

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
Planning & Development Division

IG/P&DD/ODL/Launch/ 1467
 July 1, 2024

Academic Programme Launch Notification No. 152
Bachelor of Arts (Micro, Small & Medium Enterprises)
BAMSME

With the approval of the Competent Authority, the Programme Bachelor of Arts (Micro, Small & Medium Enterprises) - BAMSME will be offered through ODL mode from July 2024 session, as per the following details:

Eligibility: 10+2 (Sr. Secondary) from Recognized Board (In any discipline)

Medium of Instruction: English

Duration: Minimum: 3 years; Maximum: 6 Years

Fee Structure: ₹ 5100 per year (Total fees ₹ 15,300/-)

Programme Details: Total Credits 120 credits

Examination Mode: Annual

Study Materials: Print and Digital (Both)

Expected Enrolment: 500-1000

Courses:

S. No.	Title of the Course	Course Code	Type of Course	Course Credits
Semester - 1				
1	English at workplace	BEGLA – 136	Discipline specific core course	6 credits
2	Entrepreneurship and Small Business	BTMC-134	Discipline specific core course	6 credits
3	Introductory Microeconomics	BECC-101	Interdisciplinary course/ Skill Enhancement course	6 credits
Semester - 2				
1	Business Communication	BCOLA-138	Discipline specific core course	6 credits
2	Financial Accounting	BCOC-131	Discipline specific core course	6 credits
3	Environmental Studies	BEAVE-181	Ability Enhancement course	4 credits
4	Value Education	BEDSV-101	Value Added course	6 credits
Semester - 3				
1	CSR Projects & Programs	BERC-131	Discipline specific core course	6 credits
2	Business Organization and Management	BCOC-132	Discipline specific core course	6 credits
3	English Communication Skills Hindi Bhasha Urdu Sanskrit	BEGAE-182 BHDAE-182 BUDAE-182 BSDAE-182	Ability Enhancement course (any one)	4 credits

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S. No.	Title of the Course	Course Code	Type of Course	Course Credits
4	Managing Stress	BPCS-186	Interdisciplinary course/ Skill Enhancement course	4 credits
Semester - 4				
1	IPR for MSMEs & Start-ups	BERC-132	Discipline specific core course	6 credits
2	Principals of Marketing	BCOE-141	Discipline specific core course	6 credits
3	Entrepreneurship	BCOS-185	Minor course	4 credits
4	Computer Application in Business	BCOS-183	Interdisciplinary course/ Skill Enhancement course	4 credits
Semester - 5				
1	MSMEs and Rural India	BERC-133	Discipline specific core course	6 credits
2	Institutional Support to MSME	BERE-141	Discipline specific core course	6 credits
3	Documentation for MSMEs	BERE-142	Minor course	4 credits
4	Logistics Management	BPAS-184	Interdisciplinary course/ Skill Enhancement course	4 credits
Semester - 6				
1	Traditional & Rural Enterprise	BERE-143	Discipline specific core course	6 credits
2	Entrepreneurial Sectors	BERE-144	Discipline specific core course	6 credits
3	HRM and Industrial relation in MSMEs	BERG-172	Minor course	4 credits
4	E-commerce	BCOS-184	Interdisciplinary course/ Skill Enhancement course	4 credits

Details of Approval:

Approved in 64th ACSC meeting held on 28.05.2024.

Contact Details of Programme Coordinator:

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Neel Anu
01/07/24
Director, P&DD

To

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

निदेशक / Director
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Planning & Development Division
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