

I. IMPORTANT INSTRUCTIONS

1. **Ragging in any form is strictly prohibited.**
2. Preserve this prospectus, and refer the same for Rules and Regulations.
3. Demand Draft / Remittance Coupon, should be signed by the bank authorities branch name, date and address are indicated on the draft.

Collect Study material immediately after the payment of fee at the counter. Show the receipt.
4. No refund of fee will be made once remitted. There are no fee concessions to any category of students. Note that Remittance Coupon cannot be cancelled. Please **check the eligibility** before obtaining the Remittance Coupon from the SBH OU Extension Counter.
5. On the back of the Demand Draft / Remittance Coupon, the following particulars should be written:
 - i) Name:
 - ii) Enrolment Number:
(If new admission is sought, please mention "New Admission")
 - iii) Name of the Course / Subject
 - iv) Purpose of payment:
(Admission Fee/Tuition fee / Examination fee/any other, specify)
6. You must Quote for all your correspondence
Enrolment Number
Name of the Course
Subject

FOR ALL QUERIES

email : info_cde@osmania.ac.in

(Please see website oucde.ac.in frequently for latest information about exams, fee classes etc.)

7. You must preserve the following till you complete your study

Fee Receipts, ID card, Transfer Order

8. Subject to availability, the study material will be issued in full on admission and on payment of fee in full.
9. Dues, if any, should be paid before the submission of examination form.
10. **Preserve the Identity Card with Enrolment Number Photostat copies of ICET Hall Ticket, Rank Card and Transfer order** if any, till the course is completed and produce it on demand at any time. Please note that Enrolment Number and Hall Ticket Number are the same.
11. Those who submit the admission form personally can collect the study material from the study material section by showing the fee receipt and Identity Card. Those in second year / third year, who pay the fee personally, should also collect the study material from the material section by showing the fee receipt.
12. All matters relating to examinations / results / marks / certificates will be dealt with only by the Controller of Examinations, Osmania University.
13. Transactions at counters for all services of students including admissions:
- | | |
|--------------------|--|
| Monday to Saturday | 10.30 a.m. to 1.30. p.m.
2.00 p.m. to 5.00 p.m. |
| Second Saturday | 10.30 a.m. to 1.00 p.m. |
14. Every candidate once admitted shall have to pay the fee for the whole year. **If the candidate desires to discontinue the course and obtain the Transfer Certificate in the middle of the academic year or in subsequent years, has to pay the fee for the whole year.**

15. If the last day of any transaction falls on a holiday, students are allowed to transact the same on the following working day only and not beyond.
16. A late fee will be charged for every fifteen days after the due date of payment of Tuition fee.
17. Annual examinations normally *will* be held during August / September for M.B.A./M.C.A.
18. Change in address, if any, should be immediately communicated to the Centre.
19. For all legal matters the jurisdiction *is restricted* to Hyderabad City only.
20. Candidates are advised to be very clear in their choice of the course at the time of admission. Choice of the course of study / electives once made, will be final and NO change of subject / electives will be entertained.
21. According to the norms of the University, a candidate who completes his Degree in Supplementary Examinations will NOT be eligible for admission into M.B.A. Course during the same Academic Year
22. The students of the Centre in distance mode courses are NOT eligible for bus pass facility.
23. Candidates who have studied a part of their course through PGRR Centre for Distance Education will NOT be permitted to seek admission to the regular college under the jurisdiction of the Osmania University.
24. An extension counter of State Bank of Hyderabad is operative in the premises of the Centre exclusively for the convenience of the students of PGRRCDE. The working hours of the Bank:

Monday to Friday : 11.00 AM to 2.30 PM

Saturday : 11.00 AM to 12.30 PM.

25. All enquiries and correspondence relating to the PGRR Centre for Distance Education must be addressed to

The Director,

Prof. G. Ram Reddy Centre *for* Distance Education,
Osmania University, Hyderabad- 500 007.

26. GENERAL INFORMATION:

1) Communication Facilities:

Phone Nos. : 040 - 27091605, 040 - 27097177
040 - 27098350, 040 - 27682275
040 - 27682275

Fax number : 040 - 27097687

e-mail : info_cde@osmania.ac.in
mbacde@osmania.ac.in

- 2) The information brochure and application form for admission can be accessed by logging into PGRR Centre for Distance Education's website at **[http:// www.oucde.ac.in](http://www.oucde.ac.in)**

Candidates applying through downloaded application should pay Rs.300/- through a demand draft in addition to the admission fee. Total amount of all the fee can be paid through one Demand Draft in favour of the Director, PGRR Centre for Distance Education Bureau, OU, Hyderabad.

- 3) DISTANCE EDUCATION COUNCIL, now DE Bureau UGC has granted recognition for all the courses of Prof. G. Ram Reddy Centre for Distance Education, Osmania University offering through Distance mode.

II. GENERAL ELIGIBILITY CRITERIA

- 1) There is no age restriction for admission to any course.
- 2) Candidates from all over India will be admitted, provided the candidates fulfil the requisite qualifying conditions mentioned for the course.

- 3) Candidates who have passed the qualifying examination conducted by the Board / University which are under the jurisdictional area of other States shall have to obtain an Eligibility Certificate from the Deputy -Registrar (Academic), Osmania University to the effect that they are eligible for admission into the university courses.

III. M.B.A. (Master of Business Administration)

(A) ELIGIBILITY:

- a) A Candidate should Qualify ICET - 2014 (Integrated Common Entrance Test for MBA / MCA)
- b) A pass at (10 + 2) / Intermediate need not be insisted.
- c)i. Candidate who passed directly the qualifying examination with Mathematics, as one of the subjects in the Degree course is eligible for admission and
ii. Others who passed the qualifying examination without Mathematics, as one of the subjects in the Degree course, are eligible for admission if they pass 10th Class or 10 + 2 examination with Mathematics.
- d) Candidate who passed SSC with Mathematics and National Open School are eligible for admission.

(B) TRANSFER OF STUDENTS:

Transfer of students from Regular college to PGRRCDE in MBA is allowed with due permission of the Registrar, OU. However, there is no transfer of M.B.A. students of PGRRCDE to regular college.

(C) DURATION OF THE COURSE:

Two academic Years (Semester - Wise)

(D) FEE DETAILS

Rs. 7,500/- per Semester

NOTE: Study material in full will be issued only to those who have paid full fee.

Statement showing the amount charged for Prospectus, Certificates and other items respect of courses at Prof. G. Ram Reddy Centre for Distance Education, O.U. from the year 2014-2015

S.No.	Particulars	Amount
1	Prospectus (All Courses)	Rs. 300/-
2	Transfer Certificate	Rs. 100/-
3	Bonafide Certificate	Rs. 50/-
4	Migration Certificate	Rs. 100/-
5	Weekend Classes - B.Com. (G), B.Com (Comp))	Rs. 500/-
6	Weekend Classes - M.Com., M.Sc (Maths), M.A. (Eng.)	Rs. 700/-
7	CBIC / MCC Fee per annum	Rs. 500/-

(E) ENCLOSURES FOR APPLICATION FORM FOR ADMISSION

The following documents must be attached with the Application form. Any lapse in this connection may result in delay in finalization of the Admission and/or rejection of the application:

- i) Demand Draft in favour of the Director, PGRR Centre for Distance Education, O.U. for a sum as shown in the Fee Structure and payable at Hyderabad. All the demand drafts should be taken from any **Nationalised Banks only**.

