



*Always with You,  
for Your  
Bright Career.....*



The early bird  
catches  
the worm



**FIRST TIME**  
*in*  
**SOUTH INDIA**  
*Introducing*  
**JOB ORIENTED COURSES**  
*from this academic year*

*New Courses*



**BBA  
Digital  
Marketing**

A professional  
course to become  
a Digital Manager  
to lead Digital World.



**B.Sc.  
Artificial  
Intelligence  
& Robotics**

A technical course to  
become a Machine Learning  
Engineer to build and  
manage platforms in  
AI projects.



**B.Sc.  
Data  
Sciences**

A job oriented  
course to become  
a Data Scientist in  
the Big Data Sector.

🚗 **Bus Facility for Girls**  
🚗 **Hostel facility at Kakinada**

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

# ADITYA DEGREE COLLEGES

**KAKINADA**

97043 76667, 77310 76664

**RAJAMAHENDRAVARAM**

90003 76664, 99633 76668

**SURAMPALEM**

97015 76663, 9494982822

# Why to join New Courses?



*Sometimes...  
Later becomes Never...*

Now a days most of the students after intermediate course normally choose Age old and traditional courses , because they believe those courses will have employment opportunities and the courses are established in all the colleges, but the fact is something else. Usually when there are large number of students in particular courses, competition for employment is very high and as there are already experienced employees, opportunities for employment, will be decreased.

In the Globalised world related to science and technology, new inventions, new theories, new softwares are emerging fast. Naturally every student has to know all this information, learn new things in order to stand in this competitive world. There is a strong need to study new courses and technologies. In this context Aditya Degree Colleges identified the need of the day and started new courses in some of the colleges. Aditya always gives top priority to provide best coaching to its students. Aditya always establishes good equipped Laboratories and appoint experienced faculty members. Aditya is one of the best colleges one can choose to join new courses.

## Advantages of joining ADITYA

- Campus Placements
- Integrated CRT programme
- Special focus on soft skills to improve chances of campus placements
- Integrated coaching for PG Entrance Exams like ICET, IIT JAM, CAT, BHU etc
- Focus on programming skills through lab assignments
- Well equipped labs
- Qualified and experienced faculty
- Exposure to latest trends in the Industry through hands-on approach
- Digital library
- Regular workshops, seminars on emerging technologies
- Events and symposiums

## About C.R.T.

### (Campus Recruitment Training)

Aditya provides the best training for campus selections besides regular coaching for the degree syllabus for a comfortable settlement of the students in their life. Aditya's placement cell is a guiding star for Adityans with its specially trained teachers to give exclusive training for campus interviews.

#### CRT features:

- Experienced C.R.T. Team
- Making CRT as part of regular degree curriculum
- Providing CRT material designed by trained faculty
- Conducting CRT tests after every terminal examination
- Conducting regular on-line aptitude tests through ADITYA CRT DATABASE that contains more than 50,000 questions
- Providing Database access to students through Internet to practise on-line test from their home itself
- Special training in soft skills & communication skills
- Conducting Group Discussions, Paper presentations and Mock interviews regularly





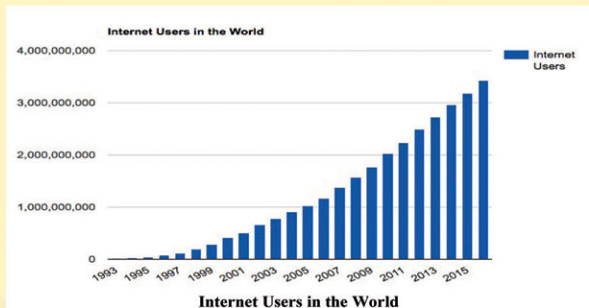
**BBA**

## Digital Marketing

### About the Digital Marketing

The rise of Social Media giants increased internet penetration and easy availability of devices has contributed to the growth of Digital Marketing. Digital Marketing deals with marketing products or services using digital technologies. The term digital technology includes the Internet, Mobile phones, display advertising and other digital media. BBA is a general management course which covers topics that are foundation for Management Education. BBA - Digital Marketing is a specialization programme which focuses in the field of Digital Marketing and also covers basic Management subjects. Digital Marketing can be said to be a relative new field in the area of marketing which has gained huge popularity in the recent years.

