



Name of the Director:
Prof.P.Yadagiri Reddy

**A.V.COLLEGE
OF ARTS, SCIENCE & COMMERCE,
DOMALGUDA
GAGANMAHAL-500029**

Course Coordinator:
Mr.G.Upender,
Dept. of Chemistry.

Name of the Course
"Mathematics for Chemistry students"

HOD:
Mr. Ch. Anjaiah
Dept. of Chemistry

Course Faculty:
Mr.G.Upender,
Dept. of Chemistry.



PG DEPARTMENT OF CHEMISTRY

About the College:

Andhra Vidyalaya Education Society has established the A.V. College of Arts, Science, and Commerce in the year 1968 as a multi-disciplinary college, with an objective to extend educational opportunities to backward sections of the region. The college offers nine Under Graduate Programmes and ten Postgraduate Programs.

The college has student strength of approximately 3500 and attracts students not only from other states of India but also from other countries. The college has been re-accredited with 'A' grade by NAAC with a CGPA of 3.31 in 2014.

About the Department:

The Department of Chemistry was established in 1992. The aim of the department has been to imbibe a thorough knowledge of chemistry in its students.

The Department is training Post-Graduate students in Organic Chemistry incorporating latest developments in all the areas of Chemistry including the present thrust area of Drug Chemistry. The class-room teaching and laboratory training are meticulously planned and executed. With the financial support of U.G.C, the department has strengthened the laboratory infrastructure facilities by incorporating modern practical techniques to enhance the experimental skills of the students. Networking facilities have been created where M.Sc. students have access to computers as well as internet facilities.

The major thrust areas of research ongoing in the Department include Synthesis and Biological activity studies of heterocyclic compounds. Studies on Metal ion interactions with biologically important molecules viz., nucleosides and nucleotides etc. and their thermodynamic stabilities and Synthesis and structural studies of transition metal complexes derived from biologically relevant and physiologically active macro cyclic ligands are undertaken by some of the faculty members. Many leading pharmaceutical industries visit the department for campus placements and many of our students are well placed.

Course Objectives/About the Course

The main objective of the course is to introduce the mathematics needed to understand chemistry and to solve the problems in chemistry, for non-maths students. It also helps the students from mathematical background students to refresh and improve their mathematical skills.

Course Syllabus:

- I. **Differentiation**
- II. **Applications of differentiations in chemistry**
- III. **Integration**
- IV. **Applications of integrations in chemistry**

Course Outcomes:

1. Students get good knowledge about mathematics needed for chemistry.
2. Students understand the mathematical procedures needed to solve the problems in chemistry.
3. Students attain mathematical skills needed for understanding chemistry.
4. Students apply their knowledge in solving the problems in chemistry.



Name of the Principal:
Dr.CH. Rajalingam

Course Coordinator:
P. Veena

HOD:
D. SUHASINI

Course Faculty:
k. Vineela & P. Sowmya Sree

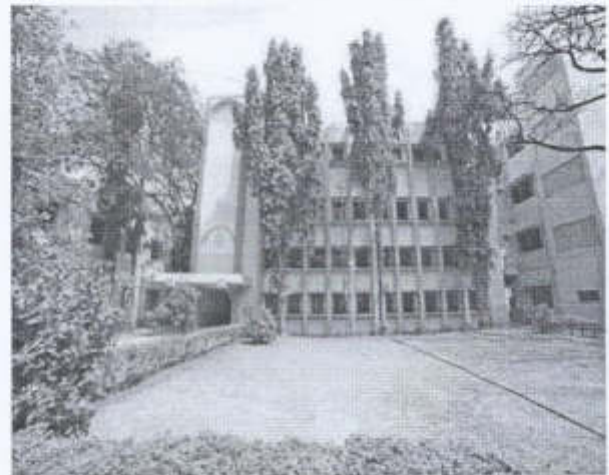
Resource Person(if any)
Uday Chaitanya Saamala

A.V.COLLEGE
OF ARTS, SCIENCE & COMMERCE.
DOMALGUDA

GAGANMAHAL-500029

Name of the Course

Digital Marketing



DEPARTMENT OF
COMPUTER SCIENCE

Ch
PRINCIPAL
A.V. COLLEGE OF
ARTS SCIENCE & COMMERCE
Gaganmahal, Hyd-500 029 TS

About the College:

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The college is centrally located in the heart of Hyderabad, with Hussain Sagar Lake and the T.S. Government Secretariat in its vicinity. It has a sprawling campus of 7.33 acres. It offers nine Under Graduate Programmes and ten Postgraduate Programs. Students in the under-graduate courses of B.Sc, B.Com, B.A. have seventeen core options, nine combinations, thirty elective subjects, and five second languages. The postgraduate programs in M.B.A., M.C.A., M.Sc.(Computer Science), M.Sc. (BioTechnology), M.Sc. (Maths), M.Sc. (Physics), M.Sc. (Chemistry), M.Sc. (Applied Maths), M.A. (Telugu) and M.Com. are offered to meet the diverse needs of students to pursue higher education.

