

**PROGRAMME GUIDE**  
**FOR**  
**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**  
**(OPEN AND DISTANCE MODE)**



**DIRECTORATE OF OPEN AND DISTANCE LEARNING**

**Jamia Hamdard**

**(Deemed University)**

Accredited by NAAC in 'A' category

Hamdard Nagar, New Delhi-110062

## **Jamia Hamdard**

Hakeem Abdul Hameed, the founder of Jamia Hamdard, had a vision to develop Jamia Hamdard into an institution of excellence imparting modern professional education with special emphasis on Unani medicine and Islamic studies. Today, it has evolved into an excellent centre of higher learning, fulfilling the objective of the *wakf*, which has been funding the University ever since its inception.

As a mark of tribute and thanks to the Almighty Allah for bestowing his guiding spirit to its founder and his associates, Jamia Hamdard adopted a seal inscribed with the following

*“He (The Prophet may peace be upon him)  
Instructs them in the Book and Wisdom”*

Ever since the inception of Jamia Hamdard, this holy verse (*ayat*) has been a source of inspiration and guidance for all those associated with its management and administration. As an Islamic charity, *wakf* has played the vital financial role in the making of Jamia Hamdard. He (PBUH) preached his followers that

*“Wisdom is (like) the lost animal of a believer  
wherever he finds it, catches hold of it”*

Inspired by the Holy Qur’an and exhorted by the Prophet (PBHU), Muslims became the torch-bearers of knowledge and civilization in the medieval period, but are lagging behind in present times. Late Hakeem Abdul Hameed Sahib wisely chose education and pursuit of knowledge as his prime objective when he decided to convert *Hamdard Dawakhana* into a *wakf*, a charity dedicated to fulfilling educational and health care needs of Indian Muslims. Hamdard (*wakf*) continues to provide generous grant to the university for building, equipments and salaries of staff and other development activities.

Jamia Hamdard was inaugurated by late Shri Rajiv Gandhi, the then Prime Minister of India, on August 01, 1989. In his impressive speech, the Prime Minister applauded the efforts of Hakeem Abdul Hameed Sahib in setting up institutions of higher learning, which were emerging in the form of a “Deemed to be University.” He said, “This will enable (the Muslim) minority to go forward and thus help India to march forward.”

The University offers professional courses, which equip the students to get placements in the highly competitive job market. On the basis of the record of performance of the University and quality of infrastructure including staff, the university has been accredited by NAAC in category ‘A’ of Indian Universities.

## **Bachelor of Business Administration through Open and Distance Mode (Course Code 403)**

The BBA Programme is offered through open and distance mode for those students who are not able to afford the expenses of education in Delhi or who have not been able to make it to the courses offered by the universities and colleges in traditional mode. An endeavor will be to provide best quality education, keeping with the traditions of Jamia Hamdard, through the selected study Centres spread over the various parts of the country.

### **Objective**

To prepare highly skilled professionals, with a strong conceptual and theoretical background, in the field of management theory and its application

### **The Course**

Highlights of the course are described in the following table:

a.	Name of the Course Course Code	Bachelor of Business Administration (B.B.A.) 403
b.	Nature	Open and Distance Mode
c.	Duration	Minimum: Three Years (6 Semesters of six Months each) Maximum: Six Years
d.	Medium of Instruction and Examinations	English
e.	<b>Eligibility Criteria</b>	
	Educational Requirements	S.S.C, Intermediate or Equivalent (recognized by Jamia Hamdard) under 10+2 system of education in any stream.
f.	Commencement of the course	July/ August of every year
g.	Special Feature	After completing the course, a student may either pursue MBA or take up a job in industry and business organizations at supervisory level.
h.	Mode of Admission	As per the norms prescribed by Jamia Hamdard from time to time.
i.	Period of Completion (Span Period)	Not more than 06 years

## The Curriculum

Highlights of the curriculum of BBA are described in the following table:

a.	Total number of Semesters and examinations	(06 Minimum) Teaching /counselling of the courses will be done on the Semester pattern. The examinations will be held only once a year for all the papers taken in the last two semesters along with any backlog
b.	Total Theory Papers	24 Nos. (2400 marks)
c.	Theory Papers / semester	04 Nos. (400 marks) except in 6 <sup>th</sup> Semester
d.	Counseling Hours for theory papers	30 Hours per theory paper.
e.	Attendance	Attendance of 60% in each programme is desirable but not compulsory for appearing in term-end examinations.

