JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY GURAJADA
VIZIANAGARAM-535 003, A.P
(Established by Andhra Pradesh Act No.22 of 2021)
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Academic Regulations (R24) for BBA (Regular-Full time)

(Effective for the students admitted into I year from the Academic Year **2024-25** onwards)

Academic Regulations (R23) for BBA (Regular-Full time)

(Effective for the students admitted into I year from the Academic
Year **2024-25** onwards)

Program Objectives

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.

2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.

3. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.

4. To nurture an ability to articulate a business environment with clarity and mindfulness.

5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.

6. To conduct and demonstrate professional and ethical behaviour.

7. To develop as an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.

8. To develop an ability to solve problems and provide solutions and facilitate informed decision making.

9. To build research skills to cultivate an in-depth understanding of Indian and Global Business Environment.

Program Outcomes

At the end of First Year: Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year: Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct·
4. To appreciate the importance of group work culture.
5. To develop an ability to innovate and creative thinking.

At the end of Third Year: Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

GENERAL COURSE STRUCTURE & THEME

A. Definition of Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical (P) per week	0.5 Credit
2 Hours Practical (P) per week	1 Credit

B. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	Discipline Specific Elective
OE	Open Elective

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Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System:

Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

a. **One year:** Under Graduate Certificate in Business Administration
b. **Two years**: Under Graduate Diploma in Business Administration
c. **Three years**: Bachelor in Business Administration (BBA)
d. **Four years**: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum Eligibility Criteria:

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

1. **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

2. **For BBA (Honours)**: BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal, (Link:https://www.aicteindia.org/sites/default/files/De-tailed%20Guide%20on%20Student%20Induction%20program.pdf). For more, Refer

Appendix 3.

Induction program (mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	• Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Department/Branch & Innovations

Mandatory Visits/ Workshop/Expert Lectures:

1. It is mandatory to arrange one industrial visit every semester for the students of each branch.

2. It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/ industry/ entrepreneurial orientation.

3. It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

For Summer Internship / Projects / Seminar etc.

1. Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

1. **Evaluation Process**

The performance of a student in each semester shall be evaluated subject wise with a maximum of 100 marks for theory and 100 marks for practical subject. Summer Internships shall be evaluated for 50 marks, Full Internship & Project work in final semester shall be evaluated for 200 marks, mandatory courses with no credits shall be evaluated for 30 mid semester marks.

A student has to secure not less than 35% of marks in the end examination and a minimum of 40% of marks in the sum total of the mid semester and end examination marks taken together for the theory, practical, design, drawing subject or project etc. In case of a mandatory course, he/she should secure 40% of the total marks.

Theory Courses

Assessment Method	Marks
Continuous Internal Assessment	30
Semester End Examination	70
Total	**100**

i) For theory subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End-Examination.

ii) For practical subject, the distribution shall be 30 marks for Internal Evaluation and 70 marks for the End- Examination.

iii) If any subject is having both theory and practical components, they will be evaluated separately as theory subject and practical subject. However, they will be given same subject code with an extension of „T" for theory subject and „P" for practical subject.

a) **Continuous Internal Evaluation**

i) For theory subjects, during the semester, there shall be two midterm examinations. Each midterm examination shall be evaluated for 30 marks of which 10 marks for objective paper (20 minutes duration), 15 marks for subjective paper (90 minutes duration) and 5 marks for assignment.

ii) Objective paper shall contain for 05 short answer questions with 2 marks each or maximum of 20 bits for 10 marks. Subjective paper shall contain 3 either or type questions (totally six questions from 1 to 6) of which student has to answer one from each either-or type of questions. Each question carries 10 marks. The marks obtained in the subjective paper are condensed to 15 marks.

Note:
- The objective paper shall be prepared in line with the quality of competitive examinations questions.
- The subjective paper shall contain 3 either or type questions of equal weightage of 10 marks. Any fraction shall be rounded off to the next higher mark.
- The objective paper shall be conducted by the respective institution on the day of subjective paper test.
- Assignments shall be in the form of problems, mini projects, design problems, slip tests, quizzes etc., depending on the course content. It should be continuous assessment throughout the semester and the average marks shall be considered.

iii) If the student is absent for the mid semester examination, no re-exam shall be conducted and mid semester marks for that examination shall be considered as zero.

iv) First midterm examination shall be conducted for I, II units of syllabus with one either or type question from each unit and third either or type question from both the

units. The second midterm examination shall be conducted for III, IV and V units with one either or type question from each unit.

v) Final mid semester marks shall be arrived at by considering the marks secured by the student in both the mid examinations with 80% weightage given to the better mid exam and 20% to the other.

