



PROSPECTUS FIVE -YEAR INTEGRATED MBA Sponsored Programme

UTKAL UNIVERSITY

The Utkal University founded on November, 27, 1943 is the oldest among all the Universities in Odisha and seventeenth oldest in the country. The university started functioning in its permanent campus at Vani Vihar, Bhubaneswar way back in 1962. Being located in state capital, it enjoys many advantages. Its close proximity to many large-scale industries central and state public sector undertakings and technical institutions has provided opportunities to the students for employment project work and practical training. The University has a large and beautiful campus with 400 acres of land. It boasts of its facilities and teaching departments devoted to academic pursuit and excellence. It offers post-graduate and research programmes in various disciplines of humanities natural sciences social sciences business and commerce.

THE DEPARTMENT

The Department of Business Administration was set up in the year 1984 with the objective to provide education training consulting and research facilities in Management education. The Department is a life member of "Association of Management Development Institutions in South-Asia" (AMDISA). The department endeavours to develop professional managers for the corporate sector and public systems. The department offers four programmes namely 2 year Regular MBA 3, years executive MBA 5, years Integrated MBA and 2 years Agri-MBA. Apart from these programme the Department also provides facilities for higher level research programmes in Business Administration namely Ph. D. and D. Lit.

THE PROGRAMME

Considering the long-felt need of the students of Odisha, the university has introduced 5 year integrated MBA programme from 1999. The five year integrated MBA programme is a sponsored programme of the Department of Business Administration and has been started with the objective of preparing the students for management positions in the industry business public sector organization etc. This programme aims at producing quality management professional through a well structured syllabus. The programme provides opportunities for summer training internship and dissertation. Thus students will be trained in different functional areas of management in various industries to gain practical experience.

Features



FACULTY
DEPARTMENT OF BUSINESS ADMINISTRATION

Prof. Dr. J. K. Panda, (Head cum Co-ordinator)
M.Com (Delhi), Ph. D. (Saugar)
Financial Management

Dr. P. K. Mohanty, Professor
M.A., Ph. D. (Utkal)
Human Resource Management

Dr. N. C. Kar, Professor
M. Com., Ph. D. (Utkal)
Financial Management

Dr. B. B. Mishra, Professor
M. Com, MBA, M. Phil., Ph. D., D. Lit.
Marketing Management

Er. P. C. Ratha, Reader
B. Tech. M.M. (AIM, Manila)
Production and Operations Management

Dr. Muna Kalyani, Reader
M.A., Ph. D. (Berhampur)
Human Resource Management

Dr. S. S. Debasish, Reader
MBA, Ph. D. (Utkal)
Financial Management

Dr. Rashmita Sahoo, Lecturer
MBA, Ph. D. (Utkal)
Financial Management

Dr. Dasarathi Sahu, Lecturer
M. Com, MCA, Ph. D. (Berhampur)
Computer Applications

Dr. (Mrs.) Manjusmita Dash, Lecturer
MBA, Ph. D. (Utkal)
Marketing Management

Dr. Sabyasachi Das, Lecturer
MBA, LL.M, Ph. D. (Utkal)
Systems Management

Dr. (Mrs.) Monalisha Pattnaik, Lecturer
M.A. (Stats.), M.A. (Maths.), M. Phil., Ph. D. (Utkal)
Quantitative Methods & Operations Research

Dr. Ajit Kumar Mishra, Lecturer
M. Com., M. Phil., MBA, Ph. D. (Utkal)
Financial Management

Dr. (Mrs.) Jyotirmayee Choudhury, Lecturer
MBA, Ph. D. (Utkal)
Human Resource Management

Dr. Ansuman Sahoo, Lecturer
MBA, M. Com., Ph.D. (Utkal)
Financial Management

Miss Mamun Mousumi Nayak, Lecturer
M. A., M. Phil. (PMIR), (Utkal)
Human Resource Management

Dr.M.K Pati
M.A, Statistics, Ph.D (Utkal)
Programmer



FIVE -YEAR INTEGRATED MBA Sponsored Programme

Features

- * Programme is of five years duration.
- * Programme designed on semester pattern.
- * The course is based on a continuous evaluation pattern.
- * Students after successful completion of 3 years will be awarded Bachelor of Business Administration (BBA) (Hons.) Degree with distinction which is equivalent to any other graduation degree of the University.
- * Students who have passed in the + 2 or equivalent examination in any discipline are eligible for admission.
- * Admission is based on written test (50%) and career marking (50%)

