

INFORMATION BROCHURE

APPRENTISHIP EMBEDDED BACHELOR OF BUSINESS ADMINISTRATION (BBA)

ACADEMIC SESSION 2023–24



**CENTRE FOR DISTANCE AND ONLINE EDUCATION
SAMBALPUR UNIVERSITY
JYOTI VIHAR, BURLA,
SAMBALPUR, ODISHA – 768019**

1. Introduction

The Sambalpur University Act was passed by the Odisha Legislature on 10th December, 1966 to fulfil long cherished dream of the people of Western Odisha for establishment of a University. The University started functioning from 1st January, 1967 with Prof. Parsuram Mishra as the first Vice-Chancellor. The University was inaugurated on 4th January, 1967 by Hon'ble Chancellor A. N. Khosla. The University started functioning in 1967 in a rented private building at Dhanupali, Sambalpur and in Government building at Ainthapali, Sambalpur from 1968 - 72. In the year 1973 the University was shifted to the present campus named Jyoti Vihar at Burla.

The territorial jurisdiction of the University covers six districts of the state of Odisha namely Sambalpur, Sundargarh, Jharsuguda, Deogarh, Bargarh, Boudh besides Athamallik Sub-Division of Angul District.

Sambalpur University opened the Directorate of Distance and Continuing Education (DDCE) in the year 1999 and renamed as Centre for Distance and Online Education (CDOE) in 2021. As per the UGC Guidelines (July 2020) for Higher Education Institutions to offer Apprenticeship/Internship embedded Degree Programme (AEDP), Sambalpur University has taken initiative to launch Apprenticeship Embedded Bachelor of Business Administration (BBA) Programme for students to provide perfect platform to start their career.

This course is a three-year (six-semester) undergraduate programme designed for learners to acquaint to the new age business models and its applications. The programme's curriculum teaches both the theoretical and practical aspects of the study and aims to give the students in detail about fundamentals of organizational behaviour, economics, marketing, finance, human resource, IT for business, entrepreneurship development, business communication and comprehensive understanding of establishing, financing and successfully leading and managing of the modern Business. The administering of business in the digital world would be the added learning in this programme. Further, with rise in tech adoption phenomenally, it would give a major shift to the career aspirations of the learner students.

This program is consistent with the National Employability Enhancement Mission (NEEM) Regulations, 2017 regulations of AICTE and is a fine blend of academic learning and practical in exploring the job opportunities by the students. Further; a student trained through this model would be extremely aligned to the industry expectations and also to get opportunity for successful career development.

The course is designed as per the UGC Guidelines for Higher Education Institutions to offer Apprenticeship/Internship embedded Degree Programme (AEDP), July 2020. ***The Sambalpur University has made a Memorandum of Understanding (MoU) with M/s. TeamLease Edtech Limited, Mumbai (A leading staffing Company) on Dt. 18.01.2022.*** M/s. TeamLease Edtech Limited will provide Apprenticeship opportunities available in various domains like Banking, Financial services, Insurance, Micro-Finance, Retail, Logistics, e-commerce, Manufacturing, Telecom, Logistics, IT and Healthcare Services in different states of the Country.

This apprenticeship/internship embedded BBA programme shall be treated at par with the UG degree programmes specified by the UGC under section 22 (3) of the UGC Act, 1956. Students graduating from the apprenticeship/internship embedded BBA degree programme shall be eligible to take admission in the MBA programme.

The Information Brochure presents an overview of the procedure of admission to Apprenticeship embedded BBA Programme offered by the Centre for Distance and Online Education of Sambalpur University. The candidates are advised to read the prospectus carefully and fill the online application form and upload required documents and submit a printout (hard copy) of the application form to **The Director, Centre for Distance and Online Education (CDOE), Sambalpur University, Jyoti Vihar, Sambalpur, Odisha-768019.**

2. Programme Objective

The objective of this programme is to make the fresh graduates employment-ready with necessary knowledge on business plan, establishment of business, online trading, adaptation to business, collaboration with marketing partners, competencies, attitude, apprenticeship etc.

3. Eligibility

Candidates seeking admission into BBA Apprenticeship embedded BBA programme must have passed their 10+2 Examination or equivalent from a recognized board.

4. Intake Capacity

The seat strength for Apprenticeship Embedded Programme is **500**.

5. Duration

- i) **Minimum:** Three Academic Years from the year of joining the programme.
- ii) **Maximum Duration for the completion of the course:** The Candidate shall have to complete the course within Six academic years from the year of joining the programme.

6. Medium of Instruction: English, Hindi and Odia

7. Important Dates

Online filling up of application form shall begin	From Dt. 07.08. 2023 (10.00 AM)
The last date of submission of application online	Dt. 07. 09.2023 (5.00 PM)
Last date of submission of hard copy of the application along with the required documents	Dt. 11.09.2023

These days may be changed if necessary.

