

PROGRAMME GUIDE

FOR

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

ODL & OL

(w.e.f. 2024-25)



Centre for Distance and Online Education

Jamia Millia Islamia, New Delhi-25

(A Central University by an Act of Parliament)

Accredited 'A++' Grade by NAAC

DIRECTOR'S MESSAGE

Dear Students,

It is a pleasure welcoming you to Jamia Millia Islamia for the BBA (ODL) Programme under distance mode being offered at the Centre for Distance and Online Education.

Education, needless to reiterate, is a sine qua non for the growth of a nation and the personality development of its citizens. Plagued by the existence of various structural problems and prejudicial practices leading to divisiveness in the social order, various governments that have struggled to evolve an egalitarian order based on Gandhiji's dream of social justice and Nehru's meditations on equity have finally found an answer in education. Distance education is one of the many, multi-pronged instruments adopted to promote literacy across India. It aims not just to foster social mobility and lifelong education but also to uphold the core values of Indian society, that is, democracy, secularism, social justice and equality of opportunity.

The Jamia Millia Islamia in its endeavor to endorse and promote these values and advance literacy, has pledged to take education to the doorsteps of the learners.

I wish you success in your educational endeavors.

Prof. Jasim Ahmad

Hony. Director

Centre for Distance and Online Education

Jamia Millia Islamia

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Jamia Millia Islamia

CDOE, JMI

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JAMIA MILLIA ISLAMIA

Jamia Millia Islamia, the lusty child of the Non-Cooperation Movement, was founded at Aligarh in response to Gandhi Ji's call to boycott British-supported educational institutions. Shaikhul-Hind, Maulana Mahmud Hasan of Dar-ul-Uloom, Deoband, a victim of the British imperial viciousness in the Mediterranean Island of Malta, laid its foundation at Aligarh on 29th October 1920. Subsequently, in 1925, it moved from Aligarh to Delhi. Ever since then, Jamia has shown a gradual, but continuous growth, at times in spurts and gushes, and others through prolonged processes of slow maturation.

A 'Deemed to be University' status was bestowed to the Jamia in June 1963 under Section 2 of the University Grants Commission Act and eventually, on 26th December 1988, through an Act of the Indian Parliament, the Jamia blossomed into a full-fledged Central University.

Distinguished national leaders - Mahatma Gandhi, Maulana Mohammed Ali Jauhar, Hakim Ajmal Khan, Dr. Mukhtar Ahmad Ansari, Maulana Abul Kalam Azad, and Dr. Zakir Husain were among its founders.

Accredited A++ by NAAC along with an NIRF University Ranking 3rd in 2023, Jamia Millia Islamia is an ensemble of multi-layered educational system, which covers all aspects of schooling, undergraduate, and post-graduate education. The university recognizes that teaching and research are complementary components in its march toward academic excellence. Moreover, Jamia Millia Islamia is amongst the few universities in India launching online Degree Programmes making the education more reachable to learners across the world.

The Jamia Millia Islamia has well-developed 11 faculties namely Sciences; Life Sciences, Social Sciences; Engineering and Technology; Education; Humanities and Languages; Architecture and Ekistics; Fine Arts; Law; Management Studies, and Dentistry. The 11 faculties have been divided into 42 departments. In addition to these JMI has 30 centres of learning like AJK Mass Communication Research Centre, The Centre for Peace and Conflict Resolution; Academy of International Studies; Centre for Culture, Media and Governance; Dr. K. R. Narayanan Centre for Dalit and Minorities Studies; Centre for Nano-sciences and Nanotechnology; FTK Centre for Information Technology; Centre for West Asian Studies; Centre for Physiotherapy and Rehabilitation Sciences; Centre for Theoretical Physics; and Centre for Interdisciplinary Research in Basic Sciences, etc.

Indeed, the Jamia has come a long way in her march to carve a 'distinct' niche in the academic world as a Centre for higher learning without compromising or altering her foundational values of secularism and democracy and her commitment to a composite Indian nationalism.

CENTRE FOR DISTANCE AND ONLINE EDUCATION

The Centre for Distance and Open Learning (CDOL), now re-designated as Centre for Distance and Online Education (CDOE), was established at Jamia Millia Islamia in September 2002 under the auspices of the Distance Education Council (DEC) currently rechristened as Distance Education Bureau (DEB). In 2009, the CDOL, now CDOE, was approved by the Ministry of Human Resource Development (MHRD), Government of India (GoI).

The objectives of the Centre include the provision of space for higher education to those who are inaccessible to the benefits of a formal system of education and to take education to the doorstep of the learner.

The Centre provides comprehensive self-learning material, which is supplemented by counselling sessions. The self-learning material is prepared by the subject experts keeping in mind that the learners come from varied educational backgrounds so that they can make optimum use of the material. Moreover, the counselling classes are taken by senior faculty members who have been a source of great help to distance-mode learners. Given the changing situation and time, the Centre has also adapted the new technological advancement to conduct all the classes through online platforms. Considering the present situation, CDOE is planning to start offline counselling sessions for a few programmes in the forthcoming session.

The Centre has established Learner Support Centres located at various locations across India such as Assam, Bihar, Haryana, Kerala, Punjab, Rajasthan, UP, West Bengal, Delhi & NCR. These LSCs also play a significant role in reaching out to learners hailing from rural areas.

Open and Distance Learning (ODL) & Online Learning (OL) Mode Programmes

“Online Learning Mode means a mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-Learning Materials and full-fledged programme delivery through the internet using technology assisted mechanism and resources”.

“Open and Distance Learning Mode means a mode of providing flexible learning opportunities by overcoming separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive face-to-face meetings with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences”.

The Centre for Distance and Online Education, JMI is one of the few reputed Higher Education Institutes to provide the UG, PG, and Diploma Programmes in Open and Distance Learning (ODL) &

Online Learning (OL) mode. CDOE has been providing Online Degree programmes since 2021. The Centre aims to make optimum use of technological advancement in imparting Education through the Online Mode and facilitate the learners with ease. Given the recent developments in the area of education and resultant positive changes, the Centre has also adopted varied Online Methods of Evaluation and Online Teaching. Such use of technology has bridged a gap between the learner and facilitator and made education more accessible to learners based in far-flung areas. Moreover, these Online Programmes are also accessible to Foreign Nationals who are interested in pursuing education at our Institute.

