

Central University of Odisha, Koraput

INFORMATION LEAFLET

Two-year MBA (Executive) Programme

Academic Year: 2021-22

About Central University of Odisha

The Central University of Odisha which was established under the Central Universities Act 2009, by an Act of Parliament (No. 3C of 2009) of India, came into existence in 2009. It is one of the 15 new Central Universities established by the Government of India during the UGC XI Plan period to address the concern of the Nation on the principle of “equity and access” to quality higher education.

The main campus of the University, covering an area of 430.37 acres broadly comes under Sunabeda Municipality (Urban area) and is close to Hindustan Aeronautics Limited (HAL) and Naval Armament Depot (NAD) at Sunabeda. It is connected to NH - 26 by an approach road of about 4 KM distance. The nearest Railway Stations are Koraput (24 kms.), Dumuriput P.H. (12kms.), and Damanjodi (20kms.). Location link: <https://goo.gl/maps/a7Tu8onzXWnqUCct9>.

The University endeavours to promote quality education for all and ‘disseminate inclusive education’ to reach the un-reached. It advocates the symbiosis of the indigenous and the global scene, create a niche of its own so as to promote the principles of national unity and integrity, social justice, secularism, democratic values, cultural pluralism, international understanding and scientific approach to solve problems of the society.

About the Programme

2-year MBA (Executive) Programme has been carefully designed for working professionals aspiring to move into a general management role. This programme seeks to equip participants with managerial skills and competencies required to succeed in a dynamic business/entrepreneurial/ corporate /public systems environment. The programme is expected to enable holistic thinking and build an integrated perspective on managerial challenges and facilitate fast-track career growth through thought leadership. The programme is comparable to some of the best in India, the well-crafted curriculum and the competent faculty drawn from premier B-Schools and industry are the USPs of this programme.

Prominent faculty members of Central University of Odisha, Central University of Hyderabad, IIM, Vizag, IIT, Hyderabad, ASCI, Hyderabad, Institute of Public Enterprises, Hyderabad, NIRD, Hyderabad, XIM University, Bhubaneswar, KIIT University, Bhubaneswar, XLRI, Jamshedpur, amongst other frontline Management Institutes, and eminent Management Experts from the business world, PSUs, Development Organisations and Government agencies will conduct case-based sessions, lecture-cum-discussion sessions, simulations and games on critical themes of Business Management/Studies. Individual and group assignments, industrial and field visits add to the classroom learning.

Uniqueness of the Programme

This programme is unique in many ways, as this is the first programme in this region, launched by the Central University of Odisha to cater to the needs of the working professionals by way of enabling them to obtain a Master's Degree in Management. The programme is modelled in a flexible manner so that the participants can get a degree by staying at their place of work/posting, and attending classes in a hybrid mode, whether physical or virtual. Project work and presentations comprise the core of learning and application. Designated faculty members will guide the participants.

Programme Duration

The duration of the programme consists of 04 semesters (02 years).

Classroom Interaction and Field-based Sessions

Classes will be held on Saturdays, Sundays and other holidays during the late afternoons. Some evening sessions will be held on some working days. Holidays would also be used either for classroom sessions or field visits/industrial visits. Participation in seminars, group presentations, individual presentations, experiential learning, and exposure visits are encouraged and evaluated for grading purposes in line with the University requirement.

The programme shall be conducted in a blended mode as per the guidelines issued by UGC time to time (Online with face-to-face personal contact component). Face-to-face personal contact classes (PCPs)/ programmes will be conducted in the form of workshops, seminars, symposia, project work, library study, etc which shall be a mandatory component of the programme.

Eligibility Criteria

- Candidates must hold a Bachelor's degree or equivalent from a recognized Institute/University etc, with minimum of 50% marks for UR/EWS, 45% for OBC (NCL)/PH and 40% for SC/ST.
- The candidates must have a minimum of one year of full-time work experience in a responsible managerial position in a PSU/ Central or State Government Undertakings/ Registered Company/ Industry/ Educational/ Research Institution/ Govt./ Quasi Govt./Autonomous Organization/ Private Company/Cooperatives/ Management Consortia/ Individual Entrepreneur etc.
- There is no age limit for admission in this programme. However, the candidate should be fit and healthy and be able to cope up with the academic rigour and long and intense spells of learning and application.

Online Admission Registration procedure and Application Fee

The candidates who want to apply for the MBA (Executive) programme have to log-into the University website www.cuo.ac.in from 11th October 2021 onwards. The closing date of the online application is 10th November 2021 (IST 05:00 PM). The application fee is Rs.1000/- (excluding service charges) to be paid online. The application/admission fee once paid shall not be refunded in any case.

