

**PROSPECTUS**  
*for*  
**MBA / IMBA / PG DIPLOMA in MANAGEMENT / PGDBIM**  
**FOUNDATION IN BANKING**  
**2009 - 10**



DDCE

Education for All

**UTKAL UNIVERSITY**

**BHUBANESWAR-751007**

**Phone : (0674) 2585312 ; Fax : (0674) 2581106**

**Admission Counselling : 9861420000**

***Email : [management@ddceutkal.org](mailto:management@ddceutkal.org)***

***website : <http://www.ddceutkal.org>***

*Published by :*

**Director  
Directorate of Distance & Continuing Education  
Utkal University, Vanivihar  
Bhubaneswar- 751 007.**

*Photograph & Cover Design :*

**Dr. Sanjay Kumar Acharya**  
Reader  
Deptt. of AIHC&A  
Utkal University, Vanivihar  
Bhubaneswar.

*DTP :*

**Ms. Diptimayee Dalai**

No. of Copies : 3500

*Printed at :*

**CAPITAL BUSINESS SERVICE & CONSULTANCY**  
B/51, SAHEED NAGAR, BHUBANESWAR

*Cost of Form :* **Rs.400/-** (excluding service tax & Bank / Postal Commission ) from Bank / Post  
Office Counter

*By Post :* **Rs.450/-**

# *CONTENTS*

◆ The Utkal University	7
◆ Directorate of Distance & Continuing Education	7
◆ Management Programme ( Distance Programme)	10
◆ Master of Business Administration ( MBA)	12
◆ 5 Year Integrated Master of Business Administration(IMBA)	16
◆ Bachelor of Business Administration (BBA)	21
◆ P.G. Diplomas in Management ( Human Resource, Marketing, Finance, Dietetics & Nutrition, Tour & Travel)	24
◆ Master of Computer Application ( Face to Face Regular Course)	28
◆ MCA - 3 Years	32
◆ Lateral MCA- 2 Years	
◆ P.G.Diploma in Banking & Insurance Management (Face to Face Regular Course)	36
◆ Certificate Course: Foundation in Banking (Face to Face Regular Course)	41
◆ Instructions for filling the form	44
◆ Payment and Examination System	47
◆ General Information and Conditions	48

---

**Prof. Binayak Rath**

**Vice Chancellor**



## ***Message***

Directorate of Distance & Continuing Education is a vibrant wing of the Utkal University. I am happy to learn about its initiative in Industry-Academia Collaboration, Co-ordinating placement drive of General Graduates for **Infosys and TCS**, Executive training programme of **India Post** and introduction of online assistance etc. Education for All is its motto and it helps the disadvantaged to reach the portals of higher education. This year Utkal University has also established the Social Exclusion and Inclusive Policy Study (SEIPS) at DDCE with funding from the UGC. I am confident that DDCE would take its initiative to greater heights in coming years. The University administration would continue to be supportive for its all round development.

In this age of emerging “Knowledge Economy” Open Distance Learning is the future for educating large number of students in the most cost effective manner. With dwindling resources and state support for education Distance learning needs to be further strengthened with wider range of courses, larger number of learner and quality assurance. We must stand up to these challenges. I convey my best wishes to the students, teachers, counsellors and other stakeholders of DDCE to do their best.

***Binayak Rath***

---

**Prof. S. P. Pani**  
**Director**



## ***From the Director's Desk***

DDCE, Utkal University has been an alternate window for education since last 46 years. Our cherished motto “ **Education For All**” is a living ideal. Education for ‘anyone, anytime and any where ‘ is increasingly becoming the new *mantra* of the Open and Distance Learning family. ICT applications have changed the contours of ODL. Notwithstanding inherent difficulties of access and cost we have introduced limited E-Learning Modules ; provide courseware on CDs, maintain digital data base and have state of the art networked computer labs. DDCE, Utkal University has been taking a number of initiatives to inch towards national and international goals. In the last two years we have taken a number of innovative initiatives to work towards our vision. Industry Academia collaboration have been carried forward with the offering of P.G. Diploma in Banking and Insurance Management in collaborative arrangement with ICICI Bank; coordination of Placement drive of Infosys and TCS for graduate students of Orissa and training a number of batches in Soft Skill Development. DDCE has also forayed into corporate training. We have conducted few executive training programme in marketing and network software for executives of India Post. The University Grants Commission has also sanctioned the establishment of “ **Centre for Social Exclusion and Inclusive Policy Studies “ (SEIPS)** at DDCE, Utkal University. Last year several students have also been placed with reputed companies like Infosys, RBS , Capital IQ, ICICI, SBI and LIC etc. Automated Receipt System has been introduced and the Library Automation would also be completed very soon. DDCE is publishing ‘Search’ a Journal since 2007. We aspire to introduce multimedia courseware in coming years. Prof. Sukdeo Thorat, Chairman UGC, Prof. Hari Goutam, Former Chairman UGC and Justice P.N. Bhagwati Former Chief Justice of India visited DDCE during 2008-09. We are committed to quality network , infrastructure, learning resources and teaching learning process. DDCE would continue to strive for quality and excellence. I welcome all the new entrants to our family.

***S. P. Pani***

---

## THE UTKAL UNIVERSITY

The ship in the crest symbolizes maritime activities, stalk of grain emphasizes the role of agriculture. The mount stands for mineral resources and the fort for the past military glory. The lamp and the book symbolize spread of light and learning and removal of ignorance. The motto of the University is ***Satyam Param Dheemahi*** (seek the highest truth).

The Utkal University founded in 1943 is the 17th University of the country and the first of Orissa province. Pandit Nilakantha Dash, Maharaja Krushna Chandra Gajapati, Pandit Godavarish Mishra, amongst other doyens of modern Orissa, played a leading role in the establishment of the University. On the 27th Nov. 1943, the Utkal University started functioning at Ravenshaw College (now University), Cuttack. It was originally an affiliating and examining body only. The University shifted to its present campus spread over 400 acres of land at Vanivihar in Bhubaneswar in 1962.

A number of Post-Graduate Departments and other centers were established in the University Campus. There are more than two hundred general affiliated colleges under the University. The University has eleven Autonomous Colleges under its jurisdiction. It has 28 constituent Post-Graduate Departments, 2 Constituent Law Colleges, a Directorate of Distance & Continuing Education and a number of centers like Population Studies, School of Women's Studies, Social Exclusion and Inclusive Policy Study Centre, Academic Staff College, a Pre-School and a High School etc. The University offers number of Self Financing Courses. The University also offers innovative teaching programmes in Yoga, Tourism and Journalism under UGC assistance.

The Utkal University is NAAC Accredited since 2004 with B++ status with a score little over 80%. Utkal University is recognised by the UGC. It is a member of the Indian Association of Universities and Commonwealth Association of Universities.

### **DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION**

The Directorate of Distance & Continuing Education is a constituent institution of the Utkal University established with the objective of providing quality education to the vast majority of working and adult learners and continuing education to all sections of the society through Distance and/or Continuing Education Mode. We aspire to create a learning society and fulfill the national objectives of education for all.

DDCE has grown out of The **UNIVERSITY EVENING COLLEGE** established in 1962. As the Evening College, it played an important role in providing higher education to a large

---

section of the State and the Central Government Employees. As per UGC guidelines the University Evening College was converted to **DIRECTORATE OF CORRESPONDENCE COURSES (DCC)**. It worked as such from 1974 to 1996. As DCC, it offered courses leading to I.A./I.Com./B.A./B.Com. With the establishment of Council of Higher Secondary Education in the mid eighties, I.A./I.Com. programme was abolished. DCC offered B.Ed. Course for a brief period from 1987 to 1990. In the year 1996, in pursuance of the UGC guidelines, the DCC was converted into **DIRECTORATE OF DISTANCE & CONTINUING EDUCATION (DDCE)**. Since then DDCE has started moving in a new direction with vigour and dynamism. It is now committed to provide need based professional and employment oriented innovative courses along with the traditional ones.

Since 1997 DDCE is offering courses in Computer Application. In 1999 DDCE forayed into Management education. DDCE has also established Soft Skill Development Cell (SSDC) since 2006 to improve the employability of the students.

Presently DDCE has reoriented itself towards industry academia collaboration. It has collaborated with Genpact , ICICI Bank Ltd., Infosys and TCS etc. for placement and collaborative academic programmes. DDCE is also emphasizing training of the young teachers and authors and research scholars etc. It has also trained India Post Executives.

- ◆ It is located on the **National Highway No.-5 near Vanivihar Traffic Square , Bhubaneswar** spread over 10 Acres of land within the Utkal University Campus. The DDCE and the University Law College are on the South East Corner of the Vanivihar, the University Campus.
- ◆ There are 15 class rooms, three conference rooms and a spacious reading room. The Silver Jubilee Building provides adequate infrastructure.
- ◆ It has its own building with nearly 30,000 sft. of carpet area for Office, Library, Counseling, Class Rooms , Examination Halls , Conference Halls, Publishing House and Computer Labs with all modern facilities . The **Silver Jubilee Building** is also well equipped.
- ◆ Its faculty include a **Professor-cum-Director** and qualified Reader, Lecturers and Academic Consultants. Besides, it utilizes the services of the eminent Professors and other Faculty Members of various Post-Graduate Departments of Utkal University and other Affiliated Colleges and Professional Organizations working with various public / private sector undertakings.
- ◆ Its Library is manned by trained and qualified librarians. The Library has **16205 books** and subscribes to several journals and newspapers related to the course. It has a

---

reading room for the students. There is separate reading room with **2,334 books** for MCA and Management students.

- ◆ DDCE has more than 100 Computers and 9 Servers. It is a part of the Utkal University Campus Wide Network and E Governance Project. There are five LANs.
- ◆ There is a Branch of **Syndicate Bank** and one **ICICI ATM Counter** within DDCE premises.
- ◆ DDCE offers BA, B.Com, MA, MBA, IMBA, BBA, PG Diploma in Management under Distance Mode. It also offers MCA, PG Diploma in Banking & Insurance Management, Spoken English and Personality Development Courses under Continuing Education Programme.
- ◆ DDCE has not sought any approval from Distance Education Council or AICTE.



*There is no bad times to do right thing.*

*Success is a journey.*

*Work is God.*

---

## **DISTANCE MODE MANAGEMENT PROGRAMME**

DDCE aspires to create new age managers in the era of globalization, phenomenal growth of capital economy, service sector and knowledge driven society and economy. Besides serving the needs of fresh pass outs, we also serve the need for continuing education of all those employed in managerial positions. Choice Based Credit Semester System has been introduced since, 2006. **DDCE, Utkal University** has launched the following **Management Courses** through distance mode since 2000-01 for freshers and working executives.

- ◆ **2 YEAR MBA PROGRAMME (COURSE CODE- 102)**
- ◆ **5 YEAR INTEGRATED MBA PROGRAMME** is a novel two tier programme for aspirants with +2 / equivalent qualification with the option to exit after three years with **BBA** degree, **(COURSE CODE- 101)**
- ◆ **3 YEAR BACHELOR IN BUSINESS ADMINISTRATION. (COURSE CODE- 103)**
- ◆ **1 YEAR POST GRADUATE DIPLOMA IN**
  - HUMAN RESOURCE MANAGEMENT **(COURSE CODE- 104)**
  - MARKETING MANAGEMENT **(COURSE CODE- 105)**
  - FINANCIAL MANAGEMENT **(COURSE CODE- 106)**
  - TOUR AND TRAVEL MANAGEMENT **(COURSE CODE- 107)**
  - DIETETICS AND NUTRITION MANAGEMENT **(COURSE CODE- 108)**

### **Faculty**

The Director, DDCE, Utkal University directly supervises all academic aspect of the program and is the Co-ordinator of Management Program. Dr. Sarita Mishra, M.A., Ph.D., Ms. Rashmi Ranjita Das, MBA and Ms. Amrita Pani, MBA are the Academic Consultants of Management Programme. Noted academicians drawn from all over the country have authored the courseware. Faculty members of Business Administration Department, PM&IR Department, Commerce Department, Psychology Department and other teachers of Utkal University act as the core team for Personal Contact Program. Faculty members of Leading Management Colleges, General Government Colleges and other Educational Institutions act as Guest Faculty.

