club.

CAMPUS PLACEMENTS

Despite the globally acknowledged high standards of Indian education, the Indian youth often is at a disadvantage in the employment scenario. Our high-quality Indian education system provides the best in terms of technical education, but often falls short in developing those critical skills needed to excel in the selection tests and in today's global work scenario. Today's typical employer is looking for much more than technical skills that encompass analytical skills, abilities to comprehend complex situations, communicate articulately and assert when needed. Today's employee must adapt well to a multi-cultural workspace and be able to synergize group effort towards achievement of goals.

It is generally recognized by several industries including IT, Telecom and Services that amongst the repertoire of competencies that successful entry level employees bring to the work place, soft-skills rates as highly critical. A survey of employers across the industry spectrum indicated that apart from speaking, reading, listening and writing (or essentially strong communication skills), critical success parameters included adaptability to cross cultural environments (adjudged by creative thinking and problem solving), personal management with assertiveness and initiative, interpersonal skills and ability to work in teams.

There is an acknowledged gap between skills that students acquire as a result of the academic programs and those that are required to succeed in a work environment. Our Training and Placement Cell is intended to inculcate those skills in students that give them the competitive advantage during recruitment drives.

Key features:
1. Focus on all aspects of English communication (Speaking, Listening, reading and Writing).
2. Regular assessments.
3. Curriculum for aptitude designed based on assessments conducted by the Corporate Sector.
4. Liaising with reputed Indian companies and MNCs to hold campus recruitments.
5. Personalized feedback.
6. Blended learning model for English programs.
7. Application based pedagogy for soft skill modules.
   The compliment to our efforts is the following placements on our campus for the academic year 2016-17.

photo

The compliment to our efforts is the following placements on our campus for the academic year 2016-17.

S. No.	Recruiter	Date of Interview	No. of Students Selected
1	ilm Institute of Leadership of Management		91
2	Mphasis Unleash the Next	27, 28-11-2016	02
3	SPANDANA		04
4	Infosys POWERED BY INTELLECT DRIVEN BY VALUES		15
5	Sri Chaitanya School Techno Curriculum The right mentor for IIT (JEE), Medical, Olympiad & all other Competitive exams	05-01-2017	26
6	TCS Open Ignite	17, 18-01-2017	04
7	the better way of life LOTTE	25-02-2017	03
8	Avra Laboratories Pvt. Ltd.	10-03-2017	22
9	PEOPLE TECH GROUP Technology	Consulting	Outsourcing		03

ALUMNI

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Very committed and highly connected Alumni Association of P.B.Siddhartha College is always vibrant in its activities. Recently it contributed for installation of Goddess Saraswathi idol in front of the college office.

ADMISSION INTO UG PROGRAMMES

Admissions are made on the basis of the norms laid down by the Academic council of the college from time to time subject to the reservation policy of the Government of Andhra Pradesh. All selections are strictly provisional and subject to confirmation after an interview and scrutiny of the certificates like Marks Memorandum, Caste Certificate, T.C., and C.C. etc. at the time of admission. A candidate selected or admitted shall forfeit his/her selection / admission, if his/her documents and certificates are found defective / false at any time or if he/she fails to remit the fee on the day fixed. Parents or Guardians should accompany the candidate at the time of interview. Candidates must make their own arrangements to ascertain from the college notice boards regarding their selection or otherwise and the college will not be responsible, if the candidate does not receive the intimation due to postal delays and the like.

FEE PAYMENT / REFUND

Fee shall be payable by every student on or before the date and time stipulated. The rates of Fee are liable to be modified from time to time. Any amount once paid to the college at the time of admission is non-refundable under any circumstances. Further, if any student from unaided/self

photo

financing courses cancels his/her admission after the admission process is over he / she shall forfeit the amount already paid and shall have to pay 50% of the balance of fee payable to the Institution. In the event of cancellation of admission, original certificates will be returned only on payment of the said amounts as mentioned above. Any student who has not paid the fee on time or cleared any dues on account of fines or breakages or any other amounts due to the college for any reason within the date and time prescribed, shall forfeit his/her admission, and re-admission if given, will be treated as fresh admission.
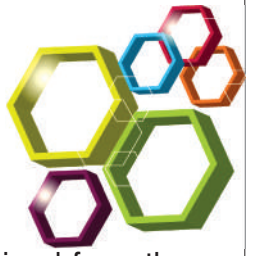
Education is the manifestation of the
perfection already in man.

Arise, Awake, Stop not
till the Goal is reached.

- Swami Vivekananda

HOW TO APPLY FOR ADMISSION ?

Application for admission should be made in the prescribed form which can be obtained from the college on payment of 100/- in cash or 150/- by M.O. payable to the Principal, Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada - 520 010. The application form should be filled in by the candidate in his own hand writing and the candidate will be held personally responsible for any incorrect entry. Incomplete application forms will be rejected. A candidate has to register his application in the college office separately for each of the courses. Registration does not guarantee a seat but no application can be considered unless it is registered. The following should be enclosed to the application form duly filled in all respects.

- Attested Intermediate / 12th class marks statement

- Two copies of date of birth certificate or X class marks statements

- An attested copy of the relevant certificate, in case the candidate seeks admission under any reservation category

- Crossed Demand Draft for 100/- payable to the Principal, Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada or in cash at the college counter towards the registration fee at the time of submission of the application form or by paying 50 in cash.

The application form along with the above enclosures should be submitted to:

The Principal,
PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE
SIDDHARTHA NAGAR, VIJAYAWADA - 520 010. ANDHRA PRADESH, INDIA

Director	:	0866 - 2475968
Principal	:	0866 - 2470503
Office	:	0866 - 2475966
PG Office	:	0866 - 2479928
Controller of Examinations		
(Confidential matters only)	:	0866 - 2472245
URL	:	www.pbsiddhartha.ac.in
Email	:	pbs_college@hotmail.com
Fax	:	0866 - 2490183; 0866 - 2492998