1. ABOUT THE PROGRAMME

1.1. Introduction of the Programme

Bachelor of Business Administration Programme (BBA) offered by the Centre for Distance and Online Education, Jamia Millia Islamia in both Open and Distance Learning (ODL) and Online Learning (OL) mode is an innovative programme utilizing Self Learning Materials along with Counselling Sessions. The objectives of the programme are to prepare the students with the necessary conceptual, entrepreneurial and analytical skills required for handling modern and technical business operations at global levels.

1.2. Admission Eligibility Criteria

10+2 passed or its equivalent from a recognised board.

1.3. Duration of the Programme

A student may successfully complete each course of the programme in a minimum of three years and a maximum of six years.

| | |
|-------------------------|--------------------|
| Minimum Duration | Three Years |
| Maximum Duration | Six Years |

1.4. Medium of Instruction

| | |
|----------------|--------------|
| English | Hindi |
|----------------|--------------|

The self-learning materials and assignments in the programme will be primarily available in English.

1.5. Programme Fee

| | | |
|----------------------------|----------------------------|----------------------------|
| 1st Year | 2nd Year | 3rd Year |
| Rs 8800 | Rs 8800 | Rs 8800 |

1.6. Programme Structure

The Programme has been divided into 3 years. There will be one annual examinations conducted at the end every academic year.

| | | | |
|----------------------------|---|---|---|
| Year | 1 | 2 | 3 |
| No. of Paper/Course | 6 | 7 | 7 |

The year wise programme structure is depicted below:

Year 1

| S. No. | Course Code | Course Title | Evaluation Scheme | | Total |
|--------|-------------|-----------------------------------|-------------------|----------|-------|
| | | | Assignment | Term End | |
| 1 | BBA-101 | Principles of Business Management | 30 | 70 | 100 |
| 2 | BBA-102 | Business Economics | 30 | 70 | 100 |
| 3 | BBA-103 | Financial Accounting | 30 | 70 | 100 |
| 4 | BBA-104 | Business Regulatory Framework | 30 | 70 | 100 |
| 5 | BBA-105 | Business Communication | 30 | 70 | 100 |
| 6 | BBA-106 | Principles of Marketing | 30 | 70 | 100 |
| Total | | | 180 | 420 | 600 |

Year 2

| S. No. | Course Code | Course Title | Evaluation Scheme | | Total |
|--------|-------------|-------------------------------------|-------------------|----------|-------|
| | | | Assignment | Term End | |
| 1 | BBA-201 | Business Mathematics and Statistics | 30 | 70 | 100 |
| 2 | BBA-202 | Information Technology in Business | 30 | 70 | 100 |
| 3 | BBA-203 | Corporate Law | 30 | 70 | 100 |
| 4 | BBA-204 | Introduction to Business Finance | 30 | 70 | 100 |
| 5 | BBA-205 | Business Environment | 30 | 70 | 100 |
| 6 | BBA-206 | Marketing Communication | 30 | 70 | 100 |
| 7 | BBA-207 | Advertising Practices | 30 | 70 | 100 |
| Total | | | 210 | 490 | 700 |

Year 3

| S. No. | Course Code | Course Title | Evaluation Scheme | | Total |
|--------|-------------|--------------------------------------|-------------------|----------|-------|
| | | | Assignment | Term End | |
| 1 | BBA-301 | Fundamental of Entrepreneurship | 30 | 70 | 100 |
| 2 | BBA-302 | Cost and Management Accounting | 30 | 70 | 100 |
| 3 | BBA-303 | Advertising Media Choices | 30 | 70 | 100 |
| 4 | BBA-304 | Personal Selling and Salesmanship | 30 | 70 | 100 |
| 5 | BBA-305 | Management of the Sales Force | 30 | 70 | 100 |
| 6 | BBA-306 | Sales Promotion and Public Relations | 30 | 70 | 100 |
| 7 | BBA-307 | Human Resource Management | 30 | 70 | 100 |
| Total | | | 210 | 490 | 700 |

1.7. Detailed Course Structure

BBA 101: Principles of Business Management

Block 1: Business and Management: An Introduction

- Unit 1: Nature and Scope of Business, Forms of Business Organization
- Unit 2: Nature and Scope of Management
- Unit 3: Approaches to the Study of Management
- Unit 4: Functions and Principles of Management

Block 2: Planning and Organizing

- Unit 5: Fundamentals of Planning
- Unit 6: Plans, Policies, Schedules and Procedures
- Unit 7: Organizing: Basic Concepts
- Unit 8: Departmentation and Forms of Authority Relationships
- Unit 9: Delegation and Decentralization

Block 3: Staffing and Directing

- Unit 10: Staffing
- Unit 11: Directing
- Unit 12: Motivation
- Unit 13: Leadership
- Unit 14: Communication

Block 4: Coordination and Control

- Unit 15: Coordination
- Unit 16: Process of Control
- Unit 17: Techniques of Control
- Unit 18: Management of Change

BBA 102: Business Economics

Block 1: Fundamental Problems of Economic Systems and Basic Concepts

- Unit 1: Fundamental Problems of Economic Systems
- Unit 2: Basic Concepts
- Unit 3: Economic Systems