Modes of curriculum transaction include teaching/ counselling at the Study Centres, assignments, tests, presentations, participation in relevant events and regularity.

## Course Structure

Course structure, that guides the teaching, practical and associated assessment, of BBA programme is described semester-wise in the following tables:

### Semesterwise Distribution of Course

#### BBA 1<sup>st</sup> Year

<b><u>BBA 1<sup>st</sup> Semester</u></b>				
S.No.	Code	Name of the Paper	Credits	Total
1.	BBAD 101	Principles of Management	4	100
2.	BBAD 102	Financial Accounting	4	100
3.	BBAD 103	Business Communication	4	100
4.	BBAD 104	Computer Fundamentals	4	100
<b><u>BBA 2<sup>nd</sup> Semester</u></b>				
1.	BBAD 201	Marketing Management	4	100
2.	BBAD 202	Managerial Economics	4	100
3.	BBAD 203	Business Statistics	4	100
4.	BBAD 204	Production & Operations Management	4	100

#### BBA 2<sup>nd</sup> Year

<b><u>BBA 3<sup>rd</sup> Semester</u></b>				
S.No.	Code	Name of the Paper	Credits	Total
1.	BBAD 301	Business Policy	4	100
2.	BBAD 302	Business Law	4	100
3.	BBAD 303	Human Resource Management	4	100
4.	BBAD 304	Organizational Behavior	4	100
<b><u>BBA 4<sup>th</sup> Semester</u></b>				
1.	BBAD 401	Mathematics for Business and Economics	4	100
2.	BBAD 402	Financial Management	4	100
3.	BBAD 403	Advertising Fundamentals	4	100
4.	BBAD 404	Entrepreneurship and small Business Management	4	100

## BBA 3<sup>rd</sup> Year

<b>BBA 3<sup>rd</sup> Semester</b>				
S.No.	Code	Name of the Paper	Credits	Total
1.	BBAD 501	Corporate Governance	4	100
2.	BBAD 502	Marketing Research	4	100
3.	BBAD 503	Sales Management	4	100
4.	BBAD 504	Total Quality Management	4	100
<b>BBA 4<sup>th</sup> Semester</b>				
1.	BBAD 601	Conflict Management and Negotiation Skills	4	100
2.	BBAD 602	Environmental Management	4	100
3.	BBAD 603	Leadership	4	100
4.	BBAD 604	Project	4	100

### Duration of the Programme

(Minimum-3 Years, Maximum-6 Years)

To fulfill the degree requirements for acquiring the BBA, a student may clear all the papers in three years. If a student fails to clear all the requirement of papers in three years he/ she may be permitted to stretch it over a period of another 3 years. Students will have to clear all the papers in a maximum period of six years after admission.

### **Counseling and Annual Examinations**

For the purpose of teaching and counseling, each academic year shall consist of **two Academic Semesters**, the first referred to as ODD Semester (July -December) and the second as EVEN semester (January-June). Examinations of papers of both the semesters will be held at the end of every EVEN semester.

Prescriptions for conducting examinations of papers, are presented in the following table:

a.	Mode	(Theory Papers)	Written only
b.	Duration	(Theory Paper)	03 Hours
c.	Examiners	(Theory Paper)	Paper setters and evaluators to be decided by the university for each paper from time to time.

It will be the responsibility of Students to fill up an examination form that will be made available at all the Study Centers and submit the same along with the prescribed examination fee to the coordinators of study centers within the given time so as to obtain admit card for appearing in the examination. The decision about the examination center will be prerogative of the University.

### **Provision for unsuccessful candidates**

Candidates who fail in one or more subjects will have to reappear for the supplementary examination, which will be conducted along with the term end examination of the subsequent batch. A student will have to clear all the papers in maximum period of six years after admission. After the expiry of this period the learners will have to seek fresh admission.

