



हैदराबाद विश्वविद्यालय UNIVERSITY OF HYDERABAD

Master of Business Administration (MBA)



Complimentary Copy

विवरण-पत्रिका सहित आवेदन पत्र
Prospectus-cum-Application Form

2011-12



UNIVERSITY OF HYDERABAD

(A Central University established by an Act of Parliament)

Visitor

The President of India

Chief Rector

The Governor of Andhra Pradesh

Chancellor

Dr. R. Chidambaram

Vice-Chancellor

Dr. Seyed E. Hasnain

Pro Vice-Chancellors

Prof. V. Kannan

Prof. Prakash C Sarangi

Dean, School of Management Studies

Prof. V. Venkata Ramana

Website:

<http://www.uohyd.ernet.in>

Admission Enquiries:

Dy. Registrar (Acad. & Exams)

Tel. : 040-23132102 and 23132103

Email: acadinfo@uohyd.ernet.in

Address of the School:

School of Management Studies

University of Hyderabad

Prof. C.R. Rao Road, Gachibowli

P.O. Central University

Hyderabad-500046, A.P. (India)

Telefax : 040-23011091 (Direct)

Phone : 040-23135000

Website: <http://www.smsuoh.in>

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UNIVERSITY OF HYDERABAD

SCHOOL OF MANAGEMENT STUDIES

Master of Business Administration (MBA)

विवरण-पत्रिका सहित आवेदन पत्र
Prospectus-cum-Application Form
2011-12

Prof. C.R. Rao Road, Gachibowli
P.O. Central University
Hyderabad - 500 046
Andhra Pradesh (INDIA)

Cost of Prospectus-cum-Application Form

General / OBC - Rs. 400/-

SC/ST/PWD - Rs. 150/-

Our Motto

ãÁ uf ~ Á ÆÁ uf™ Æz

forms part of a verse appearing in

Vishnu-Purana (1.19.41)

The whole verse reads as follows:

on™ ÆÁ§9!Æ (ãÁ uf ~ Á ÆÁ uf™ Æz@
EÆÆÆÆ ÆN™ uf ~ Á ÆÁ u ;SRŠm™@

The verse also occurs in the anthology of subhasitas entitled

“Sarangadharapaddhati” (No. 4396). In this latter work, the source of the verse is given as Vasisthat. The verse obviously possesses an ethical-spiritual import and may be translated as follows:

“That is (right) action which does not conduce to bondage; that is (true) knowledge which conduces to final liberation or spiritual emancipation; (any) other action would cause (mere) exertion; (any) other knowledge implies mere skill in craft.”

<<§9!R NÁNÁm R “Á f“y N™ “{EÁ™ Á NÁ
ũ t N RzfÁ-y “Á f“yuf ~ Á “{@Fããzũã
N™ ÆS|Suq™ aS EÁ uãuf ~ Á ÆNzf-
N-ÁNÁ - aS “y “@>>

THE UNIVERSITY – A PROFILE

The University of Hyderabad, a premier institution of post graduate teaching and research in the country, was established by an Act of Parliament on 2nd October, 1974 as a Central University. The serene campus of the University, located on a sprawling 2300 acres, on the old Mumbai Highway, Gachibowli, provides the right learning ambience.

The University also has a city campus “The Golden Threshold”, the heritage building of the late Sarojini Naidu which was bequeathed to the University by her daughter, the late Padmaja Naidu.

The UGC has identified the University as one of the five exclusive Universities in the country with Potential for Excellence (UPE), and provided special funding for all its overall development for a period of five years (2002-07). The UPE programme of the UGC has been successfully completed with the sanctioned amount of Rs. 30.00 crores during this period. The final report of various projects under UPE has been sent to UGC and the University is hoping to be declared “University of Excellence” with increased budgetary support by the UGC.

The University was evaluated by the National Assessment and Accreditation Council (NAAC) and awarded the top grade ‘A’. The University has gone through the re-accreditation process of the NAAC and the NAAC has awarded a Cumulative Grade Point Average (CGPA) of 3.89 on 4.0 scale at ‘A’ Grade which is the highest grade ever given.

The University has also been rated by the National Information System for Science and Technology (NISSAT) of the Department of Scientific and Industrial Research (DSIR), Govt. of India as the only University under the “High Output-High Impact” category among the top 50 institutions in India with applications in citation – index journals.

As per a recent report using data from SCOPUS, taking into account the multi-disciplinary performance, the University of Hyderabad has been ranked as No. 1 among the top 25 Universities in the country.