- ii) Four Passport size photographs, taken recently.
- iii) S.S.C, Intermediate and B.A./ B.Sc. / B.Com. / B.E. / BTech Degree Certificate Original with One photostat copy, (Originals will be returned soon after admission).
- iv) Original with One photostat copy of all the Marks Memos of Qualifying examination (B.A. / B.Sc. / B.Com. / B.E. / BTech) Degree Examination. (Originals will be returned soon after admission).
- v) **ICET - 2014 Rank Card** Original along with a photostat copy.
- vi) **ICET - 2014 Hall ticket** Original along with a photostat copy.
(Preserve one set of Photostat copies of ICET Hallticket and Rank Card for submission along with the examination form)
- vii) Transfer certificate in original from college last studied (NOT RETURNABLE)
- viii) In case of SC/ST/BC enclose a photostat copy of Caste certificate. In case of Physically Handicapped (PHC) enclose a photo copy of Certificate.
- ix) 13 self addressed-stamped envelope 14" x 10" (without) Stamp to return the original certificates, **(for those applying through post).**

(F) ENCLOSURES FOR EXAMINATION APPLICATION FORM

The following documents must be attached with the examination application form.

- (i) Photostat copies of memo of marks of previous exam.
- (ii) A photostat copy of Identity card.

- (iii) A photostat copy of ICET - 2014 Rank card and Hallticket
- (iv) **Migration Certificate** in original (NOT Returnable), in case the candidate has passed the qualifying Examination from Universities in India, other than Osmania University. A candidate who fails to submit Migration Certificate (where the Universities are not issuing Migration certificate) will be charged a fee of Rs. 425/- in lieu of Migration Certificate.
- (v) A Demand draft for the requisite examination fee.

(G) MEDIUM OF INSTRUCTION AND STUDY MATERIAL

The medium of instruction and the Study material for M.B.A. is offered only in English Medium.

(H) METHOD OF INSTRUCTION

i) Study Material

The Study/Course Material for each paper consists of about 30 lessons. This material is normally despatched to the students in one or two instalments. The students who take admission in person can collect the material in person by showing the fee receipt and Identity Card from the material section of the centre, on the same day. In respect of the other students, the material will be sent by post depending on the mode of payment of their tuition fee. If the tuition fee is paid in instalments, the material will also be sent accordingly.

ii) Contact Programme:

Contact between teachers and the taught will be provided by arranging the Contact-cum-counselling classes on Second Saturdays and Sundays for M.B.A. students. The venue of the classes exact dates, and timings of the commencement of contact classes will be intimated to the

candidates on website. Students should produce their identity card for attending these classes. No Hostel/boardings arrangements will be made by the Centre and the students have to make their own arrangements for staying in Hyderabad.

(J) EXAMINATIONS

- i) Rules of Examination:
 - There will be University Examinations at the end of each academic year.
 - The minimum pass marks in each paper as well as aggregate is 40%.
 - Examination application forms will be sent well in advance by the Centre for all the students eligible to appear for the examination in each academic year with all the relevant information. However, examination application forms will not be sent to those who wish to write improvement examinations. They have to buy the application forms from the centre by submitting a DO for RS.20/- drawn in favour of the Director, PGRRCD "O.U. payable at Hyderabad.
 - The students must fill the examination application form as per the instructions and send it to this office along with a Demand Draft for the stipulated amount either in person or by post so as to reach before the specified date. Examination Hall Tickets will be sent to the students along with schedule well in advance of commencement of the examinations. A press note also will be issued for the information of students.

II) SCHEME OF THE EXAMINATION:

- There is no “detention” system in Distance Education.
- Students who have failed also will be allowed to continue the course of study for the next semester.
- However they have to complete the course in four academic years from the date of joining. Those who could not complete the course within four years, **have to re-register by paying Rs. 1500/- every year** in addition to the normal examination fee. Those who have paid the examination fee three years but failed to appear/appeared and failed only are eligible to “re-registration”. If they could not take benefit of this they have to take fresh admission.
- Those who have paid the examination fee for 1st semester are only eligible to pay II semester exam fee and those who have paid the exam fee for the 1st and IInd semester are only eligible to pay examination fee of IIIrd semester.

M.B.A 2-YEARS (4-SEMESTERS) SCHEME OF EXAMINATION

(Scheme of Examination will be shown separately in due course)

(Scheme of Examination will be shown separately in due course)

(Scheme of Examination will be shown separately in due course)

Assignments :

Submission of Assignments is compulsory for the students of M.BA admitted from the academic year 2009-2010. Each candidate has to submit two assignments, each 15 marks, before the stipulated date. Assignments should be in handwritten only. Assignments on printed / Photo copy or on typed papers will not be accepted and will not be evaluated at any cost. Assignment questions will be given in the month of March/April. These Assignments will be evaluated by the faculty and marks secured will be added to the University Examination. This will be applicable to the candidates who have registered for the examinations for the particular year only.

iii) Rules for Improvement:

a) Paper-Wise Improvement:

Paper-Wise improvement is permissible either in the individual paper or in the whole of an examination, only when he /she has passed in the first attempt, conducted by the University for that batch of students admitted to the course along with him/her.

- i. Candidates are permitted to appear for paper-wise improvement only once for each year examination under year-wise scheme.
- ii. Candidate who wishes to improve his / her performance, whether in the I year, II year or III year examinations is required to do so by appearing in the next immediate regular examination, along with the next batch of students, conducted by the University. Even if a student has passed in one or two or three papers in the First, Second and Third years in their first attempt, can appear for paper-wise improvement along with backlogs (i.e., along with failed papers) in the next immediate examination. Paper-wise improvement is not permissible on completion of any backlog papers.

Note: Backlog means those who have registered for the examination but absent in one or more papers, or failed in any paper.

- iii. Candidates appearing for paper-wise improvement are permitted to retain the better of the two performances in individual papers, for the purpose of award of division.

b) Aggregate Improvement:

When the Candidates exhausted the chances of paper-wise improvement of First, Second and Third years, the candidates shall be permitted to appear for aggregate improvement as per the following conditions.

- i) The aggregate improvement is permissible only if he / she appears for the whole examination and not in individual papers. The candidate can appear either for First, Second and Third for all the three years under year-wise scheme of examination. The candidates have to appear for improvement examinations as per the scheme and syllabus in vogue at the time of taking the examination.
- ii) When the candidate appears for the whole examination either in First, Second and Third years for three years aggregate improvement, he / she shall have the OPTION to retain the better of the aggregate marks of the two examinations taken as a whole and not the better performance in individual paper (s).
- iii) Further, the candidate is allowed to appear for aggregate improvement either in First, Second and Third for three years but not exceeding (2) chances in each First, Second and Third years, within the stipulated period of FOUR years after passing the first, second and third year examinations.
- iv) Candidates who appear for improvement of performance under the above two categories are not eligible for the award of Distinction / Prizes / Merit Certificates etc.

Note: These rules for improvement may change from time to time.

c) Award of Division:

First division with distinction	: 70% of marks and above (Pass in one attempt only)
First division	: 60% & above and less than 70%
Second division	: 50% & above and less than 60%
Pass division	: 40% & above and less than 50%

D. GUIDELINES TO MBA STUDENTS FOR PROJECT REPORT

In all professional courses it is customary to insist on a Project Report. This is a world wide fact aimed at preparing the students to get the taste of the real life situations in the Profession they have chosen to pursue.

Project work is aimed at preparing you the MBA student, in understanding the application value of the principles and paradigms you have studied as part of your three - year Programme. The objective of this is to offer you guidelines to select a topic (list of suggested topics given as annexure-V) of your choice or choice of the organization where you want to study finalized in consultation with your project guide (S). If you follow these guidelines carefully the objective of preparing you for report writing will also be achieved because preparing reports is an essential activity of any business manager. The format for project report given here is universally accepted and if you follow this format carefully it will facilitate your examiner in the evaluation of this report which carries grades A to D. Please note that you can show your project report with confidence and pride to your prospective employees (Selectors) if you have worked carefully on your project report.

A managerial research is generally conducted to probe into a management problem resulting in a research report. It means that a research report is the end product of a research. On the other hand a business report or a management report is a report prepared by the management to portray certain important aspects or problems in business. Thus, two important types of report in the realm of management are: (1) business report or management report, and (2) managerial research report. Your project report could be anyone of them or could be both if some organization requests you to study some problems of their organization.

