



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.

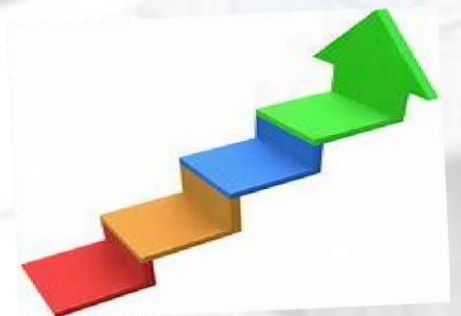
Please contact the Principal of your
College for Registration
for BBA-DA

Offline Classes

Parent
Institution

Online Classes

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

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.

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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..