8. Place for Apprenticeship

The Apprenticeship will be available at the following places.

Sl. No.	Place	Apprenticeship amount (Rs.)
1	Andhra Pradesh	10853
2	Assam	10437
3	Bihar	10000
4	Delhi	17060
5	Goa	12690
6	Gujarat	10440
7	Haryana	10427
8	Himachal Pradesh	10000
9	Karnataka	16000
10	Madhya Pradesh	10000
11	Maharashtra	18000
12	Odisha	10,000
13	Puducherry	10000
14	Punjab	10000
15	Rajasthan	10000
16	Tamilnadu	10000
17	Telangana	10000
18	Uttar Pradesh	10000
19	Uttarakhand	10000
20	West Bengal	10000

Candidates are advised to select any three place of apprenticeship in order of preference and mention the same in the Application form. However, decision of the University to allot Place of Apprenticeship to the candidate shall be final. No Change of place for apprenticeship will be entertained thereafter. The University reserves the right to abolish any of the place mentioned above or opening new place(s), if necessary, without assigning any reason thereof.

9. Fee Structure

Course Fee	:	Rs. 5,000/- (per semester)
Examination Fee	:	Rs. 1,000/- (per semester)
Apprenticeship Fee	:	Rs. 3,000/- (per year)

10. How to Submit Online Application Form

The Application form, Information Brochure and other details will be available on the web from Dt. 07. 08.2023. The last date of submission of application online is Dt. 07.09.2023 and the last date of submission of hardcopy of application is Dt. 11.09. 2023.

Candidates desirous of seeking admission to Apprenticeship Embedded BBA Programme are required to submit applications online by adopting the following procedure:

- i) Candidates should log on to the website **<http://cdoe.suniv.ac.in>** and click “**online admission**”
- ii) The candidates should download the Information Brochure for Apprenticeship Embedded BBA Programme and read it carefully before filling up of form online.
- iii) The candidate should then register himself/ herself (through appropriate link) by providing the following information:
 - (a) Name of the candidate
 - (b) e-mail ID
 - (c) Password (to be created by the candidate)

The candidate should carefully note down the user ID and Password for future use.

- iv) The candidates can then fill up the form online. After completion of all the fields in the form, the candidates should click the “submit” button. There after a page will be opened with all the information of the candidate that he/she has filled in. The candidate then has to take a printout of this page and send/submit it to **The Director, Centre for Distance and Online Education, Sambalpur University, Jyoti Vihar, Sambalpur, Odisha – 768 019** along with the following documents latest by **11.09.2023**.

- (a) Two recent passport size colour photographs of the candidate duly signed.
- (b) One set of photocopies of Mark Sheet/Certificates of H.S.C. and +2 Examination self attested by the candidate.

Application incomplete in any manner shall be rejected. The authority of the University will neither be responsible for any postal delay nor entertain any query in this regard.

11. Selection Process for Admission

- i) Admission can not be claimed as a matter of right.
- ii) Selection for admission into Apprenticeship Embedded BBA programme shall be done through Career Mark and Interview performance with 60 % and 40% weightage respectively.
- iii) Formula for calculating career mark for admission into Apprenticeship Embedded BBA programme as follows:

HSC:	1 st Division – 25	2 nd Division – 20	3 rd Division – 15
+2 :	1 st Division – 35	2 nd Division – 30	3 rd Division – 25
- iv) After submission of hard copy of application form, the interview of the candidates will be taken online by M/s. TeamLease Edtech Limited, Mumbai.

12. Intimation

The selected candidates will be intimated by mail to download the Intimation Letter through their user Log in and the list of selected candidates will be notified in the CDOE website.

13. Admission

The selected candidates must send/submit the following documents by Registered post/ Speed Post or in person for admission to the **Director, CDOE, Sambalpur University, Jyoti Vihar, Sambalpur, Odisha – 768019** within 15 days of issue of the Intimation letter.

- i) College Leaving Certificate in Original from the institution last attended
- ii) Conduct Certificate in Original from the institution last attended
- iii) Original marksheet/ Certificate of HSC and +2 Examination for verification
- iv) Two recent passport size colour photographs duly signed in the front below the face
- v) Required fees specified in the Intimation Letter through SB Collect