METHODOLOGY

Business research starts with report planning, which includes a determination of the objectives of the report, identification of the target reader of the report, consideration of the real purpose of the report, planning for the collection of proper materials for the report, preparation of the scheme of report writing, planning for proper utilization of time in report writing, and crystallization of the actual layout of the report.

Once the report is planned, material collection starts. Checking and rechecking of materials collected against the actual objectives and layout of the report then become necessary. Arranging the contents of the report should also not be forgotten. When the collected materials, data, observation, documentation, information, opinion, clarification, etc., are arranged and fitted together to a carefully articulated form, the writer will come to know as to which materials to put together in the report, and what is to be dispensed with. It should, however, be ensured that enough material has been selected to carry out the purpose of the report. When the prospective reader is less familiar with the situations and specifications than the writer, the writer must ensure that all the necessary details are given in the report. But the information must be to the point and in accordance with the needs of the reader. Beating about the bush must be avoided.

As soon as proper data and information are collected, selected, and arranged, adequate thought must be given to the purpose of the report that is: what is to be communicated? To whom it is to be communicated? When is to be communicated and for what purpose? The report writer should place himself in the shoes of his reader (examiner) before he starts writing. Ask this question: how would he/ they react if I gave a short slant to the arguments in this fashion? Think over it, try to rearrange your materials, and then start writing the report. This will enable you to determine what should find a place in your report and where: and what must not be included in it. It is the report writer who will have to decide about what is to be included in the report to make it effective. The more one is experienced, the more will one form, be effective on report writing. Generally speaking the following may for the contents of a report:

- • Title page
- Letters of authorization from company & your guide
- Table of contents, statistical tables, charts and illustrations
- I. Introduction - Need, Objectives, Scope & Limitations
- II. Research Methodology

- III. Theoretical Framework
- IV. Company profile
- V. Research data analysis and Interpretation VI. Conclusions and Findings
- VII. Suggestions and Recommendations
- Appendices
- Bibliography
- Index of key words used in the report

In table of contents an outline of the report, which contains major headings and subheadings, as well as the various sub - sections are presented. There should be a summary of the report, especially when the report runs into many pages. The summary provides a reasonably complete resume of the report. And it helps the reader to grasp what is important in the report.

The body of the report is its chief part. It includes everything from the statement of the problem to a detailed analysis of the data and information. Statistics, documentation, and information are presented for analytical purposes. Everything should be organized in an elegant manner. This should be followed by conclusions, suggestions, recommendations.

NATURE OF THE PROJECT

The project work you are undertaking may be :

- a) either a case study of a problem or practices in an organization (S)
- b) comparative study of two organizations or within an organization its performance during different periods.

It may be based either on primary data (data the student is collecting) or secondary data (data already available) or both (books/documents etc)

PROJECT SUPERVISOR / GUIDE

The Project guide will be allotted by the Director, PGRRCDE, OU from among the following. You should contact the concerned project guide **only between 10.00 am to 5 pm on phone.**

- a) An Academic Counsellor of PGRRCDE, O.U., Teaching M.B.A.
- b) A member of the Faculty of Department of Business Management O.U.

SELECTION OF TOPIC

A student can choose any topic of his / her own choice. In case, the students want to work in areas like General Management, Production Management, Operations Research, MIS, TQM, etc. they can choose a topic from those areas after consulting their guides. But if the students want to work in specialization areas, viz, Finance, Marketing and Human Resource Management, then the area topic they are selecting for project work should correspond with the specialization area opted by them in their final year MBA Programme.

SUBMISSION OF THE PROJECT PROPOSAL

Students have to finalise the topic and synopsis (of not more than 5 typed pages) of the project in consultation with their Guide and send the same along with the duly completed Project Proposal Proforma (**see Annexure - II**) in triplicate to the Director, PGRRCDE, O.U. HYD - 500 007. for approval.

The synopsis you are sending should be in the format enclosed (**Annexure-III**)

You are requested to send one self - addressed envelope along with the synopsis to the Department.

Before sending the synopsis ensure that:

- . • It is in the paper format
- . • Project Proposal Proforma in triplicate duly signed by the Project Guide is enclosed. (**Annexure - I**)
- . • One self - addressed envelope is enclosed.

COMMUNICATION APPROVAL

A written communication regarding the approval of the synopsis and also the eligibility of the guide (if applicable) will be intimated to the students within four weeks from the last date for submission of the synopsis. In case the synopsis is not approved, the reasons for the same will be communicated to the students. Such students, whose synopsis is not approved have to resubmit the revised synopsis along with the Project Proposal Performa duly signed by the Project Supervisor and the candidate, to the Director, PGRRCDE, O.U. HYD. within one month from the date of communication or as per the date mentioned therein.

PREPARATION AND SUBMISSION OF PROJECT REPORT

- a) The Project report may consist of 50 to 100 pages (including the appendices, exhibits etc.) depending on the scope of the topic.
- b) The candidate has to mention the research methodology he/ she proposes to follow in the sample selection and collection of data.
- c) The report should be compulsorily typed on the bond papers in double space.
- d) The project report should accompany with D.D. of Rs. 1000/- towards prescribed fee of submission.
- e) The project report should contain the following three certificates: they are:
 - i) The approval for the synopsis received from the PGRRCDE, O.U.
 - ii) Certification given by the Project Guide that the student worked under his / her guidance (**Annexure - IV**)
 - iii) Declaration by the student stating that the work is an original one and has not been submitted to any University or Institution for the fulfilment of the requirement of a

course of study (**Annexure- V**). Annexures IV and V have to be enclosed only to the final Project Report but not to the synopsis.

- (e) Synopsis received after the last date will not be accepted.
- (f) Submission of the project report is a pre-requisite for writing the final year examinations.
- (g) As the project report will not be returned to the students they are advised to keep one copy of the report for themselves.

EVALUATION OF THE REPORT

The project report submitted by the candidates will be evaluated by an examiner other than guide.

LIST OF TOPICS

A list of suggested topics is enclosed for your reference (Annexure - V). You can choose any other topic also.

GRADE FOR THE PROJECT WORK & VIVA - VOCE EXAMINATION

The students have to attend Viva - Voce Examination after the completion of the year end examinations, which will be based mainly on project work. The Grades for Project Work and Viva -Voce Examination are A to F.

Project Report Grade

A+	-	80% and above
A	-	70% and above, less than 80%
B	-	60% and above, less than 70%
C	-	55% and above, less than 60%
D	-	50% and above, less than 55%
E	-	40% and above, less than 50%
F	-	Less than 40% (Fail)

ANNEXURE-I
OSMANIA UNIVERSITY
PGRRCDE-MBAPROGRAMME
Proforma for Approval of Project Proposal

Enrolment No.	Study Centre
Name and Address of the student	: _____ _____ _____
Area of Specilization Opted in final year MBA	: _____
Title of the Project	: _____
Subject Area	: _____ Marketing/Finance & Accounting/ HRM & OB/OR/ Information System / Any other (Specify)
Name & Address of the Supervisor	: _____ _____
Is the Supervisor an Academic Counsellor : of PGRRCDE	Yes No
Signature of the Student	Signature of the Supervisor
Date : _____	Date : _____

ANNEXURE - II
Project Synopsis Format
YOUR SYNOPSIS SHOULD BE IN THE FOLLOWING FORMAT

1. Introduction for the study - The problem
2. Need for the study
3. Objectives of the study
4. Scope of the study
5. Methodology and database
6. Period of the study
7. Limitations of the study
8. Chapter Plan
9. Bibilography (tentative)

ANNEXURE-III

CERTIFICATION

This is to certify that the Project Report titled _____ submitted in partial fulfillment for the award of MBA Programme of PGRRCDE O.U. Hyderabad, was carried out by _____ under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide

Signature of the Guide

ANNEXURE-IV

DECLARATION

I hereby declare that this Project Report submitted by me to the PGRRCDE O.U Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma/ certificate or published any time before.