SCHOOLS OF STUDY

The University has ten Schools of Study - School of Mathematics and Computer / Information Sciences, School of Physics, School of Chemistry, School of Life Sciences, School of Humanities, School of Social Sciences, Sarojini Naidu School of Arts and Communication, School of Management Studies, School of Medical Sciences and School of Engineering Sciences and Technology. All the Schools of the University are located on the main campus. While some Schools are single-discipline Schools, others have Departments and Centres attached to them. There are some stand alone academic centres. There has been a special emphasis on promoting inter-school and inter-disciplinary teaching and research in the University.

The University also offers professional Post-Graduate Diploma Programmes in the Distance Mode especially in interdisciplinary subjects.

MULTI CULTURAL LEARNING

Under the Study in India Programme (SIP), the University offers international students, both short term and semester courses on various aspects of Indian Society – its heritage, history, social, cultural, economic and political aspects and Indian languages etc. This offers a unique multicultural learning opportunity to the students. In this regard, the University has Memoranda of Understanding with several American Universities that send students regularly for the programme.

CAPACITY BUILDING

In addition, Academic Staff College has been functioning on the University campus for capacity building of teachers in colleges and universities as part of the New Education Policy (1986). The College organizes orientation and refresher courses for college and university teachers within and outside the University.

DISTINGUISHED FACULTY

The University has over 350 highly qualified and talented Faculty, many of whom are recipients of national and international awards and honours. The honours and awards

received by the faculty include: Shanti Swaroop Bhatnagar Award, Ramon Magsaysay Award, Alexander von Humboldt Fellowship, Padma Shri and Padma Bhushan Awards, Leverhulme Fellowship, Third World Academy of Sciences (TWAS) Award, Fulbright Visiting Professorship, Shastri IndoCanadian Institute Faculty Research Fellowship, Charles Wallace India Trust Short Term Fellowship, ACLS Award, Membership of American Linguistic Society, Sahitya Academy Award for Literature and Translation, Visiting Scientist/Professor positions (including exchange programmes), Fellowship of the Royal Society of Chemistry (FRSC), British Council and Commonwealth Staff Fellowship, Fellowship of Royal Society, Editorship of reputed international journals and membership of prestigious organizations.

The Faculty regularly undertakes teaching and research in India and abroad. They are on the editorial boards of many reputed journals and serve on important national committees and are members of official delegations of the Government.

RESEARCH FUNDING

In the last three decades, the University Faculty have published over 10,000 research works including over 650 books, many of which have been acclaimed by the

academic community and have proved useful for teaching and research programmes. The University Faculty has attracted large research funding for individual research projects from various national and international agencies and large industrial houses.

ACADEMIC PROGRAMMES

Over the years, the academic programmes which enroll students through competitive process conducted all over the country, have flourished well.

The presence of students and teachers on the campus, drawn from diverse cultures and various languages from all over the country and abroad, makes the University a truly cosmopolitan institution of higher learning.

INFRASTRUCTURE FACILITIES

It also has a wide range of facilities, a well-stocked Digital Library which is enhanced by School and Department holdings from donations and project grants – the latest computer technology, attractive and comfortable hostels set in an aesthetically pleasing environment conducive to study, sports complexes, conference halls, well-equipped laboratories, and a sense of community on its self-contained campus. These facilities are well supported by a strong and dedicated Administrative staff.

Hyderabad – Its Uniqueness

Founded by Quli Qutub Shah in 1591, this large metropolis is unique in its rich architectural glory and blend of diverse linguistic, religious and ethnic groups and an ideal place indeed to locate a Central University. The weather for most part of the year is pleasant except for the months of April and May when the temperature is likely to go upto 40°C. The intellectual climate is vibrant. Hyderabad is home for nine major Universities, several research institutions, laboratories and libraries.

SCHOOL OF MANAGEMENT STUDIES

The Beginning ...

The School of Management Studies (SMS), commenced functioning from May, 1999. It offers a two-year full-time MBA Programme, a unique MBA programme in Health Care and Hospital Management, and a Ph.D. programme in Management Studies. It promotes faculty and doctoral research, consultancy, training, and outreach activities in various sectors.

THE GUIDING LIGHT – THE VISION

The broad Vision of the School is to continually strive to achieve *excellence* in management education, research, training, consultancy and outreach activities with a multi-disciplinary, multi-sectoral and developmental perspective.

THE CHOSEN PATH – THE MISSION

To continually broaden the scope of application of management concepts to infrastructural, institutional, Environmental & Developmental services, Entrepreneurship & emerging areas like CRM, RETAILING, SCM, Business Incubation, University Industry Partnership, research, training and consultancy.

To promote the development of sound conceptual and adaptable functional and strategic skills among students.

To encourage socially responsive managers of tomorrow.

