

# Bachelor of Business Administration

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IGNOU DOST

# Welcome to IGNOU Dost!

Hi!

We are thrilled that you have decided to join us.

At IGNOU Dost, we believe that everyone has a right to live a life of dignity and quality. We strive to provide quality learning solutions to anyone who wishes to pursue higher education regardless of their previous academic track record. If you're looking for an environment that not only supports education but also helps you gear towards your career goals, you are at the right place!

With our emphasis on job-readiness training and up-skilling, we not only help you get a degree but also provide you with unparalleled exposure into the field and help you acquire field-relevant skill-sets. Through-out your journey with us, our qualified Academic Mentors and dedicated Career Coaches ensure that all your individual learning and career needs are taken care of. When we promise you personalized interventions, we mean nothing short of expert companionship and scaffolding that anyone could ask for.

We look forward to serving you!

Warm regards,

[Muhammed A.](#)

Founder & CEO, IGNOU Dost

# About us

We are a team of passionate individuals educated from premier institutes across India, who feel grateful for the educational and career opportunities we've got and earnestly wish to create a platform that opens up such possibilities to anyone, regardless of their socio-cultural backgrounds and previous academic track records!

IGNOU Dost is an Online Platform for Higher Education, that provides personalized learning support for pursuing UG and PG degrees from reputed universities through a consistent Mentorship program, all through a mobile application. Alongside learning, the program also takes care of the individuals' career needs through individually tailored Career Coaching, Job-Readiness Training and industry relevant add-on Up-Skilling programs.



# About IGNOU

For the present program, we have chosen IGNOU (Indira Gandhi National Open University) as the Institute we enroll our students with for obtaining their degrees. Along with registration with our learning program, the student enrolls with IGNOU as anyone would normally do. The difference here being that Learnwise will be supporting the student's learning whilst pursuing their degree from IGNOU.

The Indira Gandhi National Open University is the world's largest University imparting education through open and distance mode. Established in 1985, IGNOU is an internationally awarded Central University which aims to provide quality higher education opportunities to all segments of the society. It is a University that constantly strives to raise the standards of distance education and actively researches best practices in open education. Currently, it has 21 schools of studies, 67 regional centers, 3500 study centres, 12 overseas study centers, and offers 200+ programs, ranging from certificate courses, diplomas, bachelors, masters to doctoral programs.



# The IGNOU Dost Edge



Recorded  
Live Lectures



Value  
Added Notes



Objective  
Tests



Topic-wise  
Assignments



Exampedia



Live Doubt-  
Clearing Sessions



Regular  
Mentorship  
& Assistance



Performance  
Tracking &  
Personalized  
Interventions



Provisions to  
Connect with  
Batchmates



Career  
Assessment  
& Guidance  
Service



Upskilling  
Programs



Job-Readiness  
Training

# Bachelor of Business Administration

Affiliated to: IGNOU

Program Code: BBA

Minimum age: No bar

Maximum age: No bar

Eligibility: 10 + 2 or equivalent

Course Duration: Minimum 3 years, Maximum 6 years

Session starts: January & July of every year

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
	BCOC-131	Financial Accounting	Core	6 credits
II	BCOC-133	Business Law	Core	6 credits
	ECO-07	Elements of Statistics	Core	4 credits
	BRL-113	Business Ethics	Value Addition	4 credits
	BCOE-141	Principles of Marketing	Core	6 credits
III	BCOG-171	Principles of Microeconomics	Core	6 credits
	BRL-106	Managing Human Resources	Core	4 credits
	BCOS-184	E-Commerce	Skill Enhancement	4 credits
	BCOE-143	Fundamentals of Financial Management	Core	6 credits
IV	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
	BCOE-142	Management Accounting	Core	6 credits
V	BMP-002	Operations Management	Core	6 credits
	BMPP-001	Project	Project	8 credits
	BMP-003	Management of International Business	Core	4 credits
VI	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



**Learn. Up-Skill. Flourish.**



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