### **Award of division to successful candidates**

The students will be declared successful on securing 45% of the maximum marks obtained in all the subjects, as per the following criteria

Distinction	75% and above
1 <sup>st</sup> Division	60% and above
2 <sup>nd</sup> Division	Above 45% and below 60%
Fail	Less than 45%

## Detailed Syllabus of Bachelor of Business Administration

### Semester 1

#### BBAD - 101 PRINCIPLES OF MANAGEMENT

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Units	Topics
1.	Conceptual Framework of Management
2.	Evolution and Foundations of Management
3.	Management Planning Process
4.	Organization: Meaning, Importance, Principles and Types
5.	Types of an Organization
6.	Understanding Organisation-Structure and Design
7.	Types of Authority
8.	Delegation of Authority
9.	Communication
10.	Motivation
11.	Staffing
12.	Co-ordination
13.	Decision- Making
14.	Directing
15.	Management Control
16.	Management by Objectives
17.	Group Dynamics
18.	Leadership
19.	Dimensions of Managerial Excellence

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**BBAD – 102**  
**FINANCIAL ACCOUNTING**

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<b>Units</b>	<b>Topics</b>
<b>Part A</b>	
1.	Financial Accounting-An Introduction
2.	Recording in the Primary Books
3.	Posting in the Secondary Books
4.	Bank Reconciliation Statement
5.	Trial Balance and Final Accounts
6.	Accounting Standards in India
7.	Corporate Financial Statements-Part-I
<b>Part-B</b>	
8.	Corporate Financial Statements- Part-II
9.	Understanding Published Financial Statements
10.	Consolidated Financial Statements
11.	Valuations
12.	Accounting for Amalgamations

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**BBAD – 103**  
**BUSINESS COMMUNICATION**

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<b>Units</b>	<b>Topics</b>
1.	Communication – Nature, Functions and Scope
2.	The Role of Communication in the Business Organisation
3.	Communication Process
4.	Communication: Channels and Networks
5.	Management Communication
6.	Barriers to Effective Communication
7.	Effective Written Communication
8.	Effective Oral Communication and Public Speaking
9.	Communication Feedback Systems

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## The Wonderful World of Words and their Meanings

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**BBAD – 104**  
**COMPUTER FUNDAMENTALS**

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<b>Units</b>	<b>Topics</b>
1.	Introduction
2.	Structure of Computer
3.	Hardware Concepts
4.	Software Concepts
5.	Introduction to DOS
6.	Computer Viruses: Attacks, Prevention & Cure
7.	Microsoft Word 2000
8.	Microsoft Excel 2000
9.	Classification of Computers

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**Semester 2****BBAD – 201**  
**MARKETING MANAGEMENT**

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<b>Units</b>	<b>Topics</b>
1.	Marketing: Basic Concepts
2.	Meaning, Functions and Importance of Marketing Management
3.	Consumer Behaviour and Motivation
4.	Product and Product Policies
5.	Pricing Decisions, Price Policy and Strategy
6.	Channels of Distribution and Logistics Management
7.	Market Research and Market Segmentation
8.	Sales Promotion
9.	Sales Forecasting
10.	Advertising Management

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**BBAD – 202**  
**MANAGERIAL ECONOMICS**

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<b>Units</b>	<b>Topics</b>
1.	Managerial Economics – Nature, Scope and Concepts
2.	Demand Analysis
3.	Production Analysis
4.	Cost Analysis
5.	Price-Output and Market Structure
6.	Pricing Strategies
7.	Investment Decisions
8.	Firm Objectives and Constraints
9.	Advertising
10.	Welfare Economics

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**BBAD – 203**  
**BUSINESS STATISTICS**

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<b>Units</b>	<b>Topics</b>
1.	Introduction
2.	Functions, Importance, Limitations and Distrust of Statistics
3.	Statistical Investigation
4.	Census and Sample Investigation
5.	Collection, Editing and Analytical Tools of Data
6.	Classification and Tabulation of Data
7.	Diagrammatic Presentation
8.	Graphic Presentation
9.	Measures of Central Tendency
10.	Measures of Dispersion

11.	Moments, Skewness and Kurtosis
12.	Correlation
13.	Regression Analysis
14.	Index Numbers
15.	Analysis of Time Series
16.	Theory of Attributes
17.	Probability
18.	Probability Distribution of a Random Variable and Decision Analysis
19.	Theoretical Probability Distributions
20.	Sampling Distribution
21.	Statistical Inference
22.	Analysis of Variance
23.	Multiple Linear Regression
24.	Statistical Quality Control
25.	Non-Parametric Tests of Hypothesis

**BBAD – 204**  
**PRODUCTION & OPERATIONS MANAGEMENT**

Units	Topics
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**Block 1: Nature of Production/Operations Management**

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| 1. | Basic Concepts                           |
| 2. | Design and Control of Production Systems |

**Block 2: Technology Management and Site-Selection**

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|----|----------------------------------|
| 3. | Product Lifecycle and Design     |
| 4. | Product Planning and Development |
| 5. | Plant Location                   |
| 6. | Plant Layout                     |
| 7. | Materials Handling               |
| 8. | Demand Forecasting               |