To instill a sense of life long learning and self development among the students.

THE CORE ACTIVITIES

Organizing the course work including electives

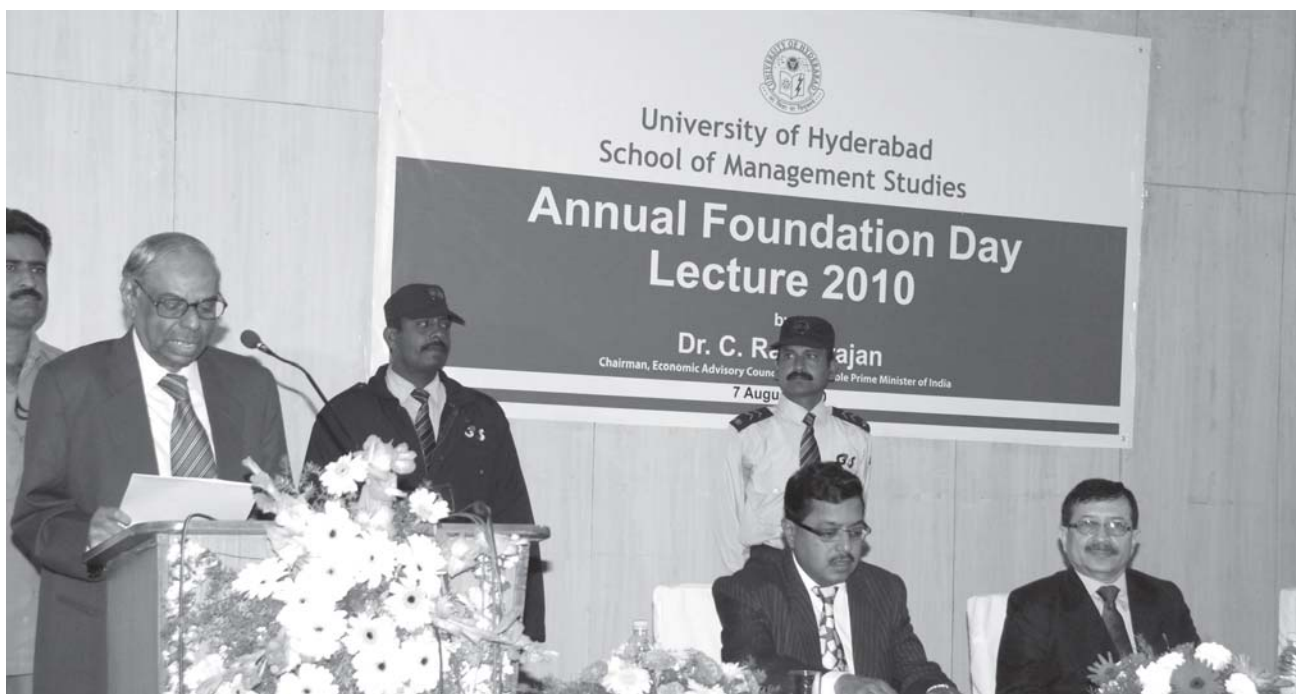
Providing relevant inputs/skills – self -awareness and growth lab, organizational skills, summer internship, and project work

Encouraging research by faculty and Ph.D. scholars

Organizing seminars and encouraging participation in external seminars

Collaborating with reputed national / international institutions / industry

Encouraging students to organize and participate in co-and extra-curricular activities.



THE M.B.A. PROGRAMME

The two-year MBA full-time programme with an intake of 60 students is spread over four semesters. During the first two semesters, core and foundation courses are offered. These include Management concepts and approaches, Managerial Accounting and Finance, Marketing, Organizational Behaviour, Human Resource Management, Quantitative Techniques, Economics, Information Technology, Communication and Personal effectiveness, Operations Management, Research Methodology and Business Environment. In addition, a five-day concentrated Self-awareness and Growth Lab is also organized during the first semester.

The students are required to get some practical exposure by undertaking eight weeks internships in an organization during the summer intervening between the second and third semesters. These internships are intended to familiarize the students with current management practices, work environment and organizational cultures. As such, the summer internship is an integral part of the MBA programme.

During the second year, the students have the opportunity to specialize in two selected areas of their interest. These specializations are offered through electives and project work spread over the two semesters. The students may choose from the following specialization offered:

- Marketing Management
- Finance Management
- Operations Management
- Human Resources Management
- Entrepreneurship

NOTE : Any other additional electives will be offered based on the availability of the requisite faculty expertise and minimum enrolment to be decided by the School from time to time.

