

# **PROGRAMME PROJECT REPORT (PPR)**

**OF  
MASTER OF BUSINESS ADMINISTRATION**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
SAMBALPUR UNIVERSITY, ODISHA**



**ସମ୍ବଲପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ**

**Sambalpur University**

Accredited With Grade-A by NAAC (Second Cycle)

**Jyoti Vihar, Burla, Sambalpur, Odisha-768019**

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**I. Programme's Mission & Objectives**

**(i) Mission:**

To offer a high-quality Masters' degree in Management (MBA) through both Open and Distance Learning (ODL) & Online (OL) Programmes mode to the students and working professionals to help them develop Managerial and Leadership skills to enhance their career prospects. The students will be able to move up their career ladder and/or launch out on an entrepreneurial career.

**(ii) Objectives:**

Students in the MBA degree program gain the knowledge and skills necessary for success in these competitive, rapidly changing and understanding in the overall in Business Management.

**The Programme Educational Objectives:**

The students of MBA programme would be able to

1. Introduce students to the basic concepts and domains of management including Finance, HR and Marketing
2. Equip students with analytical skills and decision making
3. Hone Skills of students and enable them to practice quantitative method techniques
4. Inculcate entrepreneurial skills Managerial concepts with Leadership skills
5. Develop knowledge about emerging markets and technologies

**Program Outcomes:**

The students of MBA programme would be able to

1. Apply knowledge of management theories and practices to solve business problems
2. Foster analytical and critical thinking abilities for data-based decision making
3. Develop value-based leadership ability
4. Understand, analyze and communicate global, economic, legal, and ethical aspects of business
5. Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

6. Design strategies using the appropriate methodology for business development
7. Become an entrepreneur

## **II. Relevance of the programme with HEI's Mission and Goals:**

### **University Mission**

- Sambalpur University shall strive to educate society for generations by providing transformative education with deep disciplinary knowledge and concern for environment.
- To develop problem solving, leadership and communication skill in student participants to serve the organization of today and tomorrow.
- To aim for the holistic development of the students by giving them value based ethical education with concern for society.
- To foster entrepreneurial skills and mindset in the students by giving lifelong learning to make them responsible citizens.

In order to align with the mission and goals of Sambalpur University, the ODL/OL mode MBA Programme is planned to enable students and working professionals to gain knowledge in various domains of management, specialize in a domain of their choice, gain knowledge of not only managerial skills including analysis, data based decision making and entrepreneurship, but also introduce them to Leadership role in newer and emerging markets, products and technologies.

1. MBA degree holder can start up their career prospects either in Government or private sector since there are a lot of employment opportunities in them.
2. Job opportunities can be found in both product and service based companies.
3. Opportunities for placement of the MBA degree holders are plenty as they undergo domain knowledge in marketing, human resource, finance, production, system and Insurance and summer project etc.
4. On the completion of the MBA programme, students become eligible to appear NET/JRF and join Ph.D. programme. They can be employed as executives in their respective domain area of different organizations.
5. By providing quality education and necessary infrastructure & facilities to the unreached from far flung places.
6. To provide opportunity to all eligible and motivate persons who couldn't pursue their higher education in more economical way.

7. This Course can fulfil the current requirement of society, government and others.
8. To create a conducive learning environment.
9. To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.
10. This program delivers required theoretical and industry inputs to students that develops creative thinking to make them experts and professionals in the field.

### **III. Nature of prospective target group of learners:**

It is by now well accepted that an MBA degree is an important tool for professionals to enhance their knowledge of business, expand their career options and move up their career ladder, acquired Leadership skills or embark on an entrepreneurial journey.

This ODL/OL programme has been designed for conventional learners, as well as working professionals and other individuals aspiring to acquire knowledge and associated academic credentials. Considering that all candidates interested in pursuing a degree may not be able to afford the same through a campus mode for reasons of paucity of time or financial constraints, online delivery is a feasible option to enable them to acquire knowledge and skills.

The programme is so designed that the prospective students who may not be able to afford full time, residential MBA are provided with high value learning, anytime, anyplace, at one's own pace.

### **IV. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

The courses in the programme are delivered through both ODL/OL mode which is a modular unit of e-learning material which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, and made available through four-quadrant approach namely,

1. e-Tutorial - faculty led Audio - Video Lectures
2. e-Content (combination of PDF/ epub) Text Materials,
3. Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinators/Course Mentors assigned to students

4. Self- Assessment Quiz, Test and Assignments to reinforce learning. Reference books are also mentioned in the syllabus. Latest Edition of Reference books may be referred to.

A robust Learning Management System that keeps track of delivery of e-Learning Programmes, learner's engagement, assessment, results and reporting in one centralized location, is in place. All of the above can be done/delivered by online and other platforms without much loss of reliability. Hence the MBA programme is suited for both ODL/OL mode of learning.

