

# PROSPECTUS

## MASTER OF BUSINESS ADMINISTRATION (MBA)



UNIVERSITY AT YOUR DOORSTEP

(2014-15)

**Dr. B.R. AMBEDKAR OPEN UNIVERSITY**

Prof. G. Ram Reddy Marg, Road No:46, Jubilee Hills, Hyderabad-500 033, A.P. India

## IMPORTANT NOTES

1. Candidates should note that contrary to the earlier practice, the University has introduced On-line Admission System from this academic year. The University will not supply Application Form in physical format, instead, the candidate has to visit BRAOU portal ([www.braouonline.in](http://www.braouonline.in)) to access the Application Form for online registration.
2. The print out of filled-in Application Form along with copies of certificates shall be submitted in the study centre where he / she wishes to seek admission.
3. The information furnished and certificates submitted as proof of qualification, date of birth, caste etc., are final and which cannot be changed till the student is graduated from the university. Finally, this information will also appear in the certificates to be issued by the University. **The women candidates, even after their marriage, shall write their surname and father's name as shown in their SSC memo or school TC or affidavit. In no case they shall write either the surname of husband or the name of husband.**
4. Candidates shall make all their payments either through AP Online Centre or through Debit Card / Credit Card or through Net Banking (Those who have an account with SBH). **No payment shall be made in cash to any person in any study centre. University is not responsible for any such transactions.**
5. No changes will be EFFECTED in the certificates with regard to caste and date of birth either during the programme or after completion of the programme.
6. The University has set up a **Help Desk** at the headquarters to provide guidance to the students. Therefore, the students are advised to get full details of admission either through Help Desk or through the concerned Study Centre. The following are the numbers of Help Desk.

### HELP DESK NUMBERS FOR ADVISE AND GUIDANCE

**738 29 29 570**

**738 29 29 580**

**738 29 29 590**

**738 29 29 600**

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## **ACADEMIC CALENDAR FOR FIRST YEAR M.B.A. PROGRAMME**

1. Name of the Programme : Master of Business Administration
2. Last Date for Sale & Submission of Application Form : As per Notification
3. Distribution of Course Material and Assignments : At the time of Counselling
4. Commencement of Contact-cum-Counselling Classes : October / November, 2014
5. Last Date for Contact-cum-Counselling Classes : June, 2015
6. Submission of Assignments
  - 3 Courses in First Spell : March, 2015
  - 3 Courses in Second Spell : June, 2015
7. Annual Examination Notification : July, 2015
8. Annual Examination Schedule : August / September, 2015

## **I. ABOUT THE UNIVERSITY**

Dr. B.R. Ambedkar Open University is the first Open University in India established by an Act of State Legislature in 1982 by the Government of Andhra Pradesh. The University adopts a unique system of “Open Learning”, and serves the objective of democratisation of higher education and the ideal of continuing education. Without any restrictions of age, sex, and occupation, the University offers basic degree programmes, vocational programmes, professional programmes and research programmes through the distance mode. The University intends to cater the needs of those who:

- have missed their regular education
- are working and cannot attend conventional institutions
- wish to utilize their leisure hours purposefully, e.g. housewives
- want to upgrade their skills and qualifications while working
- desire to enrich their creative and vocational interest
- live in remote areas and are looking for educational opportunities.

The University with a wide network of 216 study centres throughout the state, offers programmes including Research, PG (M.A. / M.Com. & M.Sc.) programmes, professional programmes like MBA, BLISc, MLISc, M.Ed / B.Ed/ B.Ed (SE) & BPR, in addition to UG, PG, Diploma & Certificate programmes. All programmes offered by the University are recognised by the UGC.

## **II. MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME**

The Department of Business Management of Dr. B.R. Ambedkar Open University started the MBA programme in 1993. The programme is designed to provide management education with special emphasis on strategic knowledge, decision-making skill and expertise necessary to handle day-to-day managerial tasks.

### **AIMS OF THE PROGRAMME**

The aims of the MBA programme are:

- To prepare graduates to assume managerial positions in corporate sector, develop entrepreneurs, and groom inservice candidates to discharge their duties more effectively i.e., in business and non-business organisations.
- To prepare and equip graduates with specialized knowledge in management and business issues;
- To help practising managers to become more effective decision makers in their fields by updating their knowledge and managerial skills; and
- To enable the managers to develop their skills of critical analysis, logical thinking, creative imagination and independent judgement in the analysis and resolution of complex managerial problems.

## **DURATION OF THE PROGRAMME**

- The duration of the MBA Programme is three (3) academic years.
- The maximum period for completion of programme is nine (9) academic years.