THE HIGHLIGHTS

The curriculum is spread over core courses in the first year and specialization in the second year

Curriculum revised in consultation with the industry, and experts

Self awareness and growth lab for personal effectiveness

An eight week summer internship to familiarize the students with the work environment/management practices

Dual specialization in the second year

Long term research project

Facilitate placement for the students.

FOCUS AREAS

Enhance the analytical, problem solving and creative abilities of students

Focus on personal effectiveness

Partnership with industry

Inculcating research capability through projects.

ADMISSION PROCESS

The admission process is as follows:

ELIGIBILITY

A three-year Bachelor's degree (or its equivalent) in any discipline recognised by the UGC/AICTE, obtained on or before June 2011. Those completing their final examinations by June, 2011 can also apply.

Should appear in CAT WINDOWS-2010, conducted by the IIMs, between Wednesday, 27th October 2010 and Wednesday, 24th November 2010.

APPLICATION

Should separately apply to the University of Hyderabad before **30th November, 2010**, either on the hard-copy of the Application Form at end of this Prospectus, or on the Application Form downloaded from the University's website, as per the Instructions.

SMS will use CAT Windows - 2010 scores for short listing the candidates for the Two year full-time MBA Programme. The IIMs have no role either in the selection process or in the conduct of the Programme.

INTERVIEW / GROUP DISCUSSION

List of candidates to be called for Group Discussion and Interview will be notified by the end of **February, 2011** based on their scores obtained in CAT Windows - 2010.

Group Discussions and Interviews will be held in March, 2011 for the short-listed candidates at University Campus.

Short-listed candidates will attend Group Discussion / Interview at their own cost.

Admissions will be finalized and notified in April, 2011.

Classes will commence from 15th July, 2011.

FEES

Indian students are required to pay Rs.48,960/- in the first year, which includes Rs.2805/- refundable deposit and Rs. 43,760/- in the 2nd year towards tuition and other fee and Rs.14,300/- as one time contribution to the SMS Development Fee at the time of admission of 2011-13 batch.

NOTE: Candidates belonging to SC/ST and belonging to the State of Andhra Pradesh whose parental annual income is below Rs.1,00,000/- and who are eligible for GOI Post-matric scholarship may be permitted to complete the admission by paying only the admission fee of Rs.2,145/- and the refundable deposit of Rs.2,805/-. The tuition and other fees will be adjusted after recovering from their scholarship amount received from the Social Welfare Department, Govt. of A.P. However, if the Social Welfare Department does not sanction the scholarship on any grounds, the student shall be responsible to clear all the dues. Such of the candidates who want to avail this facility should submit a latest income certificate issued by a competent authority for the year 2010-11 (1.4.2010 to 31.3.2011) and a certificate from the Principal/Head of the Institution last studied that the candidate was in receipt of GOI Post-Metric Scholarship in the course last attended and passed.

The annual hostel mess charges are about Rs.15,000/-. These are to be paid separately. In addition to the above about Rs. 3,100/- to be paid towards refundable mess/ hostel caution money deposit at the time of admission and Rs. 500/- per semester as hostel room rent and crockery fees by all the hostel boarders except SC/ST boarders eligible for Social Welfare Scholarship who shall pay Rs.1,900/- as the refundable mess/hostel caution money deposit at the time of admission and Rs.250/- per semester as crockery fees.

RESERVATION OF SEATS

i) SC and ST candidates

In accordance with the policy of the Government of India and the guidelines of the University Grants Commission, 15% of seats are reserved in each course for candidates belonging to the Scheduled Castes and 7.5% for those belonging to the Scheduled Tribes, with a provision for inter changeability between these categories, wherever necessary. **Candidates should submit along with the application a copy of the certificate of their caste/ tribe from a Revenue Officer not below the rank of Tahsildar / Mandal Revenue Officer.**

ii) OBC candidates

In accordance with the policy of the Govt. of India and the guidelines of the University Grants Commission, 27% of the seats in each course are reserved for OBC (non-creamy layer category) candidates. There is a concession in the cut off marks prescribed in the entrance examination for admission for OBCs which is 10% lower than the cut off prescribed for admission for General category candidates in any course. Candidates claiming reservation under this category must enclose an attested copy of the OBC (non-creamy layer) certificate issued by a competent authority without which their claim will not be considered under OBC category.

iii) Persons with Disabilities (PWD)

3% of seats on approved intake in each course are provided as supernumerary seats for the Persons with Disabilities having minimum degree of disability to the extent of 40% provided that their physical disability does not come in the way of pursuing the course. This is split into: 1% for visually

challenged (VH), 1% for hearing impaired (HI) and 1% for orthopaedically handicapped (OH) candidates with a provision of interchangeability. The minimum eligibility requirements prescribed are relaxed in their cases as in the cases of SC / ST candidates. The candidates under this category should take the entrance examination for admission. Persons with Disabilities are required to submit a certificate from a Civil Surgeon of a Govt. Hospital indicating the extent of visual/physical disability and also the extent to which the disability hampers the candidate in pursuing her/his studies.