Name and address of the Guide

Signature of the Guide

ANNEXURE-V

SUGGESTED LIST OF TOPICS FOR PROJECT REPORT FINANCE AND ACCOUNTING AREA

1. FCNR Accounts in Banks
2. Derivatives trading
3. Online trading of futures and options
4. Commodity derivatives
5. Educational loans from public sector banks
6. Personal loans in private sector banks
7. Self Help groups and micro finance
8. Liberalization and exports
9. American Depository receipts
10. Global Depository receipts .
11. Retail Lending

12. Availability & Utilisation of Bank Finance for Working Capital Needs-A Study
13. Study of variations in the price level of essential commodities and their effect on the public.
14. Study of stock broking operations in Hyderabad Stock Exchange(HSE) .
15. Children's Savings Schemes - A comparative study of schemes offered by selected banks.
16. Informal Mutual Credit Association - A study of informal chit funds.
17. A study of Cost Control Techniques of two manufacturing units.
18. Financial Structure of two/three Advertising Agencies in the Twin cities.
19. Issue of season tickets by the APSRTS - A Cost Benefit Analysis.
20. Working of Housing Finance Companies - A case study of HDFC/ LIC/AB Homes / Deeven Housing Finance Corporation/Any other company.
21. SEBI and Investor Protection - A study.
22. Portfolio Management Practices of UTI/L1C/Mutual Fund.
23. Problems of stock brokers vis-a-vis the share transfers.
24. Performance of Non-Banking Finance Companies - A study of selected companies in Twin Cities of Hyderabad and Secunderabad.
25. Problems and Prospects of Non-Banking Finance Companies.
26. Management of Non-Banking Finance Companies - A study of selected units.
27. Policies and practices of Lease Accounting - A study of selected companies.
28. Financial Services - Growth and Development - A study of selected companies.
29. Emerging Trends in Merchant Banking - A study of selected companies.
30. Trends in Mutual Funds - A case study.

31. Working Capital Management in Small Scale Units - A study of selected units.
32. Sources and Applications of Funds - A case study.
33. Impact of Liberalisation on Capital Market.
34. Impact of Financial Sector Reforms on Banking Sector - A study of selected Banks.
35. Problems and Prospects of Venture Capital - A case study.
36. Dividend Policies and Practices - A comparative study between a Public Sector Company and a Private Sector Company.
37. Working of National Stock Exchange (NSE).
38. Working of SEs in India - A comparative study of BSE and NSE.
39. Effect of Liberalisation on Savings and Investments in India.
40. Effect of changes in Monetary Policy on the performance of NBFCs - A study.
41. Liberalisation and the Recent Trends in Financial Intermediation. Working of IDBI/UTI/ICICI/L1C etc.
42. Role of HDFC in providing Housing Finance to middle and high income groups.
43. Working of Auto Finance Companies - A case study. Mergers and Acquisitions in India - A study
44. Role of Institutional and small investors in Capital Markets in India.
45. Status of Equity Research in India.
46. Sickness in Small Scale Units - A study.
47. Issue Management
48. Liberalisation and Integration of Financial Markets
49. Accounting Standards - some issues.
50. Management Control Systems - A case study
51. Performance of Multi National Companies (MNC's) A study
52. Current Swaps: An Instrument of International Finance
53. Foreign Direct Investments.

54. Fostering Investor Confidence - Some Implications
55. National Depository System
56. The Changing Role of Commercial Banks in India.
57. Insider Trading - Effects on Stock Returns.
58. Equity Share Valuation : A study of Pharmaceutical/Cement/Textiles Industry.
59. Equity Investment and Economic growth in India.

HUMAN RESOURCES MANAGEMENT

1. H R Planning & Recruitment - Comparison between PSU and Private Sector Companies.
2. H R P in Public Sector Organization - A Case Study.
3. H R D Strategies - Comparison between PSU and Private Sector Companies.
4. H R M Practices in an organization - A case Study.
5. Impact of Training on the performance of employees - A case Study.
6. Selection and Recruitment practices in an organization - A Case Study.
7. Application of Appraisal strategies in an organization - A case Study.
8. Labour/Employee Turnover - A Case Study.
9. Settlement and Grievances Handling in an organization -A Case Study.
10. Role of H R M department in Turnaround management
11. Role of H R M department in a Growing organization.
12. Role of H R M department in ERP (SAP / People soft)
13. H R Accounting
14. Alignment between process requirements & Governance capabilities in B P O.
15. Philosophy of H R Management
16. Culture and Cross border Mergers & Acquisitions

17. High Skill Equilibrium.
18. High Skill Eco System.
19. Knowledge Transfer through Inheritance
20. Talent Management
21. Knowledge Management.
22. Affect of Leadership on Performance of the Organization.
23. Career stagnation causes and effects on the Individual / Organization.
24. Organizational effectiveness through HRD in the change Liberalized markets.
- 25 Organizational Climate and Leadership of an Organization a comparative study.
26. Design of Personal Information System for an organization.
27. Job satisfaction and Health of employees in an organization.
28. Reward system - a tool for promoting desired organizational performance a case study.
29. Identification of training needs of security personnel in an organization.
30. HRD strategies and Industrial Relations - a case study.
31. Planning and Identifying HRD interventions for solving organizational problems a study.
32. Role of change agent (External/internal) in an organization.
33. Role of HRD in TQM.
34. Various Incentive schemes a comparative study.
35. Work Measurement and wage payment plans.
36. Study of Employee morals and attitudes.
37. Pay Revision Management.
38. Wage fixing administration.
39. Quality of work life
40. Motivation and morale

41. Dignity of Labour
42. Performance appraisal and counseling
43. Training needs and analysis
44. Positive force field analysis and change management
45. HRM consultants
46. E-Learning
47. Paperless office

MARKETING

1. Project report on “New Product Research” (with Power back up system).
2. A study on channels of Distribution for refrigerators.
3. Marketing opportunities for Laptop computers in India.
4. A study of product attributes preferences of the customers Of LCVS.
5. A Study of the Distribution System of Modern Bakeries Limited (India) Hyderabad Unit.
6. Market Potential Study for Export Oriented Industries.
7. A study of Super Markets/Hyper markets/Malls with special emphasis on Consumer attitude.
8. Evaluation for Consumer awareness of Watches.
9. A project report on the effectiveness of any consumer products Advertising Campaign.
10. Dissertation on Buyer behaviour - A Study of Televisions.
11. Project Report on Product positioning of watches.
12. A study of MIS in a company dealing with Industrial goods- Ref. To Steel and Cement Industries.
13. Competitors Marketing Strategies of Refrigerators.
14. “New Product Launch” - A case study on cool Drinks.
15. Formulation of Advertising Plan for a Consumer Product.
16. Market Potential for Mosquito Repellents - A Market Survey.

17. Importance of Dealers in Placements Promotion of Electrical Home Appliances.
18. Advertisement impact on Consumers with reference to EMCG Industries.
19. Marketing Management practices in Industries.
20. Consumer attitude towards colour TV's and evaluation of Advertising strategies by manufacturers.
21. Effect of media on advertising-like TV, Magazines and newspapers.
22. Survey of Black and White TV's with reference to popular brands.
23. Consumer buying behaviour on different consumer product companies.
24. Product positioning of select Consumer products.
25. "Study on Service Industry" on their Marketing strategies.
26. "Study of Consumer satisfaction" with reference to ceramic industries
27. Study on "INOVATIONS IN ADVERTISING".
28. Study on Hospitality of Modern Hotels-and their Marketing strategies
29. "Growth of Super Markets" - multi-specialty shops with ref. to retail outlets.
30. Survival strategies of companies to compete with MNC's.
31. Study of Brand Loyalty among customers.
32. Consumer satisfaction is a Aim and Goal of today's marketers- a case study of any products (Durables/ Non-Durables).
33. Marketing strategy of various Airline operators.
34. Study of surplus distribution of selected companies.
35. Growth and development of cable TV networks
36. Marketing strategies of any private sector and public sector organizations.
37. Marketing health care products.