The maximum period allowed to the candidate ceases with the supplementary / Second spell examinations of the last year of the period i.e., at the end of the nine academic years. The University, by any reason, does not conduct the supplementary / second spell examinations of the last year, the maximum period allowed to the student ceases with the annual examination of that year.

## **MEDIUM OF INSTRUCTION**

The medium of instruction is English and the examinations are also in English only.

## **III. PROGRAMME STRUCTURE**

The programme consists of the following 20 courses (including Project Report and Viva-Voce) which are spread over three academic years. Each course carries 100 marks.

### **FIRST YEAR**

<b>Course No.</b>	<b>Course Code</b>	<b>Course Title</b>
1	MBA - 1	Organisation and Management Process
2.	MBA - 2	Managerial Economics
3	MBA - 3	Marketing Management
4	MBA - 4	Quantitative Methods
5	MBA - 5	Accounting for Management
6	MBA - 6	Information Management and Computers

### **SECOND YEAR**

7	MBA - 7	Financial Management
8	MBA - 8	Human Resource Management
9	MBA - 9	Production Management
10	MBA - 10	Business Environment
11	MBA - 11	Corporate Policies and Practices
12	MBA - 12	Business Communication

### **THIRD YEAR**

#### **Compulsory Courses**

13	MBA - 13	Operations Research
14	MBA - 14	Project Management
15	MBA - 15	Management of Information Systems

In addition to the above 15 compulsory courses, a student has necessarily to choose any one specialisation area consisting of three courses. The specialisations currently offered are (A) Finance (B) Marketing and (C) Human Resource Management. The courses offered in each specialisation are as below:

### **A. FINANCE**

16	MBA - 31	Security Analysis and Portfolio Management
17	MBA - 32	Financial Institutions and Markets
18	MBA - 33	Management Control Systems

### **B. MARKETING**

19.	MBA - 41	Consumer Behaviour and Marketing Research
20	MBA - 42	Product and Advertising Management
21	MBA - 43	International Marketing

### **C. HUMAN RESOURCE MANAGEMENT**

22	MBA - 51	Social Processes and Behavioural Issues
23	MBA - 52	Human Resource Development
24	MBA - 53	Human Resource Planning

In addition to the course work, a student is required to submit a Project Report and appear for Viva-Voce examination.

25	MBA - 19	Project Report
26	MBA - 20	Viva-Voce

#### **Note:**

- a) Students who complete all the 6 courses of first year will be awarded PG Diploma in Management on request.
- b) Similarly, students who complete 12 courses of the first and second years will be awarded Advanced Diploma in Management on request.
- c) Students who complete all the 20 courses will be awarded MBA Degree.
- d) Awarding PG Diploma / Advanced Diploma is not automatic. The desirous students have to apply in writing to the University for the same.
- e) Further, students who have not applied for Diploma / PG Diploma earlier and to whom MBA was awarded after completion of 20 courses, will not be awarded Diploma / PG Diploma at a later stage.

### **MBA WITH SECOND SPECIALIZATION**

The University is offering the facility of pursuing MBA with second specialization also. The students who are desirous to pursue MBA with second specialization have to fulfil the following conditions:

- They must possess MBA degree with any specialization from this University.
- They should take all the three courses in the specialization area opted, for as stated in the course structure. They should also submit Project Report in the specialization concerned and be present for the Viva-Voce Examination.

- They should complete all the three courses plus Project Report and Viva-Voce examination within three academic years from the date of enrolment for the same.
- They have to pay an amount of Rs. 5,500 towards tuition fee (subject to revision from time to time).

#### **IV. GOLD MEDAL**

Gold Medal will be awarded to the student who secures **First Division** and scores the **highest aggregate marks in MBA Programme by passing all the subjects in one attempt within the minimum period prescribed** by the University for the completion of the programme.

#### **V. ADMISSION REQUIREMENTS**

The University admits students to MBA programme on the basis of rank obtained in the **ICET (Integrated Common Entrance Test for MBA & MCA)**. Rank obtained in ICET in an academic year is valid for admission to MBA programme in the respective academic year only.

The MBA Programme is open to fresh graduates as well as in-service candidates. 50% of the total seats allotted to each study centre are reserved to fresh graduates and the rest 50% for in-service candidates.

The MBA programme is open to all citizens of India who satisfy the following conditions:

##### **FRESH GRADUATES**

- a) The candidates should have passed recognized Bachelors Degree Examination of minimum three years duration with at least 50% marks (45% marks in case of reserved categories) in the qualifying examination.
- b) The Graduates from allied subjects vide the Faculty of Engineering / Technology, Medicine, Pharmacy, Law, and Architecture of any University recognised by UGC are also eligible.
- c) Chartered Accountants / Cost Accountants / Company Secretaries are also eligible.