Statistics show that digital marketing industry is booming worldwide - offering 8laks jobs in the very first quarter of 2017. Naukri.com, India's largest job portal announced and advertised for as many as 13000 job opportunities for digital marketing professionals through its portal in the first quarter of 2018. The USA itself has generated 49000 qualitative digital marketing jobs in the year gone by (2017). However, 91% of top employers consider certification as key hiring criteria, while 48% are willing to offer a higher salary to certified candidates.



**Higher Studies**

- MBA AT Indian Institute of Management Studies(IIMS)
- Masters in Digital Marketing
- Masters in Business Analytics
- MBA
- PGDBM

### Career prospects & Job opportunities:

Digital Marketing is a vast field. It offers diverse Job opportunities to its graduates in India and abroad as well. The increasing importance of Digital Marketing and competition in various MNCs and business houses which have dedicated digital marketing teams reveals the importance of DM.

#### TOP JOB PROFILES:

- Digital marketing strategist
- Digital marketing manager
- Social media manager
- Digital Marketing Head
- Paid Advertising manager
- Digital Branding Head
- SEO Executive
- Link Building specialist
- Social media specialist
- Google Ads specialist
- Email marketing specialist
- Web Analyst
- Online reputation executive
- Content marketing executive

### JOB DESCRIPTION & SALARY PACKAGES

#### i) Web Analyst: (Package: 2 to 7 Lakh)

A Web Analyst develops, maintains, and modifies broad/complex computer systems, and applies analysis and design techniques to complex computer systems. They usually support a broad functional area such as the PCC web portal and various web applications, as well.

#### ii) Email Marketing Specialist: (Package: 2 to 6 Lakh)

An Email Marketing Specialist uses statistical analysis to create campaigns, and coordinates the maintenance, integrity, and security of various databases. They develop and code for all direct and interactive marketing campaigns and communicates requirements to the primary database vendor and clients.

#### iii) Project Manager: (Package: 2 to 6 Lakh)

A Project Manager is responsible for planning, budgeting, overseeing, and documenting every aspect of the project they are working on. They work closely with upper management to ensure that the scope and direction of each project is on schedule.

#### iv) Web Designer: (Package: 2.5 to 6 Lakh)

A Web Designer designs, codes and modifies websites, from layout to function and according to the specifications laid down by the client.

#### v) Social Media Manager: (Package: 2 to 6 Lakh)

A Social Media Manager manages social media marketing campaigns and day-to-day activities including, creating, and managing all published content (images, video and written). They also monitor, listen to, and respond to users in a social way while cultivating leads and sales.

**Top Recruiters**

- MICROSOFT
- APPLE
- HP
- SAMSUNG
- GOOGLE
- AMAZON etc.
- L.G.
- OPPO





## B.Sc. Artificial Intelligence & Robotics

### What is Artificial Intelligence?

Artificial Intelligence refers to the branch of computer science which deals with the intelligence exhibited by software and machines, sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and other animals. Computer science defines AI research as the study of “intelligence agents”. Artificial Intelligence can be used in many sectors such as transportation, finance, healthcare, banking etc.

### Future of AI :

#### Automated Transportation:

We're already seeing beginnings of self-driving cars. Google began testing a self-driving car in 2012, and since then, U.S. Department of Transportation has released definitions of different levels of automation, with Google's car classified as the first level down from full automation. Other transportation methods are closer to full automation, such as buses and trains.

#### Cyborg Technology:

One of the main limitations of being human is simply our own bodies – and brains. Researcher Shimon Whiteson thinks that in the future, we will be able to augment ourselves with computers and enhance many of our own natural abilities. This kind of cyber technology would significantly reduce the limitations that amputees deal with on a daily basis.

#### Robot as friends:

Who wouldn't want a friend like C-3PO? At this stage, most robots are still emotionless and it's hard to picture a robot you could relate to. However, a company in Japan has made the first big steps toward a robot companion – one who can understand and feel emotions. Introduced in 2014, “Pepper” the companion robot went on sale in 2015, with all 1,000 initial units selling out within a minute. The robot was programmed to read human emotions, develop its own emotions, and help its human friends stay happy. Pepper goes on sale in the U.S. in 2016, and more sophisticated friendly robots are sure to follow.