38. Rural marketing strategies of goods like radio/ FM radios.
39. Marketing dairy products- a study of Vijaya/Heritage
40. Direct Marketing strategies of various companies like vacuum cleaners, fitness equipment etc.
41. A study of Tele Marketing, Internet marketing of various domestic products.
42. Marketing strategies of various regional Edible oil brands.
43. Marketing strategies of various net-work marketing companies.
44. Marketing strategies of private life Insurance companies.
45. Marketing strategies of Auto financing companies.
46. Marketing strategies of Two wheeler's- a study of motor cycles.
47. Market potential on Medical Insurance offered by various banks-a case study.
48. A study of health tourism.
49. A study of consumer preferences towards various holiday resorts.
50. A study on soft toys market-a case study.
51. A case study of geysers market or water purifiers.
52. A case study of Branded PC's versus Assembled PC's.
53. A study of consumer durables- with reference white goods such as AC's and Washing machines.
54. Marketing of life products like jewellery.
55. A study of growing small car market in Hyderabad city.

The above topics are general for project work the topic has to be studied in the context of any specific business organization of set of organizations or a comparative study between two or three organizations. These topics could also be combined like "pay revision management and quality of work life (with special reference to / in) organization. The list is not exhaustive .You can think of working on any other topic in consultation with your project guide.

FOR M.B.A. PASSED STUDENTS

(IV) ADDITIONAL ELECTIVE

Enrolment for the additional Elective in the following areas only.

(1) HUMAN RESOURCE MANAGEMENT

(2) MARKETING MANAGEMENT

(3) FINANCIAL

1. **Eligibility:** A candidate should have passed MBA from Prof. G. Ram Reddy Centre for Distance Education only.
2. Candidate has the option to select anyone of the above elective other than the one that has already been completed.
3. **Duration of the Course:** One year.
4. **Fee:** Rs. 7,500/- for semester.
5. **Study / Course Material :** The students who take admission in person can collect the study material in person by showing the fee receipt and Identity Card from the material section of the Centre on the same day. In respect of the other students, the material will be sent by post depending on the mode of payment of their tuition fee.
6. **Contact Programme:** The Weekend-Contact classes for these candidates will be conducted on Second Saturdays and Sundays at PGRRCDE, OU. The commencement classes will be intimated to the candidates by posting a letter to individual addresses. Students should produce their Identity Card for attending these classes. No Hostel / boarding arrangement will be made by the Centre and the students have to make their own arrangements for staying in Hyderabad.

7. EXAMINATIONS:

- There will be University examinations at the end of the academic year.
- The minimum pass marks in each paper as well as aggregate is 40%.
- Examination application forms will be sent well in advance by the Centre for all the students eligible to appear for the examination with all the relevant information.
- The students must fill the examination application form as per the instructions and send it to this office along with Demand Draft for the stipulated amount either in person or by post so as to reach before the specified date.
- Submission of Project report is not required by the Additional elective students.
- Candidate has to complete an additional elective maximum in two academic years from the date of joining. Those who could not complete within 2 years have to re-register by paying RS.500/- every year in addition to the normal examination fee.
- Candidate after passing all papers of an additional elective will be issued a memorandum of marks by the Controller of Examinations, Osmania University. No Consolidated Memorandum of Marks / Certificate will be issued.
- General rules and regulations are the same as those applicable for the candidates of PGRRCDE, OU. from time to time.

ADDITIONAL ELECTIVES

Course No.	Name of the Paper	University Exam Marks	Max. Marks	Duration
ELECTIVE - I : H.R.M.				
305CDE(HR)	Organisation Development and Team Building	100	100	3 Hrs.
306CDE(HR)	Leadership and Change Management	100	100	3 Hrs.
405CDE(HR)	Performance Appraisal and Counselling	100	100	3 Hrs.
406CDE(HR)	Industrial Relations and Labour Laws	100	100	3 Hrs.

Course No.	Name of the Paper	University Exam Marks	Max. Marks	Duration
ELECTIVE -II : MARKETING				
305CDE(M)	Product Management	100	100	3 Hrs.
306CDE(M)	Promotion and Distribution Management	100	100	3 Hrs.
405CDE(M)	Consumer Behaviour	100	100	3 Hrs.
406CDE (M)	Services Marketing	100	100	3 Hrs.

Course No.	Name of the Paper	University Exam Marks	Max. Marks	Duration
ELECTIVE -III : FINANCE				
305CDE (F)	Strategic Financial Decisions	100	100	3 Hrs.
306CDE (F)	Financial System and Services	100	100	3 Hrs.
405CDE(F)	International Finances	100	100	3 Hrs.
406 CDE (F)	Security Analysis and Portfolio Mangement	100	100	3 Hrs.

M.C.A. (MASTER OF COMPUTER APPLICATIONS)

(A) ELIGIBILITY:

- a) A candidate should Qualify ICET - 2014
(Integrated Common Entrance Test for MBA 1 MCA)
- b) A pass at 10th need not be insisted.
- c)i. Candidate who passed directly the qualifying examination with Mathematics, as one of the subject in the Degree course is eligible for admission and
- ii Others who passed the qualifying examination without Mathematics, as one of the subject in the Degree course, are eligible for admission if they pass 10 + 2 Examination with Mathematics.

(B) TRANSFER OF STUDENTS:

Transfer of students from Regular college to PGRRCDE in MCA (3 years course) is allowed with due permission of the Registrar, OU. However, there is no transfer of M.C.A. students of PGRRCDE to regular college.

(C) DURATION OF THE COURSE:

Three academic Years (Year - Wise)

(D) FEE DETAILS:

FEE DETAILS	I year (Rs)	II year (Rs)	III year (Rs)
Tuition Fee	12,000/-	12,000/-	12,000/-

NOTE: Study material in full will be issued only to those who have paid full fee.

PAYMENT OF FEE IN INSTALMENTS

There is a facility of payment of fee in two instalments for I, II and III year MCA Le.Rs.7000/- as first instalment (First Term) and RS.5000/- as second instalment (Second Term), if the admission is taken before the last date without late fee i.e. before 10th September.

No separate intimation is sent for payment of Second Instalment fee every year. It has to be paid on or before 10th November without late fee. (10th January with a maximum late fee of Rs. 250/-), failing which examination form will not be sent.

- No separate information is sent for payment of Second year or Third year fee.
- For payment of Second / Third year fee one need not wait for results.

(F) ENCLOSURES FOR APPLICATION FORM FOR ADMISSION:

The following documents must be attached with the Application form. Any lapse in this connection may result in delay in finalization of the Admission *and/or* rejection of the application:

- a) Demand Draft in favour of the Director, PGRR Centre for Distance Education, O.U. for a sum as shown in the Fee Structure. All the demand drafts should be taken from any **Nationalised Banks** only and payable at Hyderabad.
- b) Four Passport size photographs, taken recently.
- c) S.S.C, Intermediate and B.A. / B.Se. / B.Com. / B.C.A. / B.E. / B.Tech Degree Certificate Original with One photostat copy, (Originals will be returned soon after admission).
- d) Original with One photostat copy of all the Marks Memos of Qualifying examination (B.A. / B.Sc. / B.Com. / B.C.A. / B.E./ B.Tech) Degree Examination. (Originals will be returned soon after admission).
- e) ICET - 2014 rank Card Original along with a photostat copy.

- f) ICET - 2014 Hall ticket Original along with a photostat copy. (Preserve one set of photostat copies of ICET - 2014 Hallticket and Rank Card for submission along with the examination form)
- g) Transfer certificate in original from the college last studied (NOT RETURNABLE)
- h) In case of SC/ST enclose a photo copy of Caste certificate. In case of Physically Handicapped (PHC) enclose a photostat copy of Certificate.
- i) One self addressed-stamped-envelope 14" x 10" (with Rs. 50/- affixed) to return the original certificates, ***(for those applying through post)***.

(H) ENCLOSURES FOR EXAMINATION APPLICATION FORM

The following documents must be attached with the examination application form.

