

Dear Sir/Madam,

Greetings!!

It is pleased to inform you that JNTUH introduced a 3-year (6-Semesters) **Bachelor of Business Administration in Data Analytics (BBA-DA)** as a Simultaneous Second Degree (UG- Under Graduate) program in Online-Offline mode from Academic Year **2022-2023** and same program will be offered during the Academic Year **2023-24 for the next batch**.

The program is designed as per UGC guidelines for B. Tech./ B. Pharmacy (I/II/III) year pursuing students as a second degree for carrying out two academic programs simultaneously. The program is offered in Online-Offline mode for students of Constituent, Autonomous /Non-Autonomous and Affiliated Colleges of JNTUH, where certain courses will be offered in offline mode at the respective parent institutions and the remaining courses through online mode by UCMH, JNTUH.

It is further informed that B. Tech / B. Pharmacy (I/II/III) year pursuing students are eligible to register as a simultaneous second degree program.

The maximum intake is 60 per section in the respective college. If required more number of sections will be permitted.

You are requested to go through all the documents attached to this mail and understand the program.

The colleges willing to offer this program are required to submit a letter of consent to the Undersigned for approval latest by **5.00pm of 30.09.2023**.

The list of students registered duly signed by principal is to be submitted to the University before the commencement of class work.

We seek your active participation in conducting highly solicited.

For any queries contact: **DIRECTOR**

Directorate of Innovative Learning and Teaching (DILT)
(Formerly SCDE-School of Continuing and Distance Education)
Jawaharlal Nehru Technological University Hyderabad (JNTUH)
Kukatpally, Hyderabad-500 085, Telangana, INDIA
email: pa2scdedirector@gmail.com
website: www.jntuh.ac.in

- Encl: 1. Letter from Registrar, JNTUH.
2. Principal Consent Letter.
3. Student Registration Form
4. Academic Regulations of BBA-DA Program.
5. Course Structure & Syllabus of BBA-DA Program.
6. Brochure.

Thank you
with Regards,

From
DIRECTOR
DILT (Formerly SCDE)
JNTUH
Kukatpally, Hyderabad-500 085
Telangana, INDIA

Grams: "TECHNOLOGY"
E-mail :pa2registrar@jntuh.ac.in



Off : 91- 040 - 23158661
Fax : 91- 040 - 23158665

Proceedings of the
Jawaharlal Nehru Technological University Hyderabad
(Established by Andhra Pradesh Act No.30 of 2008)
Kukatpally, Hyderabad – 500 085, Andhra Pradesh (India)

Lr.No. DILT/JNTUH/BBA-DA/2023-24.

Date: 17-08-2023

To
The Principals /Directors of
Constituent/ Affiliated/ Autonomous /Non-Autonomous College
JNT University, Hyderabad.

Sir,

Sub: JNTUH-Application of Bachelor of Business Administration in Data Analytics-BBA-DA as a Simultaneous Second UG degree in online-offline mode for admission and guidelines – Reg.

Ref: 1.Note orders of the Vice-Chancellor dt:10.07.2023.

* * * * *

It is pleased to inform that JNTUH introduced a 3-Year (6-Semesters) **Bachelor of Business Administration in Data Analytics (BBA-DA)** program, as a Simultaneous Second Under Graduation (UG) Degree program in online-offline mode in the Academic Year **2022-2023**. The program is designed as per UGC guidelines. The program is offered for B. Tech/B. Pharmacy (I/II/III) year pursuing students of Constituent, Autonomous /Non-Autonomous and Affiliated colleges of JNTUH, where certain courses will be offered in offline mode at the respective parent institutions and the remaining courses through online mode by JNTUH and **same program will be offered during the Academic Year 2023-24 for the next batch.**

The colleges willing to offer this program in the Academic Year **2023-24** are required to submit a **Letter of Consent** to the Undersigned for approval latest by **5.00 pm of 30.09.2023**.

The maximum intake is 60 per section in respective college. If required more number of sections will be permitted.

The list of students registered duly signed by principal is to be submitted to the University before the commencement of class work.

The format for Consent Letter, Course structure and Academic regulations of BBA-DA program with Fee structure are enclosed.

REGISTRAR

Encl: 1. Letter of Consent
2. Course structure and Academic regulations of BBA-DA program with Fee structure..



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

Bachelor of Business Administration in Data Analytics (BBA-DA)

“Enhance Your Skills & Employability Opportunities by Upgrading your Qualification through BBA-DA”

As a Simultaneous Second Degree Program in **Online-Offline** mode in the Academic Year **2023-2024**

Commencement of class work: **30-10-2023**

Are you a student of B. Tech/ B. Pharmacy?

Then you are eligible to Register for Simultaneous Second Degree BBA-DA

In your own college

**Unique opportunity for B. Tech/B. Pharmacy students as
Simultaneous Second UG Degree**

PROGRAM HIGHLIGHTS :

- Business Statistics
- Financial Accounting, Marketing, HRM
- Startup Management
- Business Analytics
- Data Science
- Python Programming
- Data Visualization
- R Programming and many more.

PROGRAM OBJECTIVES :

- ❖ To provide conceptual knowledge, principles & practices of various functions of management.
- ❖ To provide the required functional knowledge of Finance, Human Resource Management, Marketing Management and Technology to solve business problems.
- ❖ To prepare students to communicate & adapt themselves to be Management Professionals in the dynamic business environment.