Admission

Candidates will be provisionally shortlisted for Personal Interview (PI) on the basis of Academic Merit. On the basis of academic merit of qualifying degree and applicable reservations, the candidates will be called in ratio of 1:3 for personal interview. The 70% weightage shall be for academic merit of qualifying degree and 30% weightage shall be to the performance in personal interview. Selection criteria/other admission policy with regard to academic merit will be the same as that followed for the admission of the regular MBA programme (as mentioned in the CUO prospectus 2021-22).

Attendance

Each participant is mandatory to register a minimum of 75% attendance.

Reservations and Seat Allocation

As per the norms of UGC and Government of India, reservations will be applicable for EWS/OBC (NCL)/SC/ST/PH etc. categories of candidates. However, if the seats remain vacant, the University will decide on seat allotment as it deems fit.

Number of Seats

Total number of seats for the programme will be 40.

Programme Fee

The total course fee for the two-year programme (four semesters) shall be Rs.3.2 lakh (three lakh twenty thousand rupees) @ of Rs. 80,000 per semester. No request for payment of fee through instalment shall be entertained under any circumstances. There is no provision for scholarship/freeship for this programme. The course/semester fee is non-refundable.

Syllabus Structure

Semester-I

Management Principles and Organization Behaviour, Productions and Operations Management, Statistics for Managers, Financial Accounting and Reporting, Managerial Economics, Business and Economic Environment, Management Information Systems, Corporate Communications Workshop.

Semester-II

Entrepreneurship Development, Financial Management, Human Resource Management, Research Methodology, Marketing Management, Cost and Management Accounting, India Towards Self Reliance (Field Work/Visit).

Semester-III

International Business, Business Ethics and Legal Aspects of Business, E1, E2, E3, E4, Summer Internship Project.

Semester-IV

Business Policy and Strategic Management, E1, E2, E3, E4, and Dissertation.

Specialization Courses

Semester – III

Human Resources Management: Organizational Change and Effectiveness, Industrial Relations Management, Labour Legislation and Administration, Training and Development.

Financial Management: Financial Services Management, Security Analysis & Portfolio Management, Advanced Financial Management, Financial Markets and Institutions.

Marketing Management: Consumer Behaviour, Personal Selling & Sales Management, Integrated Marketing Communications, Distribution and Retail Management.

Operations Management: Materials Management, Strategic Operations Management, Business Model Simulation, Project and Quality Management.

Semester – IV

Human Resources Management: Human Resource Planning & Development, International Human Resources Management, Performance Management, Strategic Human Resource Management.

Financial Management: Tax Management & Practices, Derivatives and Risk Management, International Finance, Banking & Financial Institutions.

Marketing Management: Services Marketing, Customer Relationship Management, Product & Brand Management, International Marketing & Virtual Marketing.

Operations Management: Management of Technology and Innovation, Service Operations Management, Supply Chain Management, Total Quality Management, Industry 4.0.

Assessment and Evaluation Procedure

The final result in each course is calculated on the basis of continuous assessment and performance in the end semester examination. The evaluation system in a semester shall consist of two components, viz. Continuous Internal Evaluation (CIE) and End Semester Examination (ESE). Students have to attend three mid-semester examinations per semester in each course, out of which the best of two shall be considered for the purpose of calculating the result of continuous assessment. The detailed information related to examination and its procedure of this programme may be obtained from the Office of the Coordinator/ HoD of the Department of Business Management or from the Office of the Controller of Examinations.

Important Date (s)
Session: 2021-22

Particulars	Tentative Date (s)*
Online admission registration starts	11 October 2021
Online admission registration ends	10 November 2021
Publication of provisionally shortlisted candidates for Personal Interview (PI) at cuo.ac.in	16 November 2021
Online/offline Personal Interview (PI)	20 & 21 November
Declaration of admission Merit List	24 November 2021
Document verification and fee deposit for admission Merit List	01 & 02 December 2021
Declaration of additional** Merit List (if seats are vacant)	08 December 2021
Document verification and fee deposit for additional Merit List	14 & 15 December 2021
Commencement of classes	18 December 2021

*The aspirants are requested to visit the CUO website (www.cuo.ac.in) regularly for updates.

** If seats are vacant, more additional merit lists may be published.

Special Attention

We will encourage and appreciate the working executives /professionals from NALCO, HAL, NAD, Ministry of Defence, DRDO, COBRA, BSF, CCBF, ICAR Institutes, Agriculture University/ Institutes, Research Institutes, Banking professionals-both in Private and Nationalized Banks, Police and Para Military Forces, Indian Railways, State Government Employees, Central Government Employees, Private Sector Employees/ Development Sector Professionals/ Co-operative Employees/ Individual Entrepreneurs, working in and around Koraput, Jeypore, Rayagada, Gunupur, Nabarangpur, Parlakhemundi, Vizianagaram and Visakhapatnam (Andhra Pradesh), Berhampur, Kalahandi, Bastar (Chhattisgarh) to apply for this course.