---

**COMPANIES WHERE OUR FINAL YEAR STUDENTS HAVE SUCCESSFULLY  
COMPLETED PROJECTS & SUMMER INTERNSHIP PROGRAMME**

- ◆ Amul India Ltd.
- ◆ Ashok Leyland Finance Ltd.
- ◆ Bank of Baroda
- ◆ Bharat Sanchar Nigam Ltd.
- ◆ Bhubaneswar Stock Exchange
- ◆ Bajaj Electricals Ltd.
- ◆ Dr. Reddy's Laboratories Ltd.
- ◆ Eastern Circle Yellow Pages Pvt. Ltd.
- ◆ Eureka Frobes Ltd.
- ◆ Grid Corporation of Orissa
- ◆ Gemini Distributors Pvt. Ltd.
- ◆ Housing Development Financial Corp.
- ◆ Hindustan Motors Ltd.
- ◆ ICICI Finance Ltd.
- ◆ Indian Metal Ferrow Alloys
- ◆ Indian Charge Chrome Ltd.
- ◆ IDCOL Ferrow Chrome & Alloys Ltd.
- ◆ Indian Oil Corp. Ltd.
- ◆ Jayshree Chemicals Ltd.
- ◆ Karvy Stock Broking Ltd.
- ◆ Life Insurance Corp. of India
- ◆ Meghdoot Corrugators & Packers Pvt. Ltd.
- ◆ Mahindra & Mahindra Ltd.
- ◆ Manishri Refractories & Ceramics Ltd.
- ◆ Mahanadi Coal Field Ltd.
- ◆ Mc. Dowell's Company Ltd.
- ◆ Mineral & Metal Trading Corp.
- ◆ National Aluminium Company Ltd.
- ◆ Nilachal Ispat Nigam Ltd.
- ◆ National Thermal Power Corp. Ltd.
- ◆ National Institute of Agriculture Ext. Mgt.
- ◆ Orissa Hydro Power Corp. Ltd.
- ◆ Orissa Power Generation Corp. Ltd.
- ◆ Orissa Mining Corp. Ltd.
- ◆ Orissa State Financial Ltd.
- ◆ Orissa State Pollution Control Board
- ◆ Orissa Tassar Board
- ◆ Paradeep Port Trust
- ◆ Paradeep Phosphate Ltd.
- ◆ Reserve Bank of India
- ◆ State Bank of India
- ◆ Steel Authority of Indian Ltd.
- ◆ Tata Steel Company
- ◆ Toyota Kirloskar Motor Ltd.
- ◆ Union Bank of India (UBI)
- ◆ United India Insurance Co. Ltd.
- ◆ Whirlpool of India Ltd.
- ◆ Zenith Computers Ltd.

**Our students have joined many reputed companies after passing out.**

- ◆ Royal Bank of Scotland
- ◆ Infosys
- ◆ ICICI
- ◆ Airtel
- ◆ HDFC Banks
- ◆ ICICI Banks
- ◆ Reliance Infocom
- ◆ OMFED
- ◆ Ortel Communication
- ◆ Eureka Forbes Ltd.
- ◆ Kotak Securities
- ◆ Tata Indicom
- ◆ National Aluminium Company Ltd.
- ◆ Mc. Dowell's Company Ltd.
- ◆ Finolex Wires Ltd.
- ◆ Magnus School of Business
- ◆ EXIDE Industry Ltd.
- ◆ Metalife India Insurance Company
- ◆ Dishnet Wireless Ltd.

---

# MASTER OF BUSINESS ADMINISTRATION (A TWO YEAR PROGRAMME)

Course Code : 102

**Objectives** : With the motto of creating Total Quality Managers, we offer unique opportunity for students to specialize in two branches of Management Studies from Human Resource / Marketing / Finance / Information System / Banking & Insurance / International Business / Production & Operation / Entrepreneurship / Tour & Hospitality Groups. The curriculum and Teaching is designed to mould even the average students to become successful managers. The programme sharpens the conceptual, analytical and diagnostic skills of the students. We desire to create complete persons and managers.

**Eligibility** : Bachelor Degree holder in any discipline or equivalent.

**No. of Seats** : 500

**Duration** : Two Academic Years.

**Course Fee** : Rs.40,000/- (Rs.20,000/- per year).

**Exam Fee** : Rs. 2,400/- First year

**SSDC** : Rs. 3,000/- (one time)

**Corpus Fund** : Rs. 1000/- ( One time)

**Entrance Test** : Students shall be selected through an Entrance Test of 2 hours duration. The test shall consist of 150 Marks of single answer multiple choice questions. The test shall cover questions on Comprehension, Test of Reasoning, English Language, Quantitative aptitude and General Awareness.

## **Personal Contact**

**Programme** : The classes (PCP) shall be held for 10 to 12 days in the Directorate.

**Schedule** :

MONTH	EVENT	DATE	COURSE
SEPTEMBER, 2009	PCP Class at DDCE	01.09.09 – 11.09.09	MBA 1 <sup>st</sup> Semester
FEBRUARY, 2010	PCP Class at DDCE	02.02.10 – 16.02.10	MBA 2 <sup>nd</sup> Sem. (2009 batch)

---

**Tentative Exam.:** Odd Semester- December- January

**Schedule** : Even Semester- May – June

MONTH	EVENT	DATE	COURSE
JANUARY, 2010	Examination Mgt. Program	Scheduled to be notified later	Odd Sem./ 1 <sup>st</sup> / 3 <sup>rd</sup> (MBA)
JUNE, 2010	Examination	Scheduled to be notified	MBA 2 <sup>nd</sup> Sem. & 4 <sup>th</sup> Sem.

**Exam. Centre:** Utkal University.

**MBA COURSE STRUCTURE \***

**I ST SEMESTER**

- 1 Management Concept & Practices
- 2 Managerial Communication Skill & Development
- 3 IT in Business
- 4 Organizational Behaviour
- 5 Human Resource Management
- 6 Marketing Management
- 7 Financial Management
- 8 Quantitative Methods

**II ND SEMESTER**

- 9 Business Regulatory Frame Work
- 10 Managerial Economics
- 11 Financial Accounting
- 12 Production & Operation Management
- 13 International Business
- 14 E- Business
- 15 Business Policy & Strategic Management
- 16 Business Ethics & Corporate Governance

**III RD SEMESTER**

- 17 Management Information System
- 18 Business & Economic Environment
- 19 Management of Change & Strategic Issues
- 20 Cost and Management Accounting
- 21 Corporate & Tax Laws
- 22 Entrepreneurship Development
- 23 Banking & Insurance Management
- 24 Research Methodology

**IV TH SEMESTER**

**Special Group-I**

- 25 Specialization Paper - I
- 26 Specialization Paper - II
- 27 Specialization Paper - III
- 28 Specialization Paper – IV

**Special Group-II**

- 29 Specialization Paper - I
- 30 Specialization Paper - II
- 31 Specialization Paper - III
- 32 Specialization Paper – IV
- 33 Project

---

### **MBA ( IV Semester ) Special Paper Groups**

#### **Human Resources Management (Group - A )**

- 1 Human Resources Planning & Development
- 2 Managing Employee Relation & Related Laws
- 3 Management of Training & Development
- 4 International Human Resource Management

#### **Marketing Management (Group - C )**

- 1 Consumer Behaviour
- 2 Advertising & Promotion Management
- 3 Sales & Distribution Management
- 4 Product & Brand Management

#### **Tour & Travel Management (Group - E )**

- 1 Tourism & Travel Trade
- 2 Hotel Management
- 3 Tourism Marketing & Event Management
- 4 Tour Organisation & Travel Management

#### **Entrepreneurship Management (Group - G )**

- 1 Financing Small Business
- 2 New Entrepreneurship Management
- 3 Entrepreneurship for Small Business
- 4 Export Import Producing Business

#### **International Business Management (Group -I)**

- 1 International Marketing Management
- 2 Multinational Financial Management
- 3 International Business Environment
- 4 Global Capital Market

#### **Financial Management (Group - B )**

- 1 Financial Markets & Institution
- 2 Merchant Banking & Financial Services
- 3 Security Analysis & Portfolio Management
- 4 International Finance

#### **Banking & Insurance Management (Group- D )**

- 1 Management of Banking & Insurance Companies
- 2 Risk & Claim Management
- 3 Banking & Insurance Laws
- 4 Banking & Insurance Marketing

#### **Dietetics & Nutrition Management (Group – F)**

- 1 Dietetic & Therapeutic Management
- 2 Human System Management
- 3 Microbial Management & Food Industry
- 4 Deficiency disease & Nutrition Management

#### **Production & Operation Management (Group - H )**

- 1 Total Quality Management
- 2 Purchasing & Material Management
- 3 Operation Planning & Control
- 4 Technology Management

#### **Information System Management (Group - J )**

- 1 DBMS & RDBMS
- 2 Enterprise Resources Planning
- 3 System Analysis & Design
- 4 Telecom for Business

**Practical** - The practical examination shall involve lab work, Viva-voce and written test. The Internal and External Examiners shall jointly workout the details. Marks would be awarded out 50 only.

---

**\* Under Revision**

**CURRICULUM :**

LAST DATE FOR RECEIPT OF FORMS	15.06.2009 (DDCE shall not be responsible for postal delay or for non receipt of form. Post them sufficiently in advance)
ENTRANCE TEST **	21.06.09 (SUNDAY), TIME- 2.00 P.M. TO 5.00 P.M.
DATE OF DECLARATION OF RESULT	By 30.06.2009 In Notice Board Of DDCE, Utkal University And On Website <a href="http://www.ddceutkal.org">www.ddceutkal.org</a> No personal communication would be sent.
PERIOD OF ADMISSION ***	02.07.09 TO 04.07.09
WAIT LISTED CANDIDATE FOR SPOT ADMISSION***	06.07.2009 (REPORTING TIME 11 A.M.)
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar.	COURSE FEE- Rs. 20,000/- ( First year) EXAM. FEE - Rs. 2,400/- (First year) SSDC FEE – Rs. 3,000/- ( One time) Corpus Fund- Rs. 1000/- ( One time)

\*\* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

\*\*\* No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission / spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph. In case it is not possible for the candidate to report in person all documents may be sent through an authorized person.

Fees payable at the time of Admission through four separate Bank Drafts drawn in favour of Director, DDCE, Utkal University payable at Bhubaneswar issued by SYNDICATE BANK OR SBI. DRAFTS FROM OTHER BANKS ARE NOT ACCEPTABLE.



---

# INTEGRATED - MASTER OF BUSINESS ADMINISTRATION ( A Five Year Programme )

Course Code : 101

**Objectives** : The Integrated Five Year MBA Programme aims to induct young students to Management Faculty. DDCE has designed the course to provide a strong foundation in fundamentals to enable the learners to be knowledge driven managers in future. We offer unique opportunity to students to specialize in two branches of Management Studies from Human Resource / Marketing / Finance / Information System / Banking & Insurance / International Business / Production & Operation / Entrepreneurship / Tour & Hospitality Groups. The curriculum and Teaching is designed to mould even the average students to become successful managers. We also admit Professionals with Diploma from State Technical & Vocations Councils in to IMBA course.