### **Block 3: Process of Operational Planning and Control**

- 9. Production Planning
- 10. Production Control and Scheduling
- 11. Dispatching and Follow-up
- 12. Inspection

### **Block 4: Maintenance, Production and Materials Management**

- 13. Maintenance Management
  - 14. Work Study
  - 15. Materials Management
  - 16. Inventory Control
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## **Semester 3**

### **BBAD – 301 BUSINESS POLICY**

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Units	Topics
1	Introduction to Strategic Management
2	Understanding External Environment
3	Understanding Internal Environment
4	Establishing Strategic Focus
5	Corporate Strategy
6	Business-Level Strategy
7	Competitive Strategies
8	Implementing Strategies I: Management
9	Implementing Strategies II: Organizational Issues
10	Strategic Evaluation and Control

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**BBAD - 302  
BUSINESS LAW**

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Units	Topics
1	Business and its Environment
2	Law of Contract
3	Contract of Agency
4	Law of Sale of Goods
5	Law of Negotiable Instruments
6	Law of Insurance
7	Law of Carriage of Goods
8	Elements of Company Law
9	Taxation

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**BBAD - 303  
HUMAN RESOURCE MANAGEMENT**

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Units	Topics
1	Human Resource Management
2	Job Description: Analysis and Evaluation
3	Human Resource Planning—Concept and Process
4	Recruitment and Selection
5	Performance Appraisal
6	Training and Development (T & D)
7	Wages and Compensation
8	Discipline and Grievance in Industry
9	Counselling and Mentoring

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10	Collective Bargaining
11	Workers' Participation in Management
12	Conflicts in Industry
13	Career and Succession Planning
14	Industrial Dispute
	Case Studies

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**BBAD - 304**  
**ORGANISATION BEHAVIOUR**

Units	Topics
1	Basic Concepts of Organisational Behaviour
2	Perception, Attitudes and Values
3	Personality Development and Personality Theories
4	Motivation
5	Individual and Organisation
6	Organisational Conflict
7	Work Groups
8	Group Dynamics
9	Informal Organisation
10	Leadership
11	Understanding Organisation-Structure and designs

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## Semester 4

### **BBAD - 401 MATHEMATICS FOR BUSINESS AND ECONOMICS**

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Units	Topics
1	Analytical Geometry
2	Matrix Algebra
3	Functions, Limits and Continuity
4	The Derivative
5	The Maxima And Minima
6	Functions of More Than One Variable and
7	Maxima, Minima of Functions of More Than One Variable
8	Integration
9	A. P., G. P. and The Mathematics of Finance
10	Linear Programming

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### **BBAD - 402 FINANCIAL MANAGEMENT**

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Units	Topics
1	Evaluation of Finance
2	Capital Budgeting
3	Working Capital Management
4	Financing and Dividend Decisions
5	Sources of Working Capital Finance

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**BBAD - 403**  
**ADVERTISING FUNDAMENTALS**

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Units	Topics
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**SECTION ONE: ADVERTISING**

**Part-1**

- 1 Introduction to Advertising
- 2 Brief History of Advertising
- 3 Classifying Advertising
- 4 Role, Functions and Benefits of Advertising
- 5 Economic, Social, and Ethical Issues
- 6 Client and Advertising Agency Questions

**Part-2**

- 7 Marketing Communications
- 8 Source, Message and Medium Factors
- 9 An Overview of Consumer Behaviour
- 10 Advertising Response Process
- 11 Attention, Comprehension and Recall Questions

**Part-3**

- 12 Segmentation and Positioning
- 13 Brand Awareness, Brand Attitudes and Feelings
- 14 Brand Equity, Image and Personality
- 15 Advertising Budget
- 16 Advertising Objectives Questions

**Part-4**

- 17 Media Planning and Strategy
- 18 Media Evaluation

19	Support Media
20	Internet Questions
<b>Part-5</b>	
21	Creative Strategy – Planning and Development
22	Creative Strategy – Execution and Evaluation
23	Planning Advertising Campaign
24	Advertising Research Questions

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**BBAD - 404  
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