The college has a student strength of approximately 3500 and attracts students not only from other states of India but also from other countries. The college has been re-accredited with 'A' grade by NAAC with a CGPA of 3.31 In 2014 .

About the Department:

The Computer Science department at the undergraduate level was established in 1988. The department provides 3 undergraduate programs leading to BSc (MECs, MPCs, MSCs).The department has 6 full-time faculty members in specialized areas. There are two fully equipped computer labs having computing resources providing one-to-one access to students. The lab is ably powered with the latest software applications. Every year a good number of Computer Science students get placed in various IT firms or pursue higher studies in India and abroad. The students are drawn from different strata of society and the department conducts remedial classes for students. Every year the department conducts extension lectures on various topics by the senior and experienced faculties from different institutions. The department of Computer science has been actively involved in contributing to the enhancement of overall computer literacy within the college, by conducting "Faculty Development Programme" at faculty level and for administrative staff.

Course Objectives/About the Course

This course will explore how to develop social media marketing initiatives that are designed to meet business objectives. With a heavy emphasis on real-life case studies, best practices, and data driven techniques, and how to create a strategically-focused social media marketing plan that integrates with other marketing activities and helps to establish and maintain an effective online presence.

Course Syllabus:

- Basics of Digital marketing 5 hrs
- Using social media for brand promotions 5 hrs
- Image editing and designing for social media promotions 5 hrs
- Search engine optimisation 5 hrs
- Google AdWords 5 hrs
- Google analytics 5 hrs

Course Outcomes:

- Understand the Social Media space and tools
- Design social media programs that directly support marketing goals.
- Develop social marketing tactics that integrate with other online and offline marketing channels and programs.
- Implement a process for planning social media marketing activities.
- Use tools to manage social media marketing programs



A.V.COLLEGE OF ARTS, SCIENCE & COMMERCE
WOMEN EMPOWERMENT CELL



30 hours Multi-Disciplinary Certificate Program



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DEPARTMENTS

WOMEN
EMPOWERMENT
CELL

ENGLISH

BOTANY

COMMERCE

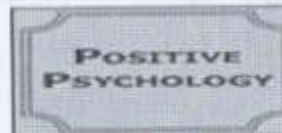
PSYCHOLOGY

COMPUTER
SCIENCE



CORPORATE TRAINING

A New Boost for Corporate World



BASIC COMPUTER COURSE



Venue:
A.V.Room
Time:

9.30am –
3.00pm

Date:
28th, 29th, 30th
&
31st Jan 2019.

Enroll @ women
empowerment
committee

Fee
Rs.120/-From:8.

PRINCIPAL
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ARTS, SCIENCE & COMMERCE
Bacanmahal, Hyderabad 500 025



A.V.COLLEGE OF ARTS, SCIENCE & COMMERCE
DEPARTMENT OF ENGLISH



Listening Communication Skills

Master Effective Body
Non-verbal Business Language Well
Cross Good

VALUE ADDED CERTIFICATE
COURSE-(2018-2019)



Duration of the Course: 30 hours @ 3 hrs per week

I. Listening:

- For phonological recognition
- For different accents
- For Prediction
- For Global comprehension
- For specific information
- Testing

II. Communication:

- For specific purpose
- JAM topics
- Group Discussion(GD)
- Role Play
- Story Telling
- Assessment

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PRINCIPAL
A.V. COLLEGE OF
ARTS SCIENCE & COMMERCE
Tadammahal, Hyd-500 029, TS.

Name of the Principal:

Dr.CH. Rajalingam

Course Coordinator:

Dr.P.Padma

Course Faculty:

Dr.P.Padma

G. Haritha

Resource Person(if any):

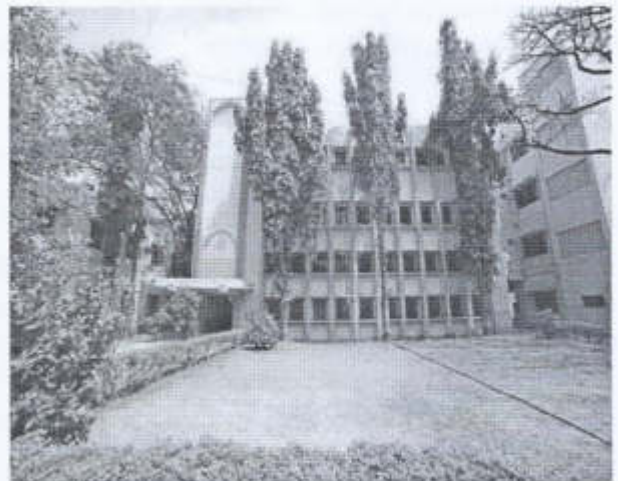
Naryana Rao. M

Agri- Horticulture Dept.