Please contact the Principal of your
College for Registration
for BBA-DA

Offline Classes

Online Classes

Parent
Institution

JNTUH



“Always one Step Ahead”

Data Analytics is the beginning.

DA is the future and the future is now!

BBA-DA Course Details

For more details visit website: www.jntuh.ac.in

For any queries contact: **9154251963**

e-mail: pa2scdedirector@gmail.com

Program Level	Under Graduate
Program Duration	3 Years (6 Semesters)
Eligibility	Current pursuing students of I/II/III B. Tech./B. Pharmacy of JNTUH
Fee Details(self-financing)	Rs. 30,000/ Per semester
Last Date for Payment of Fee	30-10-2023

CONSENT LETTER

For 3 Year (6 Semester)

BACHELOR OF BUSINESS ADMINISTRATION IN DATA ANALYTICS (BBA-DA)

In the Academic Year 2023-2024

Sub.: Consent letter submitted to Registrar, JNTUH for offering **3 Year (6 Semester) Bachelor of Business Administration in Data Analytics (BBA-DA)** as a simultaneous second UG degree program in online-offline mode for B. Tech/B. Pharmacy current pursuing students of JNTUH.

Name of the College: _____

Address of the College: _____

College Code: _____

Status of College: Constituent /Affiliated (Autonomous / Non-autonomous)

We hereby declare the following to introduce **3 Year (6 Semester) BBA-DA** as a Simultaneous Second UG Degree program in this institution

1. The College is willing to offer **3 Year (6 Semester) BBA-DA** program as a simultaneous second UG degree in online-offline mode to the B. Tech/B. Pharmacy pursuing Students for carrying out two academic programs simultaneously.
2. The College has the appropriate infrastructure to run the offline classes with respect to faculty, staff and labs.
3. The College holds the responsibility for taking care of admission process, offline class work without any overlap of timetables with B. Tech/B. Pharmacy program and discharging the duties in all aspects for the smooth conduct of BBA-DA Program.
4. It is further acknowledged that the fee collected for this program will be **shared equally between the University and the Institution.**

Principal/ Director

Chairperson / Secretary /Correspondent

Regd. No.



3-Year (6 Semesters) BBA(DA)–A.Y. 2023-2024
Last Date for receipt of Application:
Last date for first semester fee payment:
Fee: Per Semester

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
Kukatpally, Hyderabad – 500 085, Telangana, INDIA

Student Registration form for Simultaneous Second Degree
(BBA-DA) in Online-Offline mode, A.Y. 2023-2024

Affix recent
passport size
Photograph
duly attested
by the
Principal of
the college

APPLICATION FORM FOR ADMISSION TO 3-Year (6 Semesters) BBA-DA Program

Simultaneous Second UG degree in online-offline mode for current pursuing students of (I/II/III) B. Tech. / B. Pharm

1. Name of the Student (in block letters): _____

2. Name of the college: _____ 3. College Code:

4. Address of the college: _____

5. Pursuing progr : B. Tech / B. Pharmacy Year: _____ Branch: _____ HT. NO _____

6. Email ID: _____ 7. Mobile /Phone No. _____

8. Date of Birth:

Date	Month	Year

DECLARATION BY THE APPLICANT

1. I hereby declare that, I have understood the entire course structure and it's my responsibility to attend the classes without effecting my regular UG (full-time) program.
2. I will abide by all rules and regulations with respect to attendance and examination.
3. I will attend the class work as per the time table even if it is scheduled during evening hours /Sundays.

I declare that all the foregoing statements made in this application are true. I accept that any statement made in this application, if found incorrect on scrutiny, will render the application liable for rejection and admission, if granted on the basis of such incorrect information, will stand cancelled.

Date:

Place:

Signature of the Candidate

Signature of the Parent

Note:

1. Incomplete applications will be summarily rejected. No correspondence in this regard will be entertained.
2. Fees once paid will not be refunded under any circumstances.

Attestation of The Principal /Director



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

(Established by State Act No. 30 of 2008)

Kukatpally, Hyderabad, Telangana (India).

Academic Regulations for Three Year BBA (Data Analytics) with Effect from Academic Year 2022-23

(for B. Tech. /B. Pharmacy pursuing Students as a Second Degree Programme)

1.0 Under-Graduate 3 Year Degree Programme in BBA (Data Analytics) Course

Jawaharlal Nehru Technological University Hyderabad (JNTUH) offers a 3-Year (6 semesters) **Bachelor of Business Administration in Data Analytics (BBA-DA)** degree programme simultaneously under Choice Based Credit System (CBCS) at its Autonomous/ Non-Autonomous, Constituent and Affiliated colleges with effect from the academic year 2022-23. This programme is designed as per UGC guidelines for pursuing two Academic Programmes simultaneously (D.O. No.1/6/2007 (CPP-II) New, Dt:13.04.2022).

2.0 Eligibility and other details

- 2.1** B. Tech. (I /II / III) year pursuing students of the respective institutes affiliated to JNTUH are eligible.
- 2.2** The medium of instructions for the entire under graduate programme in Bachelor of Business Administration in Data Analytics (BBA-DA) will be in **English** only
- 2.3** **Intake:** Intake is Maximum of 60 per section per college and to offer this course minimum 20 students of intake is required. If required multiples of such sections can be started.
- 2.4** **Fee:** Rs. 60,000/- per Annum plus special fee of Rs. 5500/- per Annum and examination fee of Rs. 1910 per year (Rs. 955/- per semester as per JNTUH norms) and to be paid to the Principal of the respective College.
- 2.5** The Colleges Offering this programme are required to submit a letter of consent to the University for approval.
- 2.6** The registration of the students is taken by the Principal of the College and the list is to be submitted to the university before commencement of Classwork.

