ANNAMACHARYA UNIVERSITY

(Estd A.P. Private Universities (Establishment and Regulation) Act, 2016)

RAJAMPET-516126, Annamayya District, A.P, INDIA

ACADEMIC REGULATIONS (AU25), COURSE STRUCTURE AND SYLLABI

For the students admitted to

BBA Regular three- year Undergraduate Degree Programme from the Academic Year 2025-26

VISION AND MISSION OF THE UNIVERSITY

VISION

To be a globally recognized university by providing value-based education and promoting innovation and research for societal betterment

MISSION

The mission of the University is:

1. To embody ‘VidwanSarvatraPujyathey’.
2. To deliver high-quality education by encouraging research, innovation, and critical thinking
3. To nurture upright individuals by fostering an inclusive environment and inspiring service to society

ACADEMICRULESANDREGULATIONSOFTHREE-YEARBBAREGULARDEGREEPROGRAMME

APPLICABLEFORTHESTUDENTBATCHESADMITTEDFROMTHEACADEMICYEAR2025-26

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1.PREAMBLE

Annamacharya University, is a private University, established under the brownfield category as per the Andhra Pradesh Private Universities (Establishment and Regulation) Act of 2016 (Act No. 3 of 2016), subsequently amended by Act No. 2 of 2024, as published in the Extraordinary Gazette of Andhra Pradesh via gazette notification G.O.Ms. No. 13 dated 13.03.2024. The University Grants Commission (UGC) has included it in the list of UGC-listed Universities vide letter no.

F.8-22/2024(CPP-1/PU)/48-04 dated 03.04.2025.

Annamacharya University, Rajampet, relentlessly aims to achieve academic excellence by implementing new initiatives in teaching-learning and evaluation processes. Based on the directions of the University Grants Commission (UGC), New Delhi, All India Council for Technical Education (AICTE), New Delhi, Department of Higher Education, Government of Andhra Pradesh, and Andhra Pradesh State Council of Higher Education (APSCHE), the university has adopted the AICTE and APSCHE model curriculum with minor modifications to match the needs, expectations, and skill sets of students in the state, in both the undergraduate and postgraduate programs offered from the academic year 2025-26.

Objectives:

The objectives of offering the BBA program are:

1. To provide students with foundational knowledge in business and management principles
2. To develop critical thinking and problem-solving skills&decision making skills applicable to real-world business situations.
3. To enhance communication, leadership, and teamwork abilities for professional and organizational effectiveness.
4. To prepare students for managerial roles and entrepreneurial opportunities by building practical and analytical competencies.
5. To instil ethical values, social responsibility, and sustainable business practices for contributing to society and the economy.
6. To integrate theoretical knowledge with real world business scenarios through internships, industry interaction & project.

Academic Council:

The academic council in a private university plays a pivotal role in maintaining and enhancing the academic standards and quality of education. The academic council coordinates and exercises general supervision over the academic policies of the university.

The Department Board of Studies (BoS):

Department within the School of Management will have a Board of Studies common to the UG, PG, and Doctoral programs offered by the department. The Dean/Head of the department will serve as the Chairman of the Department Board of Studies. The Board of Studies has been constituted as per the guidelines of the university statutes. The rules, regulations, curriculum, syllabus, and other academic matters shall be approved by the Board of Studies before being placed in the Academic Council and subsequently the Board of Management.

Office of the Dean, Academics:

The office of the Dean, Academics, is responsible for the implementation of the decisions taken on academic matters by the Academic Council. The office:

- Receives, processes, and maintains all records relating to the programs, including curriculum, courses offered, academic calendar, registration, assessments, and grades.
- Disseminates information pertaining to all academic matters, issues necessary memoranda/orders, and acts as a channel of communication between the students, instructors, and departments.
- Provides information about various academic programs, rules, and regulations to students.

2.REGULATIONSCOMMENCEMENT

- The regulations are quite comprehensive and include definitions of key terms, semester system, credit system, grading system, and other relevant details.
- The regulations detailed here in shall apply to all the regular under-graduate programmes offered by the University.
- Theregulationsshallbeapplicableandcomeintoforcetothestudentbatchesadmittedfromthe academicyear2025-26.
- The University may revise, amend or change the regulations, scheme of examinations and

syllabi, from time to time, if found necessary and on approval from the Academic Council of the University, keeping the recommendations of the Board of Studies (BoS)in view.

- Any or all such amendments shall be effective from such date and to such batches of students including those already undergoing the programme, as may be approved through Academic Council of the University.
- These regulations shall be called AU25 Regulations.