##### **IN-SERVICE CANDIDATES**

- a) The candidates should have passed recognized Bachelors Degree Examination of minimum three years duration with at least 50% marks (45% marks in case of reserved categories) in the qualifying examination.
- b) The candidates should have a minimum of three years experience at Supervisory / Middle level / Top Level Management in an organised sector as on the last date of submission of application form for admission.
- c) The candidature of the employee has to be certified by the employer stating his/her designation, length of service, etc. Further no objection certificate has to be produced from the employer.



## **VI. ADMISSION RULES**

The rank secured in the ICET-2014 is the basis for the admission to MBA in any Study Centre

- a) In the preparation of the merit list, the procedure, rules and regulations of the University will be followed.
- b) Admissions will be made Study Centre-wise. Candidates can opt for any Study Centre irrespective of their region.
- c) Government rules and regulations pertaining to reservation of seats in the University will be applicable for making admissions.
- d) The University reserves the right to give admission.

## **VII. MULTI-MEDIA PACKAGE**

The University adopts a multi-media package during study period to impart knowledge, which includes:

- Supplying of course material prepared by experts in self-instructional style;
- Organising face-to-face contact-cum-counselling classes in the respective study centres by eminent counsellors.
- Broadcasting of Radio Lessons (through AIR, HYD-A)
- Telecasting of Video Lessons (through Doordarshan Saptagiri Channel) (DD-8)
- Teleconference Programmes (live) (through Doordarshan Saptagiri Channel) (DD-8)
- Making available audio and video tapes at the respective Regional Coordination Study Centres.

## **VIII. STUDENT SUPPORT SERVICES**

Dr. B.R. Ambedkar Open University functions through a network of 216 study centres located in 23 districts of the States of Telangana and Andhra Pradesh including the twin cities of Hyderabad and Secunderabad. The University offers MBA Programme at study centres located in Hyderabad/Secunderabad, Warangal, Vijayawada, Visakhapatnam, Ananthapur, Tirupathi, Kadapa, Mahaboobnagar, Nalgonda, Nellore, Nizamabad, Rajahmundry, Kurnool and Karimnagar.

Each Study-Centre is headed by a Deputy Director/Asst. Director/Co-ordinator who arranges contact cum-counselling classes for the students admitted into the programme. The services of the members of the teaching and non-teaching staff of local University/Colleges are used on part-time basis for providing support to learners. The counselling classes are meant for discussion of the study materials supplied to the students.

The University provides counselling services at all study centres where the admitted student strength is 10 and above in the first year and counselling is provided at these study centres for the second and third year courses also. As far as the specialization courses are concerned, the contact-cum-counselling classes will be organised in the study centres, only when a minimum number of 5 students opt for that specialization in the third year. If no student attends continuously for two contact-cum-counselling sessions for any course at a study centre, the counselling facility at that study centre for that course will be discontinued.

Each study centre is provided with a TV and VCR set to play video lessons / cassettes. The University makes available to the students, the copies of time-tables of radio, tele-lessons and also tele-conference programmes.

## IX. LIST OF STUDY CENTRES THROUGH WHICH MBA IS OFFERED

S.No.	Location of RCC	Cell Number	Centre Code No.
1	Govt. Degree College for men, Anantapur, Ph. No. 08554-222448	7382929602	002
2	Govt. Degree College for Men, Kadapa, Ph. No. 08562-258866	7382929603	003
3	S.R.R. Govt. Degree College, Karimnagar, Ph. No. 0878-2201013	7382929606	006
4	Silver Jubilee Govt. College, Kurnool, Ph. No. 08518-230055	7382929608	008
5	M.V.S. Govt. Arts & Science College, Mahabubnagar 08542-275947	7382929609	009
6	Nagarjuna Govt. College, Nalgonda, Ph. No.08682-223768	7382929610	010
7	Sri Sarvodaya College, Nellore Ph.No.0861-2332162	7382929611	011
8	Giriraj Govt. College, Nizamabad, Ph. No.08642-222055	7382929612	012
9	Govt. Degree College, Rajahmundry, Ph. No. 0883-2473080	7382929614	014
10	S.V. Arts & Science College, Tirupati, Ph. No.0877-2249607	7382929617	017
11	P.B. Siddhartha College, Vijayawada. Ph. No.0866-2473808	7382929618	018
12	Dr. V.S. Krishna Govt. Degree College, Visakhapatnam Ph. No.0891-2536673	7382929619	019
13	University College of Arts & Science, Subedari, Hanamakonda. Warangal. Ph. No.0870-2511862	7382929621	021
14	Post Graduate College (Osmania University), Paradise X Roads, Secunderabad - 500 003. Ph: 040-27903886	7382929623	023

## X. LIBRARY FACILITIES

In addition to the printed material supplied by the University, students can have the access of the text books and reference books available at Study Centre Library. However, books will not be issued to the Students.

