

PROSPECTUS

Admission for
Open and Distance Learning Programmes

ACADEMIC SESSION 2023–24



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



Prof. Bidhu Bhusan Mishra
Vice - Chancellor



Sambalpur University
Jyoti Vihar, Burla

Message

In a developing nation like India, the acquisition of knowledge and skills is paramount for advancement. Numerous individuals in the country face challenges accessing high-quality education due to constraints related to time and location. To address this issue, Open and Distance learning and Online education emerges as a solution by offering students the flexibility to learn at their own pace and from any location worldwide.

At the Center for Distance and Online Education, Sambalpur University, we strive to bridge this educational gap. Our UGC-DEB approved BBA, MBA, and M.Com. programmes maintain the same level of excellence as conventional programs. Experienced faculty members, experts in their respective fields, facilitate these courses, ensuring students receive top-notch education. As a University, it is our social responsibility to extend opportunities to students, working professionals, and housewives in both urban and rural areas, enabling them to acquire knowledge and progress in their life. We firmly believe that these Distance Education programmes will empower learners to become active partners in the country's development and progress.

With earnest wishes and warm greetings.

Prof. Bidhu Bhusan Mishra
Vice-Chancellor

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.

The Centre for Distance and Online Education (CDOE), formerly known as the Directorate of Distance and Continuing Education (DDCE), was established in 1998 in collaboration with the P.G. Departments of Sambalpur University. On 30.07.2021, the DDCE was officially renamed as the Centre for Distance and Online Education (CDOE). In pursuit of its mission, the CDOE introduced Open and Distance Learning (ODL)/Online (OL) mode programs with thirteen affiliated colleges under Sambalpur University, serving as Learner Support Centers (LSC). The primary goal was to make education accessible to a wider audience, breaking down barriers to learning and bringing education right to people's doorsteps.

The UGC-DEB has approved to run BBA, MBA and M.Com programs through ODL mode under Centre for Distance and Online Education, Sambalpur University from the Academic session 2023–24. Further, AICTE has approved to run MBA and MCA programmes through ODL/ Online mode from the academic session 2023-24 to 2027-28.

The Information Brochure presents an overview of the procedure of admission into BBA, MBA and M.Com. 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, Burla, Sambalpur, Odisha-768019**. The authority of the University will neither be responsible for any postal delay nor entertain any query in this regard. Fees once deposited will not be refundable.

2. Programmes Offered

- i. **Bachelor of Business Administration (BBA):** Embark on a dynamic journey of business leadership with our comprehensive BBA program. Designed to nurture budding entrepreneurs and future corporate leaders, this course offers a holistic understanding of fundamental business principles, management techniques, and strategic decision-making. Prepare to thrive in a competitive global market by

gaining real-world insights, honing your analytical skills, and developing a strong foundation in various business disciplines.

- ii. **Master of Business Administration (MBA):** Elevate your career prospects with our esteemed MBA program, tailored to groom visionary leaders and business experts. Through an immersive and experiential curriculum, you will master the art of effective leadership, strategic thinking, and innovation. Our renowned faculty members ensure a blend of academic excellence and practical insights, empowering you to navigate complex business challenges with confidence. Choose from a range of specialized concentrations to align your passion with your career aspirations and excel in your chosen domain.
- iii. **Master of Commerce (M.Com):** Deepen your knowledge of commerce and finance with our M.Com program, crafted to enhance your expertise in financial analysis, accounting principles, and economic trends. Immerse yourself in a stimulating academic environment that encourages critical thinking, research, and application of theories to real-world scenarios. Whether you aspire to pursue a career in corporate finance, banking, or academia, our M.Com program equips you with the necessary skills to thrive in a rapidly evolving economic landscape.

3. Eligibility Criteria

Sl. No.	Programme Name	Eligibility
1	Bachelor of Business Administration	10+2 Examination or equivalent from a recognized board
2	Master of Business Administration	Bachelor's degree in any discipline from a recognized University/ Institution.
3	Master of Commerce	Bachelor's degree in any discipline from a recognized University/ Institution.

4. Seat Strength

Sl No	Programme Name	In take Capacity
1	Bachelor of Business Administration	1500
2	Master of Business Administration	150
3	Master of Commerce	600

5. Duration

Sl. No.	Programme Name	Minimum Duration	Maximum Duration
1	Bachelor of Business Administration	Three Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Six academic years from the year of joining the programme.
2	Master of Business Administration	Two Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Four academic years from the year of joining the programme.
3	Master of Commerce	Two Academic Years from the year of joining the programme.	The Candidate shall have to complete the course within Four 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	Dt. 10.08. 2023 (10.00 AM)
The last date of submission of application online	Dt. 25. 08.202 (5.00 PM)
Last date of submission of hard copy of the application along with the required documents	Dt. 28.08.2023

These days may be changed if necessary.