For Example:
> Marks obtained in first mid: 25
> Marks obtained in second mid: 20
> Final mid semester Marks: $(25 \times 0.8) + (20 \times 0.2) = 24$

If the student is absent for any one midterm examination, the final mid semester marks shall be arrived at by considering 80% weightage to the marks secured by the student in the appeared examination and zero to the other. For Example:

> Marks obtained in first mid: Absent
> Marks obtained in second mid: 25
> Final mid semester Marks: $(25 \times 0.8) + (0 \times 0.2) = 20$

b) End Examination Evaluation:
End examination of theory subjects shall have the following pattern:
i) There shall be 6 questions and all questions are compulsory.
ii) Question I shall contain 10 compulsory short answer questions for a total of 20marks such that each question carries 2 marks.
iii) There shall be 2 short answer questions from each unit.
a) In each of the questions from 2 to 6, there shall be either/or type questions of 10 marks each. Student shall answer any one of them.
iv) The questions from 2 to 6 shall be set by covering one unit of the syllabus for each question.

Practical Courses

Assessment Method	Marks
Continuous Internal Assessment	30
Semester End Examination	70
Total	**100**

b) For practical courses, there shall be a continuous evaluation during the semester for 30 sessional marks and end examination shall be for 70 marks.

c) Day-to-day work in the laboratory shall be evaluated for 15 marks by the concerned laboratory teacher based on the record/viva and 15 marks for the internal test.

d) The end examination shall be evaluated for 70 marks, conducted by the concerned laboratory teacher and a senior expert in the subject from the same department.
   - Procedure: 20 marks
   - Experimental work & Results: 30 marks
   - Viva voce: 20 marks.

e) There shall be no external examination for mandatory courses with zero credits. However, attendance shall be considered while calculating aggregate attendance and student shall be declared to have passed the mandatory course only when he/she secures 40% or more in the internal examinations. In case, the student fails, a reexamination shall be conducted for failed candidates for 30 marks.

f) The laboratory records and mid semester test papers shall be preserved for a minimum of 3 years in the respective institutions as per the University norms and shall be produced to the Committees of the University as and when the same are asked for.

g) **After Year 1, Students are advised to take Social Responsibility & Community Engagement encompassing Community Engagement with an NGO in the vacation time.**

h) An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded, if a student wishes to exit at the end of First year.

i) Exit Criteria after First Year of BBA Programme

j) The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprentice-ship/Social Responsibility & Community Engagement–encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University/Admitting Body.

k) The exiting students will clear the subject / submit the Internship Report as per the University schedule.

l)
m) Re-entry Criteria into Second Year (Third Semester)

n) The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University/Admitting Body schedule after earning requisite credits in the First year.

Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship /Social Responsibility & Community Engagement– encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University/Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University/Admitting Body schedule.

Re-entry Criteria into Third Year (Fifth Semester)

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University/Admitting Body schedule after earning requisite credits in the Second year.

Note:

1. **BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.**

Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3rd. year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

1. **Award of the Degree**
   (a)   Award of the BBA Degree with Honors and Research if he/she fulfils the following:
      (i)   Pursues a course of study for not less than three academic years and not more than six academic years. However, for the students availing Gap year facility this period shall be extended by two years at the most and these two years would in addition to the maximum period permitted for graduation (Six years).
      (ii)   Registers for 120 credits and secures all 120 credits.

2. **Attendance Requirements:**
   i)   A student shall be eligible to appear for the University external examinations if he/she acquires a minimum of 40% attendance in each subject and 75% of attendance in aggregate of all the subjects. b) Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester may be granted by the College Academic Committee.
   ii)   Shortage of Attendance below 65% in aggregate shall in NO CASE be condoned.
   iii)   A stipulated fee shall be payable towards condonation of shortage of attendance to the University.
   iv)   Students whose shortage of attendance is not condoned in any semester are not

eligible to take their end examination of that class and their registration shall stand cancelled.

v) A student will not be promoted to the next semester unless he satisfies the attendance requirements of the present semester. They may seek readmission for that semester from the date of commencement of class work.

vi) If any candidate fulfils the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.

vii) If the learning is carried out in blended mode (both offline & online), then the total attendance of the student shall be calculated considering the offline and online attendance of the student.