## XI. FEE STRUCTURE

The Fee payable in each year is collected in one instalment as given below:

Programme	Rs.
M.B.A. (I Year)	5,850
M.B.A. (II Year)	5,500
M.B.A. (III Year)	5,500

## XII. PATTERN OF EXAMINATION

The evaluation of students for M.B.A. Programme is based on two components i.e. continuous evaluation and final examination.

- a) **Continuous Evaluation** is the process of assessing the performance of students through assignments or unit examinations which carry a weightage of 30%. There will be two assignments in each course, which are compulsory. **The students should submit both the assignments in the course concerned in the same academic year as per the deadlines fixed. The detailed guidelines to be followed while submitting the**

**assignments will be available in university website [www.braou.ac.in](http://www.braou.ac.in). Students can download the assignments from the website.** A set of assignments will also be kept at Study Centre for reference for convenience of students.

**b) Terminal Examination**

The Final Examination for all the courses will be for 70% of marks

The examinations are conducted two times in a year.

The following components will comprise the terminal examinations:

- a) Analytical and conceptual comprehension through short answer and essay type questions.
- b) Cases or problem solving exercises.

The duration of the Terminal Examination for each course is three hours. The maximum marks for each course shall be 100 (Total marks 30+70 = 100)

The final grade will be awarded after taking into account the marks obtained in assignments under continuous assessment and the marks secured in the final examination.

**XIII. GENERAL INFORMATION**

**a) CHANGE / TRANSFER OF STUDY CENTRE**

The following is the procedure for change/transfer of study centre:

- a) The change of study centre is done only once during the minimum duration of any programme.
- b) For effecting any transfer of students from one study centre to another study centre, the students shall submit their application in the prescribed form in the study centre where they were admitted/studying, with documentary evidence/proof for such transfer.
- c) The Head of the Study Centre shall forward the application with a specific recommendation duly satisfying himself of the reason(s) after careful verification of documentary evidence/proof submitted for transfer.
- d) The reasons such as change of place on account of marriage, employee on transfer etc., may be considered. However, no transfer of study centre shall be recommended without any valid reasons and without including documentary evidence.
- e) No transfer of study centre shall be entertained within the twin cities of Hyderabad/Secunderabad and also the adjacent or close by study centres.
- f) Students who seek admission or re-enrollment to the Programme are not eligible for transfer of study centre after the re-admission is granted.

**b) RE-ADMISSION / RE-ENROLLMENT PROCEDURE**

Students who couldn't complete the programme within the maximum duration permitted, can take readmission as per the norms in vogue at that time.

**c) DUPLICATE MARKS MEMO**

Those students who have not received the Original Marks Memo shall apply for the issue of Duplicate Marks Memo in the prescribed application form, which is available at the respective study centres. For obtaining the Duplicate Marks Memo, the students should pay Rs.50/- as per the procedure in vogue.

**d) ISSUE OF PROVISIONAL CERTIFICATE**

As the Original Degree Certificate will not be issued till the Convocation is held, in the mean time, the students can make a requisition for a Provisional Certificate. The students shall apply for the Provisional Certificate-cum-Consolidated Memo of Marks in the prescribed application form, which is available at the respective study centres, by paying prescribed fee. While applying for the Provisional Certificate, the students shall compulsorily enclose the following documents, failing which the application of the student will be rejected.

- a) Attested copies of I, II & III Year Marks Memos.
- b) One Passport Size Photograph.
- c) "No Dues Certificate" obtained from the Director, Students, Services Branch, Dr. BRAOU.
- d) Copy of Identity Card.
- e) Attested copy of Provisional Certificate / Degree Certificate of qualifying exam i.e. B.A./B.Sc./B.Com/B.Tech or its equivalent.

**Note:** The copies of marks Memos and the Certificate(s) should be clearly visible and attested by the relevant authority.

**e) MIGRATION CERTIFICATE**

A student who wants a Migration Certificate from the University shall apply for the same in the prescribed application form by paying the prescribed fee (Rs.100/-) as per the procedure in vogue. While submitting the application form, the student should enclose the attested copies of Memorandum of marks of all years and the Provisional Certificate/Degree Certificate issued by the University.

**f) OBTAINING DEGREE IN ABSENTIA**

A Student desirous of taking his/her Degree in Absentia shall apply in the prescribed application form by paying the prescribed fee. While submitting the application form, the students should enclose the following documents.

