CRITERIA-I

1.1 Curriculum Design and Development

1.1.2 The programmes offered by the institution focus on employability/ entrepreneurship/skill development and their course syllabi are adequately revised to incorporate contemporary requirements

ACTIVITIES UNDER COURSE COMBINATIONS OFFERED IN BA/BCom/BSc/BBA		
S. No.	**Name of the Programme leading to Degree**	**Focus on employability/ entrepreneurship/skill development**
1.	**BA CBCS** Mathematics/ Economics/History/ Political Science/ Geography/ Public Administration/ Psychology/ Sociology /Mass Communication & Journalism/ Computer Applications)	**Employability Activities:** Mandate Project Work/Internship Programs for real-world work experience in the related field of the courses to develop practical skills and industry knowledge. Workshops to provide sessions on resume writing, interview skills and professional networking to prepare students for the job market. **Skill development Activities:** Online Courses and Certifications: Providing access to platforms offering courses on various skills relevant to their field of study. Language and Communication Workshops: Enhancing verbal and written communication skills, crucial for professional success. Providing technical skills as the technology continues to play a significant role in various industries. **Entrepreneurship Activities:** Encourage creating content, developing videos, podcasts or documentaries.
2	**BSc Life Sciences** Applied Nutrition/ Bio-Chemistry/ Bio-Technology/ Botany/Chemistry/ Psychology/	**Employability:** Providing additional certifications and training programs relevant to enhance their skill set for employability. **Skill Development:** Hands-on laboratory research projects to develop practical skills and gain experience in experimental techniques.

	Microbiology/ Computer Science	Field trips and ecological surveys to expose students to different ecosystems, biodiversity, and environmental challenges. Opportunity to work on a research project/field project in a team for effective communication and peer learning benefits **Entrepreneurial Activities:** Marketing health-promoting food products or supplements based on applied nutrition principles. Preparation of bakery products and sale. Develop and market eco-friendly pest control solutions. Agrotech Startups, Pesticides and Seeds Sale.
3	**BSc Physical Sciences** Mathematics/Physics/ Statistics/ Economics/ Computer Science/ Artificial Intelligence & Machine Learning/ Data Science)	**Employability:** Students are encouraged to participate in seminars and conferences related to the programmes. This provides them with opportunities to present their research findings, network with professionals, and engage in discussions with experts in the field. Internships are facilitated in renowned research institutions or laboratories like ARCI, DRDO etc for hands-on experience to work alongside experienced researchers, apply theoretical knowledge to practical settings, and gain exposure to various research methodologies. **Skill Development:** Students are encouraged to engage in scientific outreach activities such as organizing or participating in science fairs, workshops or teach the needy. This helps students develop communication and presentation skills. **Entrepreneurial:** Encourage to develop data analysis knowledge to offer services for businesses. Build applications, websites, or software solutions for clients in various industries Create mobile apps for specific needs or common problems. Offer tutoring services for students struggling with concerned subjects
4	**BCom Computer Applications**	**Employability:** Provides graduates with in-depth knowledge of both commerce and computer applications, making them well-suited for roles in accounting, finance, and business analytics. **Entrepreneurship:** Equips students with the necessary skills to leverage technology in entrepreneurial ventures, fostering innovation and enabling them to establish and manage their own businesses. **Skill development:** Practical skills such as programming, data analysis, and software usage, enhancing students'

		employability in the rapidly evolving digital landscape.
5	**BCom Foreign Trade**	**Employability Activities:** The program includes practical exposure through the project work, allowing students to apply theoretical knowledge in real-world trade scenarios. This hands-on experience is critical for developing the skills necessary for careers in international trade, export-import management, and related fields. **Entrepreneurship Activities:** Students are encouraged to explore entrepreneurial ventures within the foreign trade sector. The curriculum covers key areas such as export marketing, international business documentation, and trade finance, providing the knowledge needed to start and manage international trade businesses. **Skill Development Activities:** The program focuses on developing essential skills for foreign trade, including analytical skills through business statistics, understanding of international economic policies, and proficiency in trade documentation and procedures. These skills are vital for navigating the complexities of international trade and ensuring compliance with global trade regulations.
6	**BCom Taxation**	**Employability Activities:** Students to collaborate with taxable entities and better understand client requirements, methods for tax reviews, inputs and order planning, statutory compliance, high-tax rate zone budgeting, and forecasting, engaging students with study, trial, and document cases. **Entrepreneurship Activities:** By exposing students to the quantitative, business, and related overview of the current period's contract, tax, and E-commerce forms and CTC standard grades, it prudently ventures students into planning, design, and transfer of self-enterprise strategies, depending on the propriety benefit classes, essential government favors, supervising slumps, claims, levying budget circulations, presiding related trust, state, joint, or rent holder assessment **Skill Development:** Detailed conceptual edifice on pricing, transfer gains, dialectical reasoning of GST stocks, performance inclination, research tax reviews, performance sheet account of both tangibles, and daily relay toil systematically sculpt their individual role-playing, tax opining, cash direction, estate,