8. Fee Structure

Sl. No.	Programme Name	Fees
1	Bachelor of Business Administration	Course fee: 5000 X 6 Semester = 30,000/- Examination Fee: 500 X 6 Semester = 3,000/- Total Fees = 33,000/-
2	Master of Business Administration	Course fee: 15,000 X 4 Semester = 60,000/- Examination Fee: 500 X 4 Semester = 2,000/- Total Fees = 62,000/-
3	Master of Commerce	Course fee: 3000 X 4 Semester = 12,000/- Examination Fee: 500 X 4 Semester = 2,000/- Total Fees = 14,000/-

9. Mode of Payment

All payments shall be made by the candidates through State Bank Collect during the time of admission and details will be given in the intimation letter.

10. How to Submit Online Application Form

The Application form, prospectus and other details will be available on the web from Dt. 10. 08.2023. The last date of submission of application online is Dt. 25.08.2023 and the last date of submission of hardcopy of application is Dt. 28.08. 2023.

Candidates desirous of seeking admission to BBA, MBA and M.Com Programmes 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 prospectus for Admission for Open and Distance Learning Programmes 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–768019** along with the following documents latest by **Dt. 28.08.2023**.
 - a) Two recent passport size colour photographs of the candidate duly signed.
 - b) One set of photocopies of self-attested Mark Sheet/Certificates of H.S.C. and +2 Examination (For BBA) along with Graduation Mark Sheet/ Certificate (For MBA and M.Com).

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 cannot be claimed as a matter of right.
- ii) Selection for admission into BBA, MBA and M.Com Programmes shall be done on merit basis following the practice as in conventional mode.

12. Reservation

Wherever applicable the relevant Government of India rules on reservation shall be adhered to.

13. 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.

14. 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 7 days of issue of the Intimation letter.

- i. Original marksheet/ Certificate of HSC, CHSE, +3 Examination for verification
- ii. Two recent passport size colour photographs duly signed in the front below the face
- iii. Required fees specified in the Intimation Letter through SB Collect.

15. Outline of the Syllabus

i) Bachelor of Business Administration

Semester I						
Paper Code	Title of the Paper	Paper Type	Credit	Internal	External	Total Marks
BBA-101	Environmental Science	AECC	2	15	35	50
BBA-102	Fundamentals of Management & Organisational Behaviour	CORE	6	30	70	100
BBA-103	Statistics for Business Decisions	CORE	6	30	70	100
BBA-104	Entrepreneurship Development	GE	6	30	70	100
Semester-I Total Theory Credits and Marks			20			350
Semester II						
BBA-201	Business Communication (Language : English / MIL)	AECC	2	15	35	50
BBA-202	Managerial Economics	CORE	6	30	70	100
BBA-203	Business Accounting	CORE	6	30	70	100
BBA-204	Ethics & Corporate Social Responsibility	GE	6	30	70	100
Semester II Total Theory Credits and Marks			20			350
Semester III						
BBA-301	Macroeconomics	CORE	6	30	70	100
BBA-302	Principles of Marketing	CORE	6	30	70	100
BBA-303	Management Accounting	CORE	6	30	70	100
BBA-304	Production & Operations Management	GE	6	30	70	100
BBA-305	Personality Development & Communication Skills	SEC	2	15	35	50
Semester-III Total Credit and Marks			26			450
Semester IV						
BBA-401	Business Research	CORE	2	30	70	100

BBA-402	Human Resource Management	CORE	6	30	70	100
BBA-403	Financial Management	CORE	6	30	70	100
BBA-404	India's Diversity & Business	GE	6	30	70	100
BBA-405	IT Tools for Business	SEC	2	15	35	50
Semester-IV Total Credit & Marks			26			450
Semester V						
BBA-501	Quantitative Techniques for Management	CORE	6	30	70	100
BBA-502	Legal Aspects of Business	CORE	6	30	70	100
BBA-503	Elective – I	DSE	6	30	70	100
BBA-504	Elective – II	DSE	6	30	70	100
BBA-505	Dissertation & Viva (Summer Internship project)		6			100
Semester-V Total Credit & Marks			30			500
Semester VI						
BBA-601	Business Policy & Strategy	CORE	6	30	70	100
BBA-602	Financial Institutions & Markets	CORE	6	30	70	100
BBA-603	Elective – III	DSE	6	30	70	100
BBA-604	Elective – IV	DSE	6	30	70	100
Semester-VI Total Credit & Marks			24			400
Grand Total			146			2500

