

IGNOU

**‘Bachelor of Arts (Vocational Studies) Micro Small and Medium Enterprises (BAVMSME)’
(Open and Distance Learning)**

Admissions are Open for July 2022 Session

Programme Admissions Link: <https://ignouadmission.samarth.edu.in/>

IGNOU's School of Vocational Education and Training (SOVET) has launched ‘Bachelor of Arts (Vocational Studies) Micro Small and Medium Enterprises (BAVMSME)’ programme. The BAVMSME is meant for 10+2 passouts and will cater to the present needs of young entrepreneurs. It is a Multi-disciplinary programme which caters to the present needs of budding entrepreneurs and aids in developing knowledge and skills to establish a new business venture. The programme will provide University level education in new fields of knowledge and entrepreneurial areas which would fulfill the demands of starting new businesses vis-à-vis employment generation and add towards the economy of the country. To earn a BA Degree in a discipline, a learner has to complete courses worth 132 credits (22 credits in per semester) in a minimum of six semesters (three years).

<p>Eligibility: 10+2 or its equivalent Medium: English Duration: 3 years (validity upto 6 years) Session: Offered in both January and July cycle Fee: Rs. 5100/- Per Year (Total Fee for 3 years = 15,300/-)</p>	<p>Main Objectives Studying Market demand before initiating a new venture Facilitating successful and profitable operation of a business enterprise Inculcating managerial skills and enhancing interpersonal and leadership skills for empowerment of self and others Providing Innovative and competency-based approach in the area of entrepreneurship</p>
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Programme Details:

1st Year (44 Credits)		
Course Code	Course Title	Credits
BEGLA -136	English at work place	6
BTMC-134	Entrepreneurship and Small Business	6
BECC-101	Introductory Microeconomics	6
BEVAE- 181	Environmental Studies	4
BCOLA -138	Business Communication	6
BEGLA-135	English in Daily Life	6
BCOC-131	Financial Accounting	6
BEGAE-182	English Communication skills OR Hindi Bhasha OR MIL	4
2nd Year (44 Credits)		
BERC-131	CSR Projects and Programmes	6
BCOC -132	Business Organization and Management	6
BCOC- 133	Business Law	6
BPCS -186	Managing Stress	4
BERC-132	IPR for MSME'S and Start-ups	6
BCOE -141	Principals of Marketing	6
ECO- 13	Business Environment	4
BERGP-171	Project	6
3rd Year (44 Credits)		
BERC-133	MSMEs and Rural India	6
BERE-141	Institutional Support to MSMEs	6
BERE-142	Documentation for MSMEs	6
BPAS-184	Logistics Management	4
BERE-143	Traditional & Rural Enterprise	6
BERE-144	Entrepreneurial Sectors	6
BCOS-184/183	E-commerce OR Computer Application in Business	4
BERG-172	Human Resource Management and Industrial Relations In MSMEs	6

Programme Coordinators: Dr. Rachna Agarwal and Dr. Geetika S Johry, School of Vocational Education and Training; Email: bamsme@ignou.ac.in ; Ph.: 011-29571646/47/43