3.0 BBA Programme structure

3.1 A student after securing admission shall complete the BBA programme in a minimum period of **Three** academic years (6 semesters), and a maximum period of **Six** academic years (12 Semesters) starting from the date of commencement of first year first semester, failing which student shall forfeit seat in BBA (DA) course. Each student shall secure **138** credits (with CGPA \geq 5) required for the completion of the under graduate programme and award of the BBA degree.

3.2 UGC/ AICTE specified definitions/ descriptions are adopted appropriately for various terms and abbreviations used in these academic regulations/ norms, which are listed below.

3.2.1 Semester scheme

Each under graduate programme is of 3 academic years (6 semesters) with the academic year divided into two semesters of 22 weeks (\geq 90 instructional days) each, each semester having - 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)' under Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) indicated by UGC, and curriculum/course structure as suggested by AICTE are followed.

3.2.2 Credit courses

All subjects/ courses are to be registered by the student in a semester to earn credits which shall be assigned to each subject/ course in an L: T: P: C (lecture periods: tutorial periods: practical periods: credits) structure based on the following general pattern.

- One credit for one hour/ week/ semester for theory/ lecture (L) courses or Tutorials.
- One credit for two hours/ week/ semester for laboratory/ practical (P) courses.

4.0 Course registration

4.1 A 'faculty advisor or counselor' shall be assigned to a group of 20 students, who will advise the students about the under graduate programme, its course structure and curriculum, choice/option for subjects/ courses, based on their competence, progress, pre-requisites and interest.

4.2 The academic section of the college invites 'registration forms' from students before the beginning of the semester through 'on-line registration', ensuring 'date and time stamping'. The on-line registration requests for any 'current semester' shall be **completed before the commencement of SEEs (Semester End Examinations) of the 'preceding semester'**.

4.3 A student can apply for **on-line** registration, **only after** obtaining the '**written approval**' from faculty advisor/counselor, which should be submitted to the college academic section through the Head of the Department. A copy of it shall be retained with Head of the Department, faculty advisor/ counselor and the student.

4.4 If the student submits ambiguous choices or multiple options or erroneous entries during **on-line** registration for the subject(s) / course(s) under a given/ specified course group/

category as listed in the course structure, only the first mentioned subject/ course in that category will be taken into consideration.

- 4.5** Subject/ course options exercised through **on-line** registration are final and **cannot** be changed or inter-changed; further, alternate choices also will not be considered. However, if the subject/ course that has already been listed for registration by the Head of the Department in a semester could not be offered due to any unforeseen or unexpected reasons, then the student shall be allowed to have alternate choice either for a new subject (subject to offering of such a subject), or for another existing subject (subject to availability of seats). Such alternate arrangements will be made by the head of the department, with due notification and time-framed schedule, within the **first week** after the commencement of class-work for that semester.
- 4.6** Dropping of subjects/ courses may be permitted, only after obtaining prior approval from the faculty advisor/ counselor ‘within a period of 15 days’ from the beginning of the current semester.
- 4.7** **Open Electives:** The students have to choose three Open Electives (OE-I & II) from the list of open electives given.
- 5.0** **Attendance requirements:**
- 5.1** A student shall be eligible to appear for the semester end examinations, if the student acquires a minimum of 75% of attendance in aggregate of all the subjects/ courses (including attendance in mandatory courses like Environmental Science, Constitution of India, Intellectual Property Rights, and Gender Sensitization lab) for that semester. **Two periods** of attendance for each theory subject shall be considered, if the student appears for the mid-term examination of that subject. **This attendance should also be included in the fortnightly upload of attendance to the University.**
- 5.2** Shortage of attendance in aggregate up to 10% (65% and above, and below 75%) in each semester may be condoned by the college academic committee on genuine and valid grounds, based on the student’s representation with supporting evidence.
- 5.3** A stipulated fee shall be payable for condoning of shortage of attendance.
- 5.4** Shortage of attendance below 65% in aggregate shall in **NO** case be condoned.
- 5.5** **Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examinations of that semester. They get detained and their registration for that semester shall stand cancelled,** including all academic credentials (internal marks etc.) of that semester. **They will not be promoted to the next semester.** They may seek re-registration for all those subjects registered in that semester in which the student is detained, by seeking re-admission into that semester as and when offered; if there are any professional electives and/ or open electives, the same may also be re-registered if offered. However, if those electives are not offered in later semesters, then alternate electives may be chosen from the **same** set of elective subjects offered under that category.

- 5.6 A student fulfilling the attendance requirement in the present semester shall not be eligible for readmission into the same class.

6.0 Academic requirements

The following academic requirements have to be satisfied, in addition to the attendance requirements mentioned in Item No.5.