3.ELIGIBILITYFORADMISSION

3.1Admission into BBA Under Graduation Programmes (Regular)

TheeligibilitycriteriaforadmissionintoBBAundergraduateprogrammesofferedatAnnamacharya University shall be as prescribed by Statutes and Ordinances of the University and Higher Education Department, the Government of Andhra Pradesh. The criteria are given below:

- The candidate shall be an Indian National/NRI.
- The candidate should have completed 16 years of age as on 31st December of the academic year for which the admissions are being conducted.
- The candidate should have passed the qualifying examination (10+2) or equivalent as on the date of admission recognized by Board of Intermediate Education, Andhra Pradesh.
- Seats in this programme in the University are classified into two categories i.e., **Brownfield** and **Greenfield**. Further under brownfield category seats are filled through two categories, i.e., **Category–A** and **Category–B** as per the GO's of Andhra Pradesh.

  BROWNFIELD CATEGORY:

  The existing institution is converted into a brownfield university. The admission of students into the existing approved intake will be regulated by the admission rules and seat-sharing policies applicable to the University, as defined under Section 2(4-A) of the Andhra Pradesh Private Universities (Establishment and Regulation) Act, 2016. This means that 70% of the seats in the existing courses at the university will be filled through the convener of OAMDC. In this category, the seats are filled through Convener quota / Category – A and Management Quota / Category – B.

Category – A Seats (70% of seats)

These seats shall be filled through counselling as per the rank secured by a candidate in the Online Admissions Module for Degree Colleges (OAMDC) conducted by the Government of Andhra Pradesh and as per other admission criteria laid down in the GOs.

Category – B Seats (30% of seats):

These seats shall be filled by the University through AUET and the GOs issued by the Government of Andhra Pradesh from time to time. Annamacharya University Entrance Test (AUET) is conducted across India for those seeking admission to BBA programmes offered by Annamacharya University. The eligibility criteria for appearing for AUET, the format, and other details will be specified in the application form and will be determined by the Office of the Director, Admission, Annamacharya University for the respective year of admissions.

GREENFIELD CATEGORY:

Furthermore, the admission rules for the brownfield university regarding any additional intake, new courses, or additional courses approved after conversion shall follow the regulations applicable to a greenfield university.

The university shall reserve 35% of seats in sciences and other programs for the Government Quota and admit students in accordance with the rules prescribed for any additional intake in existing programs, as per the Andhra Pradesh Private Universities (Establishment and Regulation) Act, 2016.

Category – A Seats (35% of seats)

These seats shall be filled through counselling as per the rank secured by a candidate in the Online Admissions Module for Degree Colleges (OAMDC) conducted by the Government of Andhra Pradesh and as per other admission criteria laid down in the GOs.

Category – B Seats (65% of seats):

These seats shall be filled by the University through AUET and the GOs issued by the Government of Andhra Pradesh from time to time. Annamacharya University Entrance Test (AUET) is conducted across India for those seeking admission to BBA programmes offered by Annamacharya University. The eligibility criteria for appearing for AUET, the format, and other details will be specified in the application form and will be determined by the Office of the Director, Admission, Annamacharya University for the respective year of admissions.

3.2 Authority of Admission:

Any matter related to admission to the BBA programme, the decision of the Office of the Director, Admissions is final.

3.3 Revoking / Cancellation of Admission:

All students admitted provisionally to any program must submit copies of their original mark sheets, provisional certificates, and any other documents required by the Director of Admissions by the last date specified in the Academic Calendar of Annamacharya University.

The Registrar, based on the recommendation of the Director of Admissions, may cancel the admission of any student who fails to submit the prescribed documents by the specified date or does not meet other stipulated requirements. Additionally, the Registrar may cancel the admission later if it is discovered that the student provided false information, suppressed information, misrepresented facts, or forged documents while seeking admission or thereafter, and report the matter to the Vice Chancellor.

4.MEDIUM OF INSTRUCTION

The medium of instruction shall be **English** for all the courses including their content delivery and examinations, seminars, presentations, and project evaluation as prescribed in the programme curriculum.

5.BBAPROGRAMMESTRUCTURE

The structure of the BBA Programmes offered at Annamacharya University is based on the **Choice Based Credit System (CBCS)** as defined by the UGC and the curriculum/course structure as suggested by the AICTE, UGC and APSCHE in its Model Curriculum.

Semester Scheme

- The BBA Programmes offered at Annamacharya University follow **semester scheme** pattern.
- The duration of a BBA Programme shall be of **3 academic** years.
- Each academic year shall have **2 semesters** i.e., odd and even semesters and shall be counted as I Year I Semester, I Year II Semester, and II Year I Semester and so on up to III Year II semester.
- Each semester shall consist of 16 weeks of instructions.
- Each semester is structured to provide credits totalling to **120 credits** for the entire BBA (Regular) Programme.
- Each semester shall have **Continuous Internal Evaluation (CIE)** and **Semester End Examination (SEE)** for both Theory and Lab courses.
- Each student is required to secure a total of **120 credits with a CGPA≥5** for the completion

of the UG programme and the award of the BBA(Regular) Degree programme.