## **V. Instructional Design**

**Course Curriculum:** Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university and/or external experts. A draft with the objectives is prepared. It is evaluated by Institution who in turn composes a team of experts to have judicious review of the proposed course that it meets the objectives of ODL/OL education.

**Program Structure:** Institution constitutes a team of experts to review the course structure. The review team provides its feedback and recommendations to the concerned faculty. In case of any modifications suggested by the review team, the curriculum of the course is re-worked upon.

**Study Materials:** The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus, Institution initiates to develop all materials in SLM format. Experts both internal & external write the study material on the specific guidelines laid down by statutory body.

**Review by Board of Studies:** The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course.

**Approval by Academic Council:** Finally, the course is submitted to the Academic Council of the University for Final Approval.

Programs are offered on semester basis. A modular approach towards pursuing a long term degree Program is implemented. Academic activities are linked together to engage learner and maximize learning.

**Program structure: Master of Business Administration**

<b>Semester I</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Credit</b>
CP 101	Principles and Practices of Management	4
CP 102	Business Statistics and Analysis	4
CP 103	Managerial Economics	4
CP 104	Business Environment	4
CP 105	Business Communication	4
CP 106	Human Values and Professional Ethics	4
CP 107	Financial Accounting for Managers	4
CP 108	Computer Application in Management	4
<b>Semester I Total Theory Credits</b>		<b>32</b>
<b>Semester II</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Credit</b>
CP 201	Legal Aspects of Business	4
CP 202	Quantitative Techniques for Managers	4
CP 03	Human Resource Management	4
CP 204	Corporate Financial Management	4
CP 205	Marketing Management	4
CP 206	Operations Management	4
CP 207	Business Research Methods	4
CP 208	Organizational Behaviour	4
<b>Semester II Total Theory Credits</b>		<b>32</b>
<b>Semester III</b>		
CP 301	Strategic Management	4
CP 302	International Business Management	4
CP 303	Summer Training, Project Report & Viva-voce	4
<b>Finance (Major Specialization)</b>		

F 304	Security Analysis and Portfolio Management	4
F 305	International Financial Management	4
F 306	International Accounting	4
F 307	Financial Derivatives	4
F 308	Project Planning Analysis & Management	4
F 309	Corporate Restructuring	4
<b>Marketing (Major Specialization)</b>		
M 304	Consumer Behaviour	4
M 305	Advertising Management	4
M 306	Strategic Management	4
M 307	International Marketing	4
M 308	Sales & Distribution Management	4
M 309	Planning & Managing Retail Business	4
<b>Human Resource (Major Specialization)</b>		
HR 304	Management of Industrial Relations	4
HR 305	Performance and Reward Management	4
HR 306	Legal Framework Governing Human Relations	4
HR 307	Management Training & Development	4
HR 308	Human Resource Development-Strategies & Systems	4
HR 309	Human Resource Planning & Development	4
<b>Information Technology (Major Specialization)</b>		
IT - 304	Database Management System	4
IT - 305	Data Communication	4
IT - 306	Software Engineering	4
IT - 307	System Analysis and Design	4
IT - 308	Information Security	4
IT - 309	E-Commerce and Cyber Law	4
<b>Production &amp; Operations (Major Specialization)</b>		

PO - 304	Purchasing & Materials Management	4
PO - 305	Total Quality Management	4
PO - 306	Production Planning & Control	4
PO - 307	Applied Operations Research	4
PO - 308	Logistics Management	4
PO - 309	Goal Programming in Management	4
<b>Insurance &amp; Risk Management (Major Specialization)</b>		
IR - 304	Principles & Practices of Life & General Insurance	4
IR - 305	Finance for Insurance	4
IR - 306	Health and Personal Accident Insurance	4
IR - 307	Data Mining Technique	4
IR - 308	Actuarial Mathematics	4
IR - 309	Risk Management & Life Insurance Underwriting	4
<b>Semester III Total Theory Credits</b>		<b>36</b>
<b>Semester IV</b>		
CP – 401	Entrepreneurship Development	4
CP – 402	Project Management	4
CP – 403	Dissertation and Viva-voce, Immersion Programme	4
<b>Finance (Minor Specialization)</b>		
F - 404	Security Analysis & Portfolio Management	4
F - 405	International Accounting	4
F - 406	Project Planning Analysis & Management	4
<b>Marketing (Minor Specialization)</b>		
M - 404	Advertising Management	4
M - 405	International Marketing	4
M - 406	Planning & Managing Retail Business	4
<b>Human Resource (Minor Specialization)</b>		
HR - 404	Manpower Development for Technological Change	4