- 6.1 A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/ course, , if student secures not less than 35% (14 marks out of 40 marks) in the internal examinations, not less than 35% (21 marks out of 60 marks) in the semester end examination, and a minimum of 40% (40 marks out of 100 marks) in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together; in terms of letter grades, this implies securing ‘C’ grade or above in that subject/ course.
- 6.2 A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to **Summer Internship-I (Social Responsibility Project)**, if the student secures not less than 40% marks (i.e. 20 out of 50 allotted marks). The student is deemed to have failed, if he (i) does not submit a report on **Summer Internship**, or does not make a presentation of the same before the evaluation committee as per schedule, or (iii) secures less than 40% marks in **Summer Internship - I** evaluations.

A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to **Summer Internship – II (Field based study in a Company (or) Public Sector (or) NGO)**, if the student secures not less than 40% marks (i.e. 20 out of 50 allotted marks). The student is deemed to have failed, if he (i) does not submit a report on **Summer Internship - II**, or does not make a presentation of the same before the evaluation committee as per schedule, or (iii) secures less than 40% marks in **Summer Internship - II** evaluations.

A student may reappear once for each of the above evaluations, when they are scheduled again; if the student fails in such ‘one reappearance’ evaluation also, the student has to reappear for the same in the next subsequent semester, as and when it is scheduled.

- 6.3 A student (i) shall register for all courses/subjects covering 138 credits as specified and listed in the course structure, (ii) fulfills all the attendance and academic requirements for 138 credits, (iii) earn all 138 credits by securing $SGPA \geq 5.0$ (in each semester), and CGPA (at the end of each successive semester) ≥ 5.0 , (iv) **passes all the mandatory courses**, to successfully complete the under graduate programme. The performance of the student in these 138 credits shall be considered for the calculation of ‘the final CGPA (at the end of under graduate programme), and shall be indicated in the grade card of IV-year II semester.
- 6.4 A student eligible to appear in the semester end examination for any subject/ course, but absent from it or failed (thereby failing to secure ‘C’ grade or above) may reappear for that subject/ course in the supplementary examination as and when conducted. In

such cases, internal marks (CIE) assessed earlier for that subject/ course will be carried over, and added to the marks to be obtained in the SEE supplementary examination for evaluating performance in that subject.

- 6.5** A student **detained in a semester due to shortage of attendance may be re-admitted in the same semester in the next academic year for fulfillment of academic requirements.** The academic regulations under which a student has been readmitted shall be applicable. However, no grade allotments or SGPA/ CGPA calculations will be done for the entire semester in which the student has been detained.

7.0 Evaluation - Distribution and Weightage of marks

- 7.1** The performance of a student in every subject/course (including practicals and Project Stage – I & II) will be evaluated for 100 marks each, with 40 marks allotted for CIE (Continuous Internal Evaluation) and 60 marks for SEE (Semester End-Examination).

- 7.2** In CIE, for theory subjects, during a semester, there shall be two mid-term examinations. Each Mid-Term examination consists of two parts i) **Part – A** for 10 marks, ii) **Part – B** for 20 marks with a total duration of 2 hours as follows:

1. Mid-Term Examination for 30 marks:
 - a. Part - A: Objective/quiz paper for 10 marks.
 - b. Part – B: Descriptive paper for 20 marks. (4 questions out of 6 questions)

The remaining 10 marks are for Continuous Internal Assessment (out of 40 marks) and are distributed as:

2. Assignment for 5 marks. (Average of 2 Assignments each for 5 marks)
 3. PPT presentation/ group discussion/ role plays/ best practices in an organization Case study (or) Survey (or) Team based presentations on a topic in the concerned subject for 5 marks before II Mid-Term Examination.
- The objective/quiz paper is set with multiple choice, fill-in the blanks and matching type of questions for a total of 10 marks. The descriptive paper shall contain 6 full questions out of which, the student has to answer 4 questions, each carrying 5 marks. The average of two Mid-Term examinations is considered for 30 marks.

While the first mid-term examination shall be conducted on 50% of the syllabus, the second mid-term examination shall be conducted on the remaining 50% of the syllabus.

Five (5) marks are allocated for assignments (as specified by the subject teacher concerned). The first assignment should be submitted before the conduct of the first mid-term examination, and the second assignment should be submitted before the conduct of the second mid-term examination. The average of the two assignments shall be taken as the final marks for assignment (for 5 marks).

- The Student, in each subject, shall have to earn 35% of marks (i.e. 14 marks out of 40 marks) in CIE, 35% of marks (i.e. 21 marks out of 60) in SEE and Overall 40% of marks (i.e. 40 marks out of 100 marks) both CIE and SEE marks put together.

The student is eligible to write Semester End Examination of the concerned subject, if the student scores $\geq 35\%$ (14 marks) of 40 Continuous Internal Examination (CIE) marks.

In case, the student appears for Semester End Examination (SEE) of the concerned subject but not scored minimum 35% of CIE marks (14 marks out of 40 internal marks), his performance in that subject in SEE shall stand cancelled inspite of appearing the SEE.

There is NO Computer Based Test (CBT) for R22 regulations.

The details of the end semester question paper pattern are as follows:

7.2.1 The Semester End Examinations (SEE), for Theory courses, will be conducted for 60 marks consisting of two parts viz. i). **Part- A** for 10 marks, ii). **Part - B** for 50 marks.

- Part-A is a compulsory question consisting of ten sub-questions from all units carrying equal marks.
- Part-B consists of five questions (numbered from 2 to 6) carrying 10 marks each. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.
- The duration of Semester End Examination is 3 hours.