COURSE CURRICULUM

The 5 year integrated MBA Programme will be distributed over ten semesters in five years. The structure of the course is as follows:

Semester - I

- 101. Introduction to Business
- 102. English Language & Communication- I
- 103. Business Statistics
- 104. Basic Financial Accounting
- 105. Computers Application for Management

Semester - III

- 301. Indian Society & Culture
- 302. Business Law
- 303. Business Ethics and Corporate
- 304. Management Theory & Practice
- 305. Environmental Studies

Semester - II

- 201. Economics
- 202. English Language & Communication- II
- 203. Quantitative Methods of Management
- 204. Cost and Management Accounting
- 205. Psychology for Management

Semester - IV

- 401. Organisational Behaviour
- 402. Corporate Readiness & Interpersonal Communication
- 403. Introduction to Banking & Insurance Governance
- 404. Research Methodology
- 405. Management Information System



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Sponsored Programme**

Semester – V

- 501. Financial Management – I
- 502. Marketing Management – I
- 503. Human Resources Management – I
- 504. Production & Operations Management – I
- 505. Entrepreneurship & Small Business Management

Semester - VI

- 601. Financial Management- II
- 602. Marketing Management-II
- 603. Human Resources Management-II
- 604. Production & Operations Management - II
- 605. SIP & Viva Voce

Students will opt for any two groups out of specialization groups offered and will take six papers from the group selected spread over for VIII, IX & X semester.

Semester – VII

- 701. Managerial Economics
- 702. Business and Economic Legislation
- 703. International Business
- 704. Business Policy & Strategic Management
- 705. Statistical Methods & Data Analysis
- 706. E-Business

Semester - VIII

- 801. Operations Research
- 802. Enterprise Resource Planning (ERP)

Elective - I Finance

- 803. Security Analysis & Portfolio Management
- 804. Derivatives & Risk Management

Marketing

- 805. Consumer Behaviour
- 806. Integrated Marketing Communication

HRM

- 807. Compensation Management
- 808. Human Resource Planning & Development

Operations Management

- 809. Service Operations Management
- 810. Logistics & Supply Chain Management

System

- 811. Object Oriented Modeling
- 812. Advanced DBMS



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Semester – IX

- 901. Project Planning Control & Management
- 902. Innovation and R & D Management

Elective - II

Finance

- 903. Strategic Financial Management
- 904. Financial Services

Marketing

- 905. Product & Brand Management
- 906. Service & Industrial Management

HRM

- 907. Human Relations Legislation
- 908. Performance Management

Operations Management

- 909. Advanced Operations Research
- 910. Technology Management

System

- 911. Software Engineering
- 912. Information Technology & Labour Law Management

Semester - X

- 1001. (CTPM) Corporate Tax Planning & Management
- 1002. Dissertation

Finance

- 1003. International Financial Management
- 1004. Working Capital Management

Marketing

- 1005. Sales & Distribution Management
- 1006. Retail Management

HRM

- 1007. International HRM
- 1008. Organisation Change & Development

Operations Management

- 1009. Purchasing & Materials Management
- 1010. Quality Management

System

- 1011. Artificial Intelligence
- 1012. Telecommunication for Business

For offering a specialization group and a paper within the group, a minimum of six number of students should opt for the group and the paper.

At the end of the 8th semester, a student has to undergo summer training for 6-8 weeks during May-June. The student has to be placed in an organization to have hands on job experience. The objective of this is to enable a student to develop not only a solution strategy for a real life problem in the organization but also to acquire Implementation skills. Each student in the 6th & 10th semester respectively will be required to prepare a dissertation on any functional areas of management based in the knowledge acquired during the study.



FIVE -YEAR INTEGRATED MBA Sponsored Programme

FACULTY

The faculty of the department has developed a reputation for high quality teaching. One of the unique characteristics of the faculty is its diverse set of interest and professional background. The programme has taken the benefit of the expertise of faculty from other departments of the University, leading institutions industries and other organisations.