**Eligibility** : +2 or equivalent

**No. of Seats** : 200.

**Duration** : Five Academic Years.

**Course Fee** : Rs.40,000/- (Rs.8,000/- per year).

**SSDC Fee** : Rs.3,000/- (one time)

**Exam. Fee** : Rs. 2400/- First year

**Corpus Fund** : Rs. 1000/- ( One time)

**Entrance Test** : Students shall be selected through an Entrance Test of 2 hours duration. The test shall consist of 150 Marks of single answer multiple choice questions. The test shall cover questions on Comprehension, Test of Reasoning, English Language, Quantitative Aptitude and General Awareness.

**Papers & Marks:** There are a total of 52 papers in the 5 year Integrated MBA Programme. Each paper carries 100 Marks. After successful completion of 3rd year the **Bachelor Degree** (with/without Honours), shall be awarded. At the end of 5th year **MBA Degree** shall be awarded to the students.

---

**Personal Contact**

**Programme** : The classes (PCP) shall be held for 10 to 12 days in the Directorate.

MONTH	EVENT	DATE	COURSE
SEPTEMBER, 2009	PCP Class at DDCE	01.09.09 – 11.09.09	IMBA 1 <sup>st</sup> Semester
FEBRUARY, 2010	PCP Class at DDCE	17.02.10 – 28.02.10	IMBA 2 <sup>nd</sup> Semester

**Tentative Exam.** Odd Semester- December -January

**Schedule** : Even Semester- May- June

MONTH	EVENT	DATE	COURSE
JANUARY, 2010	Examination Mgt. Program	Scheduled to be notified later	IMBA 1 <sup>st</sup> Semester
JUNE, 2010	Examination	Scheduled to be notified	IMBA 2 <sup>nd</sup> Semester

**Exam. Centre** : Utkal University.

### COURSE STRUCTURE \*

#### 1ST SEMESTER

- 1 Management Concepts and Practices
- 2 English - I
- 3 Business Mathematics
- 4 Psychology
- 5 Computer Fundamentals

#### 2ND SEMESTER

- 6 Financial Accounting
- 7 Fundamentals of Economics
- 8 Business Organisation & Env.
- 9 Business Statistics
- 10 Information Technology in Business

#### 3RD SEMESTER

- 11 Organisational Behaviour
- 12 Cost Accounting
- 13 Managerial Economics
- 14 English - II
- 15 Web Fundamental

#### 4TH SEMESTER

- 16 Quantitative Methods for Management
- 17 Business Economic & Environment
- 18 Business Regulatory Frame Work
- 19 Indian Ethos & Value
- 20 Management Accounting

---

### **5TH SEMESTER**

- 21 Indian Economy & Macro Economics
- 22 Operation Research
- 23 Written & Oral Communication.
- 24 Contemporary Indian Society & Culture
- 25 Research Methodology

### **7TH SEMESTER**

- 32 Management Comm. Skills & Development
- 33 Business Ethics & Corporate Governance
- 34 Industrial Laws
- 35 Business and company law
- 36 E-Governance

### **9TH SEMESTER**

#### ***Major Special Group***

- 42 Choose any one group from **A to G** as noted
- 43 In the Major / Minor special paper table. First three papers (1,2,3) from one group is to be
- 44 Opted (The Group -G & H can only be opted as Minor Special Group)

#### ***Minor Special Group***

- 45 One has to choose a group other than the one
- 46 Chosen under Major Special Group. One would opt the first two papers from any one group .

#### **Human Resources Management (Group A)**

- 1 Human Resources Planning & Development
- 2 Managing Employee Relation & Related Laws
- 3 Management of Training & Development
- 4 International Human Resources Management

### **6TH SEMESTER**

- 26 Human Resources Management
- 27 Financial Management
- 28 Marketing Management
- 29 Production & Operation Management
- 30 Mgt. Information System & DSS
- 31 **Summer Training Report**

### **8TH SEMESTER**

- 37 Corporate & Tax Law
- 38 International Business
- 39 Entrepreneurship Development
- 40 Management Support System
- 41 Business Policy & Strategic Management

### **10TH SEMESTER**

#### **Major Special Group**

- 47 The candidate has to opt the next three papers (4,5,6) from the Major Specialization
- 48 Groups selected in Semester-IX

#### **Minor Special Group**

- 50 Candidate will Opt for the next two papers (3,4)
- 51 from the same group which has selected as Minor special Paper in the IXth Sems.
- 52 **Project Report Viva-voce.**

#### **International Business Management (Group E)**

- 1 International Marketing
- 2 International Finance
- 3 International Banking
- 4 Global Capital Market
- 5 International Business Environment
- 6 World Class Management

- 5 Organisationl Change & Development  
6 Compensation & Reward Management

**Financial Management (Group B )**

- 1 Financial Market & Institution  
2 Merchant Banking & Financial Services  
3 Security Analysis & Portfolio Mgt  
4 Mergers & Acquisition  
5 Corporate Tax Planning  
6 Strategic Financial Management

**Marketing Management (Group C )**

- 1 Consumer Behaviour  
2 Market Research  
3 Sales & Distribution Management  
4 Product & Brand Management  
5 Marketing Services  
6 Advertising Management

**Information System Management (Group D )**

- 1 DBMS & RDBMS  
2 Business Process Reengineering  
3 System Analysis & Design  
4 Telecom for Business  
5 Programming Language  
6 Application Software

**Production & Operation Management (Group F)**

- 1 Total Quality Management  
2 Purchasing & Material Management  
3 Production Planning Control  
4 Technology Management  
5 Logistics Management  
6 World Class Management

**Entrepreneurship Management (Group G )**

- 1 Financing Small Business  
2 New Entrepreneurship Management  
3 Entrepreneurship Development  
4 Export Import Producing Business  
5 Government Business Interface  
6 Small Business Marketing

**Banking & Insurance Management (Group H)**

- 1 Management of Banking & Insurance Companies  
2 Risk Management  
3 Banking & Insurance Laws  
4 Claims Management

**CURRICULUM :**

LAST DATE FOR RECEIPT OF FORMS	15.06.09 (DDCE shall not be responsible for postal delay or for non receipt of form. Post them sufficiently in advance)
ENTRANCE TEST **	21.06.09 (SUNDAY), TIME- 2.00 P.M. TO 5 .00 P.M.
DATE OF DECLARATION OF RESULT	By 30.06.09 In Notice Board Of DDCE, Utkal University And On Website <a href="http://www.ddceutkal.org">www.ddceutkal.org</a> No personal communication would be sent.
PERIOD OF ADMISSION ***	2.07.09 TO 04.07.09
WAIT LISTED CANDIDATE FOR SPOT ADMISSION***	06.07.09 (REPORTING TIME 11 A.M.)
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar.	COURSE FEE- Rs. 8,000/- ( Per year) EXAM. FEE - Rs. 2,400/- (First year) SSDC FEE – Rs. 3,000/- (One time ) Corpus Fund – Rs. 1000/- ( One time )

---

\*\* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

\*\*\* No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission / spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph. In case it is not possible for the candidate to report in person all documents may be sent through an authorized person.

Fees payable at the time of Admission through four separate Bank Drafts drawn in favour of Director, DDCE, Utkal University payable at Bhubaneswar issued by Syndicate bank or SBI. Drafts from other banks are not acceptable.



---

*Tao Gem*

---

*Not exalting the gifted prevents quarreling.*

*Not valuing treasures prevents stealing.*

*Not seeing desirable things  
prevents confusion of the heart.*

---

---

# BACHELOR IN BUSINESS ADMINISTRATION (A Three Year Programme )

**Course Code : 103**

**Objectives** : The Three Year BBA Programme aims to induct young students to Management Faculty. The Course is designed to provide a strong foundation in fundamentals to enable the learners to be knowledge driven managers in future. The unique features of the course include provision for Honours and Industrial Exposer. We also admit Professionals with Diploma from State Technical & Vocations Councils in to BBA course.

**Eligibility** : +2 or equivalent

**No. of Seats** : 200.

**Duration** : Three Academic Years.

**Course Fee** : Rs.24,000/- (Rs.8,000/- per year).

**SSDC** : Rs.3,000/-

**Examination Fee** : Rs. 2,400/- For first year

**Corpus Fund** : Rs. 1000/- ( One time)

**Entrance Test** : Students shall be selected through an Entrance Test of 2 hours duration. The test shall consist of 150 Marks of single answer multiple choice questions. The test shall cover questions on Comprehension, Test of Reasoning, English Language, Quantitative Aptitude and General Awareness.

**Papers & Marks** : There are 31 papers in the 3 year BBA course. Each paper carries 100 Marks. After successful completion of 6th Semester the Bachelor Degree (with / without Honours) in Business Administration shall be awarded.

**Personal Contact** : The classes (PCP) shall be held for 10 to 12 days in the Directorate.

MONTH	EVENT	DATE	COURSE
SEPTEMBER, 2009	PCP Class at DDCE	01.09.09 – 11.09.09	BBA 1 <sup>st</sup> Semester
FEBRUARY, 2010	PCP Class at DDCE	17.02.10 – 28.02.10	BBA 2 <sup>nd</sup> Semester

**Tentative Exam.** : Odd Semester- December -January  
**Schedule** : Even Semester- May- June

MONTH	EVENT	DATE	COURSE
JANUARY, 2010	Examination Mgt. Program	Scheduled to be notified later	BBA 1 <sup>st</sup> Semester
JUNE, 2010	Examination	Scheduled to be notified	IMBA 2 <sup>nd</sup> Semester

**Exam. Centre:** Utkal University

### COURSE STRUCTURE\*

#### 1ST SEMESTER

- 1 Management Concepts and Practices
- 2 English - I
- 3 Business Mathematics
- 4 Psychology
- 5 Computer Fundamentals

#### 2ND SEMESTER

- 6 Financial Accounting
- 7 Fundamentals of Economics
- 8 Business Organisation & Env.
- 9 Business Statistics
- 10 Information Technology in Business

#### 3RD SEMESTER

- 11 Organisational Behaviour
- 12 Cost Accounting
- 13 Managerial Economics
- 14 English - II
- 15 Web Fundamental

#### 4TH SEMESTER

- 16 Quantitative Methods for Management
- 17 Business Economic & Environment
- 18 Business Regulatory Frame Work
- 19 Indian Ethos & Value
- 20 Management Accounting

#### 5TH SEMESTER

- 21 Indian Economy & Macro Economics
- 22 Operation Research
- 23 Written & Oral Communication.
- 24 Contemporary Indian Society & Culture
- 25 Research Methodology

#### 6TH SEMESTER

- 26 Human Resources Management
- 27 Financial Management
- 28 Marketing Management
- 29 Production & Operation Management
- 30 Mgt. Information System & DSS
- 31 Summer Training Report

---

\* Under Revision

**CURRICULUM :**

LAST DATE FOR RECEIPT OF FORMS	15.06.2009 (DDCE shall not be responsible for postal delay or for non receipt of form. Post them sufficiently in advance)
ENTRANCE TEST **	21.06.09 (SUNDAY), TIME- 2.00 P.M. TO 5 .00 P.M.
DATE OF DECLARATION OF RESULT	By 30.06.2009 In Notice Board Of DDCE, Utkal University And On Website <a href="http://www.ddceutkal.org">www.ddceutkal.org</a> No personal communication would be sent.
PERIOD OF ADMISSION ***	02.07.09 TO 04.07.09
WAIT LISTED CANDIDATE FOR SPOT ADMISSION***	06.07.2009 (REPORTING TIME 11 A.M.)
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar.	COURSE FEE- Rs. 20,000/- ( First year) EXAM. FEE - Rs. 2,400/- (First year) SSDC FEE – Rs. 3,000/- ( One time) Corpus Fund- Rs. 1000/- ( One time)

\*\* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

\*\*\* No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission / spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph. In case it is not possible for the candidate to report in person all documents may be sent through an authorized person.