7.3 For practical subjects there shall be a Continuous Internal Evaluation during the semester for 40 marks and 60 marks for Semester End Examination. Out of the 40 marks for internal evaluation:

1. The experiments/programs in the laboratory shall be evaluated for 15 marks
2. 15 marks for viva voce (or) tutorial (or) case study (or) application of the concerned course.
3. Internal practical examination shall be evaluated for 10 marks conducted by the laboratory teacher concerned.

The practical Semester End Examination shall be conducted with an external examiner and the laboratory teacher. The external examiner shall be appointed from the cluster (or) other colleges which are decided by the examination branch of the University.

Out of the 60 marks for practical Semester End Examination for 3 hours:

1. 10 marks for write-up
2. 20 for experiment/program
3. 10 for evaluation of results
4. 10 marks for presentation
5. 10 marks for viva-voce

- The Student in each subject shall have to earn 35% of marks (i.e. 14 marks out of 40 marks) in CIE, 35% of marks (i.e. 21 marks out of 60) in SEE and Overall 40% of marks (i.e. 40 marks out of 100 marks) both CIE and SEE marks put together).

The student is eligible to write Semester End Examination of the concerned subject, if the student scores $\geq 35\%$ (14 marks) of 40 Continuous Internal Examination (CIE) marks.

In case, the student appears for Semester End Examination (SEE) of the concerned subject but not scored minimum 35% of CIE marks (14 marks out of 40 internal marks), his performance in that subject in SEE shall stand cancelled inspite of appearing the SEE.

There is NO Computer Based Test (CBT) for R22 regulations.

- 7.4** There shall be a *Social responsibility report and Internship Field based Project in a company/ Public sector/ NGO during summer vacation* at reputed organization or in collaboration with an industry of their specialization. Students shall register for this immediately after I-Year II Semester examinations and pursue it during summer vacation / during II Year without effecting regular course work. Internship at reputed organization shall be submitted in a report form and presented before the committee in II-Year II Semester before end semester examination. It shall be evaluated for 20 internal marks during the project and 30 for external marks. The committee consists of Head of the department, supervisor and a senior faculty member of the department.
- 7.5** There shall be a Summer Internship - I at reputed organization / industry. Students shall register for this immediately after I - Year II Semester examinations and pursue it during summer vacation / semester break and during II -Year I Semester without effect of regular course work. Summer Internship - I at reputed organization / industry shall be submitted in a report form and presented before the committee in II-year I semester before end semester examination. It shall be evaluated for 50 internal marks. The committee consists of Head of the department, supervisor of the Internship, internal supervisor and a senior faculty member of the department.
- There shall be NO external marks for Summer Internship – I and the student have to secure not less than 40% marks (i.e. 20 out of 50 allotted internal marks).
- 7.6** There shall be a Summer Internship - II at reputed organization / industry. Students shall register for this immediately after I - Year II Semester examinations and pursue it during summer vacation / semester break and during II -Year II Semester without effect of regular course work. Summer Internship - II shall be submitted in a report form and presented before the committee in II - Year II Semester before end semester examination. The external examiner shall evaluate the Summer Internship - II for 30 marks and the internal project committee shall evaluate it for 20 marks. Out of 20 internal marks, the departmental committee consisting of Head of the Department, project supervisor and a senior faculty member shall evaluate the project work for 10 marks and project supervisor shall evaluate for 10 marks.

7.7 The UG project shall be initiated at the end of the III Year I Semester II Mid examinations and the duration of the project work is one semester. The student must present in Project Work Review - I, in consultation with his Supervisor, the title, objective and plan of action of his Project work to the departmental committee for approval before commencement of III-year II Semester. Only after obtaining the approval of the departmental committee the student can start his project work.

7.8 UG Project Work shall be carried out in two stages: Project Work Stage – I for approval of project before Mid-II examinations in III Year I Semester and Project Work Stage – II during III Year II Semester. Student has to submit project work report at the end of III Year II semester. The project shall be evaluated for 100 marks before commencement of SEE Theory examinations.

7.9 For Project work Stage – I, the departmental committee consisting of Head of the Department, project supervisor and a senior faculty member shall approve the project work to begin at III Year I Semester. The student is deemed to be not eligible to register for the Project work, if he does not submit a report on Project Stage - I or does not make a presentation of the same before the evaluation committee as per schedule.

A student who has failed may reappear once for the above evaluation, when it is scheduled again; if he fails in such ‘one reappearance’ evaluation also, he has to reappear for the same in the next subsequent semester, as and when it is scheduled.

7.10 For Project Work Stage – II, the committee shall evaluate the project work for 100 marks. The committee consists of External examiner, Head of the department, and internal supervisor of the department. The topics for Summer Internship – I, Summer Internship - II and Project work shall be different from the topic already taken. The student is deemed to have failed, if he (i) does not submit a report on Project Work, or does not make a presentation of the same before the external examiner as per schedule, or (ii) secures less than 40% marks in the sum total of 100 marks.

For conducting viva-voce of project, University selects an external examiner from the list of experts in the relevant branch submitted by the Principal of the College.

A student who has failed may reappear once for the above evaluation, when it is scheduled again; if student fails in such ‘one reappearance’ evaluation also, he has to reappear for the same in the next subsequent semester, as and when it is scheduled.

