

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

School of Commerce and Management
Post Graduate Diploma in Business Administration (PGDBA)

June-2020

PGDBA Programme

(As per UGC Model Curriculum)



BAOU



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Education
for All

"Jyotirmay" Parisar, Opp. Shree Balaji Temple, S. G. Highway,
Dr. Babasaheb Ambedkar Open University Road, Chharodi,
Ahmedabad-382 481 Website : www.baou.edu.in

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Introduction:

Dr. Babasaheb Ambedkar Open University is unique, being the only state distance mode- open University of Gujarat, established by the Government of Gujarat. The prime objective of the University is to equip its learners with knowledge, skills and competencies associated with employability through flexible, learner-centred and technology enhanced way following the basic principles of open and distance education.

The School of Commerce and Management, Dr. Babasaheb Ambedkar Open University aims to explore new frontiers of skills, knowledge & innovation in academics as well as industry by adopting and reconnoitering new concepts and applying them to build confidence and work ethics among its learners.

Postgraduate Diploma in Business Administration (PGDBA) is designed to develop understanding in the field of business and administration. It closely integrates current management theory and practice. PGDBA programme provides learners the required exposure to various processes and functions of business management.

Objectives

- ✓ To provide knowledge about different business departments and their activities and functions
- ✓ To provide information about different ways of business finance, including Accounting, Financial Management and Entrepreneurship.
- ✓ To provide clear understanding of organization and their structure including motivation, control and communication
- ✓ To develop understanding of the core and current frameworks, theories and tools and to assess their relevance with respect to issues of twenty-first century leading and managing
- ✓ To demonstrate the ability to identify critique and synthesis complex information and apply it to problem-solving and decision-making exercises as an individual and as a team member.

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Subject Code	Course Code	Subject Name	Credit
		First Semester	Theory
PGDBA-101	PGDBA	Principles of Management	4
PGDBA-102	PGDBA	Economic Environment for Business	4
PGDBA-103	PGDBA	Accounting for Managers	4
PGDBA-104	PGDBA	Managerial Skill and Communicaiton	4
		Second Semester	Theory
PGDBA-201	PGDBA	Enterpreneurship	4
PGDBA-202	PGDBA	Marketing Management	4
PGDBA-203	PGDBA	Human Resource Management	4
PGDBA-204	PGDBA	Financial Management	4
			32

Outline of the Programme:

- The code for this course is PGDBA.
- For every semester and for every course the codes will be different.
- Postgraduate Diploma in Business Administration (PGDBA) consists of Eight (08) Subjects in the duration of twelve (12) months, which is divided into two semesters.
- The student is entitled to get 4 credits of one subject.
- The whole PGDBA course will have a total of 32 credits.
- Eligibility for Admission: Any Graduate from a recognized university is eligible for enrolment in the programme.
- Duration of Course: Minimum 1 year and Maximum 4 years.
- Course fee: Rs. 7500/- per Semester
- Centers: Recognized/Approved study centers of University
- SLM (Self learning Material): It will be provided to all Enrolled students.
- Counseling sessions: Saturday and Sunday at all approved centers.
- Students are required to submit two assignments to the study center for the evaluation purpose. For their assignment's submission, they must follow the deadlines assigned by the university.
- Semester wise Exams: January/ February & June/ July

Assessment

Assessment of Student	
Continuous Evaluation	Based on the Assignment (30%)
Yearly Exams	Based on Yearly Exams (70%)
Standard of Success	To pass 35% marks in Assignment and Yearly Evaluation

Facilities

- ❖ Counselling sessions at the respective Learner Support Centre.
- ❖ ICT Support: ICT support is a major component of any ODL system of education. Our University has as such given emphasis on this. Some ICT-based support systems provided by the University for the learners of are listed below:
 - Website: www.baou.edu.in
 - E - Self Learning Material
 - Swadhyaya TV
 - VANDE Gujarat — Dedicated VANDE Gujarat Channel Number 16
 - Virtual Classroom
 - Online Admission
 - Secured Examination
 - Cash-Less Campus
 - ASK-ME kiosk
 - Educational Apps

Course Outcomes

- It will help learner's master rigorous disciplines of problem analysis and solutions.
- It will develop strategic thinking and planning so as to defend market share locally and seek competitive advantages in the world markets.
- To define clear approaches to strategic management with regard to specific overseas markets environmental conditions, i.e., social, cultural, political, technological and economic trends.
- It will enhance effectiveness of learners from different organizations and nations through cross-fertilization, achieved by the sharing of experience and viewpoints.



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