Block 2: Consumer Behaviour and the Demand Theory

Unit 4: Law of Diminishing Marginal Utility and Equal-Marginal Utility

Unit 5: Indifference Curve Analysis

Unit 6: Consumer Demand

Unit 7: Elasticity of Demand

Block 3: Theory of Production

Unit 8: Production Function I

Unit 9: Production Function II

Unit 10: Law of Supply and Elasticity of Supply

Unit 11: Theory of Costs and Cost Curves

Block 4: Theory of Price

Unit 12: Equilibrium Concept and Conditions

Unit 13: Perfect Competition

Unit 14: Monopoly

Unit 15: Monopolistic Competition

Unit 16: Oligopoly

Block 5: Distribution of Income

Unit 17: Theory of Distribution

Unit 18: Distribution of Income I: Wages and Interest

Unit 19: Distribution of Income II: Rent and Profit

Unit 20: Inequality of Income

BBA 103: Financial Accounting

Block 1: Accounting Fundamentals and Final Accounts

Unit 1: Basic Concepts of Accounting, Accounting Standard & IFRS

Unit 2: The Accounting Process

Unit 3: Cash Book and other Subsidiary Books

Unit 4: Concept relating to Final Accounts, Final Account-I and Final Account-II

Block 2: Accounts from Incomplete Records

Unit 5: Self-Balancing System

Unit 6: Accounting from Incomplete Records-I

Unit 7: Accounting from Incomplete Records-II and III

Block 3: Accounts of Non-trading Concerns, Depreciation, Provisions and Reserves

Unit 8: Accounts of Non-trading Concerns – I

Unit 9: Accounts of Non-trading Concerns -II

Unit 10: Depreciation-I and II

Block 4: Branch and Departmental Accounts

Unit 11: Branch Accounts - I

Unit 12: Branch Accounts –II

Unit 13: Departmental Accounts

Block 5: Hire Purchase Accounts

Unit 14: Hire Purchase Accounts - I

Unit 15: Hire Purchase Accounts - II and III

Block 6: Partnership Accounts

Unit 16: General Introduction and Distribution of Profits

Unit 17: Admission of a Partner

Unit 18: Retirement of a Partner

Unit 19: Dissolution of a Partnership Firm

BBA 104: Business Regulatory Framework

Block 1: General Law of Contracts I

Unit 1: Essentials of a Contract

Unit 2: Offer and Acceptance

Unit 3: Capacity of Parties

Unit 4: Free Consent

Block 2: General Law of Contract II

Unit 5: Consideration and Legality of Object

Unit 6: Void Agreements and Contingent Agreements

Unit 7: Performance and Discharge

Unit 8: Remedies for Breach and Quasi Contracts

Block 3: Specific Contracts

Unit 9: Indemnity and Guarantee

Unit 10: Bailment and Pledge

Unit 11: Contract of Agency

Unit 12: Carriage of Goods

Block 4: Partnership

Unit 13: Definition and Registration of Partnership

Unit 14: Rights, Duties and Liabilities of Partners

Unit 15: Limited Liability Partnership

Unit 16: Dissolution of Partnership Firms

Block 5: Sale of Goods

Unit 17: Nature of Contract of Sale

Unit 18: Conditions of Warranties.

Unit 19: Transfer of Ownership and Delivery

Unit 20: Rights of an Unpaid Seller

BBA 105: Business Communication

Block 1: Communication Concept & Functions

Unit 1: Communication: Concept and its role in present day business organization

Unit 2: Communication Process

Unit 3: Good Communication

Unit 4: Verbal and non-verbal communication

Block 2: Methods of Communication

Unit 5: Dimensions of Communication

Unit 6: Intra-organizational Communication

Unit 7: Communication Channels

Unit 8: Basics & Breakdown in Communication

Block 3: Effective Communication, Speaking and Oral Reporting

Unit 9: Guidelines for Effective Communication

Unit 10: Effective Speaking

Unit 11: Presentation & Interview

Unit 12: Listening

Block 4: Public Communication, Business Correspondence & Report Writing

Unit 13: Communication for Customers / Public (External Communication)

Unit 14: Business Correspondence

Unit 15: Effective Business Letters

Unit 16: Types of Report and Notice, Report Writing & Agenda and Minutes

BBA 106: Principles of Marketing

Block 1: Marketing Concepts and Environment

Unit 1: Basic Concepts of Marketing

Unit 2: Marketing Environment

Unit 3: Markets and Marketing Segmentation

Unit 4: Consumer Behavior

Block 2: Product Differentiation and Packaging

Unit 5: Product concept and Classification

Unit 6: Product Development and Product Life Cycle

Unit 7: Branding

Unit 8: Packaging

Block 3: Pricing

Unit 9: Pricing

Unit 10: Discounts and Allowances

Unit 11: Regulation of Prices

Block 4: Distribution

Unit 12: Distribution Channels

Unit 13: Whole Seller and Retailer

Unit 14: Physical Distribution

Block 5: Promotion

Unit 15: Distribution Channels

Unit 16: Personal Selling & Sales Promotion

Unit 17: Advertising and Publicity

BBA 201: Business Mathematics and Statistics

Block 1: Function and Progression

Unit 1: Function and Progression

Unit 2: Arithmetic Progression and Series

Unit 3: Geometric Progression and Series

Block 2: Permutation and Combination

Unit 4: Fundamental Principles of Counting

Unit 5: Permutation & Combination

Unit 6: Matrices and Determinants

Unit 7: Differentiation

Unit 8: Integration and Its Application

Block 3: Basic Statistical Concepts

Unit 9: Meaning and scope of statistic

Unit 10: Organizing a Statistical Survey

Unit 11: Accuracy, Approximation and Errors

Unit 12: Ratios, Percentages and Rates

Block 4: Collection, Classification and Presentation of Data

Unit 13: Collection and classification of Data

Unit 14: Tabular Presentation

Unit 15: Diagrammatic and Graphic Presentation

Block 5: Measures of Central Tendency, Dispersion and Skewness

Unit 16: Concept of Central Tendency, Mean, Median, Mode, and Geometric, Harmonic and Moving Averages

Unit 17: Measures of Dispersion – I & II

Unit 18: Measures of Skewness

BBA 202: Information Technology in Business

Block 1: Computer Basics, Information Technology and Number Systems

Unit 1: Computer Basics

Unit 2: Introduction to Information Technology

Unit 3: Advanced Information Technology

Unit 4: Number Systems

Block 2: Computer Organization, Architecture and Memory Storage

Unit 5: Computer Organisation

Unit 6: Memory Unit

Unit 7: Operating System

Unit 8: Database Fundamentals

Block 3: Computer Software Communications, Internet and Security

Unit 9: Computer Software

Unit 10: Computer Communications

Unit 11: Internet and Its Tools

Unit 12: Computer Security

Block 4: Microsoft Office

Unit 13: Word Processor- MS-Word

Unit 14: MS- Excel

Unit 15: MS Power Point

Unit 16: MS Access & Internet Application

BBA 203: Corporate Law

Block 1: Company and Its Formation

Unit 1: Nature and Types of Companies

Unit 2: Public and Private Company

Unit 3: Promoters

Unit 4: Formation of a Company

Block 2: Principal Documents

Unit 5: Memorandum of Association

Unit 6: Articles of Association

Unit 7: Prospectus

Block 3: Capital and Management

Unit 8: Share and Loan Capital

Unit 9: Allotment of Shares

Unit 10: Membership of a Company

Unit 11: Directors

Block 4: Meetings and Winding Up

Unit 12: Company Secretary

Unit 13: Meetings and Resolutions

Unit 14: Winding Up

BBA 204: Introduction to Business Finance

Block 1: Introduction

Unit 1: Scope of Financial management, Nature and Functions of Finance, Objectives of Financial Management