7.11 **A candidate shall be given only one time chance to re-register and attend the classes for a maximum of two subjects in a semester:**

- If the internal marks secured by a student in the Continuous Internal Evaluation marks for 40 (Sum of average of two mid-term examinations consisting of Objective & descriptive parts, Average of two Assignments & Subject Viva-voce/PPT/ Poster presentation/ Case Study on a topic in the concerned subject) are less than 35% and failed in those subjects.

A student must re-register for the failed subject(s) for 40 marks within four weeks of commencement of the classwork in next academic year.

In the event of the student taking this chance, his Continuous Internal Evaluation marks for 40 and Semester End Examination marks for 60 obtained in the previous attempt stand cancelled.

8 Grading procedure

8.1 Grades will be awarded to indicate the performance of students in each theory subject, laboratory / practicals/ Industry Oriented Mini Project/Internship and project. Based on the percentage of marks obtained (Continuous Internal Evaluation plus Semester End Examination, both taken together) as specified in item 8 above, a corresponding letter grade shall be given.

8.2 As a measure of the performance of a student, a 10-point absolute grading system using the following letter grades (as per UGC/AICTE guidelines) and corresponding percentage of marks shall be followed:

% of Marks Secured in a Subject/Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
Greater than or equal to 90%	O (Outstanding)	10
80 and less than 90%	A⁺ (Excellent)	9
70 and less than 80%	A (Very Good)	8
60 and less than 70%	B⁺ (Good)	7
50 and less than 60%	B (Average)	6
40 and less than 50%	C (Pass)	5
Below 40%	F (Fail)	0
Absent	Ab	0

8.3 A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the semester end examination, as and when offered. In such cases, internal marks in those subjects will remain the same as those obtained earlier.

8.4 To a student who has not appeared for an examination in any subject, 'Ab' grade will be allocated in that subject, and he is deemed to have 'Failed'. A student will be required to reappear as a 'supplementary student' in the semester end examination, as and when offered next. In this case also, the internal marks in those subjects will remain the same as those obtained earlier.

8.5 A letter grade does not indicate any specific percentage of marks secured by the student, but it indicates only the range of percentage of marks.

- 8.6** A student earns Grade Point (GP) in each subject/ course, on the basis of the letter grade secured in that subject/ course. The corresponding ‘Credit Points’ (CP) are computed by multiplying the grade point with credits for that particular subject/ course.

Credit Points (CP) = Grade Point (GP) x Credits For a course

- 8.7** A student passes the subject/ course only when $GP \geq 5$ (‘C’ grade or above)
- 8.8** The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (ΣCP) secured from all subjects/ courses registered in a semester, by the total number of credits registered during that semester. SGPA is rounded off to **two** decimal places. SGPA is thus computed as

$$SGPA = \{ \sum_{i=1}^N C_i G_i \} / \{ \sum_{i=1}^N C_i \} \dots \text{For each semester,}$$

where ‘i’ is the subject indicator index (considering all subjects in a semester), ‘N’ is the no. of subjects ‘**registered**’ for the semester (as specifically required and listed under the course structure of the parent department), C_i is the no. of credits allotted to the i^{th} subject, and G_i represents the grade points (GP) corresponding to the letter grade awarded for that i^{th} subject.

- 8.9** The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in all semesters considered for registration. The CGPA is the ratio of the total credit points secured by a student in **all** registered courses (of 138) in **all** semesters, and the total number of credits registered in **all** the semesters. CGPA is rounded off to **two** decimal places. CGPA is thus computed from the I year II semester onwards at the end of each semester as per the formula

$$CGPA = \{ \sum_{j=1}^M C_j G_j \} / \{ \sum_{j=1}^M C_j \} \dots \text{for all S semesters registered}$$

(i.e., up to and inclusive of S semesters, $S \geq 2$),

where ‘M’ is the **total** no. of subjects (as specifically required and listed under the course structure of the parent department) the student has ‘**registered**’ i.e., from the 1st semester onwards up to and inclusive of the 8th semester, ‘j’ is the subject indicator index (takes into account all subjects from 1 to 8 semesters), C_j is the no. of credits allotted to the j^{th} subject, and G_j represents the grade points (GP) corresponding to the letter grade awarded for that j^{th} subject. After registration and completion of I year I semester, the SGPA of that semester itself may be taken as the CGPA, as there are no cumulative effects.

- 8.10** For merit ranking or comparison purposes or any other listing, **only** the ‘**rounded off**’ values of the CGPAs will be used.
- 8.11** SGPA and CGPA of a semester will be mentioned in the semester Memorandum of Grades if all subjects of that semester are passed in first attempt. Otherwise the SGPA and CGPA shall be mentioned only on the Memorandum of Grades in which sitting he passed his last exam in that semester. However, mandatory courses will not be taken into consideration.

9.0 Passing standards

9.1 A student shall be declared successful or 'passed' in a semester, if he secures a GP ≥ 5 ('C' grade or above) in every subject/course in that semester (i.e. when the student gets an SGPA ≥ 5.00 at the end of that particular semester); and he shall be declared successful or 'passed' in the entire under graduate programme, only when gets a CGPA ≥ 5.00 ('C' grade or above) for the award of the degree as required.