Fees payable at the time of Admission through four separate Bank Drafts drawn in favour of Director, DDCE, Utkal University payable at Bhubaneswar issued by Syndicate bank or SBI. Drafts from other banks are not acceptable.

---

# POST GRADUATE DIPLOMA IN MANAGEMENT

## (A One Year Programme)

**Objectives** : To fulfill the objective of providing education in distance mode to a large section of employed persons in various fields of management, and those who aspire to specialize in a specific branch of knowledge DDCE has designed several P.G. Diploma Courses in management. It is not necessary for every one to pursue a two/three year Master of Business Administration Programme. One may acquire management education specific to his job demand. The P.G. Diploma Courses cater to this section of the students. We offer the following P.G. Diploma Courses.

- P. G. Diploma in Human Resource Management (104)
- P.G. Diploma in Dietetics & Nutrition Management (108)
- P. G. Diploma in Financial Management (106)
- P. G. Diploma in Marketing Management (105)
- P. G. Diploma in Tour & Travel Management (107)

**Eligibility** : Bachelor Degree holder in any discipline or equivalent.

**No. of Seats** : 200 in each Programme.

**Duration** : One Academic Year.

**Course Fee** : Rs. 13,500 /-

**Corpus Fund** : Rs. 1000/- ( One time)

**Exam. Fee** : Rs. 2400/- ( One time)

**SSDC** : Rs. 3000/-

**Entrance Test** : Students shall be selected through an Entrance Test of 2 hours duration. The test shall consist of 200 Marks of single answer multiple choice questions. The test shall cover questions on Comprehension, Test of Reasoning, English Language, Mathematics (10<sup>th</sup> standard) and General Awareness.

**Papers & Marks** : There are 10 papers in all the P.G. Diploma courses with 100 Marks each. A candidate shall be awarded **Post Graduate Diploma** in respective courses after successful completion of the course.

---

**Personal Contact** : The classes (PCP) shall be held for 10 to 12 days in the

**Programme** : Directorate.

MONTH	EVENT	DATE	COURSE
SEPTEMBER, 2009	PCP Class at DDCE	01.09.09 – 11.09.09	All P.G. Diploma 1 <sup>st</sup> Semester
FEBRUARY, 2010	PCP Class at DDCE	17.02.10 – 28.02.10	P.G. Dip. 2 <sup>nd</sup> Sem. (All) 2009

**Tentative Exam.** : Odd Semester- December - January

**Schedule** : Even Semester- May – June

MONTH	EVENT	DATE	COURSE
JANUARY, 2010	Examination	Scheduled to be notified later	P.G. Diploma 1 <sup>st</sup> Semester (All)
JUNE, 2010	Examination	Scheduled to be notified	P.G. Diploma 2 <sup>nd</sup> Semester (All)

**Exam. Centre** : Utkal University

### PG. DIPLOMA IN HUMAN RESOURCE MANAGEMENT

#### I ST SEMESTER

- 1 Management Concept & Practices
- 2 Managerial Communication  
Skill Development
- 3 IT in Business
- 4 Organisation Behaviour
- 5 Human Resources Management

#### II ND SEMESTER

- 6 Human Resources Planning & Development
- 7 Managing Employee Relation & Related Laws
- 8 Management of Training & Development
- 9 International Human Resources Management
- 10 **Project Report & Viva-voce.**

### PG. DIPLOMA IN MARKETING MANAGEMENT

#### IST SEMESTER

- 1 Management Concept & Practices
- 2 Managerial Communication Skill  
Development
- 3 IT in Business
- 4 Organisation Behaviour
- 5 Marketing Management

#### II ND SEMESTER

- 6 Consumer Behaviour
- 7 Advertising & Promotion Management
- 8 Sales & Distribution Management
- 9 Product & Brand Management
- 10 **Project Report & Viva-voce.**

## PG. DIPLOMA IN FINANCIAL MANAGEMENT

### I ST SEMESTER

- 1 Management Concept & Practices
- 2 Managerial Communication Skill Development
- 3 IT in Business
- 4 Organization Behaviour
- 5 Financial Management

### II ND SEMESTER

- 6 Financial Market & Institution
- 7 Merchant Banking & Financial Services
- 8 Security Analysis & Portfolio Management
- 9 International Finance
- 10 **Project Report & Viva-voce.**

## PG. DIPLOMA IN DIETETICS AND NUTRITION MANAGEMENT

### I ST SEMESTER

- 1 Management Concept & Practices
- 2 Managerial Communication Skill Development
- 3 Research Methodology
- 4 Public Health Policy & Management
- 5 Food & Nutritional Management

### II ND SEMESTER

- 6 Dietetic & Therapeutic Management
- 7 Human System Management
- 8 Microbial Management & Food Industry
- 9 Deficiency Diseases & Nutritional Management
- 10 **Project Report & Viva-voce.**

## P.G. DIPLOMA IN TOUR & TRAVEL MANAGEMENT

### I ST SEMESTER

- 1 Management Concept & Practices
- 2 Managerial Communication Skill Development
- 3 IT in Business
- 4 Organization Behaviour
- 5 Tourism in Orissa

### II ND SEMESTER

- 6 Tourism & Travel Trade
- 7 Hotel Management
- 8 Tourism Marketing & Event Mgt
- 9 Tour Organization & Travel Mgt
- 10 **Project Report Viva-voce.**

LAST DATE FOR RECEIPT OF FORMS	15.06.09 (DDCE shall not be responsible for postal delay or for non receipt of form. Post them sufficiently in advance)
ENTRANCE TEST **	21.06.09 (SUNDAY), TIME- 2.00 P.M. TO 5.00 P.M.
DATE OF DECLARATION OF RESULT	By 30.06.09 In Notice Board Of DDCE, Utkal University And On Website <a href="http://www.ddceutkal.org">www.ddceutkal.org</a> No personal communication would be sent.
PERIOD OF ADMISSION ***	02.07.09 TO 04.07.09
WAIT LISTED CANDIDATE FOR SPOT ADMISSION***	06.07.09 (REPORTING TIME 11 A.M.)
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar. ****	COURSE FEE- RS. 13,500/- EXAM. FEE - RS. 2,400/- (One time) SSDC FEE – Rs. 3,000/- (One time) Corpus Fund – Rs. 1000/- ( One time )

- 
- \*\* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.
- \*\*\* No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission / spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph. In case it is not possible for the candidate to report in person all documents may be sent through an authorized person.
- \*\*\*\* Fees are payable through three separate Bank Drafts drawn in favour of Director, DDCE , Utkal University payable at Bhubaneswar. Bank Drafts from Syndicate Bank or SBI shall only be accepted.



---

*Tao Gems*

---

*What is right in one case is not  
What is right in another;  
What is wrong in one case  
Is not what is wrong in another.*

---

---

# MASTER OF COMPUTER APPLICATION (MCA)

Course Code – 201

MCA Programme has been introduced as a **Regular** course (Evening) by the **Directorate of Distance & Continuing Education** since the Academic Session 1999-2000

**Objective** : The objective of the course is to provide skill development and knowledge upgradation for freshers as well as those who are in employment either in IT Sector or other organisations. To facilitate and promote cross migration of school and college teachers of allied faculties like Mathematics, Statistics, Physics, Chemistry, Economics, Commerce and Management etc. to the field of Computer Applications.

**Faculty** : The program operates under the direct supervision of the Director, DDCE. Dr. N. Pani, Reader, Public Administration, DDCE acts as the Asst. Course Coordinator. The faculty are drawn from the P.G. departments of the Utkal University and other Universities and Colleges of Bhubaneswar. Mr. Subas Chandra Mishra, MCA, Academic Consultant, Computer Application Programme is in overall charge.

**Eligibility** : Any graduate from Utkal University or any other University recognized by Utkal University under 10+2+3 pattern with Mathematics/Statistics as a subject at +2 / Graduation level.

Working Executives with above qualification shall be given preference.

**No. of Seats** : 40

**Reservations** : As per University Admission Rules.

**Selection** : Career, Written Test, Group Discussion and Personal Interview. The written test shall consist of 150 single answer multiple choice questions of two hour duration. Questions shall relate to Reasoning, Mathematics (+2 standard), English, Comprehension and General Awareness. Only limited applicants shall be called for personal interview based on their performance in written test and academic career.

**Course Duration** : 3 consecutive Academic Years (Six Semesters).

**Course Fees** : Rs.25,000/- per Year

**SSDC** : Rs. 3,000/- ( One time)

**Corpus Fund** : Rs. 1000/- ( One time)

- 
- Exam. Fees** : Rs. 2,400/- ( First Semester)
- Mode** : The programme is under the continuing mode. Both Theory and Practical classes shall be conducted from 5 P.M. to 9 P.M.
- Facilities** : Well equipped Computer Laboratory .
- Reading Room
  - No Lending Library facility is available
  - No Hostel facility is available.
- Syllabus & Regulations** : The Syllabus prescribed by the University from time to time shall be followed.
- Attendance** : The course is offered under continuing mode. Attending classes regularly is compulsory. One has to attend at least 75% classes to be eligible to appear at the semester examinations. Waiver of shortage of attendance may be allowed maximum upto 15% on medical grounds.
- Exam. Pattern** : The semester system of examinations are conducted by the University. The course structure is subject to revision from time to time.

### COURSE STRUCTURE

#### 1ST SEMESTER

- 1.1 C Programming & Problem Solving
- 1.2 Mathematical Foundation of Computer Science.
- 1.3 Digital Logic & Computer Organisation
- 1.4 Accounting & Financial Management
- 1.5 Business Communication

#### **Practical**

- 1.6 MS DOS, Windows, Office Lab
- 1.7 C Programming Lab

#### 2ND SEMESTER

- 2.1 Data & File Structure
- 2.2 Combinatorics & Graph Theory
- 2.3 Computer System Architecture
- 2.4 Object Orient Programming with C++
- 2.4 Quantitative Techniques

#### **Practical**

- 2.6 Data Structure Lab
- 2.7 C++ Programming Lab

#### 3RD Semester

- 3.1 Operating System
- 3.2 Database Management System
- 3.3 Microprocessor & Assembly Language
- 3.4 Computer Graphics

#### 4TH SEMESTER

- 4.1 Software Engineering
- 4.2 Multimedia & Applications
- 4.3 Computer Communications & Networking

3.5 Principles of Management & Organisational Behaviour

**Practical**

3.6 Database Lab

3.7 Assembly Language Lab

**5TH SEMESTER**

5.1 Data Mining & Warehousing

5.2 Compiler Design

5.3 Internet & Java Programming

5.4 Elective-I

5.5 Elective-II

**Practical**

5.6 Datamining Lab

5.7 Java Programming Lab

4.4 Artificial Intelligence

4.5 Unix & Shell Programming

**Practical**

4.6 AI Lab (LISP / PROLOG), Multimedia Lab

4.7 UNIX & Shell Programming Lab

**6TH SEMESTER**

1. Project Report

2. Project Viva Voce

3. Seminar Presentation

<b>LAST DATE FOR RECEIPT OF FORMS</b>	<b>15.06.09</b>
DATE OF WRITTEN TEST	21.06.09 TIME 2.00 P.M. TO 5.00 P.M.
DATE OF DECLARATION OF RESULT OF WRITTEN TEST	30.06.09 No separate intimation would be sent. Result shall be notified in DDCE Notice Board and website: www.ddceutkal.org.
DATE OF G.D & PERSONAL INTERVIEW	11.07.09 10 A.M. ONWARDS
DATE OF DECLARATION OF RESULT	14.07.09
ADMISSION OF SELECTED CANDIDATES	20.07.09 10 A.M. TO 12 NOON
ADMISSION FOR WAIT LISTED CANDIDATES	21.07.09 TO REPORT BEFORE 12.00 NOON WITH ALL DOCUMENTS & BANK DRAFT
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar.**	COURSE FEE- RS. 25,000/- EXAM. FEE - RS. 2,400/- (First Year) SSDC FEE – RS. 3,000/- ( ONE TIME) Corpus Fund – Rs. 1000/- ( One time )

- 
- \* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.
  - \* No separate intimation would be issued. The result would be declared on DDCE notice board and selected students may report directly for admission.
  - \*\* Fees payable at the time of Admission through four separate Bank Drafts drawn in favour of Director, DDCE, Utkal University payable at Bhubaneswar issued by Syndicate bank or SBI. Drafts from other banks are not acceptable.