		and extortion bating scope, ready for six-tier supply stints, participant phase assemblage, and annual official remunerations.
7	**BCom Business Analytics**	**Employability Activities:** The curriculum's emphasis on areas such as Data-Driven Decision Making, Project Work, and Predictive Analytics naturally builds bridges to the industry. By engaging students with real-world business problems and offering them the platform to experiment with business data models, it progresses their capabilities to match specific roles in the expanding arena of business analytics. **Entrepreneurship Activities:** The skills and knowledge in harnessing and intelligently analyzing large-scale business data carry beyond employability, enabling students to innovate and start their ventures. Critical courses such as Compliance and Product Applications in various sectors spur an interest in market micro-underserved fields. **Skill Development Activities:** It is unambiguously embedded into the law of such essential disciplines as Statistical Modeling, Predictive Business Management, and Digital Competencies. The complexities of different jurisdictions, the environment of practical numbers, and the majesty of skill to engage resources across the space and cyberspace cut across courses. Through this, the city college forwards a technical magnum, ethical approach, and learning reflexivity, making life-canvass of numbers and gut-feels a discerning world more understandable and sensible.
8	**BBA Bachelor of Business Administration**	**Employability Activities:** Students engage in project work and internships, allowing them to apply theoretical knowledge in practical settings, gain valuable work experience, and build professional networks. **Entrepreneurship Activities:** The program encourages entrepreneurial thinking by covering start up opportunities, feasibility analysis, and business plan development, thereby equipping students with the knowledge to start their own ventures. **Skill Development Activities:** Through courses on communication, professional skills, and advanced computer skills, students enhance their soft skills, technical proficiency, and understanding of business analytics, making them well-rounded professionals ready to meet the demands of the job market.

9	**BBA Retail Operations**	**Employability Activities:** The program incorporates practical training in various aspects of retail operations, such as cashiering, merchandising, and sales, through OJT and internships. This hands-on experience is designed to improve students' employability by providing them with real-world skills and knowledge. **Entrepreneurship Activities:** Through coursework and projects focusing on retail business environment, managerial economics, and entrepreneurship skills, students are encouraged to explore and develop their entrepreneurial ideas, preparing them for potential ventures in the retail sector. **Skill Development Activities:** The program emphasizes the development of key skills such as communication, customer relationship management, digital literacy, and an understanding of retail software and systems. These skills are crucial for success in the modern retail environment, enabling students to effectively manage and grow retail operations.
10	**BA Content & Creative Writing (CCW)**	**Employable activities:** The course includes internships with publishing houses, media organizations, and content marketing firms. **Entrepreneurial:** Opportunities bound through ventures in freelance writing, self-publishing ventures, and content creation agencies. **Skill development**: Activities involve workshops on digital marketing, SEO writing, and social media management to enhance graduates' competitiveness in the evolving landscape of communication and media.
11	**BA Honours Economics**	**Employability through Academic Excellence** The curriculum of the B.A. Economics Honours Courses provides a strong foundation in both theoretical and applied aspects of various subjects, from Mathematics and Economics to English Language. **Fostering Entrepreneurial Spirit** Courses like Political Economy, Growth and Development, and Indian Economy offer deep insights into market dynamics and economic policies, equipping students with the knowledge necessary to identify opportunities and launch successful ventures. **Skills Development: The Practical Edge** The B.A. Honours Courses emphasize not only academic knowledge but also soft skills to prepare students for

		professional success and sets them apart in the competitive job market.
12	**BA Honours History**	**Employability through Historical Insight and Analytical Skills** The curriculum, with courses ranging from the History of India and Social Formations and Cultural Patterns of the Ancient World to more contemporary subjects like Basic Econometrics and Political Economy, fosters a unique blend of analytical and critical thinking skills. This versatility is highly valued across numerous career paths including education, research, public service, and in roles where decision-making and analytical capabilities are paramount. **Entrepreneurship Inspired by Historical Understanding** Understanding history is key to understanding the present and predicting future trends. This historical perspective is invaluable for aspiring entrepreneurs, providing lessons on resilience, strategy, and innovation. **Skill Development for the Modern World** The emphasis on projects, especially the History Project, encourages independent research, critical thinking, and effective communication—skills that are crucial in today's fast-paced and ever-changing job market.
13	**BA Honours Political Science**	**Cultivating Employability through Political Insight and Analysis** The Political Science curriculum fosters a robust understanding of governance, political institutions, and administrative practices. Courses such as "Indian Constitution and Political Institutions," "Public Administration," and "Governance - Issues and Challenges" prime students for careers in civil services, policy analysis, and public administration. In-depth explorations into the "Indian Political Process" and "Political Parties in India" offer insights that are crucial for those seeking roles in political consultancy, journalism, or working within political organizations. **Entrepreneurial Mindset in a Political Context** Entrepreneurship in the field of Political Science may not follow the conventional business creation route but rather manifests in the shaping of political start-ups, think tanks,