Unit 2: Emerging role of Financial Manager in India Organizational, Regulatory and Tax Framework

Unit 3: Forms of Business Organization Regulatory framework of Financial Management

Unit 4: Industrial Policies, Indian Companies Act 1956, Securities and Exchange Board of India (SEBI) Guidelines

Block 2: Financial Securities, Capitalization and Capital Structure

Unit 5: Nature and Characteristics of different Securities, Valuation of Fixed-Income Securities and Equity Shares, Meaning and nature of Capital Structure

Unit 6: Leverages operating and Financial, EBI-EPS Analysis for Capital Structure Planning Assessment of Debt Capacity

Unit 7: Guidelines for Capital Structure Planning, Guidelines for New Shares and Debentures

Unit 8: Meaning and definition of Capitalization, Over and Under Capitalization – their causes and remedies

Block 3: Short Term Financial Requirement

Unit 9: Meaning and nature of working Capital its need and importance. Factors effecting working capital requirement

Unit 10: Estimating W C. Requirement, W.C financing policy Dividend Payout ratio

Unit 11: Managerial Consideration in determining Dividend payout Factors effecting Dividend Policy, Dividend Stability

Unit 12: Dividend Policy and Share Valuation Traditional Position, Walter Model, M.M. Position

Block 4: Capital Budgeting

Unit 13: Meaning, need and importance of Capital Budgeting, Factors effecting Capital Budgeting Unit 14: Meaning and methods of evaluating projects, Caparison of present value and internal rate of return methods, Capital Rationing

Unit 15: Cost of Capital - required returns on Capital Investment; Meaning and Importance of Cost of Capital

Unit 16: Measurement of Cost of Debt and Preference Share Capital, and retained earnings, Overall cost of Capital of the firm

BBA 205: Business Environment

Block 1: Introduction of Business Environment

Unit 1: Nature and Dimension of Business Environment

Unit 2: Economic Environment: An Overview

Unit 3: Structure of Indian Economy

Unit 4: Social and Cultural Environments

Block 2: Business and Government

Unit 5: Role of Government in Business

Unit 6: Macro Economic Policies

Unit 7: Consumer Protection

Block 3: Economic Policy and Framework

Unit 8: Industrial Policy

Unit 9: Industrial Sickness

Unit 10: Industrial Relations

Unit 11: Small Scale Sector

Block 4: External Sector and Economic Reforms

Unit 12: Foreign Investment and MNCs

Unit 13: India's Foreign Trade

Unit 14: Balance of Payment and EXIM Policy

Unit 15: International Trade Relations

BBA 206: Marketing Communication

Block 1: Overview of Marketing Communication

Unit 1: Meaning, Scope and feature of communication importance of communication, qualities of a good communication system, Communication models.

Unit 2: Role and importance of marketing communication, Marketing communication mix and its environment culture and sub culture, Social Class, reference group, motivation.

Unit 3: Perception, cognition, Information process, model learning and the consumer learning Process, Group's Impact on communication, Diffusion Adoption process.

Block 2: Marketing Information System

Unit 4: Communication Network Process, Importance of feedback in communication, 7C's of communication and ten commandments of communication.

Unit 5: Steps involved in developing effective marketing communication system and skills.

Unit 6: Dimensions of communication, mechanical devices in communication, communication models in marketing; Graphic model verbal models.

Block 3: Advertising, Personal Selling, Public Relation, Sales Promotion and Publicity

Unit 7: Advertising Meaning and Importance, Medias of advertising, measurement of effectiveness of advertising.

Unit 8: Personal Selling: Meaning and Importance, quality of successful salesman, Sales representatives as marketing communicators.

Unit 9: Sales promotion: meaning and importance, sales promotion techniques, managing sales force Promotion, public relation and publicity its meaning.

Block 4: Integrated Communication in Marketing

Unit 10: Direct marketing: meaning, growth and features designing effective direct response packages.

Unit 11: Ethical Issues in marketing communication, deceptive marketing social marketing communication. A framework for strategy; creative approaches that work.

Unit 12: Barriers to communication; types of barriers, overcoming communication barriers.

Block 5: Emerging trends and evaluation of marketing Communication

Unit 13: Emerging Trends in marketing communication Web, networking, Internet, Video Conferencing System, File Transfer Protocol (FTP), other means of international communication.

Unit 14: The future medium of communication, Email, international communication, getting online, what is required

Unit 12: Evaluation of communication, Variable of evaluation marketing communication, communication path, market control, conflicts and management, Building marketing strategies.

BBA 207: Advertising Practices

Block 1: Introduction of Advertising

Unit 1: Advertising Fundamentals: Definition, Objectives, Media of Advertising, Merits and Limitations of Advertising.

Unit 2: The Nature of Advertising: Product advertising, Institutional Advertising

Unit 3: Importance of Advertising in Modern Marketing, Role of Advertising in national economy, Advertising as a career.

Unit 4: Knowledge about Consumer Product, Product Life Cycle, Consumer Market

Block 2: Types of Advertising

Unit 5: Types of Advertising Commercial and Non Commercial Advertising; Primary demand and selective demand, classified and Displays, comparative and Co-operative advertising.

Unit 6: Outdoor advertising, Banners, Posters, Signboards, Ad on Wheels.

Unit 7: Advertising Media: Radio, Television Newspapers, Magazine, Internet and Mobile advertising.

Block 3: Advertising Message

Unit 8: Advertising Message: Ad copy, Preparation of an effective advertising copy, Message design and development.