————— *Tao Gems* —————

*When your work is done, withdraw  
This is the way to Heaven.*

---

---

# MASTER OF COMPUTER APPLICATION

## MCA- Two Years Lateral Entry

Course Code – 208

The 2 Year MCA (Lateral Entry to the course of 5 Year IMCA) Course is designed to provide an opportunity to the students who hold Bachelor Degree in Computer Application (BCA) to undertake Master of Computer Application (MCA) Course.

**Objective** : The objective of the course is to provide skill development and knowledge upgradation for students with BCA qualification from Utkal University.

**Faculty** : The program operates under the direct supervision of the Director, DDCE. Dr. N. Pani, Reader, Public Administration, DDCE acts as the Asst. Course Coordinator. The faculty are drawn from the P.G. departments of the Utkal University and other Universities and Colleges of Bhubaneswar.

**Eligibility** : BCA from Utkal University.

**No. of Seats** : 30

**Reservation** : As per University Admission Rules for P. G. Departments.

**Selection** : Career, Written Test , Group Discussion and Personal Interview. The written test shall consist of 150 single answer multiple choice question of two hour duration. Questions shall relate to Reasoning, Mathematics (BCA standard), English, Comprehension and General Awareness. Only limited applicants shall be called for personal interview based on their performance in written test and academic career.

**Course Duration** : Two Academic Years (Four Semesters).

**Course Fees** : Rs. 25,000/- per Year

**Exam. Fees** : Rs. 2,400/- ( First Year)

**SSDC Fee** : Rs. 3000/- ( One time)

**Corpus Fund** : Rs. 1000/- ( One time)

**Mode** : The programme is under the continuing mode. Theory and Practical classes shall be conducted from 4 P.M. to 9 P.M.

- 
- Facilities** : Well equipped Computer Laboratory .
- Reading Room with Magazines & Journals.
  - No Lending Library facility is available.
  - No Hostel facility is available.
- Syllabus & Regulations** : The Syllabus and Regulations prescribed for the **last 4 Semesters of 5 Year Integrated MCA Programme of School of Mathematics, Statistics and Computer Science**, shall be followed.
- Attendance** : The course is offered under continuing mode. Attending classes regularly is compulsory. One has to attend at least 75% classes to be eligible to appear at the semester examinations. Waiver of shortage of attendance may be allowed maximum upto 15% on medical grounds.
- Exam. Pattern** : The semester system of examinations is conducted by the University. The course structure is as follows (Subject to revision).

### COURSE STRUCTURE

#### 1ST SEMESTER

- 1.1 Optimization Techniques
  - 1.2 Analysis & Design of Algorithms
  - 1.3 Advanced Database Concepts
  - 1.4 Microprocessor & Assembly Language Programming
  - 1.5 Advanced Unix Programming
- Practical**
- 1.6 Assembly Language Programming
  - 1.7 UNIX Programming

#### 3RD SEMESTER

- 1 Advanced Software Engineering
  - 2 Advanced Operating System
  - 3 Advanced Computer Networks Elective-II  
Elective-III
- Practical**
- 1 Case Tools Lab
  - 2 Lab on Elective-II

#### 2ND SEMESTER

- 2.1 Theory of Computation
  - 2.2 Advanced Computer Architecture
  - 2.3 Principles of Programming Language
  - 2.4 Artificial Intelligence
  - 2.5 Elective-I
- Practical**
- 2.6 AI Lab ( LISP/PROLOG)
  - 2.7 Lab on Elective-I

#### 4TH SEMESTER

1. Project Report
2. Viva-Voce
3. Seminar Presentation

---

**Courses for Elective-I**

1. Network Programming
2. Network Security
3. Enterprise Resource Planning
4. Simulation Modeling
5. Neural Networks
6. Digital Signal Processing
7. NET Technologies
8. Complex Analysis
9. Real Time Systems

3. Embedded Systems
4. Data Mining & Warehousing
5. Decision Support System
6. Client Server Computing
7. Parallel Computing
8. Expert System
9. IP Telephony
10. System Software
11. Bio Informatics
12. Digital Image Processing
13. Pattern Recognition

**Courses for Elective-II & III**

1. Compiler Design
2. Mobile Computing

<b>LAST DATE FOR RECEIPT OF FORMS</b>	<b>15.06.09</b>
DATE OF WRITTEN TEST	21.06.09 TIME 2.00 P.M. TO 5.00 P.M.
DATE OF DECLARATION OF RESULT OF WRITTEN TEST	30.06.09. No separate intimation would be sent. Result shall be notified in DDCE Notice Board and website: <a href="http://www.ddceutkal.org">www.ddceutkal.org</a> .
DATE OF G.D & PERSONAL INTERVIEW	11.07.09 10 A.M. ONWARDS
DATE OF DECLARATION OF RESULT	14.07.09
ADMISSION OF SELECTED CANDIDATES	20.07.09 10 A.M. TO 12 NOON
ADMISSION FOR WAIT LISTED CANDIDATES	21.07.09 TO REPORT BEFORE 12.00 NOON WITH ALL DOCUMENTS & BANK DRAFT
Fees payable on Admission through four separate bank draft drawn in favour of Director, DDCE , payable at Bhubaneswar. **	COURSE FEE- RS. 25,000/- ( First Year) EXAM. FEE - RS. 2,400/- (First Year) SSDC FEE – RS. 3,000/- ( ONE TIME) Corpus Fund – Rs. 1000/- ( One time )

\* The students must report for Entrance Test at 2.00 P.M. on 21.06.09 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

\* No separate intimation would be issued. The result would be declared on DDCE notice board and selected students may report directly for admission.

- 
- \* In case of non-declaration of BCA result by Utkal University before the date of admission, provisional admission would be made. Under no circumstance fees paid shall be refunded. The student has to produce pass certificate and CLC within 7 days of publication of results. Without confirmation of admission students would not be allowed to sit for University Examination. DDCE would not take any responsibility whatsoever for publication of BCA result.
  - \*\* Fees payable at the time of Admission through four separate Bank Drafts drawn in favour of Director, DDCE, Utkal University payable at Bhubaneswar issued by Syndicate bank or SBI. Drafts from other banks are not acceptable.



---

# P.G. DIPLOMA IN BANKING AND INSURANCE MANAGEMENT

Course Code – 401

- Objectives** :
  - To create a manpower pool for employment in Banking and Insurance Sector.
  - To enhance the placement opportunity and to provide teaching-learning support for pursuance of career in Banking and Insurance sector.
  - To bridge the gap between the requirement of the industry and corporate sector and the curriculum offered in the University.
  - To facilitate industry academic collaboration for better education of the students.
- Eligibility** : Bachelor Degree holder in any discipline or equivalent.
- Age Bar** : Those born after 1<sup>st</sup> June 1987 are only eligible. SC/ST students would enjoy usual relaxation.
- No of Seats** : **24 (Reservation policy of Utkal University applicable)**
- Duration** : **One Academic Year**
- Course Fees** : **Rs.22,500/- .**
- Exam Fees** : **Rs.2400/-.**
- SSDC** : **Rs.10,000/-**
- Corpus Fund** : **Rs.1000/- .**
- Selection** : The candidates shall be selected on basis of Academic Career, Written Test, Group Discussion and Personal Interview. The written test shall cover questions on comprehension, reasoning, English language competence, quantitative aptitude, aptitude for Banking and Insurance and General Awareness. An applicant will be required to attend 150 single answer multiple choice questions in two hours. There shall be no negative marking. Only a limited number of students will be called for group discussion and personal interview based on their Academic Career and performance in the written test.
- Teaching Learning** : Classes shall be held from 7.30 A.M. to 1.00 P.M. in the DDCE. The students may utilize the ICICI Bank E-learning Centre as per suitability.

---

**Mode** : The course is offered under face to face regular Continuing Education Programme (Not under distance mode). The student would be required to attend classes on all days. In order to be eligible for appearing the University Examination 75% attendance is the minimum requirement.

**Tentative** : First Semester **December - January** / Second Semester **May- June**.

**Examination** :  
**Schedule**

**This is a Regular Face to Face Mode Program and is not under Distance Mode.**

### **INDUSTRY – ACADEMIA IN COLLABORATION : ICICI BANK WITH UTKAL UNIVERSITY**

The Industry – Academia collaboration between ICICI Bank and Utkal University is a giant step forward in creating a pool of banking literate pre-employment force in the country. This initiative will provide students industry specific learning on Banking and Financial Services. The Banking and Financial Services Industry (BFSI) is growing rapidly and this venture will enable the education sector to align its curriculum with banking industry needs. This will effectively bridge the gap between the industry need and the curriculum offered in Universities. This will also enable the banking industry to have a ready source of trained entry-level employees.

ICICI Bank has collaborated with Utkal University to make available course content, e-learning courses and faculty familiarization programs. ICICI Bank has set up a Learning Centre along with a bank lab simulator at DDCE, in the University.

The curriculum covers the basics of banking, retail credit, corporate and business credit, rural finance, customer service and business etiquette amongst others. This offering is a blend of Instructor Led Training (ILT), assignments and self paced e-learning and skill enhancement/ simulator lab sessions. The ILT aspect is being supported by ICICI Bank through its faculty familiarization workshops via the Train the Trainer methodology. The e-learning modules are a self-paced self-learning exercise.

To make the e-learning modules accessible to the students, ICICI Bank has facilitated an on-line Campus Learning Management System (Campus LMS) which will host the banking e-learning modules. This internet link will be the window into the world of banking for students. This initiative offers interactive and engaging e-learning modules on Foundations of Banking spanning 40 e-learning days. Courses covering banking basics, quality, processes, compliance, behavior/ skill

related and insurance are focus areas. The courses are followed by an assessment session – on clearing the same, the student will be awarded a certificate by DDCE.

Skill enhancement is a very important element of this initiative. The simulator learning offers exposure to the practical feel of transactions in the banking industry. Simulation based learning would allow students to practice transaction processing, application of knowledge and practice of soft skills.

The blend of theoretical information, self paced e-learning courses and practice/ skill development education will provide adequate knowledge and practice for students who wish to commence their career in banking. This collaboration will help academia prepare young people to handle banking transactions and services. Banks would be only too glad to hire skilled employees who are equipped to perform the tasks.

This collaboration is likely to change the face of young banking recruits – from tentative starters to confident professionals.

DDCE Utkal University is offering the course, DDCE is responsible for teaching-learning and conduct of examination. ICICI has extended it's collaboration to assist the Utkal University by gifting a state of Art Banking Lab and providing E-learning course ware.

**Curriculum** The curriculum structure has two parts – the prescribed syllabus of Utkal University and the Foundation in Banking E-learning modules of ICICI Bank.