DISCIPLINE SPECIFIC ELECTIVE COURSE:			
Finance (DSE - I), Marketing (DSE -II), Human Resource (DSE - III)			
Paper Code	DSE - I (Finance)	DSE – II (Marketing)	DSE - III (Human Resource)
503	Investment Banking & Financial Services	Consumer Behaviour	Training & Development
504	Investment Analysis & Portfolio Management	Personal Selling & Sales Force Management	Talent & Knowledge Management
603	Project Appraisal	Retail Management	Performance & Compensation Management
604	Financial Modelling & Derivatives	Distribution & Supply Chain Management	Counselling & Negotiation Skills for Managers
(AECC- Ability Enhancement Compulsory Course, SEC- Skill Course, DSE-Discipline Specific Course, GE- General Elective)			

ii) Master of Business Administration

Semester I					
Paper Code	Title of the Paper	External	Internal	Total Marks	Credit
CP - 101	Principles and Practices of Management	70	30	100	4
CP - 102	Business Statistics and Analysis	70	30	100	4
CP - 103	Managerial Economics	70	30	100	4
CP - 104	Business Environment	70	30	100	4
CP - 105	Business Communication	70	30	100	4
CP - 106	Human Values and Professional Ethics	70	30	100	4
CP - 107	Financial Accounting for Managers	70	30	100	4
CP - 108	Computer Application in Management	70	30	100	4
Semester I Total Theory Credits					32
Semester II					

Paper Code	Title of the Paper				Credit
CP - 201	Legal Aspects of Business	70	30	100	4
CP - 202	Quantitative Techniques for Managers	70	30	100	4
CP - 203	Human Resource Management	70	30	100	4
CP - 204	Corporate Financial Management	70	30	100	4
CP - 205	Marketing Management	70	30	100	4
CP - 206	Operations Management	70	30	100	4
CP - 207	Business Research Methods	70	30	100	4
CP - 208	Organizational Behaviour	70	30	100	4
Semester II Total Theory Credits					32
Semester III					
CP - 301	Strategic Management	70	30	100	4
CP - 302	International Business Management	70	30	100	4
CP - 303	Summer Training, Project Report & Viva-voce			100	4
Finance (Major Specialization)					
F - 304	Security Analysis and Portfolio Management	70	30	100	4
F - 305	International Financial Management	70	30	100	4
F - 306	International Accounting	70	30	100	4
F - 307	Financial Derivatives	70	30	100	4
F - 308	Project Planning Analysis & Management	70	30	100	4
F - 309	Corporate Restructuring	70	30	100	4
Marketing (Major Specialization)					
M - 304	Consumer Behaviour	70	30	100	4
M - 305	Advertising Management	70	30	100	4
M - 306	Strategic Management	70	30	100	4
M - 307	International Marketing	70	30	100	4
M - 308	Sales & Distribution Management	70	30	100	4
M - 309	Planning & Managing Retail Business	70	30	100	4

Human Resource (Major Specialization)					
HR – 304	Management of Industrial Relations	70	30	100	4
HR – 305	Performance and Reward Management	70	30	100	4
HR - 306	Legal Framework Governing Human Relations	70	30	100	4
HR - 307	Management Training & Development	70	30	100	4
HR - 308	Human Resource Development-Strategies & Systems	70	30	100	4
HR - 309	Human Resource Planning & Development	70	30	100	4
Semester III Total Theory Credits					36
Semester IV					
CP - 401	Entrepreneurship Development	70	30	100	4
CP - 402	Project Management	70	30	100	4
CP - 403	Dissertation and Viva-voce, Immersion Programme				4
Finance (Minor Specialization)					
F - 404	Security Analysis & Portfolio Management	70	30	100	4
F - 405	International Accounting	70	30	100	4
F - 406	Project Planning Analysis & Management	70	30	100	4
Marketing (Minor Specialization)					
M - 404	Advertising Management	70	30	100	4
M - 405	International Marketing	70	30	100	4
M - 406	Planning & Managing Retail Business	70	30	100	4
Human Resource (Minor Specialization)					
HR - 404	Manpower Development for Technological Change	70	30	100	4
HR - 405	Legal Framework Governing Human Relations	70	30	100	4
HR - 406	Human Resource Development: Strategies & Systems	70	30	100	4
Semester IV Total Theory Credits					24

Total Theory Credits Semester I, II, III and IV				124
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iii) Master of Commerce