#### Taking over dangerous jobs:

Robots are already taking over some of the most hazardous jobs available, including bomb defusing. They are basically drones, being used as the physical counterpart for defusing bombs.

#### Improved elder care:

For many seniors, everyday life is a struggle, and many have to hire outside help manage their care, or rely on family members. AI is at a stage where replacing this need isn't too far off, says Matthew Taylor, computer scientist at Washington State University. “Home” robots could help seniors with everyday tasks and allow them to stay independent and in their homes for as long as possible, which improves their overall well-being.

### Further Studies in AI

- P.G in machine learning
- P.G in AI
- MIT WPU – World Peace University – Pune
- Hyderabad Institute of Technology and Management
- Usha Martin University
- Vivekananda Global University

### Job opportunities in AI:(Packages for Freshers)

#### Machine Learning Engineer: (Package: 5 to 7 LPA )

The role of a machine learning engineer is at the heart of AI projects and is suitable for those who hail from a background in applied research and data science. Student need focus on these technologies to be a aspirant of this job

- Java
- Python
- Scala
- Mathematical skills

#### Research Scientist (Machine Learning/Artificial Intelligence): (Package: 5 to 7 LPA)

Research scientists are charged with collecting, analyzing, and interpreting large, complex datasets by leveraging both machine learning and predictive analytics. The Following Technologies are must and should to be Research scientist

- Hadoop
- Spark
- Pig
- Hive
- Map Reduce
- Statistical Computing Language like Perl,Scala,Phyton,Sql are must

#### Business Intelligence Developer : (Package: 3 to 5 LPA)

Careers in artificial intelligence also include the position of business intelligence (BI) developer. The primary objective of this role is to analyze complex data sets to identify business and market trends.

#### Software Developer(AI/ML) : (Package: 3 to 5 LPA)

Software Developers/Engineers with specialization in AI/ML are the creative minds behind intelligent computer programs. Their main job is to develop efficient ML algorithms and applications. The Following skills are required

- C
- C++
- Java
- Python
- R language
- Scala

#### NLP Scientist : (Package: 5 to 7 LPA)

Natural language processing (NLP) aims to impart machines with the ability to understand natural human languages. NLP Scientists are primarily responsible for designing and developing machines and applications that can learn the patterns of speech of a human language and also translate spoken words into other languages.

#### Big Data Engineer/Architect : (Package: 5 to 7 LPA)

Big data engineers and architects have among the best paying jobs in artificial intelligence. As big data engineers and architects play a vital role in developing an ecosystem that enables business systems to communicate with each other and collate data, most companies prefer professionals who have completed a Ph.D. in mathematics, computer science, or a related field.

C++, Java, Python, and Scala. They also have to show in-depth knowledge in data mining, data visualization, and data migration.

#### Robotic Engineer : (Package: 3 to 5 LPA)

A robotics scientist's main role is to build and maintain the robots that carry out the tasks in an organisation that still require human input by varying degrees. These are typically in sectors such as manufacturing, security, space and aerospace, and healthcare.

#### Robotic Simulation Engineer : (Package: 3 to 5 LPA)

#### Software Engineer RPA(Robotic Process Automation) : (Package: 5 LPA)

#### Game Programmer: (Package: 7 LPA)

### Companies Hiring the Job Roles:

- AmazonE&Y
- Genpact
- Google
- Capgemini
- Symmetrical Global
- NVIDIA
- Microsoft
- IBM
- Accenture
- Facebook
- Intel
- Samsung
- Lenovo
- Adobe
- MoTek Technologies
- Uber
- PCO Innovation
- Rakuten Marketing
- Wells Fargo
- Nokia (Bengaluru)
- Platinus Technologies (Hyderabad, Bengaluru, Delhi, Pune)

### Govt. Companies Hiring

- Isro
- Drdo
- Indian Institutions of Robotics
- PARI Robotics





A hugely important skill in coming decades is

**"The ability to take data, understand it, process, extract value, visualize and communicate."**

## B.Sc. | Data Sciences

### What is Data Science and Why a Data Scientist?

Data Science is the study of data to gain insights and knowledge. Data Scientist is a skilled professional who can organize and analyse massive amounts of data. An effective Data Scientist identifies relevant questions, collects data from multiple sources, organizes the information, translates results into solutions and communicates the findings which positively affect the business decisions. These skills are required in almost all industries and hence data scientists are increasingly valuable to companies.