Unit 9: Layout of advertisement: Headlines, Illustrations, Slogan, Seal of Approval, Elements of a Broadcast Copy, copy for direct mail.

Unit 10: Role of celebrities, Models, Fashion shows, Glamour of aid.

Block 4: Advertising Budget

Unit 11: Advertising budget; Budget setting, factor affecting advertising expenditure in a company. Unit 12: Advertising effectiveness, Ad evaluation, Types of Ad evaluation.

Unit 13: Ethical issue in Advertising, Deceptive & Misleading Practices.

BBA 301: Fundamentals of Entrepreneurship

Block 1: Entrepreneurship Theories & Environment

Unit 1: The Entrepreneur

Unit 2: Theories of Entrepreneurship

Unit 3: Entrepreneurial Environment

Block 2: Planning and Promotion of Venture

Unit 4: Identification of Business Opportunities

Unit 5: Promotion of a Venture

Unit 6: Requirements for a Business

Block 3: Entrepreneurial Behaviour & Programmes

Unit 7: Economic System & Entrepreneurial Behaviour

Unit 8: Entrepreneurial Behaviour & Social Responsibilities

Block 4: Entrepreneurship Development Programmes

Unit 9: EDPs and Small Business

Unit 10: Women Entrepreneurship

Unit 11: Small Business

Block 5: Incentives and Support

Unit 12: Institutional Financial/Promotional Support

Unit 13: Incentives and subsidies

Unit 14: Export and Import Procedure

BBA 302: Cost and Management Accounting

Block 1: Basic Concepts

Unit 1: Introduction: Nature and scope of cost accounting; Cost concepts.

Unit 2: Cost classification; Methods and techniques; Installation of costing System;

Unit 3: Concept of cost audit

Block 2: Material and Labour

Unit 4: Accounting for material: Material control; Concept and techniques.

Unit 5: Pricing of materials issues; Treatment of material losses.

Unit 6: Accounting for Labour: Labour cost control procedure; Labour turnover; idle time and overtime; Methods of wage payment-time and piece rates; Incentive schemes.

Block 3: Overheads

Unit 7: Accounting for Overheads; Classification and departmentalization;

Unit 8: Absorption of overheads; Determination of overheads rates

Unit 9: Under and over absorption and its treatment.

Block 4: Methods of Costing

Unit 10: Cost Ascertainment: Unit costing; Job, batch and contract, Standard and Marginal costing Unit 11: Operating costing; Process costing-excluding inter-process profits and joint and by product

Unit 12: Reconciliation of cost and financial accounts.

Block 5: Management & Responsibility Accounting

Unit 13: Introduction to Management Accounting, Management Accounting and Managerial decisions

Unit 14: Financial statement analysis - meaning & objectives.

Unit 15: Accounting ratios, techniques in judging profitability, liquidity and solvency of an undertaking

Unit 16: Budgeting: Uses and types of budgets, preparation of budgets

Unit 17: Sales, cash and production budgets. Concepts of zero based Budgeting

Unit 18: Responsibility Accounting

BBA 303: Advertising Media Choices

Block 1: Introduction

Unit 1: Introduction to Advertising

Unit 2: Advertising Media

Unit 3: Advertising Department

Block 2: Media Planning

Unit 4: Media Planning Strategy

Unit 5: Media Planning

Unit 6: Media Scheduling

Unit 7: Creating the Copy

Block 3: Evaluation Process

Unit 8: Evaluation of Advertising Effectiveness

Unit 9: Pre-testing of communication effect and sales effect

Unit 10: Post-testing of communication effect and sales effect

Block 4: Agencies, Legal and Regulating Aspects

Unit 11: Advertising Agencies

Unit 12: Ethical & Legal aspects of Advertising

Unit 13: Regulation of Advertising in India

Unit 14: Advertising Scene in rural India, Problems of reaching rural audience and markets.

BBA 304: Personal Selling and Salesmanship

Block 1: Personal Selling Nature & Situations

Unit 1: Meaning, nature and importance of personal selling challenges in personal selling.

Unit 2: Duties of salesman, types of salespersons, Manufacturers salesmen, wholesalers salesmen, retail salesmen, specially salesmen.

Unit 3: Sales responsibilities, personal selling skills, door to door selling situations where personal selling is more effective than advertising, cost of advertising v/s cost of personal selling.

Block 2: Selling Situation And Markets

Unit 4: AIDA model of selling situation.

Unit 5: Buying motives, types of markets, Consumer and industrial markets, their Characteristics and implications for the selling functions.

Unit 6: Process of effective selling prospecting pre-approach, presentation and demonstration, handling and objections, closing the sales post sale activities.

Block 3: Selling As A Career

Unit 7: Qualities of a successful salesperson, factors which fail the salesmen, overcome salesmen's problems.

Unit 8: Individual consumer and his buying motives, Industrial consumer, merchant buyers and their buying motives, know your company.

Unit 9: Selling as a career, advantages and difficulties, measures for making selling an attractive career.

Block 4: Distribution & Documents

Unit 10: Distribution network and relationship

Unit 11: Documents- reports and documents, sale manual, order book, cash memo tour diary daily and Periodical reports.

Unit 12: Controlling Distributors, tools for control, and other problems in selling.

BBA 305: Management of Sales Force

Block 1: Introduction of Sales Force

Unit 1: Sales Force objectives, importance of sales force, sales force objectives sales Organization structure formal and informal Horizontal and Vertical, Centralized and decentralized, line and staff components of organizations.

Unit 2: Field sales organization geographical sales specialization product based, activity based Hybrid sales team based organizations.

Unit 3: Functions of sales Manager Sales manager functions Responsibilities quality of a sales manager.

Block 2: Recruitment and Selection of Sales Force

Unit 4: Sales force planning, variables which influence the Sales Force requirements, meaning of recruitment, purpose and importance of recruitment, factors which influence the recruitment.

Unit 5: Preparing the job description and specification recruitment sources

Unit 6: Purpose and importance of selection and placement, the selection process

Block 3: Training, Direction and Motivation

Unit 7: Sales Force Training: Meaning and Purpose of Sales Force Training, building sales training programmes identifying initial training needs.

