

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION (DDCE)



PROSPECTUS

**For Guidance of Candidates for Admission into
Two Years (2011-2012)
MBA Course under Semester System
(Distance Education on Continuing Mode)**

**Sambalpur University, Jyoti Vihar,
Sambalpur,
ORISSA, PIN-768.019**

MBA Course under Semester System

Duration: TWO YEARS

Calendar: Each year is divided into 2 semesters

- **FIRST YEAR**
 - SEMESTER I January to May
 - SEMESTER II July to November
 - Winter Project 6 to 8 weeks
- **SECOND YEAR**
 - SEMESTER III February to May
 - SEMESTER IV July to November
 - Final Project 4 to 6 weeks

(I) Eligibility:

A candidate who has passed the Bachelor Degree Examination of Sambalpur University or any examination recognized as equivalent there to by the Academic Council of Sambalpur University, shall be eligible to apply for admission into Master of Business Administration under DISTANCE EDUCATION CONTINUING MODE Programme.

Candidates admitted to the Master of Business Administration (Distance Education) Programme shall be required to bear all incidental expenses on their Winter Project & Training, Preparation of project & dissertation report, case studies and Computer Work.

A Candidate will be Admitted/re-admitted to the First Semester/next semester only after the payment of fees within 15 days of the beginning of the semester

(ii) Issue of Application Form:

The admission form and prospectus for M.B.A. (Distance Education on continuing mode) can be downloaded from the DDCE Website, www.sambalpuruniversityddce.com or from the office of DDCE on working days during the office hours.

Processing Fees:

1. Rs.200/ in the form of Bank Draft in favour of DDCE, Sambalpur University payable at SBI, Jyoti Vihar (Code No. 6672) in case of downloaded Application Form
2. Rs. 250/ in the form of Bank Draft in favour of DDCE, Sambalpur University payable at SBI, Jyoti Vihar (Code No. 6672) in case of Application Form procured from the Office of DDCE.

(iii) Submission of Application Form:

Application form duly filled in along with required documents and fees is to be submitted to DDCE, Sambalpur University. Incomplete application form will be summarily rejected. Fees once deposited shall not be refunded at any cost.

(iv) Course Structure:

Semester I

| Paper Code | Subject | Assignment | External | Total Marks |
|------------|------------------------------|------------|----------|-------------|
| DE.M- 411 | Management Concepts | 30 | 70 | 100 |
| DE.M- 412 | Accountancy for Management | 30 | 70 | 100 |
| DE.M- 413 | Legal Systems for Management | 30 | 70 | 100 |
| DE.M- 414 | Computer for Management | 30 | 70 | 100 |
| DE.M- 415 | Organisation Behaviour | 30 | 70 | 100 |
| DE.M- 416 | Research Methodology | 30 | 70 | 100 |
| DE.M- 417 | Business Environment | 30 | 70 | 100 |

Semester II

| Paper Code | Subject | Assignment | External | Total Marks |
|------------|--|------------|----------|-------------|
| DE.M- 421 | Managerial Economics | 30 | 70 | 100 |
| DE.M-422 | Quantitative Techniques for Management | 30 | 70 | 100 |
| DE.M- 423 | Marketing Management | 30 | 70 | 100 |
| DE.M- 424 | Financial Management | 30 | 70 | 100 |
| DE.M- 425 | Production & Operations Management | 30 | 70 | 100 |
| DE.M- 426 | Human Resource Management | 30 | 70 | 100 |
| DE.M- 427 | Management Information System | 30 | 70 | 100 |

Semester III

| Paper Code | Subject | Assignment | External | Total Marks |
|------------|----------------------------|------------|----------|-------------|
| DE.M-511 | Strategic Management | 30 | 70 | 100 |
| DE.M-512 | Management Control System | 30 | 70 | 100 |
| DE.M-513 | Elective- I | 30 | 70 | 100 |
| DE.M-514 | Elective- II | 30 | 70 | 100 |
| DE.M-515 | Elective- III | 30 | 70 | 100 |
| DE.M-516 | Elective- IV | 30 | 70 | 100 |
| DE.M-517 | SUMMER PROJECT & Viva Voce | | | 200 |