- A student after securing admission into a three – year BBA Programme at Annamacharya University shall pursue and acquire the BBA degree in a **minimum period of three academic years i.e., 6 semesters** and a **maximum period of six academic years i.e., 12 semesters** starting from the date of commencement of I year I semester, failing which the student shall forfeit the seat in BBA Programme.

6.PROGRAMMES OFFERED BY THEUNIVERSITY

The following BBA programme offered by the University is from the 2025-26 AY.

7.COURSESANDCREDITSTRUCTURE

Credit: A credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (Lecture/Tutorial) or two hours of practical work/project per week.

Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.

Choice Based Credit System (CBCS): CBCS provides choice for students to select from the prescribed courses.

Each course is assigned certain number of credits based on following criterion.

Type of Class	Semester	
	Periods per Week	Credits
Theory (Lecture/Tutorial)	01	01
	02	02
Practical	02	01
	03	1.5
	04	02
Internship	-	2
Social Project Work	-	02
Project Work	-	09

BBA programme shall be offered by a specific section/department. The unique codes of the section/department offering the courses are given in theTable.

Course offering Department	Code
Basic Science Courses	Business Mathematics – MAT Environmental Studies – CHE
Humanities & Social Sciences Courses	English – ENG Constitution of India – ENG
Master of Computer Applications	Information Technology – COM Fundamentals of Artificial Intelligence – COM
Bachelor of Business Administration	BBA

Every BBA Programme of the study shall be designed to have theory and laboratory courses. In addition, a student shall carry out internship, project, MOOC'S, value added courses, skill enhancement course & socially relevant project as prescribed in the curriculum of the Programme.

7.1TypesofCourses:

TYPE OF COURSES	COURSE CATEGORY	CODE	Credit Distribution	Percentage of Total Credits (%)
Foundation	Basic Sciences	BS	6	5
	Humanities & Social Sciences	HS	4	3.33
Core	Professional Core	PC	78	65
Elective courses	Open Elective (MOOCs)	PE	3	2.5
Skill Enhancement Courses		SC	7.5	6.25
Value Added Courses		VC	7	5.83
Computer Application		COM	1.5	1.25
Project	Internship	INT	2	1.67
	Community Social Project	CSP	2	1.67
	Project	PW	9	7.5
Total Credits			**120**	**100**

7.1.1FoundationCourses

Basic Science Courses, Humanities courses& Computer Application courses are termed as Foundation Courses and are mostly offered at I Year& II Year.

7.1.2 Professional Core Courses

Professional Core Course is to be completed by all students of respective programme before they can move on to the next semester.

7.1.3 Massive Open Online Courses as Open Elective

- MOOCs (Massive Open Online Courses) are introduced to meet with the global requirements and to inculcate the habit of self-learning and in compliance with the UGC guidelines.
- A student shall be permitted to pursue up to a maximum of one elective course under MOOCs during programme. The course must be of minimum 12 weeks in duration.
- Concerned departments **shall declare the list of inter-disciplinary** courses that a student can pursue through MOOCs at the beginning of the corresponding semester.
- Students interested in pursuing MOOCs shall register for the course and submit this information at their department office at the start of the corresponding semester.
- Course content for the selected MOOCs shall be drawn from the respective MOOCs offering Portal.
- Course progress shall be monitored by the Mentors designated by the Dean / HoD.
- Grade obtained through the evaluation of the MOOC shall be considered for the CGPA calculation.
- Three credits shall be awarded to the student upon successful completion of MOOC.
- In case a student fails to complete the MOOCs he/she shall re-register for the same with the same provider, already offered that course. In case that provider discontinues to offer the course, University shall conduct an offline examination in the same format, which student already appeared in online examination, as per the MOOCs syllabus.

7.1.4 Skill Enhancement Courses: These courses offer a blend of theoretical and practical learning to enhance essential managerial and personal skills. It covers topics such as emotional competence, self-esteem, innovative thinking, self-awareness, and personality development. Students will develop the skills needed for effective leadership, creativity, and professional

growth in dynamic business settings. It is incorporated in all semesters except 3rd year 6th semester.

7.1.5 Value Added Course: These courses offer additional knowledge beyond the core curriculum by covering theoretical subjects such as the Indian constitution, fundamentals of artificial intelligence, and co-curricular activities. It aims to broaden students' understanding of legal, technological, and professional aspects in today's dynamic environment. Through structured learning, students enhance their awareness, critical thinking, and overall personality development. It is incorporated in 1st and 2nd years of the course.

7.1.6 Internship: On completion of the first two semesters in the first year and before the commencement of the third semester in the second year, a student is required to undergo internship in an organisation. A report based on the internship shall be submitted within four weeks from the commencement of the third semester. Internship guidelines are given in Appendix-1.

7.1.7 Community Social Project: Every student shall be required to submit their learning acquisition or conclusions after taking up a topic, profession, or social problem approved by the Departmental Committee.

7.1.8 Project Work: Every student shall be required to submit thesis/dissertation after taking up a topic approved by the Departmental Committee.