SEMESTER - I					
Papers		Marks		Total Marks	Credit
Paper Code	Title of the Paper	External	Internal		
MCO 101	Principles of Management and Organizational Behavior	70	30	100	4
MCO 102	Accounting for Managerial Decisions	70	30	100	4
MCO 103	Quantitative Techniques	70	30	100	4
MCO 104	Economics for Managers	70	30	100	4
MCO 105	Computer Application in Business	70	30	100	4
	Total			500	20
Semester-II					
MCO 201	Emerging Business Law	70	30	100	4
MCO 202	Business Environment	70	30	100	4
MCO 203	Marketing Management	70	30	100	4
MCO 204	Financial Management	70	30	100	4
MCO 205	Research Methodology	70	30	100	4
MCO 206	Human Resource Management	70	30	100	4
	Total			600	24
SEMESTER-III					
MCO 301	E-Commerce	70	30	100	4
MCO 302	Entrepreneurship & MSME Management	70	30	100	4
MCO 303	Financial Institutions and Markets	70	30	100	4

MCO 304*	SPL PAPER-1	70	30	100	4
MCO 305*	SPL PAPER-2	70	30	100	4
MCO 306*	SPL PAPER-3	70	30	100	4
	Total			600	24
Special Papers (And any one of the following three Optional Groups)					
Group-A Accounting					
MCO 304A	Corporate Tax Planning	70	30	100	4
MCO 305A	Accounting Theory and Practice	70	30	100	4
MCO 306A	Corporate Reporting and Analysis	70	30	100	4
Group-F Finance					
MCO 304F	Advanced Financial Management	70	30	100	4
MCO 305F	International Financial Management	70	30	100	4
MCO 306F	Security Analysis and Portfolio Management	70	30	100	4
Group-M Marketing					
MCO 304M	Services Marketing	70	30	100	4
MCO 305M	Advertising and Sales Promotion Management	70	30	100	4
MCO 306M	Consumer Behavior	70	30	100	4
Semester-IV					
MCO 401	Strategic Management	70	30	100	4
MCO 402	Business Ethics and Corporate Governance	70	30	100	4
MCO 403	Dissertation and Viva - Voce			100	4
MCO 404*	SPL PAPER-4	70	30	100	4
MCO 405*	SPL PAPER-5	70	30	100	4
	Total			500	22
	Grand Total			2200	88

*Two compulsory papers, One Dissertation & Two Special Papers of 100 marks each					
*Semester IV (Special Papers) And any one of the following three Optional Groups					
Group-A Accounting					
MCO 404A	Advanced Accounting	70	30	100	4
MCO 405A	International Accounting	70	30	100	4
Group-F Finance					
MCO 404F	Financial Risk Management and Derivatives	70	30	100	4
MCO 405F	Project Management	70	30	100	4
Group-M Marketing					
MCO 404M	Sales and Distribution Management	70	30	100	4
MCO 405M	Retail Business Management	70	30	100	4

16. Study Materials

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

17. Requirement of Attendance

A student has to attend at least 75% of the class hour during each semester. Condoning of attendance may be granted by the Syndicate only to the extent of 15% in exceptional cases.

18. Conduct of Examination

Conduct of Examination and Classification /Publication of Results shall be as per the existing regulations of the Sambalpur University.

Examination Schedule

Name of the Programme	First Semester	Second Semester
BBA, MBA and M.Com	February 2024	July 2024

19. Publication of Results

The results will be published ordinarily within 45 days from the date of last examination. The result of the examinations will be notified and published in the CDOE

website. Mark sheet will be dispatched to individual candidate within 15 days from publication of result.

20. Issue of Provisional Certificate and Degree

The Office of the Centre for Distance and Online Education shall issue Provisional Certificate to the successful candidates. Further, a candidate successfully completing the courses and passing the same will be awarded Degree in the prescribed format signed by the Vice-Chancellor of the University and the same will be sent to the candidate without any application and additional fees.

21. Provision for Back Paper and Improvement of Examinations

Candidate who appears UG/PG examinations of ODL programmes under CDOE, Sambalpur University and unable to clear all papers, there is provision that he/she shall be allowed to appear back paper/ improvement examination and the higher marks secured in each paper shall be retained. However, the candidate has to pay Rs. 1000/- towards charges for back paper/ improvement examination of one Semester.

22. Evaluation and Declaration of Results

The system of evaluation shall be as follows:

The evaluation shall always have two components:

- i. Semester end term examination: 70% of weightage
- ii. Continuous evaluation: 30% of the total weightage, made on the basis of home assignments and mid-term examination.
- iii. For dissertation/ project, 80% weightage will be given for the report and 20% weightage will be given for viva-voce/ presentation.

23. 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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