



Jharkhand State Open University

(Established by the Government of Jharkhand & Recognised as per Section (2f) of UGC Act, 1956)

झारखण्ड राज्य खुला विश्वविद्यालय



Bachelor of Business Administration (BBA)

Work-Linked Degree In Open & Distance Learning Mode

WHAT IS A WORK-LINKED DEGREE?

A work-linked degree program allows you to study while gaining real work experience at the same time. It combines classroom learning with hands-on job training, so you can develop the skills employers are looking for even before you graduate. Plus, you can earn a stipend while working, which means you'll get paid during your training!

This type of program helps you build practical skills and gives you a head start in finding a job after you finish your studies.

WHAT IS OPEN & DISTANCE LEARNING?

Open and Distance Learning (ODL) is a flexible education system where students can study remotely without attending a physical campus. It allows learners to access course materials and instruction from anywhere, often at their own pace.

JHARKHAND STATE OPEN UNIVERSITY

The Jharkhand State Open University, Ranchi has been established by the State Government of Jharkhand under the Jharkhand State Open University Act, 2021 (Jharkhand Act, 12, 2021) duly enacted by the Legislature of the State of Jharkhand and approved by the Hon'ble Governor, Jharkhand on 02.11.2021 for the introduction and promotion of Open University and distance education system in the educational pattern of the Jharkhand State and to provide educational opportunities to those who are unable to go in formal education and wish to upgrade their education or acquire knowledge and studies in various fields through the distance mode of education.

Why Choose BBA?

- Strong foundation in business fundamentals.
- Early exposure to management and leadership skills.
- Preparation for entrepreneurship or higher studies.
- Focus on practical, real-world business applications.



Program Highlights

Flexible Online Learning

Study at your own pace through our dynamic online learning platform. Access coursework and lectures at your convenience, allowing you to balance your education with work or other commitments.

Work Linked Model:

A unique integration of academic learning and on the job training. You'll spend part of your time in a real-world job setting, gaining valuable skills and earning a stipend.

Experienced Faculty

Learn from top-notch educators and industry professionals who bring their vast knowledge and practical experience to the virtual classroom.

Earn While You Learn

Benefit from a stipend during your apprenticeship, allowing you to gain work experience while offsetting the cost of your education.

Program Highlights

Course Structure

SEMESTER – I

Code No.	Paper
BBA-101	Fundamentals of Management and Organisational Behaviour
BBA-102	Statistics for Business Decisions
BBA-103	Environmental Studies (AECC- I)
BBA-104	Entrepreneurship Development (GE- I)

SEMESTER – II

Code No.	Paper
BBA-201	Managerial Economics
BBA-202	Business Accounting
BBA-203	Business Communication and Soft Skills (AECC-II)
BBA-204	Production and Operation Management (GE-II)

SEMESTER – III

Code No.	Paper
BBA-301	Macroeconomics
BBA-302	Principles of Marketing
BBA-303	Management Accounting
BBA-304	E-Commerce (SEC- I)
BBA-305	Ethics, Governance and Social Responsibility (GE-III)

SEMESTER – IV

Code No.	Paper
BBA-401	Business Research
BBA-402	Human Resource Management
BBA-403	Financial Management
BBA-404	IT Tools in Business (SEC – II)
BBA-404	Tax Planning (GE – IV)

SEMESTER – V

Code No.	Paper
BBA-501	Quantitative Techniques for Management
BBA-502	Legal Aspects of Business
BBA-503	DSE –I
BBA-504	DSE - II

SEMESTER – VI

Code No.	Paper
BBA-601	Business Policy & Strategy
BBA-602	Financial Institutions & Markets
BBA-603	DSE – III
BBA-604	DSE - IV

Who is This Program For?

- **Aspiring Entrepreneurs:** If you dream of starting your own business, this program offers both the theoretical knowledge and practical tools you'll need to succeed.
- **Young Professionals:** Those looking to enter the business world with a competitive edge through hands-on work experience and an accredited degree.
- **High School Graduates:** Students seeking a flexible yet knowledge path to earn a business degree without sacrificing work or personal commitments.



Bachelor of Business Administration (BBA)

Course Duration: 3 Years

Fee Structure

Bachelor of Business Administration	1st Year	2nd Year	3rd Year
Kit Fees	₹2,000/-	-	-
Course Fee	₹7,000/-	₹9,000/-	₹9,000/-
Examination Fees	₹1,000/-	₹1,000/-	₹1,000/-
Apprenticeship Fee	₹5,000/-	₹5,000/-	₹5,000/-
Total Yearly Fee	₹15,000/-	₹15,000/-	₹15,000/-
Total Fees		₹45,000/-	



Start Your Journey Today

Take the next step in your career by enrolling in the BBA Degree Program.



For more information

 jsouodl.in/

 03340587486