**Structure :**

**UTKAL UNIVERSITY CURRICULUM STRUCTURE FOR P.G. DIPLOMA IN  
BANKING AND INSURANCE MANAGEMENT**

FIRST SEMESTER		SECOND SEMESTER	
Paper – I	Management Concept & Practices	Paper – VI	Management of Banking & Insurance Companies
Paper – II	Managerial Communication Skill Development	Paper – VII	Risk & Claims Management
Paper – III	IT in Business Companies	Paper – VIII	Banking & Insurance Laws
Paper – IV	Accounting for Decision Making	Paper – IX	Banking & Insurance Marketing
Paper – V	Financial Management	Paper – X	Project Report & Viva-voice

---

## THE E-LEARNING MODULES OF ICICI BANK\*

- ◆ All About Waste
- ◆ Banker Customer Relationship
- ◆ Bankers Selling Skill Builder
- ◆ Banking Ombudsman Scheme 2006
- ◆ Basics of Investing
- ◆ Basics of Life Insurance
- ◆ Basics of Retail Asset Finance
- ◆ Business Etiquette
- ◆ Business Math
- ◆ Business Math Advanced
- ◆ Cash Management Services
- ◆ Cleaning
- ◆ Currency Management
- ◆ Evolution of Money and Banking
- ◆ Finacle – Cash Receipts and Cash Payments
- ◆ Finacle – Demand Draft issue
- ◆ Finacle – Introduction and Menu Options
- ◆ Finacle Processes
- ◆ Financial Accounting
- ◆ Five S
- ◆ Foundation of AML in India
- ◆ General Insurance
- ◆ Indian Financial systems
- ◆ Know Your Customer for Retail Branch Banking
- ◆ Mutual Fund-I
- ◆ Negotiable Instruments Acts
- ◆ Open Office Calc – Charts
- ◆ Open Office Calc – Data Tools
- ◆ Open Office Calc – File Operations and Editing
- ◆ Open Office Calc – Formatting, Sorting and Filtering
- ◆ Open Office Calc –Formula and Functions
- ◆ Open Office Calc –Handling Worksheets and Views
- ◆ Open Office Impress-Content Formatting and Slide Formatting
- ◆ Open Office Impress-Graphics, inserting objects and Linking
- ◆ Open Office Impress- Introduction, Editing and Viewing
- ◆ Open Office Impress- Working with masters, animation and more tools
- ◆ Open Office Writer- Content Formatting
- ◆ Open Office Writer- Graphics
- ◆ Open Office Writer- Introduction & Editing
- ◆ Open Office Writer- Page Formatting
- ◆ Open Office Writer- Tables
- ◆ Open Office Writer- Tools & References
- ◆ Overview of Banking
- ◆ Personal Loans
- ◆ RBO Cash
- ◆ RBO Remittance
- ◆ RBO – Account \_ Opening
- ◆ Retail Demat Programme
- ◆ RTGS
- ◆ Service Channels and Operations Management
- ◆ Special Requests
- ◆ Trends in Banking
- ◆ Two Wheeler Loans
- ◆ Types of Customers Part-I
- ◆ Types of Customers Part-II
- ◆ Types of Deposits and Accounts

\* **Subject to Revision by ICICI Bank**

---

## SCHEDULE

<b>LAST DATE FOR RECEIPT OF FORMS</b>	<b>15.06.2009</b> (DDCE shall not be responsible for postal delay or for non-receipt of form. Post them sufficiently in advance)
<b>ENTRANCE TEST</b>	<b>21.06.2009 (SUNDAY) ( 2.P.M. to 5. P.M.)</b>
<b>DATE OF THE DECLARATION OF ENTRANCE TEST RESULT</b>	<b>30.06.2009</b> IN NOTICE BOARD OF DDCE, UTKAL UNIVERSITY AND ON WEBSITE <a href="http://www.ddceutkal.org">www.ddceutkal.org</a>
<b>DATE OF GROUP DISCUSSION AND PERSONAL INTERVIEW</b>	<b>05.07.2009 11.A.M. Onwards</b>
<b>PUBLICATION MERIT LIST</b>	<b>06.07.2009</b> IN NOTICE BOARD OF DDCE, UTKAL UNIVERSITY AND ON WEBSITE <a href="http://www.ddceutkal.org">www.ddceutkal.org</a>
<b>DATE OF ADMISSION</b>	<b>15.07.2009 (Reporting time by 10 A.M. -11.A.M.)</b>
<b>WAIT LISTED CANDIDATE FOR SPOT ADMISSION</b>	<b>15.07.2009 (Reporting time by 11A.M. )</b>

The students must report for Entrance Test at 2. P.M. on 21.06.2009 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission/spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph.



---

**CERTIFICATE COURSE  
IN  
FOUNDATION IN BANKING**  
Course Code – 402

- Objectives**
- To provide online teaching relating to Banking to equip perspective Banking Personnel.
  - To create a manpower pool for employment in Banking and Insurance Sector.
  - To enhance the placement opportunity and to provide teaching-learning support for pursuance of courses in Banking and Insurance sector.
  - To bridge the gap between the requirement of the industry and corporate sector and the curriculum offered in the University.
  - To facilitate industry academic collaboration for better education of the students.
- Eligibility** : **Bachelor Degree holder in any discipline or equivalent.**
- Age Bar** : **Those born after 1<sup>st</sup> June 1985 are only eligible. SC/ST students would enjoy usual relaxation.**
- No of Seats** : **24(Reservation policy of Utkal University applicable)**
- Duration** : **4 Months**
- Course Fees** : **Rs.10,000/- .**
- Corpus Fund** : **Rs.1000/-**
- Exam Fees** : **Rs. 1,200/-**
- Selection** : **On the basis of Entrance Test , Academic Career, Group Discussion and Personal Interview. Students pursuing MBA, MFC, MA in Economics would be preferred. Only a limited number of students would be called for interview.**
- Teaching Learning** : **LAB Based On Line teaching would be organized at DDCE. Classes would be between 7.30 am to 10 am.**
- CLC** : **No CLC requirement. Course can be persued concurrently with any other course.**

---

**Certification** : On Line Certification would be provided by ICICI . DDCE would provide a separate Certificate. This is not a Degree or Diploma course. No Degree or Diploma would be awarded under the seal and signature of the Vice-chancellor, Utkal University. Director , DDCE would certify successful completion of the course.

**Examination**

**Schedule** : On line examination would be conducted by ICICI. At least 30 compulsory Learning modules are to completed. DDCE would also conduct a written test at the end of the course.

**Curriculum**

**Structure** :

**THE E-LEARNING MODULES OF ICICI BANK\***

- ◆ All About Waste
- ◆ Banker Customer Relationship
- ◆ Bankers Selling Skill Builder
- ◆ Banking Ombudsman Scheme 2006
- ◆ Basics of Investing
- ◆ Basics of Life Insurance
- ◆ Basics of Retail Asset Finance
- ◆ Business Etiquette
- ◆ Business Math
- ◆ Business Math Advanced
- ◆ Cash Management Services
- ◆ Cleaning
- ◆ Currency Management
- ◆ Evolution of Money and Banking
- ◆ Finacle – Cash Receipts and Cash Payments
- ◆ Finacle – Demand Draft issue
- ◆ Finacle – Introduction and Menu Options
- ◆ Finacle Processes
- ◆ Financial Accounting
- ◆ Five S
- ◆ Foundation of AML in India
- ◆ General Insurance
- ◆ Indian Financial systems
- ◆ Know Your Customer for Retail Branch Banking
- ◆ Mutual Fund-I
- ◆ Negotiable Instruments Acts
- ◆ Open Office Calc – Charts
- ◆ Open Office Calc – Data Tools
- ◆ Open Office Calc – File Operations and Editing
- ◆ Open Office Calc – Formatting, Sorting and Filtering
- ◆ Open Office Calc –Formula and Functions
- ◆ Open Office Calc –Handling Worksheets and Views
- ◆ Open Office Impress-Content Formatting and Slide Formatting
- ◆ Open Office Impress-Graphics, inserting objects and Linking
- ◆ Open Office Impress- Introduction, Editing and Viewing
- ◆ Open Office Impress- Working with masters, animation and more tools

- 
- ◆ Open Office Writer- Content Formatting
  - ◆ Open Office Writer- Graphics
  - ◆ Open Office Writer- Introduction & Editing
  - ◆ Open Office Writer- Page Formatting
  - ◆ Open Office Writer- Tables
  - ◆ Open Office Writer- Tools & References
  - ◆ Overview of Banking
  - ◆ Personal Loans
  - ◆ RBO Cash
  - ◆ RBO Remittance
  - ◆ RBO – Account \_ Opening
  - ◆ Retail Demat Programme
  - ◆ RTGS
  - ◆ Service Channels and Operations Management
  - ◆ Special Requests
  - ◆ Trends in Banking
  - ◆ Two Wheeler Loans
  - ◆ Types of Customers Part-I
  - ◆ Types of Customers Part-II
  - ◆ Types of Deposits and Accounts

\* **Subject to Revision by ICICI Bank**

Besides above Soft Skill Classes shall be held.

## SCHEDULE

<b>LAST DATE FOR RECEIPT OF FORMS</b>	<b>15.06.2009</b> (DDCE shall not be responsible for postal delay or for non-receipt of form. Post them sufficiently in advance)
<b>ENTRANCE TEST</b>	<b>21.06.2009 (SUNDAY) ( 2.P.M. to 5. P.M.)</b>
<b>DATE OF THE DECLARATION OF ENTRANCE TEST RESULT</b>	<b>30.06.2009</b> IN NOTICE BOARD OF DDCE, UTKAL UNIVERSITY AND ON WEBSITE <a href="http://www.ddceutkal.org">www.ddceutkal.org</a>
<b>DATE OF GROUP DISCUSSION AND PERSONAL INTERVIEW</b>	<b>19.07.2009 11.A.M.</b>
<b>PUBLICATION MERIT LIST</b>	<b>20.07.2009</b> IN NOTICE BOARD OF DDCE, UTKAL UNIVERSITY AND ON WEBSITE <a href="http://www.ddceutkal.org">www.ddceutkal.org</a>
<b>DATE OF ADMISSION</b>	<b>27.07.2009 (Reporting time by 10 A.M. -11.A.M.)</b>
<b>WAIT LISTED CANDIDATE FOR SPOT ADMISSION</b>	<b>28.07.2009 (Reporting time by 11A.M. )</b>

The students must report for Entrance Test at 2. P.M. on 21.06.2009 even if they have not received the Hall Ticket. They must carry a photocopy of their form along with a photograph.

No separate intimation for admission would be issued. Students may visit our website [www.ddceutkal.org](http://www.ddceutkal.org) for the result and report accordingly for admission/spot admission of wait listed candidates. The students should report with all original certificates and passport size photograph.



---

## INSTRUCTIONS FOR FILLING AND SUBMITTING THE APPLICATION FORM

Please read the instructions given below carefully before filling up the application form. You should complete the entries, item wise, on a plain paper or on a photo copy and after proper scrutiny, transfer the same to the application form to avoid any possibility of incorrect and confusing entries. The entries in the application forms must be made in **CAPITAL LETTERS IN ENGLISH** only except signature. Any overwriting on the application form will make it liable for rejection.

Please **paste your stamp size photograph** in the space provided at right hand top corner of the Application Form. Do not pin the photograph. The photograph should **be attested** on the front side.