- i) The student should pay an amount of Rs.400/- if he/she desires to take the degree - in Absentia after the convocation or Rs.500/- if he/she desires to take the Degree - in Absentia before the convocation.
- ii) Two passport size photographs.
- iii) Attested copy of the Identity Card.
- iv) Attested copy of the Provisional/Degree Certificate of qualifying exam, i.e., B.A./B.Sc./B.Com./B.Tech or its equivalent.
- v) Attested copy of Provisional Certificate for which the student has applied for Degree Certificate.
- vi) Attested copies of Memo of Marks of all years.

- vii) “No Dues Certificate” obtained from the Director, Students Services Branch, Dr. BRAOU, Hyderabad.

**Note:** 1) The application in the prescribed form for obtaining the certificate mentioned under the heading **c** to **f** above shall be made to the Controller of Examinations, Dr. B.R. Ambedkar Open University, Hyderabad.

- 2) The University reserves the right to alter the fee to be paid for obtaining various certificates without any prior notice.

**g) TRANSFER CERTIFICATE**

Students desirous of taking their Transfer Certificate shall apply in the prescribed application form by paying the prescribed fee (Rs.100/-) as per the procedure in vogue. While submitting the application form, the student should enclose the following documents:

- i) Transfer Certificate of qualifying Degree Programme (in original)
- ii) Attested copy of the Provisional Certificate/Degree certificate of the present programme.
- iii) Attested copies of the memoranda of Marks.
- v) Attested copy of Caste Certificate issued by Mandal Revenue Officer.
- vi) Attested Copy of Date of Birth Certificate.

**Note:** 1) Students shall apply for the Transfer Certificate to the Director, Students Service Branch, Dr. B.R. Ambedkar Open University, Hyderabad.

**h) CHANGE OF ADDRESS**

If there is any change in the contact address of the student, the same should be intimated to the Director, Students Service Branch, Dr. BRAOU, for taking necessary action.

**XIV. HOW TO FILL THE ONLINE ADMISSION REGISTRATION FORM-2014-15**

Enter into the portal of BRAOU i.e., [www.braouonline.in](http://www.braouonline.in)

Click on PG I Year / PG Diploma / Certificate Programmes Online Admission Registration Form - 2014 - 15. As you click, all the programmes will display on the screen. Then click on MBA Programme. Once you select or click on the Programme of study, the window opens (the blank Registration form appears on the monitor). Start filling the Application Online by typing in some of the columns and selecting correct option in others. The stepwise process of filling application is as follows:

Column 1: Type your name as per SSC Certificate. If you have not studied SSC, then type your name as shown in the Bachelor's Degree Certificate.

Type your Father's name as per SSC or if not studied SSC, type it as recorded in Bachelor's Degree Certificate. Similarly, type your Mother's name.

Enter your Date of Birth as per SSC Certificate or other valid Certificate (Date of Birth once entered will not be changed.)

Similarly, click on the gender & marital status to which you belong.

Column 2: Type your address and enter your mobile number. Filling E-mail ID is optional.

- Column 3: Click on Programme of Study and select the Programme which you intend to study keeping in view the eligibility criteria.
- Column 4: Medium is automatically displayed on the monitor.
- Column 5: As you click on this column, the list of study centres offering the chosen programme will appear on the screen. Select the study centre by clicking, where you wish to study.
- Column 6 : Click on the religion to which you belong out of the religions displaying on the monitor.
- Column 7 : Click on the Social Status and select the Social status to which you belong from the list provided i.e., SC, ST, BC-A, BC-B, BC-C, BC-D, BC-E and OC.
- Column 8 : Select the employment status from among the categories viz., Employed, Self-Employed and Un-employed.
- Column 9: Click on Occupation and select the option to which you are associated with viz., House Wife, Agricultural Labourer, Labourer, Skilled Worker, Teacher, Businessman, Ministerial Service, Nurse, Defence and others.
- Column 10: Enter Bachelor's Degree with marks obtained against total maximum marks. On clicking this Column, the qualification(s) relevant to pursue the programme of study will display on the monitor. Select the qualification which you possess. Select either 'Regular Mode' or 'Distance Mode' through which you obtained Bachelor Degree. In the same column, you find sub-columns for state of study, University Studied and Marks Secured against the total marks. If you click on State of Study, you get a list of States on the monitor. Select the State in which you have studied your Bachelor Degree. Similarly, click on the 'University Studied'. As you click it, you get a list of Universities in the country. Select the University where you have studied your Bachelor's Degree. Then type the marks secured out of the maximum marks. Fill the ICET-2014 Hall Ticket number and rank obtained in ICET - 2014 in appropriate columns.

**Note :MBA Programme**

To register for MBA Programme, one must have passed Degree with 50% marks (45% for reserved categories) and qualified in I-CET 2014.

