



Indira Gandhi National Open University  
New Delhi, India



# Undergraduate Programmes





**IGNOU** is the Central Government University of India which is globally accredited. The Indira Gandhi National Open University (IGNOU), established by an Act of Parliament in 1985, has continuously striven to build an inclusive knowledge society through an inclusive Enrollment Ratio (GER). IGNOU is the **Central Government University**, approved and **accredited by UGC and AICTE**. IGNOU was designated by the Commonwealth of Learning (COL) as its first Centre of Excellence for Education empowered "to actively participate in Commonwealth co-operative endeavors to identify, nurture, and strengthen open learning institutions throughout the Commonwealth, particularly in the Third World countries..

Today, it serves the educational aspirations of over 3 million students in India and other countries through 21 Schools of Studies and a network of 67 regional centres, around 2,667 learner support centres and 29 overseas partner institutions. The University offers about 228 certificate, diploma, degree and doctoral programmes.

IGNOU one of the prestigious NAAC A++ accredited Central Govt University from India offers a BBA Program in UAE at **West Wood Advanced Studies FZE Ajman** in collaboration with **Wisdom Education Group** (Authorized IGNOU Partner in UAE).



# BBA

## Bachelor of Business Administration

The BBA program is designed to provide students with a comprehensive understanding of various aspects of business administration. It aims to equip students with the knowledge and skills necessary to succeed in the dynamic and competitive business environment.

**Eligibility:** 10+2 or it's equivalent

**Duration:** Minimum 3 Years

### Courses (Subjects)



Code	Subject	Credit
<b>Semester 1 (20 Credits)</b>		
BEVAE-181	Environmental studies	4 Credits
BEGLA 136	English at Workplace	6 Credits
BCOC-132	Business Organisation and Management	6 Credits
BCOS-183	Computer Application In Business	4 Credits
<b>Semester 2 (20 Credits)</b>		
BCOC-131	Financial Accounting	6 Credits
BCOC-133	Business Law	6 Credits
ECO-07	Elements of Statistics	4 Credits
BRL-113	Business Ethics	4 Credits
<b>Semester 3 (20 Credits)</b>		
BCOE-141	Principles of Marketing	6 Credits
BCOG-171	Principles of Microeconomics	6 Credits
BRL-106	Managing Human Resources	4credits
BCOS-184	E-Commerce	4credits
<b>Semester 4 (20 Credits)</b>		
BCOE-143	Fundamentals of Financial Management	6 Credits
BCOE-144	Office Management and Secretarial Practice	6 Credits
ECO-13	Business Environment	4 Credits
BMP-001	Business Research	4 Credits
<b>Semester 5 (20 Credits)</b>		
BCOE-142	Management Accounting	6 Credit
BMP-002	Operations Management	6 Credit
BMP-001	Project	8 Credit
<b>Semester 6 (20 Credits)</b>		
BMP-003	Management of International Business	4 Credits
BMP-004	Strategic Management	4 Credits
BMP-005	Organisational Behaviour	4 Credits
BCOS-186	Personal Selling and Salesmanship	4 Credits
BCOS-185	Entrepreneurship	4 Credits



# BATS

## Bachelor of Arts – Tourism Studies

The BATS Programme is designed for those students who are interested in pursuing a career in the travel and tourism sector at a different level. The Programme is aimed at familiarizing students with varied aspects of Tourism, creating awareness about tourism, imparting basic training in organizing Tourism services and opening career opportunities. The programme will be of use to those, who are interested in employment (direct or indirect in Tourism Industry), intend to make a career in Tourism Industry, are providing tourism-related services through their own enterprises or planning to become such entrepreneurs. The programme is also useful for those who are associated with tourism awareness programmes /research and would like to update their knowledge and skills in the field of travel and tourism.

**Eligibility:** 10+2 or it's equivalent

**Duration:** Three years

### Courses (Subjects)

Code	Subject	Credit
<b>Semester 1 (20 Credits)</b>		
TS 1	Foundation Course in Tourism	8
BTME 141	Tourism Undertaking	6
BEGLA 135	English in Daily Life	6





## Semester 2 (20 Credits)

TS 2	Tourism Development: Products, Operations, and Case Studies	8
BEVAE 181	Environmental Studies	4
BCOS 183	Computer Application in Business	4
BCOS 184	E-Commerce	4



## Semester 3 (20 Credits)

TS 3	Management in Tourism	8
TS 4	Indian Culture: Perspective for Tourism	8
BEGAE 182	English Communication Skills	4

## Semester 4 (20 Credits)

BTMC 135	Concept and Impacts of Tourism	6
BTMS 185	Airport Handling	4
BTSP-001	Project on Indian Culture, Environment & Tourism	4
BEGLA 136	English at The Work Place	6

## Semester 5 (20 Credits)

TS 5	Ecology, Environment and Tourism	8
TS 6	Tourism Marketing	8
BTSP-002	Project on Tourism Marketing	4



## Semester 6 (20 Credits)

TS 7	Human Resource Development	8
BTMC 134	Entrepreneurship and Small Business	6
BTME 144	Globalization	6



# BCOM

## Bachelor of Commerce

The main objective of the programme is to inculcate knowledge, skills and attitude amongst the learners to meet the challenges of various dimensions of business and commerce. The programme focuses on the development of skills in the commerce domain areas and facilitates the employability as well as self-employability of the learners.

**Eligibility:** 12<sup>th</sup> grade or equivalent

**Duration:** 3 years

### Courses (Subjects)

Code	Subject	Credit
<b>Semester 1 (22 Credits)</b>		
BGLA 135	English In Daily Life	6
BCOC 131	Financial Accounting	6
BCOC 132	Business Organization and Management	6
BEVAE 181	Environmental Studies	4
<b>Semester 2 (22 Credits)</b>		
BGLA 136	English At The Work Place	6
BCOC 133	Business Law	6
BEGAE 182	English Communication Skills	4
BCOC 134	Business Mathematics and Statistics	6



### Semester 3 (22 Credits)

BEGLA 137	Language Through Literature	6
BCOC 135	Company Law	6
BCOC 136	Income Tax Law and Practice	6
BCOS 183	Computer Application in Business	4

### Semester 4 (22 Credits)

BCOLA 138	Business Communication	6
BCOC 137	Corporate Accounting	6
BCOC 138	Cost Accounting	6
BCOS 184	E-Commerce	4

### Semester 5 (22 Credits)

BCOE 141	Principles of Marketing	6
BCOE 143	Fundamentals of Financial Management	6
BCOS 185	Entrepreneurship	4
BCOG 171	Principles of economics	6

### Semester 6 (22 Credits)

BCOE 142	Management Accounting	6
BCOE 144	Office Management and Secretarial Practice	6
BCOS 186	Personal Selling and Salesmanship	4
BCOG 172	Indian Economy	6





**West Wood**  
ADVANCED STUDIES

## **West Wood Advanced Studies FZE**

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