9.2 After the completion of each semester, a grade card or grade sheet shall be issued to all the registered students of that semester, indicating the letter grades and credits earned. It will show the details of the courses registered (course code, title, no. of credits, grade earned, etc.) and credits earned. **There is NO exemption of credits in any case.**

9.3 Declaration of results

9.4 Computation of SGPA and CGPA are done using the procedure listed in 9.6 to 9.9.

9.5 For final percentage of marks equivalent to the computed final CGPA, the following formula may be used.

$$\% \text{ of Marks} = (\text{final CGPA} - 0.5) \times 10$$

10.0 Award of degree

10.1 A student who registers for all the specified subjects/ courses as listed in the course structure and secures the required number of 138 credits (with CGPA ≥ 5.0), within 8 academic years from the date of commencement of the first academic year, shall be declared to have '**qualified**' for the award of B.Tech. degree in the chosen branch of Engineering selected at the time of admission.

10.2 A student who qualifies for the award of the degree as listed in item 12.1 shall be placed in the following classes.

10.3 A student with final CGPA (at the end of the under graduate programme) > 7.00 , and fulfilling the following conditions - shall be placed in '**First Class with Distinction**'. However, he

- (i) Should have passed all the subjects/courses in '**First Appearance**' within the first 4 academic years (or 8 sequential semesters) from the date of commencement of first year first semester.
- (ii) Should not have been detained or prevented from writing the semester end examinations in any semester due to shortage of attendance or any other reason.

A student not fulfilling any of the above conditions with final CGPA > 7 shall be placed in '**First Class**'.

10.4 Students with final CGPA (at the end of the under graduate programme) ≥ 7.0 but < 8.00 shall be placed in '**First Class**'.

10.5 Students with final CGPA (at the end of the under graduate programme) ≥ 6.0 but < 7.0 , shall be placed in '**Second Class**'.

10.6 All other students who qualify for the award of the degree (as per item 12.1), with final CGPA (at the end of the under graduate programme) ≥ 5.00 but < 6.0 , shall be placed in '**Pass Class**'.

10.7 A student with final CGPA (at the end of the under graduate programme) < 5.00 will not be eligible for the award of the degree.

10.8 Students fulfilling the conditions listed under item 12.3 alone will be eligible for award of '**Gold Medal**'.

11.0 Withholding of results

11.1 If the student has not paid the fees to the University at any stage, or has dues pending due to any reason whatsoever, or if any case of indiscipline is pending, the result of the student may be withheld, and the student will not be allowed to go into the next higher semester. The award or issue of the degree may also be withheld in such cases.

11.2 Student transfers

11.3 There shall be no branch transfers after the completion of admission process.

11.4 There shall be no transfers from one college/stream to another within the constituent colleges and units of Jawaharlal Nehru Technological University Hyderabad.

11.5 The students seeking transfer to colleges affiliated to JNTUH from various other Universities/institutions have to pass the failed subjects which are equivalent to the subjects of JNTUH, and also pass the subjects of JNTUH which the students have not studied at the earlier institution. Further, though the students have passed some of the subjects at the earlier institutions, if the same subjects are prescribed in different semesters of JNTUH, the students have to study those subjects in JNTUH in spite of the fact that those subjects are repeated.

11.6 The transferred students from other Universities/institutions to JNTUH affiliated colleges who are on rolls are to be provided one chance to write the CBT (for internal marks) in the **equivalent subject(s)** as per the clearance letter issued by the University.

11.7 The autonomous affiliated colleges have to provide one chance to write the internal examinations in the **equivalent subject(s)** to the students transferred from other universities/institutions to JNTUH autonomous affiliated colleges who are on rolls, as per the clearance (equivalence) letter issued by the University.

16.0 Scope

16.1 The academic regulations should be read as a whole, for the purpose of any interpretation.

16.2 In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.

- 16.3 The University may change or amend the academic regulations, course structure or syllabi at any time, and the changes or amendments made shall be applicable to all students with effect from the dates notified by the University authorities.
- 16.4 Where the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.

Malpractices Rules

Disciplinary Action For / Improper Conduct in Examinations

	Nature of Malpractices/Improper conduct	Punishment
	If the student:	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which student is appearing but has not made use of (material shall include any marks on the body of the student which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
(b)	Gives assistance or guidance or receives it from any other student orally or by any other body language methods or communicates through cell phones with any student or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the students involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted to appear for the

	practical) in which the student is appearing.	remaining examinations of the subjects of that semester/year. The hall ticket of the student is to be cancelled and sent to the University.
3.	Impersonates any other student in connection with the examination.	The student who has impersonated shall be expelled from examination hall. The student is also debarred and forfeits the seat. The performance of the original student who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of seat.
5.	Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.	Cancellation of the performance in that subject.
6.	Refuses to obey the orders of the chief superintendent/assistant – superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the	In case of students of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the student(s) has (have) already appeared and shall not be permitted to appear for the

	<p>examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the college campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>remaining examinations of the subjects of that semester/year. The students also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>
7.	<p>Leaves the exam hall taking away answer script or intentionally tears off the script or any part thereof inside or outside the examination hall.</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the student is subject to the academic regulations in connection with forfeiture of seat.</p>
8.	<p>Possesses any lethal weapon or firearm in the examination hall.</p>	<p>Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred and forfeits the seat.</p>
9.	<p>If student of the college, who is not a student for the particular examination or any person not connected with the college indulges in any malpractice or</p>	<p>Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared including practical examinations and project work</p>

	improper conduct mentioned in clause 6 to 8.	and shall not be permitted for the remaining examinations of the subjects of that semester/year. The student is also debarred and forfeits the seat. Person(s) who do not belong to the college will be handed over to the police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the student has already appeared for including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the student has appeared for including practical examinations and project work of that semester/year examinations.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the University for further action to award a suitable punishment.	