TEACHING METHODS & EVALUATION

Teaching includes lectures, case studies, semester home assignments and project works. The programme also involves industry interaction through guest lectures seminars projects and industrial tours. The programme is based on continuous evaluation system which includes quizzes, class tests, mid-term and end-term examinations.

COMPUTER FACILITIES

There is a well furnished Computer Centre with LAN and Internet facilities for use by students and teachers. The centre has 30 BCL nodes and a BCL Server to facilitate e-Commerce and IT based curriculum. Apart from that, about 15 more computers are being used by the faculty members and research scholars. The department is in process of developing a well-structured communication laboratory for the improvement of communication skills of the students. The department conducts communication workshops regularly.

LIBRARY

Besides the Parija Library which is the Central Library of the University the Department has its own library consisting of around 8000 reference books and standard text books for the use of the faculty members and students. There is also an air conditioned reading room inside the library. The Department also subscribes about thirty newspapers periodicals and journals.



FIVE -YEAR INTEGRATED MBA Sponsored Programme

JOURNALS

The Department publishes a bi-annual journal "SANKALPA", "The Journal for Management Development and Application" containing research papers contributed by students, faculty members and experts from industries and management institutions. Apart from that the department also publishes a Quarterly News Letter "IMAGES" highlighting the achievements of the department students and faculty members.

MAGAZINE

The students also bring out a wall magazine named "View Point" to which both students and teachers contribute their articles regularly. The wall magazine is published bi-monthly. The department is going to publish a literary magazine soon to encourage creative and literacy activities.

SEMINAR ACTIVITIES

Seminar on various topics is held every week. Both students and faculty participates in such activities. Besides, experts are also invited from reputed Institutes / Universities / Industrial houses to address the students. Competitions, Quizzes, Group Discussions and Presentations are some of the other curricular activities in the Department.

ALUMNI ASSOCIATION

The Alumni Association known as "Utkal Management Alumni Association" (UMAA) has been formed to serve as a link between the department and its alumni. It endeavours to establish a closer contact with the alumni of the department and encourages exchanges of ideas and experiences with a view to maintain standards of professional efficiency and integrity. Alumni meet is held every year in the Department.

Application Procedure

Candidates seeking admission to the programme for the academic session 2013-2014 should apply in the prescribed application form which will be available from university waveside all working days from 16.05.2013 to 27 .06 .2013 by paying Rs.150/- in shape of demand draft/ Banker's Cheque in favour of **The Comptroller of Finance, Utkal University** payable at any nationalized Bank in Bhubaneswar. The candidates are also required to submit a bank draft of Rs.350.00 towards entrance test charges in favour of **"Course Co-ordinator, Integrated MBA Programme" Utkal University payable at Bhubaneswar** at the time of submission of application form.



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SELECTION PROCEDURE

The basis of selection into the programme is based on the performance in the Entrance Test (50%) and Academic Career (50%). The entrance test will be of 2 hours duration and will be held at Bhubaneswar. Questions will be of objective and multiple choice types. The components of the entrance test are:

- English
- Quantitative Aptitude
- Reasoning

Career Marking out of 50 (fifty)

	1 st Divn.	2 nd Divn.	3 rd Divn.		1 st Divn.	2 nd Divn.	3 rd Divn.
H.S.C.	18	15	07	+ 2	32	24	15

In case of any dispute in respect of the stipulations in the prospectus and admission of students the interpretations and decision of the Admission Committee of the P.G. Council shall be final and binding (vide statute 252 (5) of the Odisha University First Statute, 1990).

Reservations: Seats are reserved as per university norm.

Course Fees & Admission Fees (For Indian Nationals)

Rs.30,000/- and Rs.750/-	First year	(to be paid at the time of admission)
Rs.30,000/- and Rs.680/-	Second Year	(to be paid at the time of admission) (2 nd Year)
Rs.30,000/- and Rs.680/-	Third year	(to be paid at the time of admission) (3 rd Year)
Rs.40,000/- and Rs.680/-	Fourth year	(to be paid at the time of admission) (4 th year)
Rs.40,000/- and Rs.680/-	Fifty year	(to be paid at the time of admission) (5 th year)

Admission and readmission fees will be collected as per the guidelines of the PG Council Utkal University. Fees once collected at the time of taking admission **will not be refunded**. Fee structure for the Foreign Nationals will be as per the decision of the P. G. Council.