		and NGOs. **Skill Development for Political Scientists** The curriculum emphasizes the development of crucial skills such as critical thinking, effective communication, and complex problem-solving through courses like "Political Theory - Concepts and Debates" and "Western Political Thought." The inclusion of an "Internship" provides practical exposure, fostering professional skills that enhance students' readiness for the job market.
14	**Bachelor of Computer Applications**	**Employability through Technical Mastery** Starting with the fundamentals like Digital Principles and Programming in C, the curriculum progresses to more complex subjects such as Advanced Computer Networks and Data Structures. The inclusion of labs, such as the Web Technology Lab and Data Structures with C++ Lab, provides hands-on experience, ensuring that students develop the technical proficiency demanded by employers. Additionally, subjects like Database Design and Operating System Concepts offer insights into the inner workings of software and systems, rounding out a graduate's skill set for a competitive edge in the job market. **Entrepreneurship in the Digital Domain** Entrepreneurship requires not just an idea but the technical acuity to bring it to life. B.C.A. courses like Software Engineering and Data Science Using Python teach students how to develop, manage, and scale technology projects—key skills for anyone looking to start their own tech company. Moreover, the curriculum's focus on emerging fields such as Artificial Intelligence and Distributed and Cloud Computing ensures that graduates are at the forefront of innovation, ready to lead new ventures in the tech industry. **Skills Development:** While technical skills are the backbone of a BCA degree, the inclusion of courses like Effective Communication and Human Values and Ethics (AECC 2) highlights the importance of soft skills. These courses aim to develop communication prowess, ethical judgment, and a holistic approach to problem-solving, making graduates well-rounded individuals who can lead teams and manage projects effectively.

ACTIVITIES UNDER COURSE COMBINATIONS OFFERED IN MA/MCom/MSc

S. No.	Name of the Programme leading to Degree	Focus on employability/ entrepreneurship/skill development
1	**MSc Mathematics**	**Employability:** Arranging series of seminars featuring professionals from diverse industries help students understand the broad range of career options available to them. Providing Coaching for NET/SLET and other competitive examinations.
2	**MSc Physics**	**Skill Development:** Organizing MATLAB certificate Course to apply mathematical knowledge to solve complex real-world problems.
3	**MSc Biotechnology**	Physics Dept. conducting hands-on workshop focusing on experimental design and data analysis, encouraging students to present and publish papers in scopus journals. Conducting workshops focused on bioprocessing simulation, where students can learn and practice the techniques used in the biotechnology industry
4	**MSc Computer Science**	**Entrepreneurship:** Provide mentorship, resources, a platform for students to pitch their innovative ideas. Provide guidance on business planning, market analysis, and pitching skills.
5	**MA English**	**Employability:** Organizing a professional networking event for inviting alumni and academic experts. **Skill Development:** Organizing creative writing workshops aimed at developing the writing skills of students. Encourage students to present and publish papers in National and International seminars
6	**MCom**	**Employability Skills:** Managerial Economics: Equips students with the ability to apply economic theory and decision-making techniques to business management, enhancing problem-solving and strategic planning skills. **Marketing Management:** Provides a comprehensive understanding of marketing principles, enabling students to develop strategies, conduct market research, and effectively manage products, prices, promotion, and distribution channels. Financial Management: Imparts knowledge on

		managing financial resources, including investment, financing, and dividend decisions, thus preparing students for financial analysis, planning, and control roles.
		Entrepreneurship Skills:
		E-Commerce: Introduces students to the fundamentals of e-commerce, including electronic data interchange, online transactions, and digital marketing, essential for launching and managing online businesses.
		Investment Management: Offers insights into various investment vehicles, risk assessment, portfolio management, and strategic investment planning, crucial for entrepreneurial ventures in finance.
		International Business and Business Environment: Prepares students for global entrepreneurship by understanding international trade theories, foreign investment, economic policies, and global market dynamics.
		Skill Development:
		Research Methodology and Statistical Analysis: Enhances research skills, analytical thinking, and statistical analysis capabilities, important for business planning, decision-making, and academic pursuits.
		Human Resource Management: Provides knowledge on managing human resources, including recruitment, training, performance management, and organizational behavior, vital for effective team management and organizational development.
		Computer Applications: Offers practical skills in data communications, networks, and programming, equipping students with the technical competencies required in today's digital business environment.

PRINCIPAL
Govt. City College
pul, Hyderabad-02