Semester IV

| Paper Code | Subject | Assignment | External | Total Marks |
|------------|---|------------|----------|-------------|
| DE.M-521 | International Business Environment | 30 | 70 | 100 |
| DE.M-522 | Entrepreneurship & Small and Medium Business Management | 30 | 70 | 100 |
| DE.M-523 | Elective- V | 30 | 70 | 100 |
| DE.M-524 | Elective- VI | 30 | 70 | 100 |
| DE.M-525 | Elective- VII | 30 | 70 | 100 |
| DE.M-526 | Elective- VIII | 30 | 70 | 100 |
| DE.M-527 | DISSERTATION & Viva Voce | | | 200 |

Electives:

Marketing

- Consumer Behaviour
- Advertising Management
- Sales & Distribution Management
- Retail Management
- Brand Management
- International Marketing
- Industrial Marketing
- Strategic Marketing

Finance

- Indian Financial Systems
- Investment Management & Security Analysis
- International Financial Management
- Finance for Strategic Decisions
- Financial Derivatives
- Portfolio Management
- Corporate Restructuring
- Option Future and Swap

- International Accounting
- Project Appraisal and Management

Human Resource

- Training & Development
- Industrial Relations
- Compensation Management
- Human Resource Planning and Development
- Performance Management & Retention Strategies
- HRM Knowledge Based Organisation
- Organizational Change and Intervention Strategies
- Human Resource Development: Strategies and Systems
- Organizational Dynamics

Production

- Purchasing Material Management
- Total Quality Management
- Production Planning & Control
- Applied Operations Research
- Logistics Management
- Goal Programming Management
- Service Operations Management
- Supply Chain Management

Information Technology

- Software Engineering
- Business Process Reengineering
- Information Security
- System Analysis and Design
- Strategic Management of Information Technology
- Data Base Management Systems
- Enterprise Resource Planning (ERP)
- Management Support System
- E-Business
- Data Communication

(v) Course material:

Course material on every subject will be provided by DDCE within 3 to 4 weeks after commencement of the semester and deposit of semester fees by the candidate
The course material shall be sent by post only.

(vi) Contact Classes:

Contact classes will be held on Sundays and other holidays in university campus/other centres (in the nearby Institutions subject to the availability of required number of enrolled candidates, i.e., 20 per Study Centre). The exact study centre for contact classes will be notified later. The tentative places of Study Centre are:

| | | | |
|----------------|-------------------|------------------|----------------|
| 1. Bhubanewsar | 9. Deogarh | 17. Bolangir | 25. Rajgangpur |
| 2. Cuttack | 10. Jhasuguda | 18. Patnagarh | 26. Bonai |
| 3. Dhenkanal | 11. Kuchinda | 19. Titilagarh | 27. Puri |
| 4. Angul | 12. Brajarajnagar | 20. Sonepur | 28. Balesore |
| 5. Talcher | 13. Belpahar | 21. Bhawanipatna | 29. Bhadrak |
| 6. Boinda | 14. Bargarh | 22. Kantabanji | 30. Jajpur |
| 7. Sambalpur | 15. Padampur | 23. Sundargarh | |
| 8. Burla | 16. Barpali | 24. Roukela | |

30 contact classes will be conducted for each subject
Project classes are compulsory

(vii) Examination Centre:

The examination centre shall be allotted to the candidate by the DDCE and indicated in the admit card. Due care will be taken to allot the examination centre in the nearby place of the candidate, subject to the availability of required number of examinees in the Examination Centre.

(viii) Examinations:

There will be four semesters in MBA (Distance Education) course. Semester examinations will be held on Saturdays and Sundays. Every examination will be of 3 hours duration. In each semester there shall be 3 Assignments of 10 marks each. Each theory paper shall be of 100 marks (30 marks internal examination and 70 marks university examination). The duration of the theory examination shall be of 3 hours. and shall be held on Saturdays and Sundays

(a) Internal Examination: (30% of the Total Marks)

Candidates are required to submit three hand written assignments of five pages each

1. 1st Assignment after one month of confirmation of admission by DDCE (10 marks)
2. 2nd Assignment after two Months of confirmation of admission by DDCE (10 marks)
3. 3rd Assignment after three months of confirmation of admission by DDCE (10 marks)

(b) Semester Examination: (70% of the Total Marks)

The Semester Examination will be held as follows:

- | | |
|---|---------------------------|
| 1 st , 3 rd Semester will be held in the month of | June – July |
| 2 nd , 4 th Semester will be held in the month of | December – January |

The examination will be conducted on Saturdays and Sundays.