Unit 8: Training in handling the competition, negotiation and communication, Training methods.

Unit 9: Directing and motivating sales force: Nature & skills of leadership, motivation, Dimensions of Motivation, model of motivation process.

Block 4: Compensation & Performance Appraisal

Unit 10: Various modes of compensating the sales force, Elements of goal Compensation package. Unit 11: Essentials of sales force monitoring programmes principles of sales force Evaluation.

Unit 12: Evaluating performance standards recording performance

Block 5: Sales force Size and Sales Budget

Unit 13: Sales force size organization of sales department, geographic, product wise, Market based. Unit 14: Importance of sales budget, uses of sales budget, classification of sales expenses.

Unit 15: Process of sales budget

Block 6: Sales Territory and Sales Quota

Unit 16: Sales Territory consideration in allocation of Sales Territory

Unit 17: Sales quota meaning objectives and importance, Types of sales quotas, Principles of Sales Quotas, uses of sales quotas, Sales Quota Administration.

Unit 18: Sales and Cost analysis uses and methods

BBA 306: Sales Promotion and Public Relation

Block 1: Sales Promotion: Nature & Forms

Unit 1: Meaning, Nature and importance of Sales Promotion Role of Sales Promotion in Marketing.

Unit 2: The Purpose of Promotion, Factors effecting Sales Promotion.

Unit 3: Consumer Oriented Sales Promotion, Trade Oriented Sales Promotion and Sales Force Oriented sales Promotion.

Block 2: Tools of Sales Promotion

Unit 4: Free samples, prizes schemes, point of purchase, displays and demonstrations, advertising novelties.

Unit 5: Trade Fairs and Exhibitions, fashion shows, sales contest games of chance and skills Entertainment of customers.

Unit 6: Gift offers, premium and free goods, prince packs, price off, rebate, lotteries, patronage rewards, refunds, catalogue, correspondence conventions, conferences.

Block 3: Developing Sales Promotion Programmes

Unit 7: Sales promotion programmes, Pretesting, implementing

Unit 8: Evaluating sales promotion programmes results making necessary modifications

Unit 9: Public relations, meaning, features, growing importance, role in marketing similarities of publicity and public relations.

Block 4: Sales Promotion and Public Relations

Unit 10: Major tools of public relations, news speeches, special events, handouts and leaflets.

Unit 11: Audio-Visual, Public services activities, miscellaneous tools.

Unit 12: Ethical issues in sales promotion, local aspects of sales promotion, ethical and local aspects in public relations.

BBA 307: Human Resource Management

Block 1: Introduction of HRM

Unit 1: HRM: concepts, scope and functions

Unit 2: Organised the personnel function

Unit 3: Personnel Policies: Meaning, types and process

Unit 4: The Changing Social Context and Emerging Issues

Block 2: Procurement of Development of HR

Unit 5: Human Resource Planning: concept, objectives, process, Job Analysis and Job Design

Unit 6: Recruitment & Selection: Concepts , sources and Methods

Unit 7: Human Resource Development: Training, Model and Methods

Unit 8: Career Planning, Succession Planning & Talent Management

Block 3: Employees Compensation and Reward Management

Unit 9: Performance Appraisal: Techniques and Competency Mapping

Unit 10: Wage and Salary administration: Concept and Objectives

Unit 11: Compensation Strategy, structure and Composition

Unit 12: Benefits: and Reward Management concept, coverage, objectives and types

Block 4: Employer-Employees Relationship

Unit 13: Regulatory Mechanisms in Industrial Relation

Unit 14: Dealing with Unions and Association

Unit 15: Industrial Democracy

Unit 16: Grievance Handling and Discipline

2. INSTRUCTIONAL SYSTEM

The distance and online education programme delivery system include the multi-media approach, i.e., self-learning material available in hard copy and soft copy (PDFs), audio/video components, assignments, counselling sessions, practical work, discussion forums, and workshops.

2.1. Self-Learning Material (SLM)

The e-copy (soft copy) of Self Learning Material for both theory and practical components for each programme of study is provided to all the learners of ODL as well as OL mode. The PDFs of the SLM are uploaded to the Google Classroom of each respective programme. The SLM of each course/paper in each programme is prepared in the form of blocks and units. Normally each course is divided into 3 – 5 blocks and each block contain 3 – 5 units. The code for each course under each programme is different so that it may be identified and accessed comfortably.

3. COUNSELLING SESSION

Counselling sessions are held at the study Centre normally on weekends within the general academic schedule of the Programme. **You should note that the counselling sessions are not classroom teaching or lectures. Counselors will not be delivering lectures as in conventional teaching on the contrary discussions will try to help you to overcome difficulties which you face while going through the SLM.**

In these sessions, you must try to resolve your subject-based difficulties and any other related problems. Before you proceed to attend the counselling sessions, please go through your course materials and plan for the points to be discussed.

The detailed schedule of the counseling sessions will be available on the University Website: [https://www.jmi.ac.in/Centre-For-Distance-And-Online-Education-\(CDOE\)/Counselling/-Workshop-Schedule](https://www.jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Counselling/-Workshop-Schedule)

Counselling sessions will be organized for all theory courses. **The counselling session for each 4-credit course will consist of 6 sessions of 2 hours each.** Attending the counselling sessions is not mandatory, nevertheless is always in the interest of learners to attend these sessions

The counselling sessions for **Open and Distance Learning (ODL) Programmes** are held at the Learner Support Centres. However, the CDOE has decided to conduct the counselling sessions in a blended mode as per UGC-DEB guidelines. For **Online Learning (OL) programmes**, all the counselling sessions and all other academic activities are conducted in purely online mode.

