



# MBA PROGRAMME

# ADMISSION BULLETIN

## 2019-21



for more information log on to : [www.kkhsou.in](http://www.kkhsou.in)



# KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Guwahati

## INTRODUCTION

Management as a body of knowledge deals with the art and science of directing and controlling or handling the issues, processes and activities in any organization, be it private, public, non-corporate or Government. It not only covers a thorough understanding of behavioural sciences, human resources development, financing, marketing, operations and information systems but also calls for adequate blending of knowledge from diverse disciplines such as economics, political science, sociology, technology, industrial relations, psychology, etc. The MBA Programme of KKHSOU has been designed from these perspectives to enable the learners imbibe the concepts and practices of management through Open and Distance Learning (ODL) mode.

The two year (four semesters) MBA Programme of the University has been offered after substantial revision in compliance with the requirements of UGC and Madhava Menon Committee. This comprehensive programme has been drawn up, keeping in view the changing requirements of management studies in the national and global context.

# PROGRAMME OUTLINE

The core courses of the MBA Programme are listed below. The evaluation framework for each course comprises assignments and semester- end test.

	Course Code	Title of the Course	Marks	Credit
<b>Semester 1</b>	Course Code 1	Management Process and Organisational Behaviour	20+80	4
	Course Code 2	Managerial Economics	20+80	4
	Course Code 3	Accounting for Manager	20+80	4
	Course Code 4	Information Technology in Management	20+80	4
<b>Semester 2</b>	Course Code 1	Human Resource Management	20+80	4
	Course Code 2	Marketing Management	20+80	4
	Course Code 3	Financial Management	20+80	4
	Course Code 4	Legal Aspects in Business	20+80	4



	Course Code	Title of the Course	Marks	Credit
<b>Semester 3</b>	Course Code 1	Statistics for Management	20+80	4
	Course Code 2	Production and Operation Management	20+80	4
	Course Code 3	Business Research Methodology	20+80	4
	Course Code 4	Business Policy and Strategic Management	20+80	4

### Semester 4

In 4th Semester, the learners have to select any one specialisation (four courses from Finance/ Marketing/ Human Resource Management). The area-wise courses are listed below-

	Course Code	Title of the Course	Marks	Credit
<b>Finance Specialisation</b>	Course Code 1	Investment Management	20+80	4
	Course Code 2	Strategic Management Accounting	20+80	4
	Course Code 3	Management of Financial Service	20+80	4
	Course Code 4	International Finance	20+80	4
<b>Marketing Specialisation</b>	Course Code 1	Sales, Distribution and Supply Chain Management	20+80	4
	Course Code 2	Service and Retail Marketing	20+80	4
	Course Code 3	Industrial and Rural Marketing	20+80	4
	Course Code 4	Consumer Behaviour	20+80	4
<b>HRM Specialisation</b>	Course Code 1	Industrial Relation and Labour Legislation	20+80	4
	Course Code 2	Organisational Change and Development	20+80	4
	Course Code 3	Performance Management and Compensation Management	20+80	4
	Course Code 4	Manpower Planning and Resourcing	20+80	4
		PROJECT REPORT	20+80	8
<b>Total Marks</b>			<b>1800</b>	<b>72</b>



## FEE STRUCTURE

Semester	Fee
1st Semester	Rs. 12, 300 ( <i>includes enrollment, course and examination fee</i> )
2nd Semester	Rs. 12, 000 ( <i>includes course and examination fee</i> )
3rd Semester	Rs. 14, 000 ( <i>includes course and project fee</i> )
4th Semester	Rs. 12, 000 ( <i>includes course and examination fee</i> )

## ELIGIBILITY

Any Graduate with  
40% marks in major  
or aggregate

## ADMISSION PROCEDURE

- Application for admission to MBA Programme of KKHSOU needs to be submitted to 'The Registrar', KKHSOU and also a soft copy(scanned copy) should be submitted through e-mail to 'kkhsoucistudycentre@gmail.com' as per the format attached with this Admission Bulletin. The candidates will have to appear in an Entrance Test in selected Study Centres of the University as notified by The Controller of Examination, KKHSOU. .
- The candidates are *exempted* from Entrance Test, if they have:
  - Three years of work experience in government, public or private organization.
  - Three years of experience as an entrepreneur
  - Valid score of 550 & above in MAT, above 135 in CAT and above 175 in CMAT during the period January 2018 to March 2019.
  - Candidates seeking exemption from Entrance Test will have to apply to "The Registrar" of the university on or before 25th May, 2019 with adequate supporting documents.