**A.V.COLLEGE
OF ARTS, SCIENCE & COMMERCE,
DOMALGUDA
GAGANMAHAL-500029**

Plant Propagation



**DEPARTMENT OF BOTANY
in Collaboration with
Agri & Horticultural Society,
Nampally, Hyderabad.**

CH
**PRINCIPAL
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ARTS, SCIENCE & COMMERCE
Gaganmahal, Hyd-500 029, T.S**

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The college has a student strength of approximately 3500 and attracts students not only from other states of India but also from other countries. The college has been re-accredited with 'A' grade by NAAC with a CGPA of 3.3i In 2014.

About the Department: The Department of Botany was established in 1968. From a humble beginning, the department has come a long way, setting and crossing new milestones over the years. The department established a Botanical Garden in the college premises to conserve the Biodiversity of the local flora. Enumeration of campus flora was done annually and the flora of the campus listed in the digital herbarium. To inculcate scientific temper, pursuance of excellence and to encourage entrepreneurial skills among the students the Department regularly organizes workshops, Seminars, Herbal Expo's etc. To cultivate social responsibility and environmental consciousness the

Dept has adapted the following green initiatives. 1. Prerna since 2011- Promotion of Ecofriendly Ganesha. ii. Promotion and sale of herbal Holi colours. iii. Rooftop Garden. iv. Bottle garden. v. Herbal products preparation and sale. vi. Carbon footprint study. vii. Botanical Garden to conserve the rare and endangered species. viii. Vermicompost pit.

To provide beyond the classroom experiences we regularly conducts various activities to expose students to diverse areas of their subject. Taking the student on Botanical tours to Araku valley, Ananthagiri Hill, Achampet Forest etc, to study the flora and fauna. To Test the students acquaintance with recent trends and developments in the field of Science and Technology the department organizes Botany Fest. annually - conducts events like Quiz, Essay writing, elocution , herbal presentations, best out of waste, vegetable carving, concept videos competitions etc.

Course Objectives:

The short-term certificate main objective is to provide comprehensive knowledge on Plant Propagation techniques which can pave way for future self-employment for the students who come from pure botanical science backgrounds. The course also provides practical exposure to various methods of plant propagation which ensures that theoretical knowledge can be effectively implemented in field too.

Course Outcomes:

- Understand what it takes to start and successfully operate a farm.
- Personal and professional development via hands-on-experience.
- Use information from the course and other sources to make farm management decisions.

IMPORTANCE OF LEARNING TALLY today



Tally software is a complete Accounting, Inventory, Taxation and Payroll software. Tally 9 ERP software is considered as one of the best Accounting software. Tally is capable of handling any kind of business transactions. Tally 9 ERP software is being used by individuals and business corporate to maintain their books of Accounts. It is important to maintain record of all monetary transactions.

To record such transactions it is necessary for an individual to learn tally from an institute offering Tally courses. Tally software is used so widely that it has become imperative for the students seeking jobs in the Accounts department of any company to learn Tally till the advanced level. Certificate in Tally 9 provides necessary skills to students to perform all kinds of accounting operations as required by the industry.



Principal
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Basantnagar, Hyd-500 029, T.S

CERTIFICATION TYPES:

TallyACE

TallyPRO

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WHY GET CERTIFIED?

- Verifiable Digital Certificate from Tally
- Multiple Career Opportunities for certified candidates
- Career Progression and Management
- Industry Preferred Certificate

Target Audience / Eligibility

Plus 2 to any qualification



TALLY

What you will learn

Tally ACE (2 months duration)

This beginner level certification will recognize skills of a candidates learning Tally.ERP 9. Online assessment will be conducted and successful candidates will earn a verifiable digital certificate from Tally. Certifies candidate as job ready and opens up multiple career opportunities. A certified candidate can opt to become an entrepreneur as well.

- Fundamentals of Accounting
- Maintaining Chart of Accounts in Tally.ERP 9
- Maintaining Stock Keeping Units (SKU)
- Recording Day-to-Day Transactions in Tally.ERP 9
- Accounts Receivable and Payable Management

- MIS Reports
- Goods and Services Tax (GST)
- Recording Vouchers with TDS (Tax Deducted at Source)

ASSESSMENT FEATURES

Assessment Format	: Online
Duration	: One Hour
No. of Exams	: One Exam
Certification Type	: Digital

Tally PRO (4 months duration)

This advanced level certification from Tally is for candidates aspiring for growth in their careers. Candidates passing the online assessment will earn a verifiable digital certificate from Tally. Tally PRO will help certified candidate take a significant shift in the career and prepares to handle mid-level positions in an organization.

- Fundamentals of Accounting
- Journalising and Posting of Transactions
- Maintaining Chart of Accounts in Tally.ERP 9
- Fundamentals of Inventory Management
- Stock Keeping Unit
- Recording Day to Day Transactions
- Accounts Receivables and Payable Management
- Banking
- Allocation and Tracking of Expenses and Incomes
- MIS Reports
- Storage and Classification

- Management of Purchase and Sales Cycle
- Price Levels and Price Lists
- Manufacturing Process
- Getting Started with GST
- Tax Deducted at Source
- Securing Financial Information
- Data Management and Financial Year End Process

ASSESSMENT FEATURES

Assessment Format	: Online
Duration	: One Hour
No. of Exams	: One Exam
Certification Type	: Digital