(Note: Currently counselling sessions are offered through online mode)

4. UPDATES RELATED TO PROGRAAME

The students are updated through their respective google classroom. Students are advised not to depend completely on SMS/mail rather they should remain in touch with their respective study centre continuously for any updated information. Further, they should follow the Academic Calendar provided to them for the current academic year. You can also use the following link for any current updates related to your programme.

| Web Portal(s) | URL |
|------------------------------------|---|
| University Web Portal | https://jmi.ac.in/ |
| Admission Home Page | https://www.jmicoe.in/ |
| CDOE Web Page | https://jmi.ac.in/cdoe |
| Post Admission Notices | https://jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Notices |
| Academic Calendar | https://jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Academic-Calendar |
| UGC DEB | https://deb.ugc.ac.in/ |
| ABC ID | https://www.abc.gov.in/ |
| DEB ID | https://deb.ugc.ac.in/StudentDEBId |
| Information for Foreign Candidates | https://jmi.ac.in/ACADEMICS/International-FSA/Information-About-FSA |
| Fee Payment (After Admission) | https://mj.jmi.ac.in/DistanceController/DistanceFeePortal |
| Programme Guide | https://jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Programme-Guide |
| JMI Students' Handbook | https://jmi.ac.in/studentshandbook |
| Counselling Schedule | https://www.jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Counselling/-Workshop-Schedule |
| Assignments | https://www.jmi.ac.in/Centre-For-Distance-And-Online-Education-(CDOE)/Assignments/Internal-Marks |
| Examinations Date and Results | https://jmicoe.in/ |
| Examination Form & Admit Card | http://jmiregular.ucanapply.com/universitysystem/distancestudent/ |

5. ACADEMIC CALENDAR

- The academic calendar provides important dates and other relevant information corresponding to activities such as Counseling, Assignments, and Examinations etc.
- Try to keep an eye on the important dates given in your academic calendar for different activities.
- You can view and download your academic calendar from JMI website <https://www.jmi.ac.in/ACADEMICS/Academic-Calendar/Academic-Calendar-CDOE> as well as on the notice board of Centre for Distance and Open Learning.

6. STUDY CENTRE

- The Study Centre to which you have been admitted will remain your Study Centre till you have cleared all courses within the maximum time allowed.
- No student would be permitted to change his/her Study Centre at any point of time. All the activities related to Counseling Assignments and Annual Examination will be held at the Study Centre only.
- However, the CDOE, JMI reserves the right to discontinue/change the Examination/Study Centre at any point of time as it deems appropriate.

7. EVALUATION SYSTEM

7.1. Assignments

- Assignments are part of the continuous evaluation system. The submission of assignments is compulsory. Assignments of a course carry about 30% weightage.
- The assignments are designed in such a way as to help you concentrate mainly on the printed course material. However, access to other books and sources will be an added advantage in your academic pursuits.
- Assignments should be handwritten. Typed or printed assignments **shall not be** entertained.
- **For your own record, it is advisable to retain a copy of all the assignment responses.**
- You have to submit the Assignments to the Study Centre or upload it in google classroom on or before the last date of submission.
- Write your Name and Roll Number correctly on the Assignment first page.

- Getting a pass percentage in assignments is mandatory. If you do not get passing marks in any assignment, you have to submit a fresh assignment in consultation with the Programme Coordinator. However, once you get passing marks on an assignment, you cannot re-submit it for improvement of marks.
- **There is a provision for OL mode learners to submit their assignments online.**

7.2. Annual Examinations

- Annual examination is the major component of the evaluation system and it carries 70% weightage in a final result.
- You must fill in the Annual Examination form Online once the notification is issued on the CDOE website.
- The examination forms should be filled on or before the last date mentioned in the Academic Calendar or notice issued by the office of examinations using your login credential <http://jmiregular.ucanapply.com/universitysystem/distancestudent/>.
- The examination date and results-related information can be viewed at <https://jmicoe.in/>
- **Pen-Paper based Term-End/Annual examinations for Open and Distance Learning (ODL) mode will be conducted at Examination Centre nominated by Office of the controller of examinations and Term-End/Annual examinations for Online Learning (OL) mode will be conducted through online proctored platform.**
- The University reserves the right to reschedule/cancel examinations/papers at any time.

7.2.1. Admit Card

- On receipt of your Examination Form, the Admit Card will be issued 15 days before the commencement of the Annual Examination.
- You can download your Admit Card from examination portal <http://jmiregular.ucanapply.com/universitysystem/distancestudent/> using your login credential.
- In case you fail to download the Admit Card before the commencement of the examination, you may contact your Examinations Centre/Learner Support Centre.
- While submitting your Examination Form for the annual examinations, it is your

responsibility to check whether you are registered for the course and whether you are eligible to appear for that examination and have deposited the required fees. **If any of the above requirements are found missing, your examination is liable to be canceled.**

8. PATTERN OF QUESTION PAPERS

- The pattern of question paper for internal assessments/assignment for each course

| S. No. | No. of Questions to be set | No. of questions to be attempted by student | Maximum Marks for each question | Total Marks |
|--------|----------------------------|---|---------------------------------|-------------|
| 1 | 5 | 3 | 10 | 3x10 = 30 |

- The pattern of question paper for term-end/ annual examinations for each course

| S. No. | No. of Questions to be set | No. of questions to be attempted by student | Maximum Marks for each question | Total Marks |
|--------------|----------------------------|---|---------------------------------|-------------|
| 1 | 6 | 4 | 5 | 4x5 = 20 |
| 2 | 4 | 2 | 16 | 2x16 = 32 |
| 3 | 2 | 1 | 18 | 1x18 = 18 |
| Total | 12 | 7 | | 70 |

9. ANNUAL EXAMINATION RESULT

The evaluation consists of two parts (i) Assignments (ii) Annual Examination. In the final result, all the Assignments of a course will carry 30% weightage while 70% weightage will be given to the Annual Examination.

9.1. Declaration of Result

To pass a Programme under ODL mode, a candidate must obtain:

- at least 33% marks in each component of theory papers i.e. in assignments and Annual Examination, separately;
- an aggregate of at least 40% marks based on all theory papers and assignments, to obtain the degree;
- If a student fails to qualify any component of a paper or a course he/she can repeat

the same during the subsequent years, up to the maximum duration provided for the Programme from the date of registration; and

(d) On the basis of the marks obtained, the division will be awarded in the following way:

- (i) Distinction to those who obtain 75% marks or more in the aggregate.
- (ii) First division to those who obtain 60% marks or more in the aggregate.
- (iii) Second division to those who obtain less than 60% marks in the aggregate but not less than 50% marks.
- (iv) Third division to those who obtain less than 50% marks in the aggregate but not less than 40% marks.