**Please don't write anything in the box "FOR OFFICE USE ONLY".**

**1. COURSE CODE :**

<b>COURSE</b>	<b>CODE</b>
IMBA (Integrated MBA) 5 years.	101
MBA 2 years	102
BBA (Bachelor in Business Administration) 3yrs.	103
P.G. Dip. in Human Resources Mgt. 1 yr.	104
P.G. Dip. in Marketing Mgt. 1yr.	105
P.G. Dip. in Finance Mgt. 1yr.	106
P.G. Dip. in Tour & Travel Mgt. 1yr,	107
P.G. Dip. in Dietetics & Nutrition Mgt. 1yr.	108
MCA 3 Year	201
MCA Lateral 2 Year	208
P.G. Dip. In Banking & Insurance Mgt. 1 yr.	401
Foundation in Banking            4 months.	402

**Example :** A student seeking entry into Bachelor in Business Administration, would fill the column as follows :

**Course**

B	B	A
---	---	---

**Code**

1	0	3
---	---	---

- 
2. Write your Surname, First Name, and Middle Name in Capital letters as spelt in your Matriculation / H.S. Certificate as illustrated below :

P	A	T	T	A	N	A	I	K
---	---	---	---	---	---	---	---	---

S	A	N	G	I	T	A
---	---	---	---	---	---	---

P	R	I	Y	A	D	A	R	S	H	I	N	I
---	---	---	---	---	---	---	---	---	---	---	---	---

3. Write the name of your father as recorded in your Matriculation / H.S. Certificate, leaving one block between two words as illustrated below.

H	A	R	E	K	R	U	S	H	N	A	P	A	T	T	A	N	A	I	K
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

4. Write the name of your mother, leaving one block between two words as illustrated in Sl. No.-3 above.

5. Write your date of birth as recorded in your Matriculation / H.S. Certificate. For Example if your date of birth is 23rd May 1987 , enter figures as follows :

2	3
---	---

DATE

1	0
---	---

MONTH

1	9	8	7
---	---	---	---

YEAR

6. a) Mention the name and place of the educational institution last attended and year of leaving the institution as per your CLC.

**(Submit the original CLC/ SLC at the time of admission on selection )**

- b) Write name of the University / Board from which you have obtained the Migration Certificate. Write the Serial No. and Year of issue.

CLC and Migration Certificates are to be submitted at the time of admission. Only photocopies are to be sent along with application form. Students passing out from CHSE, Orissa need not provide Migration details.

7. In case you have been registered under Utkal University, write your Registration Number. Do not write your CHSE Regd. Number.

8. Tick the appropriate category.

9. Mention the Specialization Group to be opted by the candidate in the final year of MBA. Student has to opt any two groups (i.e. HRM / MM/ FM / ISM / BIM / POM / IB / EM / THM ). Study material for (HR /MM/FM/ISM/BIM/POM/EM) group would be provided.

10. Educational Qualifications should be mentioned in the appropriate column. Give details as per requirement.

- 
11. If employed, give details with designation, name & address of the Organization.
12. a) Write in block capital letters. Use one box for one letter. Leave one box after each word , Telephone No. with STD Code , write Pin Code.

Example:

B	I	S	W	A		B	I	J	A	Y	A	N	I		M	U	D	U	L	I
P	L	O	T		7	3	2		N	E	T	N	J	I	N	A	G	A	R	
J	E	Y	P	O	R	E			PIN		7	6	3	0	0	2				
0	6	8	5	3		2	3	1	7	0	2	6								
9	4	3	7	0	0	0	0	0	1											

Email- Biswa\_1987@ yahoo.co.in

- b) Give the detail as per above.
13. For online applicants only. Please download the filled in form and send along with demand draft to Management Cell, DDCE , Utkal University, Vanivihar, Bhubaneswar-7 by Regd. Post. In case you are applying for MCA Program send the filled in form along with draft to MCA Cell, DDCE, Utkal University, Bhubaneswar-7 by Regd. Post. DDCE bears no responsibility for postal delay.
14. This is to filled in at the time of admission on selection.
15. Declaration- Sign in the appropriate place mentioning the date and place.

### **ENTRANCE HALL TICKET**

**Hall Ticket-** Fill up your Name, Course and Sign in the appropriate place.

### **ENCLOSURE TO BE SUBMITTED ALONGWITH APPLICATION FORM**

1. Application form duly filled in.
2. Self attested copies of Mark Sheets and Certificates of all Examinations passed from H.S.C. onwards.(The original certificates will be verified at the time of admission)
3. Enclose 5 self addressed unstamped envelope (11" x 5").

---

**(e) PAYMENT**

Applicants for Management Programme (BBA / MBA / P.G. Diploma etc.)/ MCA are to pay the required course fees only on selection for admission.

Applicants must pay the required course fee through Crossed Demand Draft in favour of Director, DDCE, Utkal University payable at Bhubaneswar. Drafts are to be drawn only Syndicate bank or SBI. Consult the respective pages relating to the courses for fees and installment structure.

One must write clearly one's Name, Address, Purpose of payment and Application Form No. / Enrolment Number (after allotment) on the reverse side of the Draft. All are advised to retain photocopies of the draft, counter foil issued by Bank for Draft as those would be required for settling accounts in future. This instruction must be followed. Subsequent installments / annual payments are to be made as per schedule.

The students would be required to fill up the Examination Form for First University Examination and pay required fees through a separate Bank Draft drawn in favour of Director, DDCE. In case the Examination Fees are raised upwards, the students would be required to pay the difference.

**(f) EXAMINATION SYSTEM**

The DDCE, Utkal University is a constituent college of the Utkal University. All Degree / Diploma Examinations are conducted by the Controller of Examinations, Utkal University. Normal examination schedule has been indicated along with the course details. The Controller of Examinations, Utkal University notifies the general schedule of all University Examinations and the detailed programme of various examinations are also communicated to all the students.

DDCE is the Centre of Examination. Examinees are required to deposit the University Examination fees as per instruction from DDCE at the time of filling up of the examination form. The examination form is available in the website of DDCE (<http://www.ddceutkal.org>). In case of any discrepancy, the student is required to report to the DDCE in person. Similarly those whose results are withheld may also fill the form for Repeat / Back examination.

---

**(g) CERTIFICATION**

Registration Number is to be issued by the DDCE on behalf of the Controller of Examination, Utkal University for the candidates passing the qualifying / last attended examination from other Universities. Students passing out the qualifying examination from Boards other than C.H.S.E., Orissa and OSTECH are required to submit Migration Certificate , CLC / SLC along with the intimation call letter at the time of admission. They are required to pay the prescribed fees for registration as a student of the University. Migration Certificate is issued by the Controller of Examination, Utkal University on payment of prescribed fees and the application form are to be deposited for obtaining the same.

Provisional Certificates and Mark Sheets are issued by the Controller of Examination. After publication of result Issuance of C.L.C. is always subject to clearance of all dues. Original Degrees / Diplomas are issued by the Controller of Examinations under the signature of the Vice-Chancellor.

Students discontinuing before completion of any course are to apply for C.L.C. in prescribed form, to the DDCE .

**(h) DUPLICATE REGISTRATION NO., CLC & IDENTITY CARD**

For duplicate Registration Number a candidate is to pay Rs. 50/-. For duplicate CLC an affidavit is required and a fee of Rs. 200/- is to be paid.

Identity Card will be issued to the student on completion of admission process. Duplicate Identity Card will be issued on payment of Rs. 50/-.

**(i) GENERAL INFORMATION / CONDITIONS :**

1. Any fees paid once shall not be refunded under any circumstance. Hence you must verify your eligibility before depositing any amount. And as such students are advised to pay the required admission fees through crossed bank draft and retain documents.
2. Fee structure is subject to change from time to time without any prior notice.

- 
3. Students are advised to check the website (*ddceutkal.org*) regarding the contact programmes, filling of examination forms and exam details.
  4. Study materials is to be provided at the time of contact programme from the DDCE's Management Cell . Attempts are made to provide course material covering entire course. Where ever material is not provided, the course is covered in the PCP.

**No Course Material is provided for MCA students.**

5. DDCE takes no responsibility for postal delay or losses.
6. The curriculum structure and syllabus indicated in Prospectus is subject to change without notice.
7. Any dispute is subject to jurisdiction of SDJM, Bhubaneswar only. The relation between student and DDCE, Utkal University is not that of a consumer and service provider.
8. DDCE does not provide any Hostel facility.
9. For further communication candidates are advised to contact :

In person or by post - Dr. Sarita Mishra  
Academic Consultant  
Management Programme,  
DDCE, Utkal University.

Over Phone : 0674-2585312 (O) P.P.Dr. Sarita Mishra

By Fax : 0674- 2581106

Through Net : [management@ddceutkal.org](mailto:management@ddceutkal.org).

Admission Telephonic Counseling - 9861420000.

**ACADEMIC CALENDAR FOR 2009-2010**

<b>MONTH</b>	<b>EVENT</b>	<b>DATE</b>	<b>COURSE</b>
JUNE,2009	Examination	29.06.2009	MBA
AUGUST,2009	PCP class at DDCE	03.08.09 -17.08.09	MBA 3 <sup>rd</sup> Semester
	PCP class at DDCE		IMBA 3 <sup>rd</sup> Semester
	PCP class at DDCE		IMBA 5 <sup>th</sup> Semester
	PCP class at DDCE		IMBA 7 <sup>th</sup> Semester
	PCP class at DDCE		IMBA 5 <sup>th</sup> Yr. (Annual Pattern)
SEPTEMBER,2009	PCP class at DDCE	01.09.09 -11.09.09	MBA 1 <sup>st</sup> Semester
	PCP class at DDCE		IMBA 1 <sup>st</sup> Semester
	PCP class at DDCE		All P.G. Diploma 1 <sup>st</sup> Semester
JANUARY,2010	Examination Management Programme	Detailed scheduled to be notified later	Odd Sem. / 1 <sup>st</sup> / 3 <sup>rd</sup> (MBA) , IMBA 1 <sup>st</sup> / 3 <sup>rd</sup> / 5 <sup>th</sup> / 7 <sup>th</sup> Sem., P.G. Diploma 1 <sup>st</sup> Sem.
FEBRUARY,2010	PCP class at DDCE	02.02.10-16.02.10	MBA 2 <sup>nd</sup> Sem. (2009 Batch) MBA 4 <sup>th</sup> Sem. (2008 Batch)
	PCP class at DDCE	17.02.10 -28.02.10	IMBA 2 <sup>nd</sup> / 4 <sup>th</sup> / 6 <sup>th</sup> / 8 <sup>th</sup> (2006-07-08-09) P.G. Dip. 2 <sup>nd</sup> Sem. (All) 2009
APRIL,2010	Examination	Detailed scheduled to be notified	Mgt. Annual System Examination (3Yr MBA 3 <sup>rd</sup> , 2 <sup>nd</sup> , 1 <sup>st</sup> Yr.) (5Yr. IMBA 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> , 5 <sup>th</sup> Yr.)
JUNE,2010	Examination	Detailed scheduled to be notified	MBA 2 <sup>nd</sup> Sem. & 4 <sup>th</sup> Sem. IMBA 2 <sup>nd</sup> , 4 <sup>th</sup> , 6 <sup>th</sup> & 8 <sup>th</sup> Semester P.G. Diploma 2 <sup>nd</sup> Sem. (All)



DDCE  
Education for All

EXAM. FORM FOR THE STUDENTS APPEARING SEMESTER EXAMINATION.

Enrollment No.- \_\_\_\_\_

UTKAL UNIVERSITY

Verified all particulars

Roll Number .....

Dated Signature of Authorised Official  
(College / Department level)

Regd. No. .... of 19 ..... Semester .....

MBA / IMBA / BBA

SEMESTER EXAMINATION OF 20 .....

SUBJECT :

[Empty box for subject name]

The application with fee must reach the Controller of Examinations on or before the prescribed date already notified. A candidate whose application and fee do not reach the Controller of Examinations on or before the date specified shall not be eligible to sit for the examination.

