

**Undergraduate Programme**  
**Bachelor of Arts in Applied Urdu (BAAUD)**  
**(ODL Mode)**

**Programme Guide**



**School of Humanities**  
**Indira Gandhi National Open University**  
**Maidan Garhi, New Delhi-110068**  
**Programme Coordinator: Dr. Liaqat Ali**  
**Email: [liaqatali@ignou.ac.in](mailto:liaqatali@ignou.ac.in)**  
**Phone: 011-29572766**

## **B.A. in Applied Urdu Programme**

**Introduction:** The Faculty of Urdu, School of Humanities at Indira Gandhi National Open University is proud to introduce the B.A. in Applied Urdu (BAAUD) programme, commencing from the January 2023 academic session. This programme is designed to offer learners a comprehensive education in Urdu, aligned with the National Education Policy-2020, while also integrating applied Urdu skills and multidisciplinary subjects.

### **Programme Objectives:**

1. **Language Proficiency:** Develop a high level of proficiency in the Urdu language, encompassing reading, writing, listening, and speaking skills.
2. **Literary Appreciation:** Cultivate an appreciation for Urdu literature, spanning classical and contemporary works, to understand the rich cultural heritage embedded in the language.
3. **Applied Urdu Skills:** Equip students with practical skills in applied Urdu, including translation, newspaper and feature writing, radio writing, television writing, and mathematical applications.
4. **Multidisciplinary Exposure:** Provide a multidisciplinary approach to education by integrating subjects such as mathematics, calculus, and e-commerce with the study of Urdu, broadening the students' intellectual horizons.
5. **Skill Enhancement Courses (SEC):** Collaborate with NSDC to offer Skill Enhancement Courses, Internships, and Apprenticeships, ensuring practical application of acquired knowledge in real-world scenarios.
6. **Credit-Based Learning:** Implement a credit-based system to enable students to understand the depth and breadth of each course, with 1 credit equivalent to 30 hours of comprehensive study.
7. **Flexible Learning Pathways:** Facilitate multiple entry and exit points in the program, aligning with the provisions of the new education policy and accommodating diverse learning preferences and paces.
8. **Employability Skills:** Foster the development of skills that enhance employability, preparing students for both traditional and emerging employment opportunities in line with current market demands.
9. **Cultural Sensitivity:** Promote cultural sensitivity and awareness, enabling students to communicate effectively and appreciate the nuances of Urdu language and literature in diverse social contexts.
10. **Global Perspective:** Encourage a global perspective by incorporating international standards and trends in language education, ensuring that graduates are well-equipped to engage with a global audience and diverse linguistic landscapes.
11. **High-Quality Teaching:** Provide learners with high-quality instruction in Urdu language and literature.
12. **Skill Development:** Emphasize skill development through traditional and applied Urdu courses, including translation, writing for various media, and exposure to multidisciplinary subjects.

13. **Credit Framework:** The program comprises 120 credits, distributed among Major (Core), Minor, VAC, and Skill Enhancement Course/Internship/Apprenticeship categories.

14. **National Skill Development Corporation (NSDC):** Collaborate with NSDC to offer Skill Enhancement Courses, Internships, and Apprenticeships in line with the MoU between IGNOU and NSDC.

**Program Structure:**

- **Major (Core):** 60 credits
- **Minor:** 24 credits
- **VAC (Value Added Courses):** 6 credits
- **Skill Enhancement Course/Internship/Apprenticeship:** 30 credits

**Skill-Focused Courses:**

- Translation
- Newspaper and Feature Writing
- Radio Writing
- Television Writing
- Mathematics
- Calculus
- E-commerce

**Eligibility:**

- 10+2 or equivalent

**Medium of Instruction:**

- Urdu/English

**Tenure:**

- Minimum: 3 years
- Maximum: 6 years

**Fee Structure:**

- Total: ₹14,400/-
- Annual Fee: ₹4,800/-
- Registration Fee: Additional ₹300/- (to be paid annually)

**Credit Method:**

- 1 credit equals 30 hours of learner's study time.
- Students study 120 hours for a 4-credit course and 180 hours for a 6-credit course.
- Study time includes written material, audio-visual material, teleconferences, telecommunication, assignments, and activities on platforms like Gyanvani, Gyandarshan, Swayamprabha, and e-Gyankosh.

**Teaching Methodology:**

- 30 hours in 1 credit encompass various study activities, ensuring a holistic learning experience.
- Incorporates study of written material, audio-visual material, teleconferences, telecommunication, and time spent on assignments.
- Platforms like Gyanvani, Gyandarshan, Swayamprabha, e-Gyankosh, etc., contribute to the overall study hours.

The BAAUD programme at IGNOU provides a unique blend of traditional Urdu education and applied skills, preparing learners for diverse employment opportunities in line with current needs. The flexible credit system, collaboration with NSDC, and adherence to the National Education Policy-2020 make this programme a valuable choice for aspiring students. Enroll today and embark on a journey of academic and professional growth in the field of Applied Urdu at IGNOU.

This programme not only offers a rich amalgamation of traditional Urdu education and applied skills but also strategically positions learners for a plethora of promising employment opportunities that align with the dynamic demands of the contemporary job market.

