

## BUILD YOUR PATH TO SUCCESS

### BUILD A UNIQUE PROFILE

You'll learn a wide range of quantitative methods, statistical models and computing techniques that will allow you to drive innovation in the fast-moving digital transformation era.

### LEAD TRANSFORMATION

You'll develop the necessary skills to design technologies and strategies and become an influential part of the strategic decision-making processes of companies and organizations.

### HARNESS THE POWER OF DATA

Professionals who can harness data generated globally and extract value from it are in great demand. Become indispensable for companies and institutions with this cutting-edge program.

## Co-ordinator

**Dr.Parvathi.V**

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**JNTUH University College of  
Engineering, Science & Technology**

**Department of Humanities and Social  
Sciences**

The Dual Degrees at JNTU University Hyderabad offer students the opportunity to graduate with two bachelor's degrees simultaneously. These prestigious programs are a great option for students who want to focus their careers in two distinct yet connected fields of study. By combining two diverse subject areas, our Dual Degree students develop a multidisciplinary profile, enabling them to play important roles in solving complex global issues where boundaries between disciplines continue to disappear

The BBA course structure includes experiential learning in the class room and also through live projects, internships and overall development of the students through Co-curricular and Extra-curricular activities.

#### Program Highlights:

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

## BBA (DATA ANALYTICS)

**Are you a First/Second/Third year student of  
B. Tech/B. Pharmacy?**

Then you are eligible to Register for Second Degree BBA-DA in your own college-JNTUHUCEST

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

A New Course BBA (Data Analytics) is offered by the JNTUHUCEST from the Academic Year 2022-2023 onwards.

JNTUHUCEST offers a Three year (6 semesters Bachelor of Business Administration course in Data Analytics (BBA-DA), a UG Programme as a second Degree in Blended mode (Both online & offline) to the B.Tech I Year, II Year, III Year students for carrying out TWO Academic programmes simultaneously from the academic year 2022-23.

**As per National Educational Policy(NEP) 2020  
& UGC, both the degrees viz., B.Tech and BBA  
are Equally Important and Valuable**

### Registration and Admission Details are

Last date for the Receipt of Application -

20.02.2023 by 4.00pm without fine

28.02.2023 by 4.00pm with a fine of Rs.500

First Semester Fee Rs.30,000

Last date for the payment of first semester fee  
28.02.2023 by 4.00pm

**Registrations/Admissions are open**