The candidates under this category may have to undergo a fresh medical examination, if so prescribed by the University, before being admitted.

iv) Wards of the Defence personnel

Upto 5% of seats on the approved intake in each course are provided as supernumerary seats for the wards of **Defence personnel**. The candidates should enclose a copy of the certificate issued by a competent authority in support of their claim without which their claim will not be considered.

v) Nominees from the Union Territories / North-Eastern States:

Two seats for all the courses put together offered by the School (MBA, MBA Health Care and Hospital Management and Ph.D. in Management Studies) are reserved for the nominees from the following States/Union Territories: Tripura, Sikkim, Andaman & Nicobar Islands, Manipur, Mizoram, Nagaland, Arunachal Pradesh, Lakshadweep, Dadra and Nagar Haveli. The nominations of the candidates belonging to the above Union Territories / States should reach the University through the respective UT / State Government by **31st May, 2011**. ***(The candidates should fulfill the minimum eligibility requirements prescribed)***. Reservations are made for candidates of all the above mentioned States and Union Territories as a whole on the basis of the candidate's performance in the qualifying degree, and the seats so filled shall be over and above the approved intake (supernumerary seats) for the year. They may be considered for admission "***in absentia***".

NOTE : i) Applications received directly from the candidates without routing them through the respective Directorate of the Higher Education of the UT/NE state and nominations received after 31.5.2011 will not be considered.

ii) Cases of candidates who have already availed the benefit of admission in the previous years and who are interested in joining another course may be considered only after considering the cases of candidates who apply for admission for the first time under this category, subject to the availability of seats under the nominated category.

vi) Kashmiri migrants

Reservation of seats are provided to Kashmiri migrants as per the norms of the Government of India/UGC as supernumerary seats. The conditions apply in the case of the admission of candidates from UT/NE States shall also apply in the case of the admission of Kashmiri Migrants who may be considered for admission "***in absentia***".

Weightage for distinction in sports/cultural activities:

With a view to encourage admission of candidates with an excellent record in Sports and Cultural activities, the University provides a weightage of upto two marks in the entrance examinations - two marks for distinctions achieved at national level and one mark for distinctions at the state level (but not both), for admission to various Post-Graduate courses, and 5-year Integrated Master's Degree courses in Humanities, Social Sciences, Nursing Sciences and Health Psychology, provided the candidates satisfy the prescribed qualifications for admission. ***(Candidates seeking weightage for distinctions in sports / cultural activities must furnish along with their applications, attested/Xerox copies of certificate/s in support of their claim, failing which no weightage would be considered)***.

ADMISSION OF FOREIGN NATIONALS

Foreign nationals will be admitted over and above the approved intake in each course up to a maximum of 15% of the sanctioned seats in each course, depending upon the availability of adequate infrastructure. Foreign nationals seeking admission through ICCR or other governmental agencies may apply to the University in the prescribed form through the respective bodies. However, self supporting foreign nationals may apply directly to the University for admission in the prescribed form latest by **30th April, 2011**. The University may consider admission of foreign nationals "***in absentia***", if they possess a valid foreign passport at the time of applying to the University, irrespective of from

where they have passed the qualifying examination, subject to the condition that they are found suitable for admission by the Admission Committee of the concerned School / Department / Centre.

Those who have passed the qualifying examination from Universities outside India should enclose with their application, copies of relevant certificates, mark sheets together with the English version of such copies duly attested, if they are in a different language.

Foreign nationals seeking admission to the University will be required to produce a medical certificate of fitness from a recognized hospital in their country. Those offered admission may also be required to undergo a comprehensive medical examination as prescribed by the university. **Proficiency in English is a pre-condition for admission of foreign nationals.** No foreign national will be admitted without a student visa. **There is a different fee structure for foreign nationals, as indicated below.** Accommodation in the University hostels can be made available, if required.

Their selection for admission would be based on :

First class (60% or above or its equivalent) marks in a Bachelor's degree in any field from an officially recognized University/Institution in their country of residence;

Proof of proficiency in English (score in TOFEL or equivalent test or certification);

Statement of purpose; and

At least two academic references

Interested students should submit an application with full personal details, summary of academic records from high schools onwards, attested copies of mark-sheets and TOFEL (or equivalent) scores, a brief (200 to 300 words) statement of purpose for pursuing the course and names and contact addresses of at least two referees, by April 30, 2011 at the latest. They should also ensure that, if granted admission, to join the programme by mid July 2011 at the latest.