### Why to Choose B.Sc Data Science?

- Students who wish to make career as Data Scientist can join B.Sc Data Science.
- Data Science careers are high in demand and will not slow down any time soon
- Data Science experts are needed in almost every field and sector from government to private.
- Data Science professionals are hired by IT firms, business firms, consultancies, industries, R&D firms etc
- Data Science is one of the most highly paid careers.
- Data Science is a highly lucrative career option.
- Millions of job openings in coming years
- Challenging career as you need to impress future employers by demonstrating your expertise and experience
- Can learn top skills like Statistics, Predictive Analytics using Python, Machine Learning, Data Visualization, Big Data Analytics, etc
- Can become computing professionals who have the skills for collecting, shaping, storing, managing & analysing data
- Can gain high technical skill set which rewards great job opportunities and thereby competitive salaries

#### CAREER OPPORTUNITIES :

##### Data Architect: (Package: 19.3 LPA)

A Data Architect is responsible for everything about the company data. They maintain the solid structural database of the company containing all the necessary information. They create database solutions, evaluate requirements and prepare reports.

##### Data Solutions Analyst: (Package: 11.51 LPA)

Data Solutions Analyst usually maintain client-specific data along with useful reports with respect to company policies and procedures. They gather and collect information from the clients, maintain the data warehouse, follow the automated report production process and provide recommendations in case of any negative outcome or result.

##### Data Scientist: (Package: 8.2 LPA)

A Data Scientist has a major role to play in a Business or solving a problem. Their main role is to provide insightful information and values from a certain set of data after carefully going through the major steps of data science, and suggesting solutions to those problems or doubts.

##### Data Mining Engineer: (Package: 6.1 LPA)

Data Mining Engineer is responsible for creating and enhancing the statistical and predictive data and models and algorithms to analyze a large set of data.

##### Statistical Analyst: (Package: 6.02 LPA)

A Statistical Analyst is responsible for collecting, reviewing and extracting valuable information from the data which will further help Business Analysts and Data Scientists in the real-time decision making process.

##### Business Analyst: (Package: 6.0 LPA)

A Business Analyst is supposed to analyze the business-related data and provide help in decision making with respect to many new business trends from the technical point of view.

##### Business Intelligence Analyst: (Package: 5.8 LPA)

BI Analyst is responsible for transforming a large set of data into valuable information that will hold a business value. They analyze the latest trends and help make the business grow in a smarter and in a much efficient way.

##### Database Administrator: (Package: 4.97 LPA)

A DB Administrator is responsible for planning, installing, designing, migrating, monitoring the data by using different softwares and tools.

##### CRM Analyst: (Package: 4.5 LPA)

They are responsible for the evaluation of the client-related data provided internally or externally to know their behavior, their pattern and extracting insightful information from it which will help to maintain the relationship with clients by understanding their problem and resolving them on a macro scale.

##### Process Analyst: (Package: 4.3 LPA)

A process Analyst is an important part of the IT team where he/she analyze the business processes and workflows in order to understand the business pattern and make sure that how these can be automated or increased.

##### Web & Social Media Analyst: (Package: 3.3 LPA)

Web & Social Media Analyst is responsible for the evaluation and analyzing user engagement with the help of various software and data structure tools.