**PARTICULARS TO BE FILLED IN BY THE CANDIDATE IN OWN HAND WRITING**

1. Name (To be written in block letters)  
(In English) .....  
(In Oriya) .....
2. Name and Address of (both) Father .....  
Guardian .....
3. Permanent Address .....  
.....  
.....
4. Nationality .....
5. (a) Whether the candidate belong to  
Scheduled Caste / Scheduled Tribe  
(Name of the Caste or Tribe should  
be mentioned). .....
- (b) Whether Male or Female .....
6. Date of Birth (In Christian Era) : (In figures) .....  
(In words) .....
7. Year of passing the Matriculation Examination .....
8. Year of Graduation (Mention the Faculty of  
Arts / Science / Commerce or otherwise). Year .....  
Faculty .....
9. Session of Admission in P.G. Course  
(i) Name of the College .....  
(ii) Admission Session 20..... .....
10. Name of the Center where to be examined (i) Original Center .....  
(In Center change cases mention the name of  
both the centres clearly and attach the consent  
of both the centres with two Passport size  
Photographs duly attested by the Principal of  
the original center. (ii) Center to which changed.....
11. Subject and Papers to be offered :  
(a) Name of the Subject .....  
(b) In case of repeat / improvement mention the  
name of Papers. ....  
(c) Mention the name of Special Paper with Group .....

12. The Year, Month and Roll Number of passing the Previous Semester Examination. (In case of appearing) Roll Number .....  
Month ..... Year .....

13. The Year, Month and Roll No. of Previous appearance in case Repeating / Improvement.  
Name of the Semester ..... Roll No. .... Month ..... Year .....

14. Amount of Fees remitted  
(a) Examination Fees Rs. .... (b) Center Charges Rs. ....  
(c) Marks Fee Rs. .... (d) Supervision Charges Rs. ....  
(e) Re-registration Fee Rs. .... (f) Addl. Center Charge Rs. ....  
(g) Enrolment Fee Rs. .... (h) Fees for Original Certificate Rs. ....  
(if applicable)  
(i) Late Fee Rs. ....  
Total Rs. ....

15. I hereby undertake to abide by the decision of the University in regard to my results in case it is found later that my admission is irregular. I, further agree that the Orissa Conduct of Examination Act-2 of 1988 is applicable to me for this examination and I will use **Royal Blue** ink in all my answer scripts.

Date .....  
Signature of the candidate (in full)  
Present Address .....

**N.B.** As to the payment of the fees, please see Paragraph 5 of the Instruction.

**CERTIFICATE**

*I certify that the above mentioned name has satisfied me by the production of his/her diploma that he/ she has passed the Bachelor of ..... Examination, 20.....; that he/she has diligently and regularly prosecuted his/her studies; that his/her conduct has been good, that he/she signed the above application in my presence or before that of a person duly authorised by me in this behalf; that I know nothing against his/her character; that the statement mentioned above is to be true and for any irregularity found later on I shall be held responsible for the same.*

Date .....  
Signature .....  
Official Designation with seal of the Head of  
Post-Graduate Department/Principal.

**INSTRUCTIONS**

1. No application shall be entertained unless it is properly filled in all columns and submitted alongwith necessary documents in conformity with the Regulations and instructions of the University.
2. No candidate shall be allowed to offer any course unit subject or paper other than those mentioned in this application provided the candidate is eligible under the Regulations to offer such Subject or Paper.
3. No application for admission to the examination shall be entertained after the due date. In exceptional cases permission may be granted provided the reasons for the delay were considered to the sufficient and such application along with the requisite fee reached the office within seven/ fifteen days after the due date with a late fee of Rs. 20/ 50/ 200 respectively.
4. The certificate shall be signed in case of the regular candidates sent up by a College/ Department by the Principal of the College/ Head of the Department.
5. FEES PAYABLE : As per notification.

*The Head of Institution shall forward fees in a consolidated Bank Draft made payable to the Comptroller of Finance, Utkal University at Utkal University Campus Branch of State Bank of India or remit the same in the State Bank of India, Utkal University Campus Branch in the Utkal University General Fund Account-IV. The date of deposit shall be taken to be the date of payment of fees to the University.*

*In case of fees deposited in the State Bank of India at Utkal University Campus Branch by any candidate, the date of deposit in the above Bank shall be taken to be the date of payment of fees to the University. No fees shall be accepted in the University Office in CASH.*



DDCE  
Education for All

DDCE Enrlment No. \_\_\_\_\_

**UTKAL UNIVERSITY**  
**VANIVIHAR, BHUBANESWAR- 751004.**

**APPLICATION FORM FOR THE POST-GRADUATE DIPLOMA IN**  
**..... EXAMINATION, 20.....**

**Registration No..... / 19**

**Roll No.....**

1. Name (In Block Letters) .....
2. Date of Birth (By Christian Era) In Figure .....  
In Words .....
3. Name and Address of (a) Father .....  
.....  
.....  
(b) Guardian .....  
.....  
.....

(Both names shall be given if the Father is not alive).

4. Mother Tongue .....
5. Nationality .....
6. (a) Academic Session in which  
Lecturers were completed .....
- (b) Date of admission in the course .....
7. Details of Academic Record :

Name of Degree	Name of the University	Completion of Year / Month
H.S.C.		
B.A. / B.Sc. / B. Com.		
M.A. / M.Sc. / M.Com.		
L.L.B.		

8. Whether SC / ST / OBC / Backward Class  
(Name of the Caste / Sub Caste) .....
9. Subjects of the Examinations :

First Semester	Second Semester
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.





Education for All

**DIRECTORATE OF DISTANCE & CONTINUING EDUCATION  
UTKAL UNIVERSITY : VANIVIHAR  
BHUBANESWAR-751007.**

**APPLICATION  
FOR  
ISSUE OF COLLEGE LEAVING CERTIFICATE**

1. Name of the applicant (in Block Letters) : .....
2. Examination appeared with year of Exam. : .....
3. Examination Center : .....
4. Exam. Roll No. : .....
5. Date of Birth : .....
6. Registration Number : .....
7. Enrolment Number : .....
8. Whether Passed (Mention Division) : .....
9. Subjects Offered : .....
10. Reason for Taking C.L.C. : .....

*(Full Signature of the Applicant)*

- Address : .....
- AT : .....
- PO : .....
- PS : .....
- DIST : .....
- PIN : .....

**FOR OFFICE USE ONLY**

**ISSUE CLC**

**VERIFIED AND FOUND CORRECT :**

**SECTION OFFICER**

***Please Note :***

1. Identity Card be produced along with the application and surrendered on receipt of CLC.
2. For Registered Post despatch requisite fee in shape of Postal Stamp on the self addressed envelop.
3. In case of authorisation the signature of the agent be attested by the applicant and it is to be accepted by the Director.
4. CLC will only be issued after clearance of outstanding dues if any, examination results and Library clearances
5. Send photocopies of proof of Course Fee deposits and Provisional Certificate etc. if available for ready reference.

**UTKAL UNIVERSITY : VANIVIHAR  
BHUBANESWAR-751004**

**APPLICATION FORM FOR ISSUE OF ORIGINAL DIPLOMA CERTIFICATE  
(TO BE FILLED IN BY THE CANDIDATE)**

1. Name of the Candidate :  
(Capital letter)
2. Name of the Examination passed :
3. Year & Month of Examination :
4. University Roll Number :
5. Registration Number :
6. College from which appeared : D.D.C.E. , Utkal University
7. Subjects offered :  
(If the candidate has passed compartmentally or part by part, the subject in each examination be mentioned with Roll Number, year and month of examination Annual / Supplementary)
8. Class / Grade / Hons. /Pass / Distrn./ Division / Compartmental obtained :
9. Amount of fees deposited : Rs.150/- ( Rupees. One hundred Fifty ) only through Demand Draft Drawn in favour of the Comptroller of Finance, Utkal University, payable at Bhubaneswar.
10. Nature of deposit :  
(a) Bank Draft No. Date :  
(b) Bank Challan No. Date :
11. Address in which diploma / Certificate is to be sent:  
Name: ..... : Village / Place : .....  
Post : ..... : Via ( If any ) : .....  
State : ..... : Pin Code No. ....

Date :

Place :

**FULL SIGNATURE OF THE CANDIDATE**

**FOR USE IN THE OFFICE OF THE D.D.C.E.**

**Endorsement No. ....**

Certified that ..... a student of this Institution has passed the ..... examination held in the month ....., 20 ..... and he/she has signed this application form in my presence . The Diploma / Certificate may be issued to him/her checked and found correct.

**Dealing Personnel / officer Stamp**

**PRINCIPAL / HEAD**

**FOR UNIVERSITY USE**

General Diary No. \_\_\_\_\_

Date \_\_\_\_\_

Section Diary No. \_\_\_\_\_

Date of issue of Diploma / Certificate



**UTKAL UNIVERSITY : VANIVIHAR**

**APPLICATION FORM FOR ISSUE OF A MIGRATION CERTIFICATE  
(To be filled in by the student )**

From

.....  
.....  
.....

To

The Registrar  
Utkal University , Vanivihar, Bhubaneswar-751004.

( Through the Principal / Headmaster ..... College/High School )

Ref: Your Letter No. .... Dated .....

Sir,

I beg to request you kindly issue a Migration Certificate in my favour as I intend to join the ..... University for further studies. I passed/appeared at the ..... examination of the Utkal University held in the month of ..... 20 ..... wit Roll No. .... having been sent up from .....College / High School or I am at present reading in ..... year / Class in ..... College. My University Registration No. .... of 19 ..... . I am leaving this University to take up .....Course in the said University. I have deposited the prescribed fee of Rs. 100/- in the State Bank of India ..... Branch / in the University Office on ...../ sent the amount by M.O. and the receipt in support of my payment is herewith.

In the circumstances, I request that the Migration Certificate paid for my kindly be issued to be at your earliest convenience.

I beg to remain Sir,

*Yours faithfully,*

Date :.....

Place :.....

Signature (in full) of the candidate

The Non-collegiate candidate may get this form attested by a Gazetted Officer with designation and seal.

Attested

**N.B: (1) Please strike out the words not required.**

---

**UTKAL UNIVERSITY : VANIVIHAR**

**INFORMATION REQUIRED FOR ISSUE OF A MIGRATION CERTIFICATE**  
*(To be filled in by the Institution recommending the application )*

1. Name of the College / High School :
2. Name of the student :
3. Examination passed with Year and Roll No. :  
or if he / she still a student of the Institution  
should be stated in Class in which he/she is  
reading.
4. Whether the Fee of Rs. 100/- has been paid to :  
the University direct or credited to the  
University account in the State Bank of India  
( Name of the Bank should be stated and the  
receipt should be attached )
5. Date of Birth as entered in the College / High :  
School Admission Register .
6. Date of first admission to College under the :  
University after passing the Matriculation /H.Sc.  
or any other examination.
7. Name of the College :
8. Registered No. as a student of this University :
9. Date of leaving the College / High School :
10. Conduct and Character of the student during his :  
/ her College / School career.
11. Opinion of the Principal / Headmaster as to the :  
University's granting the applicant a Migration  
Certificate.
12. Degree or Course the student wants to take in :  
the University he/she wants to join.

---

**Memo No.** .....

**Date** .....

Forwarded to the Registrar, Utkal University, Bhubaneswar with application of .....  
.....( in original ) with reference to his / her  
Letter No. ....Dt ..... for necessary action.

**PRINCIPAL/ HEADMASTER**

.....**COLLEGE / HIGH SCHOOL**  
*(Seal of the Institution must be used)*

---

**RULES AND INSTRUCTIONS**

- 1.( a) Regular students intending to obtain a Migration Certificate from the University should apply for the same through the Head of the institution they last studied under this University.
- (b) Non-collegiate students who have not attended any College under this University but registered names of students of this University should submit their applications in this form for issue of Migration Certificate direct to the University with an attestation by a Gazetted Officer.
- (c) Students should surrender their Registration Receipt in Original while applying for issue of the Migration Certificate.