Non-Resident Indians (NRIs): NRIs will also be considered for admission in different courses in accordance with the rules in vogue. NRIs may apply directly to the University for admission in the prescribed form latest by **31st May 2011**. They may be considered for admission, if they are found suitable for admission by the Admission Committee of the concerned School / Department / Centre in accordance with the rules. Candidates who take admission under this category shall pay the tuition and other fees as payable by foreign nationals.

Fees payable by the Foreign National/NRI students (for MBA): At the time of admission foreign nationals/NRIs are required to pay in US \$ 4950 per semester those who are from developed countries and US \$ 2200 per semester those who are from developing countries.

In addition they are required to pay a fee of Rs. 1,430/- per year towards Internet Charges, Students' Welfare & Union Fund, Medical Insurance, and the Alumni fund and Rs. 2,805/- towards Refundable Deposit in Indian currency. They are also required to pay in Indian currency equivalent to US \$ 910 as one time payment towards the development fee at the time of admission. The annual hostel mess charges are about Rs.15,000/-. These are to be paid separately. They have to pay a refundable mess/hostel caution money deposit of Rs. 3,100/- and Rs. 750/- per semester for hostel room rent and crockery fees.

THE PROGRAM METHODOLOGY

The learning/teaching methodology is significantly interactive

Lecture - cum - discussion by qualified School/ University faculty

Interaction with eminent managers/ management thinkers as guest speakers/guest faculty

Collective learning and sharing through group- based activities

Individual learning through guided assignments

Case studies, exercises, course/elective projects, role-playing and simulation, field visits, book reviews etc

Personal growth/self-development and organization skills workshops

Computer-based learning and audio-visual aids

Summer internship projects

Final projects

A residential program which offers continuous learning and professional development by interacting with students from other streams

The broad distribution of credits and the semester wise list of courses/electives to be offered during 2011-13 is at Annexure - I and Annexure - II. However, the School may add/modify/change certain courses as deemed necessary and approved by the School Board from time to time.

COLLABORATION/ASSOCIATION/LINKAGES

Institute of Public Enterprise (IPE), Hyderabad, ICFAI Business School, Hyderabad, National Institute for Small Industries Extension and Training, Hyderabad, AMDISA, AIMS, ASCI, for academic/faculty support/ networking

The School faculty are actively involved in external seminars / training programmes / academic programmes to design and direct MDP's in selected areas

The School engages the services of eminent academics / management teachers / practitioners from reputed local institutions/companies to partly or wholly teach courses/electives

Scholars in residence drawn from well known professionals in management

INFRASTRUCTURE

Independent, twin storeyed building

Two Conference Halls, Two Computer Labs with state of art equipment;

Centralized Computer Centre of the University well equipped School Computer Lab

Support facilities / video-recording / playback equipment, public address system/software packages

Several other software packages are available online from the University's Centre for Modelling, Simulation and Design

A Digitized Library

The University Library has over 3.00 lakh books and subscription to over 700 journals in other areas

Subscribes to e-journals – EBSCO, Elsevier, UGC – INFONET, Mathscinet

PC's available for internet access and OPAC

Professional reference services.

PLACEMENT

Facilitation for placement through a faculty coordinator

Placement strengthened by the University's Placement Guidance and Advisory Bureau (PGAB)

Students have been placed in reputed organizations across sectors

Actively pursues Industry-University Partnership activities.

Companies who have been patronizing the SMS for placement activities are listed at the end after the application form.

NOTE: The admission for the other courses offered by the School of Management Studies (MBA in Health Care & Hospital Management and the Ph.D. in Management Studies) will be taken up along with all other courses offered by the University for which the admission announcement will be released in all leading newspapers generally in the last week of March/first week of April every year.

FACULTY PROFILE

PROFESSORS

V. Venkata Ramana, M.B.A. (SKU), Ph.D. (Management, Osmania), Marketing Management, General Management, Corporate Strategy and CRM. (**Dean of the School**)

V. Sita, M.A.(Osmania), M. Phil (University of Hyderabad), Ph.D. (Osmania), FDP (IIM, Ahmedabad), PGHRM (Pondicherry)– Public Policy, Human Resource Management, Performance Management, Entrepreneurship and Women's Studies.

READERS

S. Mallikharjuna Rao, Ph.D. (Financial Management, Osmania), F.I.C.W.A., – Financial Management and Strategy, Infrastructure Management and Health Care Financing, Financial Modelling.

P. Jyothi, M.A (Osmania), Ph.D. (Psychology, Osmania) – Organisational behaviour, Human Resource Management, Organisational Development, and Entrepreneurship.