- (i) Candidates appearing for MCA I year examination, have to submit photostat copies of ID Card, SSC, Intermediate, Undergraduate, I-CET-2014 Hall Ticket and ICET Rank card along with the Examination Form. Otherwise the Examination Application form will not be forwarded to Controller of Examinations.
- (ii) Candidates appearing for MCA II year examination have to submit MCA I year Memo of Marks ID card along with the examination application form.
- (iii) Candidates appearing for MCA III year examination have to submit MCA I & II year Memo of marks, ID Card along with the examination application form.
- (iv) **Migration Certificate** in original (NOT Returnable), in case the candidate has passed the qualifying Examination from Universities in India, other than Osmania University. A candidate who fails to submit Migration Certificate (where the Universities are not issuing Migration certificate) will be charged a fee of Rs. 425/- in lieu of Migration Certificate.
- (v) A Demand draft for the requisite examination fee.

(H) MEDIUM OF INSTRUCTION AND STUDY MATERIAL

The medium of instruction and the Study material for M.C.A. is offered only in English Medium.

(I) METHOD OF INSTRUCTION

II) STUDY MATERIAL

The Study/Course Material for each paper consists of about 30 lessons. This material is normally despatched to the students in one or two instalments. The students who take admission in person can collect the material in person by showing the fee receipt and Identity Card from the material section of the centre, on the same day. In respect of the other students, the material will be sent by post depending on the mode of payment of their tuition fee. If the tuition fee is paid in instalments, the material will also be sent accordingly.

II) CONTACT PROGRAMME:

Contact between teachers and the taught will be provided by arranging the Contact-cum-counselling classes on Second Saturdays and Sundays for M.C.A. students (Theory & Practicals). The venue of the classes, exact dates, and timings of the commencement of contact classes will be intimated to the candidates by posting a letter to individual addresses. Students should produce their identity card for attending these classes. No Hostel/boarding arrangements will be made by the Centre and the students have to make their own arrangements for staying in Hyderabad. **MCA Lab will be open from Tuesday to Sunday. (Lab will be closed on Mondays).**

(J) EXAMINATIONS

I) RULES OF EXAMINATION:

- There will be University Examinations at the end of each academic year.
- Examination Application Form will kept on website.
- The students must fill the examination application form as per the instructions and send it to this office along with a

Demand Draft for the stipulated amount either in person or by post so as to reach before the specified date. Examination **Hall Tickets will be kept on website**. A press note also will be issued for the information of students.

II) SCHEME OF THE EXAMINATION:

- Students who have failed also will be allowed to continue the course of study for the next year. However, the candidate has to submitted the assignments every year other wise he / she will be detained and not permitted to appear for the annual examinations of that year. (i) The MCA I, II, III year students who have submitted the assignments of all the papers of that year only are allowed to appear for the examination. (ii) A candidate has to secure 50% marks compulsorily in combined aggregate of sessional marks in all the papers of that year failing which Hall Ticket will not be issued.
- However they have to complete the course in six academic years from the date of joining. Those who could not complete the course within six years, have to re-register by paying Rs. 1500/- for every year. Those who have paid the examination fee three years but failed to appear / appeared and failed only are eligible to “re-registration”. If they could not take benefit of this they have to take fresh admission.
- Those who have paid the examination fee for 1st year are only eligible to pay II year exam fee and those who have paid the exam fee for the 1st and IInd year are only eligible to pay examination fee of IIIrd year.

Note : Two Assignments for each theory paper are to be submitted before submission of exam application form.

Minimum pass marks in the University examinations shall be :
40%

M.C.A: I YEAR

Course No.	Paper	Name of the Paper	University Exam Marks	Internal Assignment Marks	Max. Marks	Duration
CDE101	I	Discrete Mathematics	80	20	100	3 Hrs.
CDE102	II	Mathematics and Statistics	80	20	100	3 Hrs.
CDE103	III	Managerial Accounting and Economics	80	20	100	3 Hrs.
CDE104	IV	Information Technology	80	20	100	3 Hrs.
CDE105	V	Programming and Data Structures	80	20	100	3 Hrs.
CDE106	VI	Business Information Systems	80	20	100	3 Hrs.
PRACTICALS						
CDE151	Lab -1	Programming and Data Structure (Lab)			100	3 Hrs.
CDE152	Lab -2	Business Information Systems (Lab)			100	3Hrs.

Note : Two Assignments for each theory paper are to be submitted before submission of exam application form.

M.C.A: II Year

Course No.	Paper	Name of the Paper	University Exam Marks	Internal Assignment Marks	Max. Marks	Duration
CDE201	I	Data Communications and	80	20	100	3 Hrs.
CDE202	II	Data Base Management System	80	20	100	3 Hrs.
CDE203	III	Operating Systems	80	20	100	3 Hrs.
CDE204	IV	Software Engineering and Object Oriented Software	80	20	100	3 Hrs.
CDE205	V	Design and Analysis of Algorithms	80	20	100	3 Hrs.
CDE206	VI	Information System	80	20	100	3Hrs.
PRACTICALS						
CDE251	Lab -3	D.B.M.S.(Lab)			100	3Hrs.
CDE252	Lab-4	Operating Systems and Networking (Lab)			100	3Hrs.

Note : Two Assignments for each theory paper are to be submitted before submission of exam application form.

M.C.A. : III Year

Course No.	Paper	Name of the Paper	University Exam Marks	Internal Assignment Marks	Max. Marks
CDE301	I	Electronic Commerce	80	20	100
CDE302	I	Client Server Programming	80	20	100
CDE303	I	Software Quality and Testing	80	20	100
CDE304	IV	Web Programming	80	20	100
PRACTICALS					
CDE351	VLab	Client SeNer Programming and Software testing tools	-	100	100
CDE352	VI	Project	Grades A to F		
Project Report Grade A+ - 80% and above A - 70% and above, less than 80% B - 60% and above, less than 70% C - 55% and above, less than 60% O - 50% and above, less than 55% E - 40% and above, less than 50% F - Less than 40%					

Each theory subject : 40%

Each Practical : 50%

Each Project : Grade - C (Satisfactory)

Combined aggregate of sessional : 50%

Marks in all the subjects of year

(Each Assignment is evaluated for 10 Marks and total of two Assignment Marks will be considered for sessional)

III) AWARD OF DIVISION:

First division with distinction : 70% of marks and above

First division : 60% & above and less than 70%

Second division : 50% & above and less than 60%

Pass division : 40% & above and less than 50%

(IV) Rules for Improvement:**a) Paper-Wise Improvement:**

Paper-Wise improvement is permissible either in the individual paper or in the whole of an examination, only when he /she has

passed in the first attempt, conducted by the University for that batch of students admitted to the course along with him/her.

- i. Candidates are permitted to appear for paper-wise improvement only once for First year examination under year-wise scheme.
- ii. Candidate who wishes to improve his / her performance, whether in the I year, II year or III year examinations is required to do so by appearing in the next immediate regular examination, along with the next batch of students, conducted by the University. Even if a student has passed in one or two or three papers in the First, Second and Third years in their first attempt, can appear for paper-wise improvement along with backlogs (i.e., along with failed papers) in the next immediate examination. Paper-wise improvement is not permissible on completion of any backlog papers.

Note : Backlog means those who have registered for the examination but absent in one or more papers or failed in any paper.

- iii. Candidates appearing for paper-wise improvement are permitted to retain the better of the two performances in individual papers, for the purpose of award of division.

b) Aggregate Improvement:

When the Candidates exhausted the chances of paper-wise improvement of First, Second and Third years, the candidates shall be permitted to appear for aggregate improvement as per the following conditions.

- i) The aggregate improvement is permissible only if he / she appears for the whole examination and not in individual papers. The candidate can appear either for First, Second and Third for all the three years under year-wise scheme of examination. The candidates have to appear for improvement examinations as per the scheme and syllabus in vogue at the time of taking the examination.