Grace Marks: A maximum of three (3) grace marks shall be given only to those students who by obtaining them are able to either pass the examination or improve to get a division. Only minimum grace marks as required shall be awarded. The grace marks awarded shall be counted in Grand total.

9.2. Promotion to the next year of the Programme

Students registered for a Programme will automatically be promoted to the next year of the Programme. The student can clear all un-cleared theory papers and assignments within the maximum time limit allowed to complete the Programme. The students will be declared successful for the award of Degree only after clearing all theory papers and assignments required within the maximum time period inclusive of the year of admission. A student who does not appear in any component (Annual Examination and assignments) in the minimum duration provided for the Programme, he/she will have to seek re-registration by submitting the prescribed fee through Demand Draft if he/she wishes to continue through the Programme.

9.3. Re-evaluation of Answer Scripts

- (i) Any student intending to apply for re-evaluation of answer scripts of any course of his/her written examination may do so on the **prescribed application form within 30 days from the date of issue of the mark sheet.**
- (ii) Re-evaluation of scripts will not be allowed in more than one-third of the written papers of an annual examination.
- (iii) The original statement of marks issued to the candidate shall accompany each application for re-evaluation.
- (iv) Re-evaluation shall not be permitted in the case of practical examinations, viva voce, project examinations, assignments/internal assessments, etc.

- (v) The candidate applying for re-evaluation shall be required to pay the prescribed fee per paper.
- (vi) Merit list declared in the results of the respective examination, shall not be prejudiced owing to re-evaluation of scripts.
- (vii) If there will be any change in the result of the examination due to re-evaluation of answerscripts, no examinee can complain in the court of law, nor any action can be initiated against the examiner(s) concerned.
- (viii) If the award of the re-evaluator (second examiner) varies from the original award up to and including $\pm 5\%$ of the maximum marks secured earlier, the original award shall stand.
- (ix) If the award of the re-evaluator varies from the original award to more than $\pm 20\%$ of the maximum marks secured earlier, the answer script shall be sent to the second re-evaluator(third examiner).
- (x) The average of the marks awarded by the second and third examiners shall be final.
- (xi) Applications for re-evaluation of answer scripts only for the annual examination shall be accepted.
- (xii) Answer scripts of those examinees who appeared for improvement of division or percentage of marks shall be final and shall not be re-evaluated.

9.4. Improvement of Result

A student may be allowed to appear in the examination to improve his/her result provided that:

- (i) The student has successfully completed all the requirements/clearance of all papers required for the award of the Degree;
- (ii) The student shall get only **one chance for improvement in case of a maximum of two theory papers** and that too in the successive year (Annual Examination) following the declaration of his/her final year result;
- (iii) Better of the two marks obtained by the student will be considered final;
- (iv) In case of students who apply for improvement but do not appear in the desired paper(s), their previous marks in these paper(s) shall be counted; and
- (v) The students will have to appear in the improvement examination on the basis of the current syllabus in the same paper. However, if the paper is changed (title & contents) then the student would appear as per the old syllabus of the paper(s).

10. GENERAL REGULATIONS

Programme Fee, Re-Registration, Late fee and other Charges

- **Programme Fee:** The Programme fee is payable in advance each year, irrespective of results through the online fees portal. No refund of fees is allowed in any case;
- **Re-Registration Fee:** A student who does not appear in any component (i.e. theory and assignment) of the Programme during the minimum period and wishes to continue the Programme, then he/she will have to re-register by paying the prescribed re-registration fee; given in the table on the next page.
- **Late Fee:** A student who doesn't submit his/her Assignments and Examination Form on time may submit the same with the prescribed late fee; and
- Candidates are required to intimate the relevant authorities, sufficiently in advance, if there is any change of address/mobile number etc.

Table-1: Renewal and Other Fee applicable for BBA (ODL/OL)

| S. No. | Particulars | Fees/Charges (Rs.) |
|---------------|---|------------------------------------|
| 1. | Programme/Renewal Fees (to be paid for Part 2nd & 3rd) | 8800/- |
| 2. | Submission of Assignments with late fees upto the maximum period of 4 weeks | 100/- (Per Assignment) |
| 3. | Submission of Assignments in the following years (In case of absence/fail if any) | 200/- (Per Assignment) |
| 4. | Submission of Annual Examination form with late fees upto 4 weeks. | 250/- |
| 5. | Submission of Annual Examination form with late fees beyond 4 weeks upto the next 4 weeks. | 600/- |
| 6. | Re-appearing in Annual Examination (In case of absence/fail/improvement) | 500/- (Per paper/course) |
| 7. | Re-Registration Fee* | 2640/- |
| 8. | Provisional Certificate | 50/- |
| 9. | Migration Certificate | 50/- (after passing exam) |
| 10. | Migration Certificate | 200/- (before passing exam) |
| 11. | Duplicate Statement of Marks (Attach a copy of FIR) | 200/- |
| 12. | Duplicate Identity Cards (Attach a copy of FIR) | 200/- |
| 13. | Change of Address in ID Card | 50/- |
| 14. | Re-evaluation of (current) Answer Script | 500/- (per Course) |
| 15. | Change of Course | 1500/- (per course) |

Note: * If a candidate fails to appear in any of the prescribed components of the Programme within the stipulated period of 3 years and desires to continue the Programme after the lapse one year he/she should re-register for the Programme by depositing the above-mentioned re-registration fee. The Fee once paid will not be refunded or adjusted under any circumstances. All the fees/charges wherever, applicable will be payable through online portal or in the form of demand draft drawn in favour of Jamia Millia Islamia payable at New Delhi. All the aforesaid fee is subjected to revision during the academic year as per University rules.

Centre for Distance and Online Education
Jamia Millia Islamia, New Delhi - 110025

Admission Renewal Form

Name of Programme..... Year

Roll No. _____ Enrolment No. _____

Name of the Programme Centre: _____

Programme Centre Code: _____

Name of the Candidate _____

(Block Letters)

Father's Name & Address: _____

I wish to take admission in..... Year
Name of Programme

(Signature of the Candidate)

The candidate has been promoted to _____ and the fee of Rs. _____

has been deposited through online bearing transaction No. _____ Date _____

(Signature of the Programme Coordinator)

(Signature of the Verifying Officer)



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