

INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
Planning & Development Division

IG/P&DD/ODL/Launch/2023/ 455  
June 16, 2023

Academic Programme Launch Notification No. 114  
Bachelor of Business Administration  
BBA

With the approval of the Competent Authority, the programme Bachelor of Business Administration will be offered through ODL Mode from July 2023 Session.

The details of the Programme are as under:

Eligibility	: 10+2 passed or its equivalent.
Medium of Instruction	: English and Hindi
Duration	: Minimum 3 year ; Maximum 6 Years
Fee Structure	: Total ₹ 30,000/- ( ₹ 10,000/- per year)
Programme Details	: Total Credits 120
Examination Mode	: Semester
Study Materials	: Printed & Digital both
Expected Enrolment	: 2000 (Approx.)

Courses:

Semester	Course Code	Course Title	Type of Courses	Credits
I	BEVAE-181	Environmental Studies	Ability Enhancement	4 credits
	BEGLA-136 Or BHDLA-136	English at Work Place Or Hindi Basha:Lekhan Kaushal	Multidisciplinary	6 credits
	BCOC-132	Business Organisation and Management	Core	6 credits
	BCOS-183	Computer Application in Business	Skill Enhancement	4 credits
	II	BCOC-131	Financial Accounting	Core
BCOC-133		Business Law	Core	6 credits
ECO-07		Elements of Statistics	Core	4 credits
BRL-113		Business Ethics	Value Addition	4 credits
III	BCOE-141	Principles of Marketing	Core	6 credits
	BCOG-171	Principles of Microeconomics	Core	6 credits
	BRL-106	Managing Human Resources	Core	4 credits
	BCOS-184	E-Commerce	Skill Enhancement	4 credits
IV	BCOE-143	Fundamentals of Financial Management	Core	6 credits
	BCOE-144	Office Management and Secretarial Practice	Core	6 credits
	ECO-13	Business Environment	Core	4 credits
	BMP-001	Business Research	Ability enhancement	4 credits
V	BCOE-142	Management Accounting	Core	6 credits
	BMP-002	Operations Management	Core	6 credits
	BMPP-001	Project	Project	8 credits
VI	BMP-003	Management of International Business	Core	4 credits
	BMP-004	Strategic Management	Core	4 credits
	BMP-005	Organisational Behaviour	Core	4 credits
	BCOS-186	Personal Selling and Salesmanship	Core	4 credits
	BCOS-185	Entrepreneurship	Multidisciplinary	4 credits

Details of Approval in the ACSC/APC : PPF approved in 67<sup>th</sup> Meeting of APC, held on 01 June, 2023.

Name & Contact Details of Programme Coordinator : Prof. Rashmi Bansal and Dr. N. Rajendra Parsad  
SOMS, IGNOU, Phone: 29573006 & 29573036

*Neeti Agrawal*  
16/06/2023  
(Prof. Neeti Agrawal)  
Director, P&DD

निदेशक / Director  
योजना एवं विकास प्रभाग  
Planning & Development Division  
इ.पी.रा.नु.वि., मीदान गढ़ी, नई दिल्ली-68  
IGNOU, Maidan Garhi, New Delhi-68

To  
Directors of Schools, Head of Divisions  
AR, VCO & PS to all PVCs