- ii) When the candidate appears for the whole examination either in First, Second and Third years for three years aggregate improvement, he / she shall have the OPTION to retain the better of the aggregate marks of the two examinations taken as a whole and not the better performance in individual paper (s).
- iv) Further, the candidate is allowed to appear for aggregate improvement either in First, Second and Third for three years but not exceeding (2) chances in each First, Second and Third years, 'Nithin the stipulated period of FOUR years after passing the first, second and third year examinations.
- iv) Candidates who appear for improvement of performance under the above two categories are not eligible for the award of Distinction / Prizes / Merit Certificates etc.

Note : These rules for improvement may change from time to time.

V) Choice Based Innovative Courses (CBIC)

About the Course:

In the current scenario of lower employment opportunities, a degree is now the lowest entry level qualification and it has become imperative for individuals to

- Equip themselves with additional skills,
- Be better prepared for the job,
- Prove worthy of a job, in more than one, as
- Employers now look for Attitude and Aptitude along with regular qualifications.

Duration:

The duration of each module is 15 weeks. You can finish each module earlier or later, at your own pace, place and time.

Study Material:

You will be provided with a CD, a Key Floppy and a Manual for each module. You will also be provided an 10 card which has to be filled in.

Mode of Study :

These CD-based modules are self-instructional and there would be no need for a regular teacher. You may use your own computer systems or you can utilize the computer lab facilities at PGRRCDE, OU within its prescribed timings. You will need a computer with a floppy drive and CD-ROM to go through the CD-based material.

Examinations :

On completing the module/s, you have to do the online exam at PGRRCDE, OU on submission of a filled in exam application form. Examination application form can be downloaded from **www.oucde.ac.in**; Online examinations for Soft Skills and Professional Skills will be held in the month of December and April for every academic year. You may avail examinations for the modules of your choice during these two months. Examination dates & venue will be duly notified. The candidate has to pay RS.100/- towards online examination fee.

CERTIFICATION:

After due assessment the candidate will be awarded a Certificate related to the module. We strongly advise you to avail this excellent opportunity and pass these exams that will guarantee additional Certificate / Certificates in Soft Skills and Professional Skills from CDE, Osmania University.

VII. ENROLMENT NUMBER AND IDENTITY CARD

- Every candidate who is admitted to the PGRR Centre for Distance Education will be assigned an Enrolment Number which will hold good during the entire period of the course. In all communications the student must invariably mention this enrolment number in full. Correspondence without enrolment number will cause delays and difficulties both to the Centre and the student and at times the Centre may not be in a position to respond. The Enrolment Number will also be used in the examination as Hall Ticket number.

- Every candidate admitted at the centre will also be supplied with an Identity Card by the Centre with the enrolment number. The blank Identity Card sent with the application form must be filled in and got attested at the time of admission. This card must be produced whenever required by the authorities at the time of Contact cum Counselling Session, University Examinations, and at Library. If the Original Card is lost, a duplicate card will be issued on remittance of *Rs. 20/-* through a Demand Draft in favour of the Director, PGRRCDE, OU payable at Hyderabad. At the time of taking Degree Certificate 10 Card should be submitted to the Examination Branch.

VIII. CERTIFICATES TO BE OBTAINED FROM THE CENTRE

Transfer, Bonafide and Migration Certificates for M.B.A. / M. C.A. :

Candidates have to obtain the prescribed application form from the Director, PGRR Centre for Distance Education, Osmania University, Hyderabad - 7, free of cost, in person or by post. To obtain by post, enclose a self-addressed-envelope with RS.10/- postal stamps. Application form can be down loaded from our website www.oucde.ac.in;

These certificates will be “issued on remittance of RS.40/- for Transfer Certificate RS.40/- for bonafide” Certificate and RS.100/- for Migration Certificate through a Demand Draft taken in favour of the Director, PGRR Centre for Distance Education, OU payable at Hyderabad along with the Photo stat Copies of the Memorandum of marks. The Transfer Certificate will be issued only on clearing the dues, if any. (The second term tuition fee must be paid for issue of Transfer Certificate). The candidates to obtain these certificates by post are required to enclose a self-addressed- envelope of 11" x 5" size and pay RS.35/- towards postal charges in addition to the prescribed fee for the certificates in the form of one DO in favour of Director, PGRRCDE, OU payable at Hyderabad.

IX. CERTIFICATES TO BE OBTAINED FROM THE OFFICE OF THE CONTROLLER OF EXAMINATIONS, OU.

(i) Provisional Certificate :

Procedure for obtaining Provisional certificate of M.B.A / M.C.A.:

Candidates who have passed in the Examinations have to obtain the prescribed application form from the **Director, Department of Publications & Press, O.U., Hyderabad-7** on payment of Rs. 101- in cash in person / by DO drawn in favour of Director, Dept. of Publications and Press, OU, Hyderabad-7 along with a self- addressed -cover with *RS.10/-* postal stamp if it is to be obtained by post.

Filled in application form along with a Photostat Copies of Memorandum of Marks of three years and a DD of Rs.50/- in favour of **the Registrar, Osmania University, Exam Fee Fund Alc No.52198262033, Hyderabad** (excluding postal charges) should be submitted in person / by post to the Controller of Exams, OU, Hyderabad-500 007. Those who are desirous of receiving the provisional certificate by post, are required to also submit a self-addressed and stamped-envelope. The provisional certificate will be issued only upto six months after passing the exams.

(ii) Degree Certificate :

Procedure for obtaining Degree Certificate of M.B.A / M.C.A.:

A candidate after passing the examination is required to obtain the prescribed application form for obtaining the Degree in Absentia from the **Director, Dept. of Publications & Press, OU, Hyderabad-7** by paying RS.10/- in cash, person or by sending DD for the same amount drawn in favour of **Director, Dept of Publications Press; OU, Hyderabad - 7** and to obtain by post also enclose a self-addressed-envelope affixed with Rs.10/- postal stamps. Application form can be down loaded from our website **www.oucde.ac.in**; **www.osmania.ac.in**

Filled in application form along with two photographs, the Photostat copies of Memorandum of Marks, Provisional Certificate of Qualifying examination, i.e., M.B.A. / M.C.A. DO for the amount as indicated in the form may be sent to the Controller of Exams, OU, Hyderabad - 7.

X. ABOUT THE UNIVERSITY

ORIGIN AND TRADITION OF THE UNIVERSITY

The Osmania University, established in 1918, is the seventh oldest in the country, third oldest in South India and the first to be established in the princely State of Hyderabad. Though the need for a university for the Hyderabad State was felt, both by the intelligentsia and the people for a long time, the initiative came from a civil servant, Sir Akbar Hydari, who was then the Home Secretary to the State Government. Sir Hydari, in a Memorandum to the Education Minister in early 1917, emphasized the need to establish a University for Hyderabad with 'Urdu' as the medium of instruction "as it is the language of the widest currency in India, official language of the State, and it is a language which is understood by a vast majority of the population of the State". He believed that higher education must have its foundations deep in national consciousness.

The propitious moment, however, came a few months later on 26th April 1917 when a Firman was issued for the establishment of the University. The Firman also detailed the 'Mission' and 'Objectives' of the University to be that:

- the ancient and modern, the oriental and occidental arts and sciences are synthesized in such a manner that the defects of the present system of education are rectified.
- the ancient as well as modern methods of physical, intellectual and spiritual education are to be fully utilised along with an effort for the propagation of knowledge, the moral improvement of the students is regulated on the one hand, and research work of a high order in all branches of knowledge is conducted on the other.

Though the medium of instruction of the University was ‘Urdu’ an Aryan language that has direct Kinship with other languages of the country, instruction of English, as a language, was made compulsory for each student.

One of the basic ideals of Osmania University is to achieve an intellectual synthesis of oriental and occidental learning of the best that has been thought of and said, both in the East and in the West. Further, it aims at a cultural synthesis (as reflected in its architectural variety), the development of a national ethos, \ and the creation of an academic and social environment in which ‘National Integration’ is not a nebulous idea but a tangible reality.