Malpractices identified by squad or special invigilators

1. Punishments to the students as per the above guidelines.
2. Punishment for institutions: (if the squad reports that the college is also involved in encouraging malpractices)
 - a. A show-cause notice shall be issued to the college.
 - b. Impose a suitable fine on the college.
 - c. Shifting the examination center from one college to another college for a specific period of not less than one year.

* * * * *

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
Three Year BBA (Data Analytics) Course Structure
with Effect from Academic Year 2022-23

(for B. Tech./B. Pharm. pursuing Students of JNTUH as a Second Degree

programme)I Year - I Semester

S. No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA101	Principles of Management	4	0	0	40	60	4
2	22BBA102	Business Statistics *	4	0	0	40	60	4
3	22BBA103	Business Communication	4	0	0	40	60	4
4	22BBA104	Foundations of Information Technology	4	0	0	40	60	4
5	22BBA105	Business Communication Lab *	0	3	0	20	30	1.5
6	22BBA106	MS office Lab *	0	3	0	20	30	1.5
7	22BBA107	Open Elective (Any One) - a) Environmental Science b) Business Ethics c) Indian Economy	3	0	0	40	60	3
Total			19	6	0	240	360	22

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: Business Statistics, Business Communication Lab, MS office Lab *Lab.

I Year - II Semester

S. No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA201	Financial Accounting *	4	0	0	40	60	4
2	22BBA202	Business Economics	4	0	0	40	60	4
3	22BBA203	Fundamentals of Marketing	4	0	0	40	60	4
4	22BBA204	Human Resources Management	4	0	0	40	60	4
5	22BBA205	Accounting Information Systems Lab *	0	3	0	20	30	1.5
6	22BBA206	Personality Development and Soft skills *	0	3	0	20	30	1.5
7	22BBA207	Open Elective (Any One) - a) Sustainability Management b) Intellectual Property Rights c) Quality Management	3	0	0	40	60	3
Total			19	6	0	240	360	22

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: Financial Accounting, Accounting Information Systems Lab, Personality Development and Soft skills.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

II Year - I Semester

S.No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA301	Business Environment	4	0	0	40	60	4
2	22BBA302	Start up Management	4	0	0	40	60	4
3	22BBA303	Financial Management *	4	0	0	40	60	4
4	22BBA304	Business Research Methodology *	4	0	0	40	60	4
5	22BBA305	Fundamentals of Supply Chain Management	4	0	0	40	60	4
6	22BBA306	Spreadsheet Lab *	0	3	0	20	30	1.5
7	22BBA307	Business Development Plan	0	3	0	20	30	1.5
8	22BBA308	# Social Responsibility Project Report in Summer Vacation (Summer Internship - I)	0	0	2	50	--	2
Total			20	6	2	290	360	25

Summer Internship - I - Social Responsibility Project Report (for 2 credits) is presented in Year -II and Semester-I

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: Financial Management, Business Research Methodology, Spreadsheet Lab.

II Year - II Semester

S. No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA401	Business Laws	4	0	0	40	60	4
2	22BBA402	Cost and Management Accounting *	4	0	0	40	60	4
3	22BBA403	Quantitative Analysis *	4	0	0	40	60	4
4	22BBA404	E-Business	4	0	0	40	60	4
5	22BBA405	Business Taxation	4	0	0	40	60	4
6	22BBA406	Multimedia Lab *	0	3	0	20	30	1.5
7	22BBA407	Field based Project in a company (or) NGO during Summer Vacation ** (Summer Internship - II)	0	3	0	20	30	1.5
Total			20	6		240	360	23

** **Summer Internship – II: Field based study in a Company (or) Public Sector (or) NGO.**

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: Cost and Management Accounting, Quantitative Analysis, Multimedia Lab.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

III Year - I Semester

S.No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA501	International Business	4	0	0	40	60	4
2	22BBA502	Design Thinking	4	0	0	40	60	4
3	22BBA503	Business Analytics *	4	0	0	40	60	4
4	22BBA504	Python Programming *	4	0	0	40	60	4
5	22BBA505	Data Science	4	0	0	40	60	4
6	22BBA506	Python Programming Lab*	0	3	0	20	30	1.5
7	22BBA507	Social Media Analysis	0	3	0	20	30	1.5
Total			20	6	0	240	360	23

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: Business Analytics, Python Programming, Python Programming Lab.

III Year - II Semester

S.No.	Course Code	Course Title	L	P	T	Internal Marks	External Marks	Credits
1	22BBA601	Fundamentals of Strategic Management	4	0	0	40	60	4
2	22BBA602	Introduction to Information Systems	4	0	0	40	60	4
3	22BBA603	R Programming *	4	0	0	40	60	4
4	22BBA604	Data Visualization *	4	0	0	40	60	4
5	22BBA605	R Programming Lab *	0	3	0	20	30	1.5
6	22BBA606	Pre Submission Seminar (Project)	0	0	3	50	--	1.5
7	22BBA607	Project Work	2	3	1		100	4
Total			18	6	4	230	370	23
Total of all Semesters			116	36	6	1480	2170	138

On-Line Courses shall be conducted by JNTUH as per schedule.

Off-Line Courses * shall be conducted at the respective parent Colleges / Institutions.

Off-Line Courses *: R Programming, Data Visualization, R Programming Lab.