- Column 11: Select either 'YES' or 'NO' under Defferently Abled head. If you click 'YES' then you will find category of Physically Challenged, Visually Challenged and Hearing Impaired. Select appropriate category to which you belonged to.
- Column 12: Under this head, select the area in which you are residing ie., Urban, Rural and Tribal.
- Column 13: In respect of Photo and Signature, put your passport size colour photograph on a white paper and sign below the photo and scan it. Both of them shall be uploaded to the online Application.
- Column 14: At this stage you need to ensure that all the entries made in the above application are true to the best of your knowledge. Only after ensuring yourself that all the entries made are correct, then only, click on 'Submit' and take print out of Application Form in two sets. The print out of this Application Form comes out with an application number; put your signature in the box provided on the left hand side, below the declaration.

- ❖ Now, go to the study centre along with necessary certificates in original (i.e., Date of Birth, Caste Certificate, Degree Certificate, Marks memos, ICET - 2014 Hall Ticket, ICET-2014 Rank Card, relevant certificates in the case of Ex-service man / Physically challenged / Visually Challenged candidates who come under reservation categories etc.) and a set of attested copies thereof. You have to submit the printed Application Form along with one set of attested copies of Certificates at the study centre. After the verification of certificates by the study centre staff, the candidate is directed to make the Fee payment. The candidate will also receive an SMS from University. Now, the Candidate has to pay the prescribed Fee as displayed on the monitor either through AP Online Centre or Debit / Credit Card or Net Banking (those who have account with SBH). As you pay, a receipt will be generated with Admission number, name, fee amount etc., confirming your admission.
- ❖ It is instructed to the candidate to collect his / her identity card from Study Centre at the time of collecting course material or at the commencement of contact -cum-counselling classes without fail.
- ❖ Candidate is also advised to keep a printed copy of Application Form along with Fee Receipt till the programme is completed and all certificates are taken from the University.

#### **For Registration of MBA II Year**

If you wish to register for II Year MBA Programme, click on Registration for PG II Year. The window opens. Enter your Admission Number and Date of Birth in the respective columns. All the data relating to your I Year MBA admission details will automatically display on the monitor. Then the student should take the printout of the MBA II Year Registration Form.

All the students of MBA II Year should note that the printouts are generated with an Application number. On this Number only the student should pay the Fee (Rs. 5500/-) either at AP Online Centre or through Debit / Credit Card or through Net Banking (If you have an account with SBH).

#### **For Registration of MBA IIIYear**

If you wish to register for III Year MBA Programme, click on MBA III Year Registration. The window opens. Enter your Admission Number and Date of Birth in the respective columns. All the data relating to your IYear MBA admission details will automatically display on the monitor. MBA-13, MBA-14 and MBA-15 are compulsory for all the III Year MBA Students. At this stage, the student has to choose one of the three optionals offered by the University i.e., **Specialisation - A** (Finance: MBA-31, MBA-32, MBA-33) or **Specialisation - B** (Marketing: MBA-41, MBA-42, MBA-43) or **Specialisation - C**(Human Resource Management: MBA-51, MBA-52, MBA-53). Only after choosing the **Specialisation-A or B or C**, the student should take the printout of the III Year MBA Registration Form.

All the students of MBA IIIYear should note that the printouts are generated with an Application number. On this Number only the student should pay the Fee either at AP Online Centre or through Debit / Credit Card or through Net Banking (If you have an account with SBH).

## **XV. ENCLOSURES**

Please enclose the following attested copies of certificates along with printed Application Form. The candidates should get their original certificates verified at the Study Centre.

- a) Original Rank Card of ICET - 2014.
- b) Copy of the Certificate of Date of Birth (SSC).
- c) Copies of Certificates of Degree and Memoranda of Marks of the Degree Examination.
- d) Copy of relevant Social Status Certificates (SC/ST/BC).
- e) Copy of relevant certificates in the case of ex-serviceman/physically/visually handicapped and others who come under reservation categories.

## **XVI. ONLINE EXECUTIVE MBA PROGRAMME**

Department of Business Management of Dr. B.R. Ambedkar Open University, taken the decision to launch **Online Executive MBA Programme** from the Academic Year 2014-15 onwards.

### **Exclusively Designed:**

- To help working professionals develop a strong management skills and traits.
- To enhance entrepreneurial traits and leadership qualities in the learners.
- To keep the learners abreast with contemporary corporate practices.
- To inculcate a professional approach in learners to address challenges of a fiercely competitive market.

### **Eligibility:**

A Graduate from any University recognized by UGC with a minimum of TWO(2) years of working experience at Managerial / Supervisory level is eligible to take admission into the Programme (Original Service Certificate duly signed by the authorized signatory shall be submitted along with the Application Form). Certified Chartered Accountants, ICWAs and Company Secretaries (ACS) are also eligible to apply.