VISION OF THE UNIVERSITY

The Vision of the University is to generate and disseminate knowledge through a harmonious blend of ancient and modern wisdom, and to serve the society by developing in students heightened intellectual, cultural, ethical and humane sensitivities; to foster a scientific temper, and to promote professional and technological expertise. Central to this vision is a commitment to regional and national development in consonance with our culture, heritage and environment.

MISSION OF THE UNIVERSITY

- To achieve excellence in teaching and research
- To generate, disseminate and preserve knowledge
- To meet the challenges of a complex, and modern society through informed social outreach
- To empower through knowledge and information
- To develop a responsible and productive citizenry
- To develop, enhance and improve the quality of human resources
- To cultivate resolute moral and ethical values
- To meet contemporary regional and national needs and anticipate future social and economic development
- To preserve and promote cultural heritage, humanistic and spiritual values.

XI. ABOUT THE PGRR CENTRE FOR DISTANCE EDUCATION

Ever since the Osmania University established the Centre for Distance Education, the Centre has witnessed phenomenal growth and emerged as a pioneering institution in the field of Distance Education, with Potential for Excellence.

Encouraged by the response and success of UG, PG programmes, responding to local and global demands, and taking advantage of innovations in Information Technologies, introduced CD and Web based Modular Courses. PG Diploma in Insurance and Risk Management, Modular Certificate Courses in Information Systems.

The functions of Centre for Distance Education include:

- To provide a system of learner centred self-paced studies;
- To provide flexible, diversified and need based courses;
- To provide access to all, in order to realize 'Higher Education For All (HEFA); and
- To facilitate knowledge acquisition through out one's life and be an active member in a knowledge society.

At present the student support services at the Centre for Distance Education are essentially based on the supply of reading materials for home study by the learner, supported and supplemented by facilities, like study centres/ Authorised Learning Centres, and Audio-Visual Material etc. This is found to be well received from student target groups. Efforts are afoot to design LCMS based interactive study material. The Distance Education mode with interactive learning system at the core is the need of the day. Today in the process of updating and modernising the system, we have moved a step or two further by preparing learning material in the self instructional mode format, and in support of such material, Video based programmes have been hand picked and used. This process has contributed only marginally in the quality improvement of Distance Education. Thanks to developments in the field of Information Technology because of which today we are in a position to integrate text, graphics, simulation video into a single

frame by using Multimedia. The Multimedia based instructional material, Tele conference, Video conference etc. are not only simulating knowledge and information providing facilitators, they also bridge the missing links between the seeker and provider of knowledge and skills. In addition to the present text and sparingly available audio and Video study material, comprehensive study material in CD form is being made available.

XII. OUR PROGRAMMES

The following courses are offered by the CDE:

1. Under-Graduate Courses :

B.A., B.A. (Mathematics & Statistics) B.A. (Languages), B.Com., B.Com. (Computers) and BBA & BSc Aviation

2. Post-Graduate Courses:

M.A., M.Com. M.Sc.,(Maths), M.Sc. (Statistics) M.B.A., and M.CA

3. Diploma Courses -

PG Diploma in English Language Teaching
PG Diploma in Business Management
PG Diploma in Mathematics
PG Diploma in Computer Applications
PG Diploma in Bio-informatics.
P.G. Diploma in Country and Town Planning

4. Choice Based Innovative Courses (CBIC)

XIII. INSTRUCTIONAL SERVICES

A) MEDIUM OF INSTRUCTION:

The medium of instruction for our courses will be either English or Telugu or both depending on the course.

B) COMMUNICATION SKILLS:

In the Information age importance of English Language is once again realized to be of greater relevance. Further, there has

been a mounting demand for supplemental course, at the level of under-graduate and post-graduate programmes. Similarly graduates and post graduates who are in the work force are also looking for the acquisition of effective communication skills. Keeping in this view, to improve their English, for study and work the Modular courses in the form of certificate in Communicating for Success and Certificate in Soft Skills have been designed. Communicating for Success equips you with good command over English language. Soft Skills empower with Personal, Professional and Leadership effectiveness. The modular courses are not part of the selected under-graduate or post graduate programme. These are offered against payment of course fee only to those who opt for it.

C) CONTACT-CUM-WEEK-END CLASSES:

You know that you are a student in the Distance Learning System which means that you will learn in a distance learning mode by studying the printed course material provided to you and referring the cited additional resource material pertaining to the course. In order to provide supplemental support both week-end and contact classes are conducted at the study centres conveniently located and within the reach to the students. **Please note that week-end and contact classes are not the same as the classes conducted in the formal educational institutions. These are meant to clarify your doubts and seek more information. Therefore, attend such classes with good prior preparation.**

D) INSTRUCTIONAL MATERIAL:

In line with the distance education programmes, the printed study material is made available in the Self-Instructional Mode. As you study through the material, you will find a hidden teacher helping you through the unit, facilitating easy learning reminding you that you are not alone; the teacher is guiding you through. In addition to this Self Instructional Mode (SIM) printed study material, audio-video based enrichment material is being

provided to widen the horizons of knowledge of the learner and give deeper insights into the course of study. Further CD based instruction material in the form of Annotated bibliography with hyperlinks to data mines on the net are located at the study centres for the benefit of the learners.

E) ASSESSMENT:

There are two forms of assessment, one is continuous self assessment and the other terminal examination. At the end of the every unit in the Self Instructional Module, provision has been made to “check your progress”. We are sure that you would honestly take this self assessment and note your strengths and weaknesses and accordingly repeat the lesson to dissolve the weak points. At the end of each course you need to take a written examination.

F) LIBRARY AND COMPUTER LAB FACILITIES”:

The Centre for” Distance Education provides excellent study facilities to assist students’ learning. The CDE library is located at its campus. Course materials, reference books (prescribed, suggested and additional), audio - visual material and journals are available in the library.

The Centre has an excellent Computer Lab, with LAN and is being presently used to offer computer courses. Efforts are being made to make all the courses on-line through multi-media course material.

G) RECOGNITION OF MERIT:

CDE has established gold medals to be awarded to meritorious students of some of the UG and PG courses.



PROF. G. RAM REDDY CENTRE FOR DISTANCE EDUCATION

(RECOGNISED BY THE DISTANCE EDUCATION BUREAU (UGC), NEW DELHI.)

OSMANIA UNIVERSITY

(A University with Potential for Excellence and Re-Accredited by NAAC with 'A' Grade)

HYDERABAD - 500 007 TELANGANA INDIA

PROSPECTUS FOR 2014-2015

M.B.A. & M.C.A.

Prof. S. SATYANARAYANA

M.Sc., Ph.D.

Vice - Chancellor

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M.Sc., Ph.D.

Registrar

Prof. H. VENKATESHWARLU

M.Com., M.Phil., Ph.D.

Director

Prof. B. APPA RAO

M.Sc., Ph.D.

Joint Director

Sri K. SEKHAR REDDY

B.Com.

Dy. Registrar

Dr. K. NIZAMUDDIN

M.A., LLB., Ph.D.

Asst. Registrar

CONTENTS

	Page No. 1
i. Important Instructions	1
ii. General Eligibility Criteria	4
iii. MBA Course, Eligibility and Fee Details	5
iv. MBA Additional Elective	29
v. MCA Course, Eligibility and Fee Details	32
vi. Soft Skills & Professional Skills for MBA / MCA	40
vii. Enrolment Number And Identity Card	41
viii. Certificates to be obtained from the Centre	42
ix. Certificates to be obtained from the Office of the Controller of Examinations, OU	43
x. About the University	44
xi. About The PGRR Centre for Distance Education	46
xii. Our Programmes	47
xiii. Instructional Services	49

CAUTION

The Centre / Osmania University has no agents. Candidates should write to the Director, PGRR Centre for Distance Education, Osmania University, Hyderabad - 7 individually for Prospectus and Application Form for Admission. Any application received through tutorials or any other agents will be summarily rejected.

DIRECTOR