With a curriculum crafted to meet the standards set forth by the National Education Policy-2020, the programme goes beyond conventional language studies. The integration of applied Urdu skills, including translation, newspaper and feature writing, radio writing, television writing, and exposure to multidisciplinary subjects with a diverse skill set.

The flexible credit system ensures that students not only acquire theoretical knowledge but also engage in practical, hands-on learning experiences. Collaborating with the National Skill Development Corporation (NSDC) further enhances the program's focus on real-world applicability. Skill Enhancement Courses (SEC), internships, and apprenticeships facilitated by NSDC offer students invaluable opportunities to bridge the gap between academic learning and professional practice.

As a result, BAAUD graduates emerge from the programme well-prepared to navigate a variety of career paths. Traditional employment avenues, such as teaching, research, and language services, are complemented by emerging opportunities in media, content creation, digital communication, and e-commerce. The programme multidisciplinary approach ensures that graduates possess the adaptability and versatility required in today's dynamic job market.

**Programme Structure:**

Year	Course codes	Title of the Course	Type of Course	Course Credits	Total Credits
<b>I</b>	BUDC-133	Origin and development of Urdu	Major Core	6	<b>40 Credits</b>
	BUDC-131	Prose and Poetic forms in Urdu	Major Core	6	
	BSOC-131 Or BPYC-131	Introduction to Sociology Or Indian Philosophy	Minor	6	
	OULE-005	Principles of Translation	Skill Enhancement course	4	
	BCOS-183	Computer Application in Business	Skill Enhancement course	4	
	BUDS-184	Introduction of Mass Media in Urdu	Skill Enhancement course	4	
	BUDS-186	Study of Electronic Media in Urdu	Skill Enhancement course	4	
	BPSE 141	Gandhi and the Contemporary World	Common Value-Added Course	6	
<b>II</b>	BUDC-132	Study of Urdu Classical Ghazal	Major Core	6	<b>40 Credits</b>
	BUDC-101	Study of Urdu Fiction	Major Core	6	
	BUDC-134	Study of Urdu Nazam	Major Core	6	
	BUDLA-135	Study of Modern Urdu Prose and Poetry	Major Core	6	
	BSOC-132 Or BPYC-134	Sociology of India Or Western Philosophy: Modern	Minor	6	
	BUDS-189	Urdu Essay Writing	Skill Enhancement course	4	
	BEGG-173 Or BEGLA-136	Academic Writing & Composition Or English at the workplace	Skill Enhancement course	6	
<b>III</b>	BUDC-108	Study of Classical Prose	Major Core	6	<b>40 Credits</b>
	BUDC-109	Urdu Tanz-o-Mazah	Major Core	6	
	BUDC-102	Study of Urdu Non-Fiction	Major Core	6	
	BUDC-114	Study of Literary Movements	Major Core	6	
	BSOE-145 Or BPYG-172	Religion and Society Or Philosophy of Religion	Minor	6	
	BANE-143 Or BPYG-171	Tribal Cultures of India Or Applied Ethics	Minor	6	
	BCOS-185	Entrepreneurship	Skill Enhancement course	4	

## **Examination Structure and Flexibility:**

At IGNOU, we understand the diverse needs and commitments of our learners. Therefore, the B.A. in Applied Urdu (BAAUD) programme offers unparalleled flexibility in choosing the pace and timing of your academic journey.

### **1. Programme Duration:**

- The BAAUD program is designed to accommodate various learning preferences. You can complete the programme in a minimum period of 3 years or extend your academic journey for up to a maximum of 6 years.

### **2. Commencement of Programme:**

- The programme offers two annually cycles, in January and July. This allows you to choose the entry point that aligns best with your schedule and aspirations.

### **3. Term End Examinations:**

- To provide you with maximum flexibility, term end examinations are scheduled twice a year. You can opt to appear for the examinations in either June or December of the same year, depending on your preparedness and convenience.

### **4. Convenient Scheduling:**

- The convenience of choosing examination dates empowers you to align your academic commitments with your personal and professional responsibilities. This unique feature is especially beneficial for those managing multiple priorities.

### **5. Term End Examination Preparation:**

- IGNOU provides ample resources and support for examination preparation. This includes study materials, online resources, and guidance from head office, regional centers and study centers by experienced faculty to ensure that you are well-prepared to excel in your examinations.

By offering such flexibility in the examination system, IGNOU enables you to tailor your academic journey to suit your individual needs. Whether you are a working professional or have other personal commitments, our goal is to empower you to achieve academic success on your terms. Embrace the flexibility, embark on your educational journey, and seize the opportunities that align with your aspirations.

## **Term End Evaluation Grading:**

The Term End Evaluation for the B.A. in Applied Urdu (BAAUD) programme follows a comprehensive grading system to assess learner's performance. The grading criteria are as follows:

- 1. 1st Division (With Distinction):**
    - **Percentage:** 75% and above
  - 2. 1st Division:**
    - **Percentage:** 60% to 74.9%
  - 3. 2nd Division:**
    - **Percentage:** 50% to 59.9%
  - 4. Pass:**
    - **Percentage:** 35% to 49.9%
  - 5. Unsuccessful:**
    - **Percentage:** Below 35
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