### **Programme Highlights:**

- High quality and contemporary online study material (printed version available)
- Video lectures by experts in the field covering the entire syllabus.
- Study on mobile phones (No Computer or Broadband necessary)
- Interact with the Faculty via Email, Chat and Virtual Classrooms.
- On-line Examinations (at identified Examination Centres) etc.



**Programme Structure:**

- Spread over FOUR semesters in Two Years duration.
- Six (6) courses in each semester; total 24 courses including project work.
- Project work in the fourth semester.
- Specialisation courses in the final semester only.

**Tuition Fee:**

Tuition Fee is Rs. 20,000/- p.a., payable semester wise. Student needs to pay the Registration Fee and Examination Fee as per the norms of the University.

**Evaluation Pattern:**

- Each course is given a maximum of 100 marks.
- Evaluation based on Continuous Assessment and End-Semester exams.
- Examination consists of Multiple Choice and Descriptive type Questions.
- Examination will be conducted as per the time table announced by the University.
- Examination to be taken at designated centers only.

Complete details of the Programme like Core Subjects, Specialisations offered, Fee, payment options, Documents required, Application Forms are available on the website of the University from the first week of July, 2014.

**To know more about the programme: visit: [eprograms.braou.ac.in](http://eprograms.braou.ac.in) or**

Call on **8688339339**

**Annexure - I****Tuition Fee Particulars****I. PG Programmes**

S.No.	Name of the Programme	Tuition Fee		
		I Year	II Year	III Year
1.	M.B.A.	5850	5500	5500
2.	M.A. (Economics, History, Political Science, Public Administration, Sociology, Mass Communication & Public Relations, English, Telugu, Hindi & Urdu)	3700	3500	-
3.	M.Sc Psychology	6200	6000	-
4.	M.Com	4200	4000	-
5.	M.Sc (Mathematics / Applied Mathematics)	3700	3500	-
6.	M.Sc (Botany, Environmental Science, Physics & Zoology)	10600	10000	-
7.	M.Sc Chemistry	12600	12000	-

**II. M.LISc, B.LISc, PG Diplomas, Diploma & Certificate Programmes**

S.No.	Name of the Programme	Tuition Fee
1.	Master of Library & Information Science (M.L.I.Sc.)	5750
2.	Bachelor of Library & Information Science (B.L.I.Sc.)	2550
3.	Bachelor of Hotel Management (BHM) (3 year programme)	10000 p.a.
4.	PGDMM, PGDBF, PGDES, PGDWMMT	2650
5.	PGDHR, PGDWS	1950
6.	PG Diploma in Culture and Heritage Tourism (PGDCHT)	3150
7.	PG Diploma in Practical Accounting & Taxation (PGDPAT)	25000
8.	Diploma in Hotel Management (DHM)	8000
9.	Certificate Programme in Food & Nutrition (CPFN)	800
10.	Certificate Programme in Literacy & Community Development (CPLCD)	1150
11.	Certificate Programme in NGO's Management (CNGOM)	1150
12.	Certificate Programme in Early Childhood Care & Education (CECE)	4200
13.	Certificate Programme in Food & Beverage Production (CPFBP)	5000
14.	Certificate Programme in Food & Beverage Service (CPFBS)	5000
15.	Certificate Programme in Accomodation Operations (CPAO)	5000
16.	Advanced Certificate Programme in PLCs & SCADA Systems (ACPPSS)	18,150
17.	Certificate Programme in Electronics Interconnection Techniques (CPEIC)	11,400

## **Annexure - II**

### **GENERAL ENQUIRY**

- |  |  |
|--|--|
| 1) Issue of Duplicate Identity Card (Current Batch)  | 040-23680291   |
| 2) Issue of Duplicate Identity Card & Re-Admissions<br>(Old Batches)                                   | 040-23680378<br>040-23680359                                 |
| 3) Psychology Practicals   | 040-23680490   |
| 4) Enquiry Regarding Assignments   | 040-23680291   |
| 5) MBA/M.Phil/Ph.D Admission<br>All PG/ P.G. Diploma, Diploma & Certificate Programmes                 | 040-23680291   |
| 6) B.Ed/B.Ed(SE)/M.Ed  | 040-23680291<br>040-23680491<br>040-23680492<br>040-23680495 |
| 7) Non - receipt of Course Material of<br>PG / MBA / PG Diplomas / Certificate Programmes              | 040-23680376<br>040-23680379                                 |
| 8) Examination results of PG / MBA / PG Diplomas / Diploma /<br>Certificate / M.Phil / Ph.D Programmes | 040-23680333<br>040-23680240<br>040-23680246<br>040-23680251 |
| 10) General Information  | 040-23680333   |

#### **HELP DESK NUMBERS FOR ADVISE AND GUIDANCE**

738 29 29 570

738 29 29 580

738 29 29 590

738 29 29 600

## **SERVICE CERTIFICATE**

**To be signed by the Employer / Head of Dept.**

This is to certify that Sri / Smt. / Kum. ....  
.....S/o. D/o. .... is working  
as ..... in our office/institution in the Scale of Pay Rs.  
.....(Rupees.....) from  
..... to till date (Total service.....years .....  
months.....days, as on the date of submission of application form) and his/her service  
found to be good/satisfactory. We have no objection to Sri/Smt./Kum.  
..... taking admission into MBA programme offered by  
Dr. B.R. Ambedkar Open University.