Salient Features of MBA (Executive) Programme at CUO

- A NAAC accredited and NIRF-ranked Central University, established by an Act of Parliament of India, 2009
- Standards prescribed by AICTE, UGC and MoE
- Blended mode of teaching (online and face-to-face)
- A band of experienced faculty members and resource persons from premium Institutes
- Smart classroom, Wi-Fi campus, computer laboratory and central library
- Webinars/seminars, Industrial visits, Projects, Symposium, Conferences, Workshop, and Peer learning, Personal Contact Programmes (PCPs)
- Career growth to top management positions ahead of competitors
- The curriculum presents opportunities to intensify participants understanding both parallel functional area subjects
- An excellent combination of pedagogy involving interactive class sessions, case analysis simulations and project work and application of concepts



Prof. Sharat Kumar Palita
Vice Chancellor
Central University of
Odisha



Dr. Asit Kumar Das
Registrar
Central University of Odisha



Sh. K. Kosala Rao
Finance Officer
Central University of Odisha



Dr. Ram Shankar
Controller of Examination
Central University of Odisha

Visiting Faculty...



Prof. Shakti Ranjan Mohapatra
Dean (Management)
Biju Patnaik University of Technology, Odisha



Prof. Dibyojyoti Bhattacharjee
Professor,
Department of Statistics, Assam
University, Silchar, Assam



Prof. Ranjit Singh
Professor,
Department of Management Studies,
Indian Institute of Information
Technology, Allahabad



Prof. Arun Kumar Panda,
Retd Professor
PG Department of Business
Administration, Berhampur
University, Berhampur



Prof. E. Rajarao
Former Visiting Professor,
Department of English Language and
Literature, Central University of Odisha,
Koraput



Prof. Bidhu Bhusan Mishra
Professor,
Department of Business Administration
Utkal University, Bhubaneswar,
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Dr. Rabindra Swain
Reader
P.G. Department of Commerce
Utkal University, VaniVihar,
Bhubaneswar, Odisha



Dr. Lalatendu Keshari Jena
Assistant Professor
School of Human Resources
Management
Xavier University, Bhubaneswar



Dr. Bhavya Ahuja Grover
Assistant Professor,
Department of Computer Science
Ramanujan College, University Of Delhi



Dr Usha Nori
Assistant Professor,
Institute of Public Enterprise
Hyderabad, Telangana.



Dr. Sandeep Kumar Kujur
Assistant Professor
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Ms Akshita Bahuguna
Director & Edupreneur,
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Dr. Subash Chandra Pattnaik,
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Academic Calendar for MBA (Executive) Programme (2021-22)

Academic Calendar: 2021-22		
Events	1st Semester (Monsoon Semester)	3rd Semester (Monsoon Semester)
Registration	Admission	29 Nov- 05 Dec 2021
Late Registration (With Fine)	-	06 -11 Dec 2021
Commencement of Classes	18 Dec 2021	29 Nov 2021
Last date of Application along with prescribed fees for Supplementary/ Improvement/ sp. supplementary Examination	-	04 Dec 2021
Supplementary/ Improvement/ sp. supplementary Examination	-	05 Dec – 19 Dec 2021
Result declaration of Supplementary/ Improvement/ sp. Supplementary Exam	-	22 Dec 2021
Last date of Registration for students qualified after publication of the Supplementary results	-	27 Dec 2021
1 st Mid Semester Exam.	17 - 24 Jan 2022	01 - 08 Jan 2022
2 nd Mid-Semester Exam.	17 – 24 Feb 2022	01 - 08 Feb 2022
3 rd Mid-Semester Exam.	17 – 24 Mar 2022	01 - 08 Mar 2022
Mid Semester Break	27 Mar - 4 Apr 2022	11-17 Mar 2022
Last day of classes	22 Apr 2022	04 Apr 2022
Last date of submission of attendance sheet	22 Apr 2022	04 Apr 2022
End Semester Exam.	26 Apr - 04 May 2022	08- 17 Apr 2022
Last date for submission of marks to Office of the Controller of Examinations	11 May 2022	24 Apr 2022
Result Declaration	12 May 2022	25 Apr 2022
Semester Break	04-11 May 2022	17-24 Apr 2022
Commencement of 2nd Semester Classes (Winter Session)- 13 May 2022		
Commencement of 4th Semester Classes (Winter Session)- 26 Apr 2022		