The application for exemption with supporting documents may be sent to the following address by post or by e-mail:

The Registrar,  
K KHandiqui State Open University,  
Housefed Complex, Last Gate, Dispur, Guwahati-781006  
e-mail:kkhsoucistudycentre@gmail.com
- The Entrance Test will be based on MCQs in the areas of General Knowledge, General English, General Arithmetic and Test of Reasoning.
- Admission to the MBA programme shall be through the Study Centres of the University offering MBA Programme only spread across the state of Assam. (List of the study centres is attached in this admission bulletin)
- The venue of the entrance test will be notified by 'The Controller of Examination', KKHSOU.
- Regarding admission and payment of fees, the guidelines as stated in the Prospectus of KKHSOU will be applicable. The selected candidates are requested to visit the respective Study Centres of the University offering MBA Programme. They may visit the university website [www.kkhsou.in](http://www.kkhsou.in) and go through the general Prospectus of KKHSOU for further details. This Admission Bulletin is exclusively for the purpose of selection to the MBA Programme.



## IMPORTANT DATES

- Last Date of Submission of Application Form for Entrance Test: **5th June, 2019**
- Date of Entrance Test: **20th June, 2019**
- Date of declaration of results of Entrance Test: **5th July, 2019**
- Admission to the MBA Programme starts from 6th July, 2019 to 31st July, 2019

## LATERAL ADMISSION

Candidates having Post Graduate Diploma in Business Management from any University/Institute recognised by UGC/AICTE having 75% common courses are eligible to get lateral entry in the 3rd semester of the MBA Programme subject to clearance of requirement as may be applicable. Lateral admission will require prior approval from the University authority. The candidates will have to apply to 'The Registrar' KKHSOU furnishing details of supporting evidence.

## **ABOUT THE UNIVERSITY AND THE RECOGNITION OF MBA PROGRAMME**

Krishna Kanta Handiqui State Open University was established under the 'Krishna Kanta Handiqui State Open University Act', 2005 to promote education and to reach the unreached through Open and Distance Learning system. The University operates with the motto of 'Education Beyond Barriers' of age, academic background and geographical boundaries. The University has been entrusted with the authority to prepare its own curriculum, own system of examination and to admit, examine and confer degrees, diplomas and certificates to the learners registered with it. The University is recognised by the University Grants Commission and is empowered to award degree. Its academic programmes (including the MBA Programme) have the approval of the Distance Education Bureau of UGC- UGC DEB. Degrees, Diplomas, etc. awarded by this University are at par with those awarded by other conventional Universities. The Government of Assam has recognised all the degree, diploma and certificate programmes of the University for the purpose of job and higher education.

## LIST OF STUDY CENTRES OFFERING MBA PROGRAMME

Sl. No.	Name of Study Centre	District	Contact No
1	Cachar College, Silchar	Cachar	88110-16677(O) 94013-96662(C)
2	D.H.S.K. Commerce College, Dibrugarh	Dibrugarh	88110-16646(O) 94013-32168(C)
3	Cinnamara College, Jorhat	Jorhat	88110-16616(O) 98548-11736(C)
4	KKHSOU City Study centre, Guwahati	Kamrup(M)	88110-16414(O) 98640-42578(C)
5	Darwin School of Correspondence, Guwahati	Kamrup(M)	88110-16594(O) 97077-61980(C)
6	SADBA Institute of Technology and Management, Guwahati	Kamrup(M)	88110-16591(O) 98640-33738(C)
7	Dispur College, Guwahati	Kamrup(M)	88110-16611(O) 94355-47386(C)
8	NAPS College, Guwahati	Kamrup(M)	88110-16447(O) 97070-20626(C)
9	Gargaon College, Sivasagar	Sivasagar	88110-16513(O) 94013-62203(C)
10	Sonari College, Sivasagar	Sivasagar	88110-16508(O) 94353-58406(C)
11	Golaghat Commerce College	Golaghat	88110-16626(O) 94354-24212(C)
12	Biswanath College	Sonitpur	88110-16499 (O) 94351-83777(C)

Krishna Kanta Handiqui State Open University  
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 City Office : Housefed Complex, Last Gate, Dispur, Guwahati-781006  
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 Tel. : 0361-2235971/2234964, Fax : 0361-2235398  
 Website : [www.kkhsou.in](http://www.kkhsou.in)  
 All Saturdays and 2nd & 4th Sundays of every month are holidays