HR - 405	Legal Framework Governing Human Relations	4
HR - 406	Human Resource Development: Strategies & Systems	4
<b>Information Technology (Minor Specialization)</b>		
IT - 404	System Analysis & Design	4
IT - 405	Information Security	4
IT - 406	E-Commerce & Cyber Law	4
<b>Production &amp; Operations (Minor Specialization)</b>		
PO - 404	Purchasing & Materials Management	4
PO - 405	Total Quality Management	4
PO - 406	Logistics Management	4
<b>Insurance &amp; Risk Management (Minor Specialization)</b>		
IRM - 404	Principles & Practices of Life & General Insurance	4
IRM - 405	Finance for Insurance	4
IRM - 406	Health and Personal Accident Insurance	4
<b>Semester IV Total Theory Credits</b>		<b>24</b>
<b>Total Theory Credits Semester I, II, III and IV</b>		<b>124</b>

The weightage distribution for evaluation shall be as follows:

**A.**

	<b>Mid Term Test-I</b>	<b>Mid Term Test-II</b>	<b>End Term Semester Test</b>	<b>Total</b>
Subjects without Practical	15	15	70	100

**B. Dissertation/Project**

Identification of Problem	Literature Review	Methodology	Finding and Analysis	Project Report or Thesis	Viva - voce	Total
10	10	10	40	10	20	100

## **VI. Procedure for admissions, curriculum transaction, evaluation and medium of instruction:**

**Minimum Eligibility:** Bachelor's degree in any discipline from a recognised University/Institution.

**Examination:** CDOE is an institution owned and controlled by the authority of Sambalpur University. The examination in respect of CDOE students is conducted by the Sambalpur University. All matters relating to the examinations, i.e. result mark sheet, degree etc. are dealt with the controller of the examination.

**Evaluation:** Though evaluations of Assignments / Seminar / class test / tutorial etc. are conducted to evaluate the students with 30% credit for continuous evaluation and 70% credit for end term examination. The final evaluation is done through Term End Examination (weight age: 100%).

**Curriculum Transaction:** In the MBA course, instructions are imparted mainly through lecture method during the personal contact programme. It also makes use of smart class room. The printed study material is sent to the students by post. Efforts are afoot to provide the study material in soft copies to the learners and to provide them the facility to download the study material from the website through their respective student id.

**Medium of Instruction:** The medium of instruction in MBA is English. The study material will be made available to the student in English language. The lectures in personal contact programme are generally delivered in English.

## **VII. Requirement of the laboratory support and Library Resources:**

**Laboratory support:** There is requirement of computer laboratory which is specifically useful for this course. The CDOE has a Computer Lab with 30 personal computers connected by high speed Internet and wireless networks, LAN and printers, white board with multi-media projection facilities.

**One to One class:** From time to time, the Institution conducts one to one class online for students on demand basis.

**Doubt clearing session:** A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.

**Assignments, Case Studies, Project Work:** Apart from the main learning material, students shall be provided with assignments, case studies and project work. These learning components are generally based on contemporary situation in the industry and markets

Lab Computers with Configuration			
Sl. No.	Configuration	Software	Usage
1.	Intel core i7 processor RAM: 8GB Storage: 1TB	1. Windows 10 operating system or Windows 11 2. Linux operating system (Ubuntu or CentOS)	Practical and program execution
<b>Total</b>	<b>30</b>		

#### VIII. Cost estimate of the programme and the provisions:


1. The course Fees for MBA is ₹ 15,000/- per semester  $\times 4 = ₹ 60,000/$  for 2 years +
2. Examination Fees: ₹ 1000/- per semester (Total 4 Semesters) = ₹ 4000/-  
= Grand Total ₹ 64,000/- (1+2)

#### IX. Quality assurance mechanism and expected programme outcomes

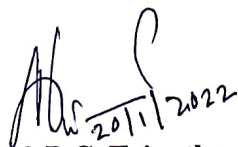
Sambalpur University is one of the premier University of Odisha enlisted under NAAC Grade-A. It has its own effective quality assurance and control mechanism. The detailed is mentioned in separate page. The expected outcome of this programme is to provide quality education in more economical way to produce quality professionals in the fields of Management Education who will be ready to serve society and mankind in more effective way.

IQAC has a mandate to review the teaching and learning process. The Primary aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution. The Sambalpur University has an IQAC with the following objectives:

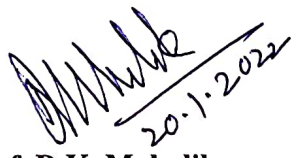
- The primary aim of the IQAC is to develop system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.
- IQAC is to keep the institution abreast of and abuzz with quality sustenance activities on a wide gamut of pertinent issues.
- IQAC is to generate good practices, ideas, planning, implementing and measuring the outcome of academic and administrative performance of the institution.
- The IQAC submits the Annual Quality Assurance Report of the University duly approved by statutory bodies of the University to NAAC regularly.



**Prof. Biswajit Satpathy**  
Professor  
Dept. of Business Admn.  
Sambalpur University



**Prof. P.C. Tripathy**  
Professor  
Dept. of Business Admn.  
Sambalpur University



**Prof. D.K. Mahalik**  
Associate Professor  
Dept. of Business Admn.  
Sambalpur University