

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-768019**

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:

(i) The candidate may opt for online admission form which is available in DDCE website i.e. www.sambalpuruniversityddce.com. After filling the forms, the candidate must take a printout and same may be submitted to the study center of his first choice along with supporting documents and bank drafts/ Journal.

Or

(ii) The application form and prospectus can be downloaded from DDCE website i.e. www.sambalpuruniversityddce.com and a printout be taken. The application form may then be filled in by hand and should be submitted to the study center of his first choice along with supporting documents and bank drafts/ Journal.

Applications should not be sent to the University directly.

A bank draft of Rs.250/- towards the cost of Admission forms and prospectus must be submitted in addition to the usual course fees.

The last date of submission of admission forms by the study centers along with supporting documents and bank drafts/ journals is 30th September 2011 without late fees and 15th October 2011 with a late fee of Rs. 100/-.

Note :

(i) All candidates applying for admission into any course offered by DDCE Sambalpur University if found eligible and having paid the fees in full are deemed to have been admitted at Sambalpur University, Jyoti Vihar and not in the study centre where they have deposited the application. The study centres cannot admit any student. The University is the sole authority for admitting students.

(ii) The University reserves the right to reject any application or cancel any admission without assigning any reasons thereof.

(iii) Mode of Payment:

(i) All payments shall be made by the candidates in the form of **Bank Draft** in favour of the **DDCE, Sambalpur University** payable at **SBI, Jyoti Vihar** Branch (Code No. **6672**). Candidates are advised to write their names, name of the course and enrollment number (if any) on the back side of the bank draft.

Or

(ii) The candidate may deposit cash in the SBI Account No. **10526092854** of Jyoti Vihar SBI Branch code **6672** and deposit the deposit slip along with **Journal No** and Name of the Candidate on the back side of the deposit Slip.

(iv) Course Structure:

Semester I

Paper Code	Subject	Assignment	External	Total Marks
DEM: 411	Principle and Practice of Management	30	70	100
DEM: 412	Marketing Management	30	70	100
DEM: 413	Managerial Economics	30	70	100
DEM: 414	Quantitative Methods	30	70	100
DEM: 415	Computer for Managers	30	70	100
DEM: 416	Organizational Behavior and Human Resource Management	30	70	100
DEM: 417	Financial Accounting	30	70	100

Semester II

Paper Code	Subject	Assignment	External	Total Marks
DEM-418	Operations Research	30	70	100
DEM-419	Production and Operation Management	30	70	100
DEM-420	Financial Management	30	70	100
DEM-421	Indian Ethos and Values	30	70	100
DEM-422	Research Methodology	30	70	100
DEM-423	Business Environment	30	70	100
DEM-424	Business Law	30	70	100

Semester III

Paper Code	Subject	Assignment	External	Total Marks
DEM-425	Business Policy and Strategic Management	30	70	100
DEM-426	Management Information System	30	70	100
DEM-427	STPR and Viva	30	70	100
DEM-428(F)	Security Analysis and portfolio management	30	70	100
DEM-429(F)	Financial derivatives	30	70	100
DEM-430(F)	Project appraisal and management	30	70	100
DEM-431(F)	Management of rural finance	30	70	100
DEM-428(M)	Consumer behaviour	30	70	100
DEM-429(M)	Sales and distribution management	30	70	100
DEM-430(M)	Advertising management	30	70	100
DEM-431(M)	Retail management	30	70	100
DEM-428(HRM)	Management development for technological change	30	70	100
DEM-429(HRM)	Management training and development	30	70	100
DEM-430(HRM)	Human resource development and SS	30	70	100

DEM-431(HRM)	Management of industrial relations	30	70	100
DEM-428(P)	Purchasing and material management	30	70	100
DEM-429(P)	Total quality management	30	70	100
DEM-430(P)	Production planning and control	30	70	100
DEM-431(P)	Applied operation research	30	70	100
DEM-428(IT)	Software engineering	30	70	100
DEM-429(IT)	Information security	30	70	100
DEM-430(IT)	Database management system	30	70	100
DEM-431(IT)	Strategic management of IT	30	70	100

Semester IV

Paper Code	Subject	Assignment	External	Total Marks
DEM-432	Corporate Governance	30	70	100
DEM-433	Entrepreneurship Development	30	70	100
DEM-434	Enterprise Resource Planning	30	70	100
DEM-435	Dissertation / viva voce	30	70	100
DEM-436(F)	International finance	30	70	100
DEM-437(F)	International accounting	30	70	100
DEM-436(M)	International marketing	30	70	100
DEM-437(M)	Strategic management	30	70	100
DEM-436(HRM)	Legal framework governing human resources	30	70	100
DEM-437(HRM)	Human resource planning and development	30	70	100
DEM-436(P)	Supply chain management	30	70	100
DEM-437(P)	Goal programming in management	30	70	100
DEM-436(IT)	E-Business	30	70	100
DEM-437(IT)	Business Process reengineering	30	70	100

(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 delivered to the candidates through the study centers.

(vi) Contact Classes:

Contact classes will be held on Sundays and other holidays in the university approved study centers.

(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:

1st, 3rd Semester will be held in the month of **June – July**
2nd, 4th 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 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) 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.S.C. 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.S.C. 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.

(xiv) 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 SEPTEMBER 30, 2011
WITHOUT FINE:**

**SUBMISSION OF APPLICATION FORM FOR ADMISSION OCTOBER 15, 2011
WITH FINE OF Rs.100/:**

CONTACT ADDRESS:

For Prospectus and Admission Form: www.sambalpuruniversityddce.com
OR University approved study center

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

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