8.EvaluationProcess

The performance of a student in each semester shall be evaluated course-wise with a maximum of 100 marks for both Theory and Lab Course.

- For A Theory Course, The Distribution Shall Be 40 Marks for Internal Evaluation And 60 Marks for End-Evaluation. The Distribution Is Detailed In 8.1.1.
- For A Lab Course, The Distribution Shall Be 40 Marks for Internal Evaluation And 60 Marks for End- Evaluations. The Distribution Is Detailed In 8.1.2
- For skill enhancement course, shall be evaluated for 100 marks. The evaluation procedure is detailed in 8.1.3.
- For value added course, the distribution shall be 40 marks for internal and 60 marks for end evaluation. The Distribution Is Detailed In 8.1.4

- Project Work Shall Be Evaluated For 100 Marks. The evaluation procedure is detailed in 8.1.5.

8.1 Internal Evaluation

For a Theory Course, 40 marks are allotted for Internal Evaluation. Two Internal examinations (Theory Internal Examinations) shall be conducted for a Theory Course during a semester, and they shall be evaluated for 40 marks. For Lab Course, there shall be a continuous internal evaluation during the semester for 40 marks.

8.1.1 Theory Internal Evaluation

Theory Continuous internal examinations shall contain four either type questions (Total eight questions from 1 to 8). Each question shall carry 10 marks. The questions shall be set / moderated such that the student can comfortably answer each question within the stipulated time.

Question paper pattern for Continuous Internal Examination (40 Marks) shall be as follows:

- There shall be four questions with internal choice i.e., either or choice (4x10 Marks = 40 Marks)
- The student shall answer four questions with internal choice.

First Theory Continuous Internal examination shall be conducted as per the syllabus of I & II units. The second Continuous internal examination shall be conducted as per the syllabus of III, IV and V units. 80% weightage for the best performance and 20% the other shall be considered. Final value shall be rounded up.

For Example:

- Marks obtained in I Internal examination: 36
- Marks obtained in II Internal examination: 22
- Final Internal Marks: (36x0.8) + (22x0.2) = 33.2

If the student is absent for any one Internal examination, the final internal 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 Internal: 0 (Absent);
- Marks obtained in second Internal: 18
- Final Internal Marks: (18x0.8) + (0x0.2) = 14.4

8.1.2 Lab Internal Evaluation:

Out of the 40 marks allotted for Lab Internal Evaluation, day-to-day performance of the student in the laboratory shall be evaluated for 20 marks by the concerned laboratory teacher based on experimental evaluation/record/viva. Two Lab Internal examinations shall be conducted for 20 marks by the concerned teacher. Performance of one best out of two tests to be considered. The day-to-day marks distribution is as follows:

- Observation: 5 Marks
- Record: 5 Marks
- Performing the experiment / Program / Activity: 10 Marks

8.1.3 Skill Enhancement Course (SEC) Internal Evaluation:

The SEC- If practical will be evaluated out of 100 Marks (40 Marks for record and 60 marks for presentation and Question and Answers). The students will give their presentations before the Department Committee comprised of Senior Faculty Members with HOD/Dean being the Chairman of the Committee.

The SEC – If Theory there shall be a Continuous Internal Examination for 100 marks. A student shall be declared to have passed the course only when he/she secures 40% or more in the internal examination. In case, the student fails, a supplementary examination shall be conducted.

8.1.4 Value Added Course (VAC) Internal Evaluation:

For VAC, 40 marks are allotted for Internal Evaluation. Two Internal examinations (Theory Internal Examinations) shall be conducted for a VAC during a semester, and they shall be evaluated for 40 marks.

Theory Continuous internal examinations shall contain four essay type questions (Total eight questions from 1 to 8). Each question shall carry 10 marks. The questions shall be set / moderated such that the student can comfortably answer each question within the stipulated time.

Question paper pattern for Continuous Internal Examination (40 Marks) shall be as follows:

- There shall be four questions with internal choice i.e., either or choice (4x10 Marks =40 Marks)
- The student shall answer four questions with internal choice.

First Theory Continuous Internal examination shall be conducted as per the syllabus of I & II

units. The second Continuous internal examination shall be conducted as per the syllabus of III, IV and V units. 80% weightage for the best performance and 20% the other shall be considered. Final value shall be rounded up.

