

# DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

(Established by Government of Gujarat)

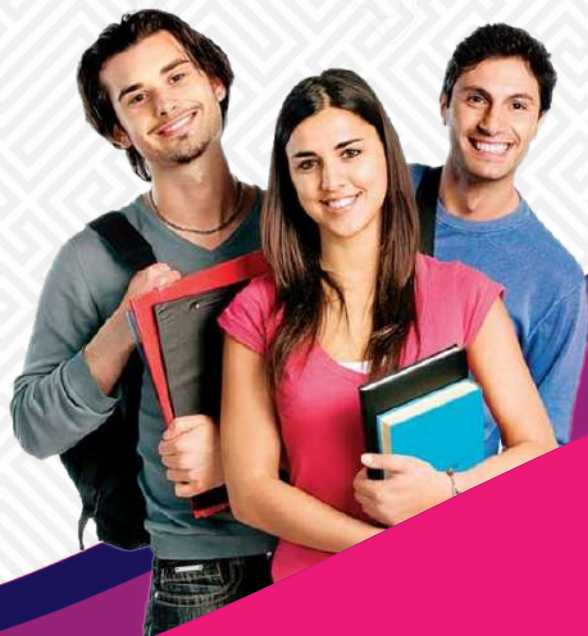
School of Commerce and Management  
Revised Syllabus for  
Bachelor of Business Administration (BBA)  
June-2020

## BBA Programme

Revised Syllabus 2020 Onwards  
(As per UGC Model Curriculum)



**BAOU**  
Education  
for All



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

Bachelor of Business Administration (BBA) helps learners build their path in the field of business and administration and make successful career in future. Bachelor of Business Administration programme is developed for exploring management knowledge and skills in the learners. The programme is designed in such a way so as to develop basic business and administration skills in the learners.

## Objectives

- ✓ To provide knowledge about different business departments and their activities and functions
- ✓ To provide information about different ways of business finance including accounting and bookkeeping
- ✓ To provide clear understanding of the organization and their structure including motivation, control and communication.
- ✓ 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.
- ✓ To develop the critical and research skills necessary to prepare learners for successful further study.
- ✓ To prepare learners' for higher studies in business at home, Indian universities or abroad.

Course Code	Course Name	Credit	
<b>First Year - First Semester</b>			
BBAR-101	Principles Of Management	4	-
BBAR-102	Basics Of Accounting	4	-
BBAR-103	Business Communication Skills	4	-
BBAR-104	Business Economics	4	-
<b>First Year - Second Semester</b>			
BBAR-201	Marketing Management	4	-
BBAR-202	Financial Management	4	-
BBAR-203	Computer Application	4	2
BBAR-204	Individual And Organisational Behaviour	4	-
<b>Second Year - Third Semester</b>			
BBAR-301	Busines Environment	4	-
BBAR-302	Human Resource Management	4	-
BBAR-303	Management & Information System	4	-
BBAR-304	Business Analytics	4	-
<b>Second Year - Fourth Semester</b>			
BBAR-401	Basics Of Research Methods	4	-
BBAR-402	Business And Industrial Laws	4	-
BBAR-403	Service Marketing	4	-
BBAR-404	Production & Operation Management	4	-
<b>Third Year - Fifth Semester</b>			
BBAR-501	Direct And Indirect Taxes	4	-
BBAR-502	Cost Accounting	4	-
BBAR-503	Entrepreneurship Development	4	-
BBAR-504	Project Work (research Methods And Rol)		6

Course Code	Course Name	Credit	
	<b>Third Year - Sixth Semester</b>		
BBAR-601	financial services	4	-
BBAR-602	management accounting	4	-
BBAR-603	corporate governance & business ethics	4	-
BBAR-604	project (analysis & report writing)		6

## Outline of the Programme

- The code for this programme is BBA.
- For every semester and for every course the codes will be different.
- This programme is divided into six semester.
- The student is entitled to get 4 credits of one subject.
- The whole BBA programme will have a total of 102 credits.
  - The course is alienated into 3 parts.
  - Core Courses
  - General Management Courses
- Project Work (Research Methods and ROL, Analysis & Report Writing)
- Eligibility for Admission: 10+2 or equivalent examination passed (in any stream) from a Council/ University recognized by UGC.
- Duration of Programme: Minimum 3 years and Maximum 8 years.
- Programme Fee : Rs. 4000/- 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](http://www.baou.edu.in)
  - E - Self Learning Material
  - Swadhyaya TV
  - VANDE Gujarat — Dedicated VANDE Gujarat Channel Number 16
  - Virtual Classroom
  - Online Admission
  - ASK-ME kiosk
  - Educational Apps
  - Secured Examination
  - Cash-Less Campus

## Programme Outcomes

- The Bachelor of Business Administration (BBA) Programme would enable the learners to acquire knowledge of various fields such as management principles, process and concepts.
- It will prepare learners for further research and to pursue higher studies in this line.
- The programme will help the learners to seek career avenues various sectors.
- The programme will provide the learners a solid grounding in the business administration, entrepreneurship considerations necessary for their successful management.
- It gives them a wing to approach of all the different sectors in Management, and the opportunity to acquire specialist expertise in a given field.



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