3. For induction programme attendance shall be maintained as per AICTE norms. Promotion Rules:

The following academic requirements must be satisfied in addition to the attendance requirements mentioned in section 16.

i) A student shall be promoted from first year to second year if he/she fulfils the minimum attendance requirement as per university norms.

ii) A student will be promoted from II to III year if he/she fulfils the academic requirement of securing 40% of the credits (any *decimal* fraction should be *rounded off* to *lower* digit) up to in the subjects that have been studied up to III semester.

iii) A student shall be promoted from III year to IV year if he/she fulfils the academic requirements of securing 40% of the credits (any *decimal* fraction should be *rounded off* to *lower* digit).

iv) When a student is detained due to lack of credits/shortage of attendance he/she may be re-admitted when the semester is offered after fulfilment of academic regulations. In such case, he/she shall be in the academic regulations into which he/she is readmitted.

4. **Grading:**

As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades and corresponding percentage of marks shall be followed:

After each course is evaluated for 100 marks, the marks obtained in each course will be converted to a corresponding letter grade as given below, depending on the range in which the marks obtained by the student fall.

<p style="text-align:center">Structure of Grading of Academic Performance</p>

Range in which the marks in the subject fall	Grade	Grade points Assigned
90 & above	Superior	10
80 - 89	A (Excellent)	9
70 - 79	B (Very Good)	8
60 - 69	C (Good)	7
50 - 59	D (Average)	6
40 - 49	E (Pass)	5
< 40	F (Fail)	0
Absent	Ab (Absent)	0

i) A student obtaining Grade „F" or Grade „Ab" in a subject shall be considered failed and will be required to reappear for that subject when it is offered the next supplementary examination.

ii) For non-credit audit courses, "Satisfactory" or "Unsatisfactory" shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA/Percentage.

Computation of Semester Grade Point Average (SGPA) and Cumulative GradePoint Average (CGPA):

The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$SGPA = \Sigma\ (C_i \times G_i)/\Sigma\ C_i$$

where, C_i is the number of credits of the ith subject and G_i is the grade point scored by the student in the ith course.

The Cumulative Grade Point Average (CGPA) will be computed in the same manner considering all the courses undergone by a student over all the semesters of a program, i.e.,

$$CGPA = \Sigma\ (C_i \times S_i)/\ \Sigma\ C_i$$

where "S_i" is the SGPA of the ith semester and C_i is the total number of credits up to that semester.

Both SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

While computing the SGPA the subjects in which the student is awarded Zero grade points will also be included.

Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.
Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by the letters S, A, B, C, D and F.

Award of Class:

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of BBA Degree, he/she shall be placed in one of the following four classes:

Class Awarded	CGPA Secured
First Class with Distinction	≥ 7.5
First Class	$\geq 6.5 < 7.5$
Second Class	$\geq 5.5 < 6.5$
Pass Class	$\geq 5.0 < 5.5$

CGPA to Percentage conversion Formula – (CGPA – 0.5) x 10

5. With–holding of Results

If the candidate has any dues not paid to the university or if any case of indiscipline or malpractice is pending against him/her, the result of the candidate shall be withheld in such cases.

6. Transitory Regulations

Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent subjects as and when subjects are offered, subject to Section 2 and they will follow the academic regulations into which they are readmitted.

Candidates who are permitted to avail Gap Year shall be eligible for re-joining into the succeeding year of their BBA from the date of commencement of class work, subject to Section **2** and they will follow the academic regulations into which they are readmitted.

7. Minimum Instruction Days for a Semester:

The minimum instruction days including exams for each semester shall be 90 days.

8. Medium of Instruction:
The medium of instruction of the entire BBA undergraduate programme (including examinations and project reports) will be in English only.

9. Student Transfers:

Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the Universities from time to time.

10. General Instructions:

i. The academic regulations should be read as a whole for purpose of any interpretation.
ii. Malpractices <u>rules-nature</u> and punishments are appended.
iii. Where the words "he", "him", "his", occur in the regulations, they also include "she", "her", "hers", respectively.
iv. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
v. The Universities may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the Universities.
vi. In the case of any doubt or ambiguity in the interpretation of the guidelines given, the decision of the Vice-Chancellor / Head of the institution is final.

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