For Example:

- Marks obtained in I Internal examination: 36
- Marks obtained in II Internal examination: 22
- Final Internal Marks: (36x0.8) + (22x0.2) = 33.2

If the student is absent for any one Internal examination, the final internal 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 Internal: 0 (Absent);
- Marks obtained in second Internal: 18
- Final Internal Marks: (18x0.8) + (0x0.2) = 14.4

8.1.5 Internship Internal Evaluation:

- A student shall carry out a mandatory Internship for 8 weeks for 2 credits in 2nd year 1st semester.
- The internship can be done by the students at any industries, Organizations, also in software MNCs.
- Evaluation of the internship shall be through the departmental committee. A student will be required to submit an internship report to the concerned departments and appear for an oral presentation before the departmental committee. The report and the oral presentation shall carry 40% and 60% weightages respectively.
- The student should mandatorily undergo internships with well-defined objectives. At the end of the semester the candidates shall submit an internship completion certificate.
- The department shall facilitate and monitor the student internship program. Completion of internship is mandatory, if any student fails to complete internship, he/she will not be eligible for the award of degree. In such cases, the student shall repeat and complete the internship.
- For other details, please refer to Appendix I.

8.1.6 Community Social Project Internal Evaluation:

There shall be Community Social Project for internal evaluation of 100 marks. It is a multifaceted assignment that serves as a group academic and intellectual experience for students to have learning-pathway experience. The maximum size of each group shall be four. Students may be asked to select a topic, profession, or social problem that interests them, conduct research on the subject, maintain a portfolio of findings or results, create a final product demonstrating their learning acquisition or conclusions (as a paper, short film, or multimedia presentation), and give an oral presentation before the Project Review Committee consisting of Head of the Department, supervisor/mentor and two other senior faculty members of the department. The student has to secure a minimum of 50% of marks to be declared successful.

8.1.7 Make-Up Internal Examination

The student who has missed both the Theory Continuous Internal examinations will be permitted to appear for a Make-up Continuous Internal examination in the event of his/her producing satisfactory evidence of medical sickness. One Make-up internal test shall be conducted immediately after the II Continuous Internal examination in the same semester, covering the total syllabus of FIVE Units in the respective course.

This Make-up examination will be given a weightage of 80%. Make-up tests shall be conducted outside the working hours and there can be even two such examinations on a day.

Student absent for I Internal examination with valid reasons he/ she should produce a supporting document to the department within a week after completion of last internal examination. And the same student absent for same subject in II Internal examination, he/ she should produce a supporting document to the department immediately in order to giving the provision for makeup examination.

Make-up internal examinations are not for improvement of marks in Theory Internal examinations. There shall be no make-up internal examinations for a Lab course.

8.2 End Evaluation

8.2.1 Theory End Evaluation

As specified in 8.0, Theory End Evaluation is done for 60 marks. Semester End examination of theory subjects shall be conducted at the end of semester. There shall be Regular and Supplementary End Examinations. Theory Semester End Examination shall be conducted for 60 marks and is of 3 hours duration.

Semester End Examination shall contain five either type questions (Total 10 questions with internal choice). There will be one question from each unit. The examination shall be conducted for 3 hours.

Question paper pattern for Semester End Examination (60 Marks) shall be as follows:

(i) Five questions with internal choice will be given (5 x 12 Marks) = 60 Marks

(ii) There shall be one question from each unit with Internal Choice i.e., 'either' or 'choice'

(iii) Sub questions may also be given.

8.2.2 Lab End Evaluation

As specified in 8.0, Lab End Evaluation is done for 60 marks, in the form a Lab End Examination that shall be conducted for 3 hours in respective Laboratory. Each lab course will have its own evaluation procedure and weightage.

8.2.3 Value Added Course (VAC) End Examination

As specified in 8.0, VAC End Evaluation is done for 60 marks. Semester End examination of VAC subjects shall be conducted at the end of semester. There shall be Regular and Supplementary End Examinations. Theory Semester End Examination shall be conducted for 60 marks and is of 3 hours duration.

Semester End Examination shall contain five either type questions (Total 10 questions with internal choice). There will be one question from each unit. The examination shall be conducted for 3 hours.

Question paper pattern for Semester End Examination (60 Marks) shall be as follows:

(i) Five questions with internal choice will be given (5 x 12 Marks) = 60 Marks

(ii) There shall be one question from each unit with Internal Choice i.e., 'either' or 'choice'

(iii) Sub questions may also be given.

8.2.4 Supplementary Theory / Lab End Examinations

- Supplementary examination shall be conducted along with regular semester end examinations.
- During Semester End Examinations of even semester, supplementary examinations of odd semester shall be conducted and during semester end examinations of odd semester, supplementary examinations of even semester shall be conducted.

- The same schedule is applicable to Supplementary Lab End Examinations. Supplementary examination shall be conducted along with the next batch of students or separately.
- Advanced supplementary shall be conducted only for Final Year II semester Students in view of their higher education pursuits and placement opportunities.

8.2.5 Challenge Evaluation, Revaluation and Recounting

Students may visit Examination Section Webpage for Norms and Procedures for Challenge Evaluation, Revaluation and Recounting of Answer Scripts. [(Refer to Appendix II). Same as B.Sc.]

9. Project Evaluation

Every student shall be required to submit thesis/dissertation after taking up a topic approved by the Departmental Committee.