(ix) Summer Project and Dissertation:

For Summer Project (DE.M-517 and DE.M-527), the candidate has to select a supervisor who shall be an officer in the rank of Manager and above of a Public/Private Sector/ Bank or a teacher with P.G. teaching experience in the subjects of MBA/ Sociology/ Economics/ Commerce/ Psychology/ Engineering and Law. The candidate has to send the Curriculum Vitae of the supervisor along with his/ her consent for approval of DDCE. The office of DDCE shall thereafter send the letter of approval to the concerned supervisor with a copy to the candidate. Remuneration shall be paid to the supervisor as per the rates approved by the University from time to time; the viva-voce examination of the Summer Project and Dissertation shall be held in the University Campus on Sundays and other holidays.

(x) Passing Criteria:

A candidate has to secure 30% of marks in Theory Papers and internal assignment separately. To pass in semester examination the candidate has to secure 36% of marks in aggregate. The candidate has to secure pass marks in two out of out of three assignments to be eligible to appear the semester examinations. To pass the Final MBA Examination the candidate has to secure minimum 40% marks in aggregate. Candidate has to secure pass marks in two out of three assignments to be eligible to appear the semester examination.

(x) Back Paper Examination:

A candidate failing in maximum three theory papers in a Semester shall be eligible to appear these papers with in next two chances only as Back Papers and higher marks secured in each paper shall be retained in the respective Semester Examination.

(xi) Improvement Examination:

A passed candidate shall be eligible to improve his/her performance in maximum five theory papers after publication of Final year result and the higher marks secured in each paper shall be retained provided that a candidate shall not be permitted to appear the examination beyond four years from the date of first admission.

(xi) Publication of result:

Results will be published within two month from the last date of examination In the web site. Candidate will be issued mark sheet after publication of the results of each semester. PCM will be issued to successful candidate after passing final examination.

(xii) Course fees:

| | | |
|--------------------------|---|---|
| MBA (Distance Education) | : | Rs. 12,500/-Per Semester |
| Examination fees | : | Rs. 1600/- per semester (Rs.1500 Examination+ Rs.100/- Infrastructural Development Fee to be paid to the Examination Centre) Rs. 200/- per paper for subsequent Examination |

(xiii) Mode of Payment:

All payment shall be made by the candidate in form of Account Payee Bank Draft in favour of DDCE, Sambalpur University payable at SBI, Jyoti Vihar Branch (Code-6672). Candidates should sign and write their name and address on the back side of the Bank Draft. Candidates are advised to keep Xerox copies of the submitted Bank Drafts. Once the draft is deposited no money shall be refunded. However, in case of non eligibility of the candidate, the course fee and examination fee shall be refunded after deducting Rs. 500/- towards processing cost.

(xiv) Guidelines for filling of application form:

1. All entries must made in capital letters
2. Name of the candidate, Date of Birth must be as per H.Sc. Certificate.
3. Father name, mothers name, permanent address, address for correspondence to be mentioned clearly in the form.
4. The candidate are directed to submit the following documents in original along with attested copies by Speed Post/ Registered Post
 - H.Sc. Certificate and Mark sheet
 - +2 Certificate and Mark Sheet
 - Graduation Certificate and Mark sheet
 - Three passport size photographs duly attested by the Gazetted Officer
 - Required Amount of Processing, Course and Examination Fees for the Semester
5. The Filled in Application Form along with the documents and required amount of Fees in the shape of Bank Draft be sent to

The Director

**Directorate of Distance and Continuing Educational (DDCE)
Sambalpur University, Jyoti Vihar, Sambalpur-768.019**

6. DDCE shall return back all the original Certificates and Mark sheets, submitted to the candidate by Speed Post after verification.

(xv)General Information/Conditions:

1. DDCE does not provide any hostel accommodation. Students have to make their own arrangement for stay during personal contact programme and examination.
2. CLC is not required for admission and therefore migration certificate / CLC shall not be issued after the completion of the course.
3. All disputes to be decided by the civil court at Sambalpur only.

**SUBMISSION OF APPLICATION FORM FOR ADMISSION NOVEMBER 30, 2010
WITHOUT FINE:**

**SUBMISSION OF APPLICATION FORM FOR ADMISSION DECEMBER 15, 2010
WITH FINE OF Rs.100/:**

CONTACT ADDRESS:

For Prospectus and Admission Form: www.sambalpuruniversityddce.com
OR Office of DDCE, Sambalpur University

For Enquiry : mbaenquiry@sambalpuruniversityddce.com
 : (0663)2430133 (Office)

**Sd/-
Director, DDCE
Sambalpur University**