B. Raja Shekhar, B.Tech. (Civil, Nagarjuna), M.B.A. (Osmania), Ph.D. (Management, Kakatiya), M.Sc (Psychology-SVU), FDP (IIM, Ahmedabad), PGDPMIR (Kakatiya), PGDCS (Hyderabad)–Quantitative Techniques, Operations Management, Quality Management, Consumer Protection, Research Methodology and Supply Chain Management (**Dean, Students' Welfare**).

Mary Jessica, M.Com. (Osmania), Ph.D. (Management, Osmania) – General Management, Financial Management, Merchant Banking and Financial Services and Investment Management.

LECTURERS

Chetan Srivastava, PGCCA, MCSD, M.B.A., (Osmania). Ph.D. (Management, Osmania) – Strategic Marketing, Services Marketing, Advertisement & Brand

Management, International Marketing, Sales Management, HRD and Systems.

G.V.R.K Acharyulu, M.Tech (Chemical, REC), M.B.A, (Osmania), Ph.D (Management, Osmania)-Quantitative Techniques, Operations Management, Supply Chain Management and Systems Analysis.

The following are the **Distinguished External Members of the School Board**:

Mr. Peter Hassan, Advisor (Industries), Government of A.P. and Honorary Russian Consulate, Hyderabad,

Mr.King Shuk Nag, Resident Editor, Times of India, Hyderabad.

Prof.Furqan Qamar, Vice-Chancellor, Central University of Himachal Pradesh .

Mr.Venkat Changavalli, Chief Executive Officer, Emergency Management and Research Institute (EMRI)

VISITING FACULTY:

1. Mr. Muntasir Ahmed, I.R.S., Former Director General of Income Tax, Hyderabad.
2. Prof. Arun Tiwari, Director, Care Hospitals, Banjara Hills, Hyderabad.
3. Prof.Gajjala Venkataramana, School of Business, Tiffin University, USA.
4. Mr. T.M.Jagan Mohan, Consultant.
5. Mr. N.V.V.S. Swamy, Management Consultant.
6. Ms. Lakshmi Aparna, HR Professional.
7. Dr. K.Venkateshwara Rao, Honorary Adviser, Administrative Staff College of India, Hyderabad.

Several local and internationally eminent senior managers and management experts are regularly invited to interact with the students and Guest Speakers in the courses and electives and seminars.

ACADEMIC AND STUDENT SERVICES

INDIRA GANDHI MEMORIAL LIBRARY

University Library is a central facility to support the teaching and research activities of the University. The library has been, over the years successfully catering to the information needs of all the academic community viz., teachers, research scholars and students of different disciplines.

The library has a collection of more than 3 lakhs books & back volumes of journals. The library subscribes to around 700 periodicals, popular magazines & newspapers in English and Indian languages. The library also subscribes to over 18,000 e-journals from several publishers with the help of UGC-INFONET. Important text books and a small collection of SC/ST books are kept in a book bank in a separate room.

The library is open throughout the year except on national holidays – Republic Day, Independence Day, Gandhi Jayanthi, Holi, Dussera and Diwali. It functions from 8.30 a.m. to 12.00 midnight on all working days and from 10.00 a.m. to 5.00 p.m. on Sundays and other Holidays. In the beginning of every academic year, the library organizes User Orientation Program for the new entrants (i.e. students) of the University, to make use of the library resources and services in the best possible way.

The library has achieved several distinctions in IT applications in the country for application of IT. It is the first University Library in India to computerize all its in-house operations and services; the first in catering information services to all Schools/ Departments / Centres via the Campus-wide Local Area Network; the first University Library to subscribe to e-journals, the first in undertaking the computerization programs of other libraries on turnkey basis; the first to become the governing member of the OCLC, USA, the first in installing an Electronic security gate with magnetic detector, the first in starting a Post-Graduate Diploma in Library Automation and Networking (PGDLAN); and it is the First Library to start Digitization of books in India.

CENTRAL INSTRUMENTS LABORATORY (CIL):

Central Instruments laboratory (CIL), is a central facility with state of art Sophisticated Analytical Instruments and Liquid Nitrogen Plants to cater to the needs of the faculty and research scholars in the University.

The areas of specialization of the CIL staff include advanced Electronics, Microprocessor based Instrumentation, practical aspects of scanning Electron Microscopy, maintenance of Sophisticated Analytical Instruments and teaching advanced courses in Electronics and Instrumentation.

COMPUTER CENTRE

The Computer Centre was established as a central facility to facilitate, foster and support the essential teaching and research goals of University of Hyderabad through the deployment and delivery of computing and communication services to the University's faculty, students, officers and staff.