- The Departmental Committee (DC) consisting of Dean/HOD, Project supervisor and two internal senior experts shall monitor the progress of the project work. A Project Review Committee (PRC) shall be constituted with Dean as a Chair person, Heads of the Departments of the program and two other senior faculty members, as members of PRC. PRC will come into action when DC is not able to resolve the issues if any.
- Registration of project work: A student is permitted to register for the project work after satisfying the attendance requirements of all the courses.
- After satisfying above point, a student has to submit in consultation with his supervisor, the title, objective, plan of action of his project work to the DC for approval. Only after obtaining the approval of DC, the student can initiate the project work
- The work on the project shall be initiated in the penultimate semester and continued in the final semester. The student can submit project thesis with the approval of DC after 16 weeks from the date of registration at the earliest but not later than 6 Months from the date of registration for the project work. Extension of time within the total permissible limit for completing the programme is to be obtained from the Head of the Institute.
- The internal evaluation shall be made by the DC to grade, on the basis of two seminars presented by the student on the topic of his project.
- The student must submit the status of thesis/dissertation only after satisfying the attendance requirements of prescribed courses such as Theory, practical and project internal evaluation.
- A Student has to prepare four copies of the thesis/dissertation certified in the prescribed

format by the supervisor and Dean/HOD. Out of which three copies shall be submitted in the examination section.

- For carrying out project work, a total of 100 marks will be awarded, out of which 60 Marks shall be awarded by a Board consisting of Supervisor, HOD and External Examiner based on the Project evaluation and Viva-Voce examination. Remaining 40 Marks shall be awarded based on internal evaluation out of which 20 Marks shall be awarded by the supervisor and the remaining 20 Marks shall be awarded by the DC, based on two seminars given by the student on his/her project. Head of the Department shall coordinate and make arrangements for the conduct of viva-voce.
- If the report of the viva-voce is failure, the student will retake the viva-voce examination after three months. If he/she fails to get a satisfactory report at the second viva-voce examination, he/she will not be eligible for the award of the degree.

10. Credit Transfer Policy

Adoption of MOOCs is mandatory, to enable Blended model of teaching-learning as also envisaged in the NEP 2020. As per University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulation, 2016, the University shall allow up to a maximum of 20% of the total courses being offered in a particular programme i.e., maximum of 32 credits through MOOCs platform.

i) The University shall offer credit mobility for MOOCs and give the equivalent credit weightage to the students for the credits earned through online learning courses.

ii) Student registration for the MOOCs shall be only through the respective departments of the university; it is mandatory for the student to share necessary information with the department.

iii) The credit transfer policy will be applicable to the Professional & Open Elective courses only.

iv) The department concerned shall identify the courses permitted for credit transfer.

v) The respective department shall notify at the beginning of semester the list of the online learning courses eligible for credit transfer.

vi) The respective department shall designate a faculty member as a Mentor for each course to guide the students from registration till completion of the credit course.

vii) The University shall ensure no overlap of MOOC exams with that of the University examination schedule. In case of delay in results, the University will re-issue the marks sheet for such students.

viii) Students pursuing courses under MOOCs shall acquire the required credits only after successful completion of the course and submitting a certificate issued by the competent authority along with the percentage of marks and grades.

ix) The respective department shall submit the following to the examination section of the University:

a) List of students who have passed MOOC courses in the current semester along with the certificate of completion.

b) Undertaking form filled in by the students for credit transfer.

x) The university shall resolve any issues that may arise in the implementation of this policy from time to time and shall review its credit transfer policy in the light of periodic changes brought by UGC, SWAYAM, NPTEL and state government.

Note: Students shall be permitted to register for MOOCs courses offered through online platforms approved by the University from time to time.

11. Academic Bank of Credits (ABC)

The University has implemented Academic Bank of Credits (ABC) to promote flexibility in curriculum as per NEP 2020 to

i) Provide option of mobility for learners across the universities of their choice

ii) Provide options to gain credits through MOOCs from approved digital platforms.

iii) Facilitate award of certificate/diploma/degree in line with the accumulated credits in ABC

iv) Execute Multiple Entry and Exit system with credit count, credit transfer and credit acceptance from students' account.

12. Attendance Requirements and Detention Policy

- A student shall maintain a minimum required attendance of 40% in each subject and 75% in AGGREGATE of all the subjects in a semester.
- Shortage of attendance upto 10% i.e., attendance between 65%to75% inaggregate, may be

condoned by the University Academic Committee based on the rules prescribed by the Academic Council of the University from time to time.

- A stipulated fee shall be payable towards condonation of shortage of attendance.
- Shortage of attendance below 65% shall in no case be condoned. A stipulated fee shall be payable towards condonation of shortage of attendance to the University as per following slab system.

  1st Slab: Less than 75% attendance but equal to or greater than 70% a normal condonation fee can be collected from the student.