Units	Topics
<b>BLOCK -I: ENTREPRENEURSHIP AND ITS APPROACH</b>	
1	Definition of Entrepreneurship
2	Definition of Small Business
3	Entrepreneurial Motivation
4	Establishing Idea
<b>BLOCK 2: MANAGERIAL AND ORGANISATIONAL APPROACH IN ENTREPRENEURSHIP</b>	
5	Start your Own Business or Buy an Existing One
6	Financial Analysis
7	Role of Financial Institutions
<b>BLOCK 3: ANCILLARY SUPPORT TO ENTREPRENEURSHIP</b>	
8	Policy Incentive for Entrepreneurial Growth, Small-Scale Industrial Policy
9	Directorate of Industries of State Government
10	Computer Aided Process Planning

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**Semester 5****BBAD - 501  
Corporate Governance**

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Units	Topics
1	Environment: Internal and External
2	Business Ethics and Corporate Social Responsibility
3	Management of Public Limited Companies
4	Majority Rule and Minority Protection and prevention and Oppression of Mismanagement
5	Basic Objective of a Firm
6	Ownership Pattern and Corporate Governance Theory
7	Firms Goal Revisited
8	Universal Creative accounting Practices
9	Accounting Standards and Corporate Governance
10	Company Board and Corporate Management
11	Board Committees and Corporate Governance
12	Whistle Blowing Policy needs Institutionalization
13	Corporate Governance Rating
14	Separation of Position of Chairman and CEO

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**BBAD - 502  
Marketing Research**

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Units	Topics
1	Marketing Research: An Introduction
2	Research Design

3	Value of Information on Decision Making
4	Marketing Information System and Marketing Research
5	Attitude measurement and Scaling
6	Methods of Data Collection
7	Samples and Sampling Distribution
8	Testing of Hypothesis
9	Processing of Data and Tabulation
10	Univariate Data Analysis: Non Parametric Tests
11	Multivariate Analysis
12	Applications of Marketing Research
13	Research Report and Proposal Writing
14	Case Study Method in Marketing Research

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**BBAD - 503**  
**Sales Management**

Units	Topics
1	Introduction
2	Sales Strategy Formulation
3	Personal Selling - Process & Theories
4	Salesmanship and Sales Promotion
5	Modern Methods of Selling
6	Recruitment, Selection and Training of Sales Personnel
7	Compensating the Sales Personnel

- 8 Motivating Sales Personnel
  - 9 Monitoring and Performance Evaluation
  - 10 Sales Display, quotas and Contest
  - 11 Sales Forecasting
  - 12 The Sales Budget
  - 13 Ethics in Sales Management
  - 14 Channels of Distribution
  - 15 Retailing and Wholesaling
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**BBAD - 504**  
**Total Quality Management**

Units	Topics
1	Understanding Quality
2	Quality Philosophies
3	Introduction to Total Quality Management – Concepts and Principles
4	Problem Solving and Continuous improvement
5	Organization Management System - Reengineering
6	Human Resource Management System
7	Statistical Tools
8	TQ through Quality Circles
9	TQ through Japanese 5-S
10	Total Quality through Cost of Quality
11	Total Quality through Benchmarking

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**Semester 6**

**BBAD - 601**  
**Conflict Management and Negotiation Skills**

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Units	Topics
1	Introduction and Meaning
2	cooperation and collaboration and conflict
3	collaboration
4	the process of conflict
5	changing scenario of conflict
6	studies of conflict
7	types of conflict
8	conflict outcomes
9	conflict management
10	Conflict resolution styles
11	Conflict management strategies
12	Contingency approach to conflict management
13	The basics of successful negotiation
14	You and your opponent
15	Managing the negotiation process
16	Overcoming problems in negotiations
17	Everyday negotiating situation

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**BBAD - 602**  
**Environmental Management**

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Units	Topics
<b>1</b>	Introduction
<b>2</b>	Realm Of Ecology

3	Background To International Efforts For Environmental Protection
4	India's Effort For Environmental Protection And Public Policy
5	Environment Problems – Global
6	Environmental Management System
7	Environmental Clearance For Establishing And Operating Industries In India
8	Business Accounting Economy
9	Waste Management
10	Air, Noise, Soil Pollution
11	Water Resource And Water Pollution
12	Forest Management
13	Biodiversity
14	Environmental Ethics

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**BBAD - 603  
Leadership**

Units	Topics
1	Concept of Leadership
2	Communication – The Source of Leadership
3	Motivation – the impact of leadership
4	Character – the foundation of leadership
5	Direction – The role of Leadership
6	Team Building – the responsibility of leadership
7	Style – the use of power in leadership
8	Management of Change – the Contribution of Leadership

**BBAD - 604  
project Work**

## **Students' Support Services**

In order to provide individualized support to its students the university has identified a number of Study Centers throughout the country. Jamia Hamdard will administratively coordinate these Study Centers. As far as possible the university allot the Study Center opted by the candidate. However, the university may change the Study Center at its convenience without concurrence of the student at any time.