Date :

Place :

Signature  
Designation with  
Office Seal

If at any point of time the certificate issued by the employer is proved to be false or irregular, the admission shall be liable for cancellation.

### **Declaration by Applicant**


I hereby declare that I have read and understood the conditions of eligibility for the Programme for which I seek admission. I fulfill the minimum eligibility condition, and I have provided necessary information in this regard. In the event of any information being found incorrect or misleading my candidature shall be liable to cancellation by the University at any time and I shall not be entitled to refund of any fee paid by me to the University.

Place :

Date :

Signature of the Applicant

## MODEL REGISTRATION FORM



### Dr. B.R. AMBEDKAR OPEN UNIVERSITY

HYDERABAD, ANDHRA PRADESH, INDIA  
Recognised by UGC and Distance Education Council (DEC)

#### PG I-Year/PG Diplomas/Certificate Programmes Online Admission Registration Form - 2014-2015.

<p><b>1. Personal details :</b></p> <p>Candidate's Name : _____ <small>(As per SSC Records/TC/Affidavit)</small></p> <p>Father's Name : _____ <small>(As per SSC Records/TC/Affidavit)</small></p> <p>Mother's Name : _____ <small>(As per SSC Records/TC/Affidavit)</small></p> <p>Date of Birth :    Day    Month    Year</p> <p>Gender :    <input type="radio"/> Male    <input type="radio"/> Female</p> <p>Marital Status :    <input type="radio"/> Married    <input type="radio"/> Unmarried</p>	<p><b>6. Religion :</b></p> <p><input type="radio"/> Hindu    <input type="radio"/> Muslim    <input type="radio"/> Christian    <input type="radio"/> Others</p> <p><b>7. Social Status :</b></p> <p>Social Status :    SELECT</p> <p><b>8. Employment Status :</b></p> <p><input type="radio"/> Employed    <input type="radio"/> Self Employed    <input type="radio"/> Unemployed</p> <p><b>9. Occupation :</b></p> <p>Select Occupation :</p>	<p><b>13. Photo &amp; Signature :</b></p> <div style="border: 1px solid black; height: 80px; width: 100%;"></div> <p style="text-align: right; font-size: small;">Browse... No file selected.</p>
<p><b>2. Address for Correspondence :</b></p> <p>House No : _____</p> <p>Street/Colony/Village : _____</p> <p>Mandal/Town/City : _____</p> <p>District : _____</p> <p>State : _____</p> <p>Pincode : _____</p> <p>Mobile No : _____</p> <p>Email ID : _____</p>	<p><b>10. Educational Qualifications :</b></p> <p>Qualification : _____</p> <p>Mode of Study :    <input type="radio"/> Regular    <input type="radio"/> Distance</p> <p>State of Study :    ---SELECT---</p> <p>State of University :    ---SELECT---</p> <p>University : _____</p> <p>Marks Secured                      Out of _____</p>	
<p><b>3. Programme of Study :</b></p> <p>---SELECT---</p>	<p><b>11. Physically Challenged :</b></p> <p>Select : NO</p>	
<p><b>4. Medium of Study :</b></p>	<p><b>12. Area of Residence :</b></p> <p><input type="radio"/> Urban    <input type="radio"/> Rural    <input type="radio"/> Tribal</p>	
<p><b>5. Study Centre Opted :</b></p> <p>Study Center : _____</p>		
<p><b>14. Declaration</b></p> <p style="font-size: small;">I hereby declare that I have read and understood the conditions of eligibility for the programme for which I seek admission I fulfill minimum eligibility condition, and I have provided necessary information in this regard. In the event of any information being found incorrect or misleading my candidature shall be liable to cancellation by the University at any time and I shall not be entitled to refund of any fee paid by me to the University.</p> <p><input type="checkbox"/> I Accept Terms &amp; Conditions</p>		
<div style="background-color: #ccc; padding: 5px; display: inline-block; margin-bottom: 10px;">OL119</div> <p style="font-size: 2em; margin: 0;">2</p> <p style="margin: 0;"><input type="button" value="Submit"/></p>		