  2nd Slab: Less than 70% but equal to or greater than 65%, double the condonation fee can be collected from the student.
- Students whose shortage of attendance is not condoned OR who have not paid the stipulated fee OR who have not cleared any other due to the University in any semester are not eligible to write the Semester End Examination (SEE).
- Students, who do not meet them in minimum required attendance of 65% in a semester, shall be detained in that semester and their registration for that semester shall stand cancelled. They shall not be promoted to the next semester.
- Students detained in a semester shall seek re-admission into that semester as and when offered.
- Academic regulations applicable to the semester in which re-admission is sought shall be applicable to the re-admitted student.
- In case, 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 the later semesters, then alternate electives may be chosen from the same semester to elective courses offered under that category.

  Any student against whom any disciplinary action is pending shall not be permitted to attend Semester End examination (SEE)in that semester.

13.MinimumAcademicRequirementsandAwardoftheDegree

The following academic requirements must be satisfied in addition to the attendance requirements mentioned in section 12.

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

ii) A student will be promoted from II to III year if he/she fulfills 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) 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 fulfillment of academic regulations. In such a case, he/she shall be in the present academic regulations into which he/she is readmitted.

iv) Students who fail to earn 120 credits as indicated in the course structure within six academic years from the year of their admission shall forfeit their seat on the B.Sc. course and their admission shall be cancelled.

14.Semester Grade Point Average (SGPA)and Cumulative Grade Point Average (CGPA):

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.

Structure of Grading of Academic Performance

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 Grade Point Average (CGPA):

The Semester Grade Point Average (SGPA) is the ratio of sum of the product of the number of credits with the grade point 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.,

$$SGPA = \frac{\sum(C_i * G_i)}{\sum C_i}$$

Where $\boldsymbol{C_i}$ is the number of credits of the $\boldsymbol{i^{th}}$ subject and $\boldsymbol{G_i}$ is the grade point scored by the student in the $\boldsymbol{i^{th}}$ 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.,

$$CGPA = \frac{\sum(C_i * S_i)}{\sum C_i}$$

Where $\boldsymbol{S_i}$ is the SGPA of the $\boldsymbol{i^{th}}$ semester and $\boldsymbol{C_i}$ 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	≥6.5 <7.5
Second Class	≥5.5 <6.5
Pass Class	≥5.0 <5.5

14.1ConversionofSGPAintopercentage

In case of a specific query by students/employers regarding Semester Grade Point Average(SGPA)/Cumulative Grade Point Average(CGPA) into percentage, the following formulae will be adopted for notional conversion of CGPA into percentage.

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

15.Transcripts

After successful completion of the entire programme of study, a transcript containing performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued, if required, after payment of requisite fee. Partial transcript will also be issued up to any point of study to a student on request.

16.TransitoryRegulations

Discontinued, detained, or failed candidates are eligible for re-admission 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 re-admitted.

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 classwork, subject to Section 2 and they will follow the academic regulations into which they are re-admitted.

17.Re-admission of Students

A student who has satisfied the minimum attendance requirement in any semester may repeat that semester, after obtaining written permission from the Registrar and cancelling the previous record of attendance and academic performance (viz; internal evaluation and external

evaluation marks) of the semester or year. This facility may be availed by any student at the maximum twice for a 3-year BBA course of study.

18. Minimum Instruction Days for a Semester

The minimum instruction days for each semester shall be 16 weeks.

19.Student transfers

Student transfers shall be as per the statutes and ordinances of the Annamacharya University and guidelines issued by the Government of Andhra Pradesh from time to time.

20.Announcementofresults

- Results review committee comprising of Vice Chancellor, Registrar, Dean Academics, Chairman of various boards of studies, Controller of Examinations and Deputy Controller of Examinations will monitor the results and gives the permission for announcement of results.
- After review meeting results are loaded into university website from which students can access their results by entering Hall Ticket number. And also results in form of hard copy are available with respective Deans / Heads of the departments.

21.General Instructions:

- The academic regulations should be read as a whole for purpose of any interpretation.
- Malpractices rules-nature and punishments are appended.
- Where the words "he", "him", "his", occurring the regulations, they also include "she", "her", "hers", respectively.
- In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice Chancellor / Registrar / Governing body is final.
- Any legal issues are to be resolved in Rajampet Jurisdiction.
- The University 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 University.

Appendix-I: Internship Guidelines

The Dean / Head of the Department will arrange internship for students in industries /organizations after second semester as per AICTE/ University guidelines. The university may also advice online system for arranging & managing internships. The general procedure for arranging internship is given below:

- Step 1: Request Letter/ Email from the office of HOD of the department should go to industry to allot various slots of 4 weeks during summer vacation as internship periods for the students. Students request letter/profile/ interest areas may be submitted to industries for their willingness to provide the training.
- Step 2: Industry will confirm the training slots, and the number of seats allocated for internships via Confirmation Letter/ Email. In case the students arrange the training themselves the confirmation letter will be submitted by the students in the office of Training & Placement through concerned department. Based on the number of slots allocated to by the industry.
- Step 3: Students on joining Training at the concerned Industry / Organization, submit the Joining Report/ Letters / Email.
- Step 4: Students undergo industrial training at the concerned Industry / Organization. In-between Faculty Member(s) evaluate(s) the performance of students once/twice by visiting the Industry/Organization and Evaluation Report of the students is submitted in department office/TPO with the consent of Industry persons/ Trainers.
- Step 5: Students will submit training report after completion of internship.
- Step 6: Training Certificate to be obtained from industry.
- Step 7: List of students who have completed their internship successfully will be certified by concerned Department.