Areas where you can find Employment:	Organisations with greatest number of Openings:
Banking	JP Morgan
Power Distribution Companies	Accenture
Policing	Microsoft
Fraud Detection	Adobe
Healthcare	Flipkart
Telecommunications	AIG
E-Commerce	Ernst & Young
Energy and Risk Management	Wipro
DELOITTE, TCS, CTS, IBM, INFOSYS, ICICI, HDFC, AXIS BANK	Vodafone

#### Higher Studies

##### COMPUTER SCIENCE:

- M.Sc. Computer Science
- M.Sc. Information Technology
- MCA • MBA

##### STATISTICS: (M.Sc.)

- ISI (Indian Statistical Institute), Kolkata
- Statistics • Applied Statistics with Informatics
- Actuarial science • Quantitative Economics

##### DATA SCIENCE: (M.Sc.)

- Data Science • Data Analytics
- Statistics • Computer Science
- Information Technology • MCA • MBA



# ADITYA - A SYNONYM FOR PLACEMENTS



Felicitation by WIPRO for  
**SOUTH INDIA'S TOP POSITION**  
with More Placements



For achieving Max.No. of Placements  
**OUTSTANDING PERFORMANCE AWARD**  
from TECH MAHINDRA



For achieving Max.No. of Placements  
**BEST PLACEMENTS AWARD**  
from Govt. of Andhra Pradesh

Campus Placements of Aditya Degree students in the academic year 2019-20

## 5895

PLACEMENTS

## 27

COMPANIES

Maximum Salary Rs. **10,00,000/- PA**

Average Salary Rs. **2,50,000/- PA**

**2882** PLACEMENTS to ADITYA STUDENTS in **CMM Level-5** COMPANIES

<b>WIPRO</b> 694 	<b>INFOSYS</b> 559 	<b>MPHASIS</b> 542 	<b>COGNIZANT</b> 197 	<b>TCS</b> 182 	<b>GENPACT</b> 170 	<b>TECH MAHINDRA</b> 94 	<b>L&amp;T</b> 93 	<b>CSS CORP.</b> 81 	<b>DELOITTE</b> 60 
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ADITYA - one and only Degree College offering Campus Recruitment Training from the very 1<sup>st</sup> semester of the degree course.

Communication skills - Deciding factor in Campus Selection - A part of our curriculum

**SEPARATE HOSTEL**  
facility for women

**ADMISSIONS**  
are in progress

**BUS FACILITY** available  
for neighbouring area students

**ADMISSIONS**  
through  
Merit Test only

## SCIENCE and COMPUTERS

- B.Sc : Maths, Physics, Chemistry
- B.Sc : Maths, Physics, Computer Science
- B.Sc : Maths, Electronics, Computer Science
- B.Sc : Maths, Statistics, Computer Science
- B.Sc : **DATA SCIENCES**
- B.Sc : **ARTIFICIAL INTELLIGENCE & ROBOTICS**
- B.Sc : **FORENSIC SCIENCE**
- B.Sc : Maths, Chemistry, Computer Science

## Courses @ ADITYA

### B.B.A.

Can develop skills to become an entrepreneur for starting your own organisation. You can become a job provider than a Job Seeker.

### B.C.A.

Bi.P.C. Students eligible to join in BCA. No disappointment for not getting a seat in medicine. Doors open to become a Software Engineer. A change in academic direction is a boon for career growth.

## BIO-SCIENCES

- B.Sc : Biotechnology, Biochemistry, Chemistry
- B.Sc : Biotechnology, Microbiology, Chemistry
- B.Sc : Microbiology, Biochemistry, Chemistry

## PROFESSIONAL COURSES

- BBA** : Bachelor of Business Administration
- BBA +** : An Integrated Program with TISS Certification
- BBA : DIGITAL MARKETING**
- BCA** : Bachelor of Computer Applications
- B.Sc : HOTEL MANAGEMENT**
- B.Sc : ANIMATION**
- B.Com** : Computer Applications

# ADITYA DEGREE COLLEGES

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97042 76665

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97019 76664

**AMALAPURAM**  
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79972 76665

**TUNI**  
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79976 76665

**BHIMAVARAM**  
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79972 56663

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79972 76662

**PALAKOL**  
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91771 76660

**ELURU**  
Ph: 79970 76661  
79970 76662

**ASILMETTA, VIZAG**  
Ph: 79970 86668  
85019 86665

**GOPALAPATNAM**  
Ph: 99492 76662  
79978 36662

**OLD GAJUWAKA**  
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77310 46660

**RAM NAGAR**  
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83675 76665

**VIZIANAGARAM**  
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**SRIKAKULAM**  
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