14. Outline of the Syllabus

Paper code	Subject Title	Paper type	Credit	Total Marks		
				UE	IA	Marks
First Semester						
BBA111	English	Core Discipline 1	4	70	30	100
BBA112	Fundamentals of Management & Organizational Behaviour	Core Discipline 2	4	70	30	100
BBA113	Statistics for Business Decisions	Core Discipline 3	4	70	30	100
BBA114	Environment Science	Ability Enhancement Compulsory 1	4	70	30	100
BBA115	IT Tools for Business	Skill Enhancement course 1	4	70	30	100
BBA116	Apprenticeship/ Internship Work Hours	Apprenticeship	6	-	-	100
Total			26	350	150	600
Second Semester						
BBA121	Odia / Alternative English	Core Discipline 4	4	70	30	100
BBA122	Managerial Economics	Core Discipline 5	4	70	30	100
BBA123	Business Accounting	Core Discipline 6	4	70	30	100
BBA124	Business Communication	Ability Enhancement Compulsory 2	4	70	30	100
BBA125	Personality Development and Communication Skills	Skill Enhancement course 2	4	70	30	100
BBA126	Apprenticeship/ Internship Work Hours	Apprenticeship	6	-	-	100
Total			26	3500	150	600
Third Semester						
BBA231	Macroeconomics	Core Discipline 7	4	70	30	100
BBA232	Principles of Marketing	Core Discipline 8	4	70	30	100
BBA233	E commerce	Skill Enhancement Course 3	4	70	30	100
BBA234	Ethics & Corporate social Responsibility	Generic Elective/ Interdisciplinary Course 1	4	70	30	100
BBA235	Apprenticeship/ Internship Work Hours	Apprenticeship	6	-	-	100
Total			22	280	120	500
Fourth Semester						
BBA241	Financial Management	Core Discipline 9	4	70	30	100

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BBA242	Human Resources Management	Core Discipline 10	4	70	30	100
BBA243	Digital Marketing	Skill Enhancement Course 4	4	70	30	100
BBA244	Entrepreneurship Development	Generic/ Interdisciplinary Course 2	4	70	30	100
BBA245	Apprenticeship/ Internship Work Hours	Apprenticeship	6	-	-	100
Total			22	280	120	500
Fifth Semester						
BBA351	Business Research	Core Discipline 11	4	70	30	100
BBA352	Finance/HR/Marketing	Discipline Specific Elective 1	4	70	30	100
BBA353	Finance/HR/Marketing	Discipline Specific Elective 2	4	70	30	100
BBA354	Apprenticeship/ Internship Project	Project	6	-	-	100
BBA355	Apprenticeship/ Internship Work Hours	Apprenticeship	6	-	-	100
Total			24	210	90	500
Sixth Semester						
BBA361	Management Accounting	Core Discipline 12	4	70	30	100
BBA362	Finance/HR/Marketing	Discipline Specific Elective 3	4	70	30	100
BBA363	Finance/HR/Marketing	Discipline Specific Elective 4	4	70	30	100
BBA364	Apprenticeship/ Internship Project	Project	6			100
BBA365	Apprenticeship/ Internship Work Hours	Apprenticeship	6			100
Total			24	210	90	500
Grand Total			144			3200

Paper Code	DSE (Finance)	DSE (HumanResource)	DSE (Marketing)
BBA352	Investment Banking & Financial Services	Training & Development	Consumer Behaviour
BBA353	Investment Analysis & Portfolio Management	Talent & Knowledge Management	Personal Selling & Sales Force Management
BBA362	Project Appraisal	Performance & Compensation Management	Retail Management
BBA363	Financial Modelling & Derivatives	Counselling & Negotiation Skills for Managers	Distribution & Supply Chain Management

15. Study Materials

Each enrolled students will be provided with a complete set of study materials for all the courses in each semester.

16. Requirement of Attendance

Attendance shall be recorded through Learning Management System (LMS). A minimum of 75 % attendance is required for a student to appear examinations. Apprenticeship hours per semester @ 360 hours is mandatory to complete the programme.

Submission of Apprenticeship hours report by the learner duly endorsed by the official reporting head/ Supervisor @ work place is a must to appear examinations.

17. Conduct of Examination

All Examinations of Apprenticeship Embedded BBA programmes will be conducted online as per the University Regulations.

18. Interpretation

For any dispute in interpretation in respect of the provisions of this Information Brochure, the decision of the University shall be treated as final.

Council of Directorate of Centre for Distance and Online Education

1. The Vice-Chancellor, Sambalpur University
2. The Chairman, P.G. Council, Sambalpur University
3. The Registrar, Sambalpur University
4. The Comptroller of Finance, Sambalpur University
5. The Controller of Examinations, Sambalpur University
6. The Director, College Development Council, Sambalpur University
7. The Director, SUIIT, Sambalpur University
8. The Head, Department of Business Administration, Sambalpur University
9. The Head, Department of Computer Science, Sambalpur University
10. The Head, Department of Law, Sambalpur University
11. Prof. B. Satpathy, Department of Business Administration, Sambalpur University
12. Prof. P. K. Naik, Department of Biotechnology and Bioinformatics, Sambalpur University
13. The Director, Centre for Distance and Online Education, Sambalpur University


Director

Dr. Rajendra Kumar Behera






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Faculty Members of Centre for Distance and Online Education

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