For more details refer:

https://www.aicte-india.org/sites/default/files/AICTE%20Internship%20Policy.pdf

Appendix II: Norms and Procedures for Challenge Evaluation/Revaluation/Recounting

Revaluation/Recounting:

- The students who wish to apply for Revaluation/Recounting of his/her answer-books(s)must submit his/her application on the prescribed form together with the requisite fee to the Controller of Examinations before expiry of 15days excluding the date of the declaration of his/her examination result. Application not received in the prescribed form or by the due date or without the requisite fee shall be rejected.
- After Recounting/Revaluation, records are updated with changes if any and the student will be issued a revised memorandum of marks. If there are no changes, the student shall be intimated the same through a notice.
- No Revaluation/Recounting for Laboratory Examination.
- The students are informed to be more careful in furnishing the information while applying for Recounting/Revaluation. The applications within sufficient information will be summarily rejected and the student that to forfeit the amount paid in this connection.

Challenge valuation:

- Applications are invited from the students who wish to apply for Challenge Valuation in the subjects of the BBA Regular and Supplementary examinations.
- The student will apply for Challenging evaluation in a specified application and should be routed through the HOD concerned.
- The students who have applied for the revaluation for a paper(s) of an examination are only eligible for the Challenge Valuation of that paper(s)of that examination.
- A Fee of Rs.10000/ (Ten Thousand Rupees Only) for each paper is to be paid within the last date for challenge valuation.
- A Xerox copy of the answer script will be provided to the student on receipt of the payment of fee and date and time of the valuation will be informed to the student, so that valuation will be done in the presence of the teacher attended in support of the student nominated by the HOD concerned.
- The HOD concerned will nominate a teacher of the concerned subject to observe the valuation in support of the student. This will be done at the request of the student.
- If the marks obtained in the challenge valuation are more than or equal to 15% of the maximum marks with respect to the original marks obtained in the first valuation, then the marks obtained in the Challenge valuation will be awarded to the student and the University will pay back Rs9,000 (Nine thousand rupees only) to the student. If the student status changes from fail to pass, an amount of Rs.5000 will be refunded to the student. Otherwise, there will not be any change in the result of the student and original marks will be retained and the student will forfeit the fee paid.
- No Challenge valuation for Laboratory Examination

APPENDIX III: Rules for Disciplinary Action for Malpractices / Improper Conduct in Examinations

Malpractices identified by squad or special invigilators or invigilators.

Punishments shall be given to the students as per the above guidelines. The case is to be referred to the malpractice committee.

Malpractice committee

1. The Vice Chancellor, Chairman
2. Registrar, Member
3. Dean, Academics, Member
4. Invigilator, Member
5. Subject expert, Member
6. Concerned Dean / Head of the Department, Member
7. Controller of Examinations, Member Secretary

Note:

Whenever the performance of a student is cancelled in any subject/subjects due to Malpractice, he has to register for End Examinations in that subject/subjects consequently and has to fill all the norms required for the award of Degree.

	Nature of Malpractices/Improper conduct	Punishment
	If the candidate:	
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 he is appearing but has not made use of (material shall include any marks on the body of the candidate 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.
1(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of performance in that subject only of all the candidates 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 practical) in which the candidate is appearing	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred for four consecutive semesters from class

		work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practical's and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for four consecutive semesters from class work and all University examinations, if his involvement is established. Otherwise, the candidate is debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate 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 candidate 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 candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate 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 only.
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 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	In case of student of the University, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. If the candidate physically assaults the invigilator/officer-in-charge of the Examinations, then the candidate is also debarred and forfeits his/her seat. In case of outsiders, they will be handed over to the police and a police case is registered against them.

	damage to or destruction of property in the examination hall or any part of the University 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.	
7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate 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 candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate 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 candidate is also debarred and forfeits the seat.
9.	If students of the university, who is not a candidate for the particular examination or any person not connected with the University indulges in nay malpractice or improper conduct mentioned in class 6 to 8.	Student of the university expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate 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 candidate is also debarred and forfeits the seat. Person (s) who does not belong to the University will be handed over to 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 candidate 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.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject only or in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester / year examinations, depending on the recommendation of the committee.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 12 shall be reported to the University for further action to award suitable punishment.	