The Study Centers are the contact points for the students on all major aspects of the programme. These include counselling sessions, practicals, library facilities, disseminating information and advise and facilities for audiovisual training aids. The Study Centers are also equipped with some reference books on the subjects of this programme. These will be accessible to the students during their visits to the Study Center.

The university may not always be able to communicate to all the students individually. All the important communications will be sent to the Study Centers. The coordinators of the respective Study Centers would display a copy of such important circulars/ notifications on the notice board for the benefit of all the students. Therefore, it is important for all the students to keep in regular touch with the Study Centers so as to get advance information about assignments, submission schedule, examination forms, list of students admitted to particular examination, declaration of results, etc.

## **Supply of Study Material**

One book per course will be supplied to the students as study material. However, the fast pace of computer industry necessitates that students must read some other reference materials. Studying the supplied printed material alone may not be sufficient for the knowledge of the subject. Therefore, it is strongly recommended that the students take the help of other reference materials/ websites for the preparation of their assignments and other examinations.

## **Counseling Sessions**

In distance education, face-to-face contact between the learners and their teachers/ counselors is relatively less and, therefore, is an important activity. The purpose of such a contact is to answer some of the questions and clarify the doubts, which may not be possible through any other means of communication. It also intends to provide an opportunity to meet the fellow students. There are academic counselors at the Study Centers to provide counselling and guidance to the students in the courses that they have chosen for study. Normally, these sessions will be held at the Study Centers during week ends (**Saturdays and Sundays**) or as decided with the mutual convenience of the students and the Study Centre.

It may be noted that the counseling sessions would be very different from the classroom teaching or lectures. Counsellors will not be delivering lectures as in conventional teaching. They will try to help the students to overcome difficulties, which they face while studying for the Programme. In these sessions, they must try to resolve their subject-based difficulties and any other related problems.



**Before the students go to attend the counselling sessions, they are expected to go through the course materials supplied to them and make a plan of the points to be discussed. Unless they have gone through the Units, they may not find much to be discussed with course counsellors.**

## **Jamia Hamdard**

(Deemed University)

The Ministry of Human Resource Development, Government of India, granted to Jamia Hamdard, the status of a 'Deemed to be a University', in 1989 under section 3 of University Grant Commission Act, 1956. Since its establishment, Jamia Hamdard has made commendable progress with regard to expansion of facilities for higher learning and diversification of teaching and research programmes in frontier areas of biological Sciences, Unani Tibb, Pharmaceutical Sciences, IT and Management. The University has a strong base of infrastructure for quality teaching and research. On the basis of the overall assessment of its performance in realizing the university mandate and contributions made by various departments and faculties to the growth of knowledge, National Assessment and Accreditation Council of UGC has accredited the University under category 'A' the Indian Universities. Jamia Hamdard is one of the universities selected by the UGC for promoting education abroad. The university attracts over 10 percent of the total students from over 30 countries. The international corporations and Foreign Governments employ a large number of the University graduates in various capacities, which is the testimony of international recognition of degrees/diplomas awarded by the University.

As a Muslim minority institution under Article 30 (1) of the Constitution of India, the University is committed *inter alia* to improve access and quality of education so as to enable the adult learners to effectively function in the knowledge based economy. In this context, a

number of initiatives have been taken to provide high quality of professional education at Undergraduate and Post Graduate levels.

In order to provide opportunities to students for participating in ongoing educational revolution to upgrade the knowledge and skills of working population, entrepreneur and other aspirants of new knowledge, the university has taken initiative to utilize information and communication technologies to extend the reach of education and to enhance quality of education through the use of multi-media methods of teaching and learning. The Directorate of Open and Distance Learning has therefore been established to promote education through open and distance learning systems, which adopt flexible and innovative methods of education to ensure 'independent learning' to anyone, anytime and anywhere. The programmes of the study will be customized to meet the learning requirements of knowledge seekers as well as to ensure that they learn at their own pace and convenience. Towards this end in view, the university has recognized reputed institutes to act as Study Centres for conduct of various job-oriented and professional courses, which effectively meet the requirements of the world of work.

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