HEALTH CARE

The University Health Centre, managed by a team of doctors, supported by nurses / para medical staff caters to the **basic Out Patient treatment and few beds for emergency Inpatient treatment.** Specialists such as Ophthalmologist, Orthopedician, Physiotherapist and Psychiatrist will be available on specific days. The services of a **Student Counselor** is available near the Chief Warden Office. Round-the-clock **Ambulance (108)** facility is available for emergency purposes.

At the time of admission every student shall submit a physical fitness certificate and also **an undertaking to the Health Centre, signed by the parent/guardian to the effect that "any hospitalization/medical treatment expenses shall be borne by the parents/guardians of the student concerned and the university is not responsible for treating the major diseases/ailment occurred while pursuing studies in the University."** However, the University will **assist** them in providing a Medical Insurance Card (valid for one year) from a standard insurance company, which they may use for hospitalization.

HOSTEL ACCOMMODATION

There are altogether 16 hostels on the campus, of which ten are for men and the rest six are for women. Six men's hostels are meant for those admitted to different P.G. courses, while three Men's hostels are meant for M.Phil Students and Research Scholars (Ph.D). There is an exclusive hostel meant for International Men's students. Two more hostels are under construction.

At present the University is not in a position to provide hostel accommodation to all the students admitted into various courses.

Reservation of seats: Of the total number of seats in the hostels, 22.5% are reserved for candidates belonging to S.C/S.T. and 3% for Persons with Disabilities.

Mess facility attached to different hostels is completely managed by the inmates. The average vegetarian monthly mess bill (Break fast, Lunch and Dinner) for the girls works out to about Rs. 1,000/- and for boys Rs. 1,200/-.

Details of guidelines for residence of students at University Hostels would be provided in the form of Hostel hand Book at the time of admission. (Contents of the hand book can be seen at University's Website also).

STUDENTS WELFARE

The office of the Dean of Students Welfare looks after the welfare of the students with active support from the elected representatives of the students, faculty and administration. A Student Counselling Service by professionals is available in the University Health Centre. In case of any student requiring parental guidance, his/her parents will be informed accordingly.

There is a Students' Union which caters to the students' interests and promotes cultural and sports activities. The elections to the Students' Union are conducted according to the recommendations of the Lyngdo Committee.

DISCIPLINE AMONG STUDENTS

All powers relating to discipline and disciplinary action in relation to the students of the University are vested in the Vice-Chancellor. He may delegate all or any of his powers as he deems proper to any of the officers of the University specified by him.

Ban on ragging on the campus: Ragging, use of drugs, drug trafficking and eve teasing, which are criminal offences, are strictly forbidden in the University and persons found indulging in such activities will be subjected to strict disciplinary and other action as per the law of the land. Indulging in any criminal activity within or outside the University and any physical violence against fellow students and fellow residents will not be tolerated and will attract stern disciplinary action including rustication. As per the orders of the "Hon'ble Supreme Court of India" if any incident of ragging comes to the notice of the authority of the University, the concerned student should be given liberty

to explain and if his explanation is not found satisfactory, the authority would expel him/her from the University.

Committee on violence against women and sexual harassment: As suggested by the UGC, a Committee has been constituted with Dean, Students' Welfare, Chief Warden, Women faculty members, Women students, Students' Union and Teachers' Association as members, to combat the menace of violence and sexual harassment against women on the campus.

GAMES AND SPORTS

The University campus is the centre for games, sports, recreational activities, and for several competitive programmes. There is a multipurpose playground on the campus for cricket, football, volleyball, ball badminton, tennis, basket-ball and athletic events. Modern facilities for physical conditioning are available at the New Indoor Gymnasium along with facilities for Table Tennis, Shuttle Badminton, Chess and Caroms. Both intramural and extramural competitions are planned in such a way that students are able to participate regularly in games and sports activities throughout the year.

The University is a member of the Inter University Sports Board of India and its teams participate in zonal and all India Inter University tournaments regularly.

CENTRE FOR MODELLING SIMULATION AND DESIGN (CMSD)

In this era of science-driven-engineering, the role of scientific research, based on modeling, simulation and design, is of paramount importance. Countries and Institutions across the world are gearing up to avail the challenging opportunities provided by this new tool. The primary requisite in using the third avenue of research for solving complex problems is a working, state-of-the-art High Performance Computing (HPC) center.

With the substantial funding and approval of the UGC, the University of Hyderabad has established a Centre for Modeling Simulation and Design (CMSD) which was fuelled further by generous support from DST under its FIST programme.

CMSD became operational from its new premises during December 2004. CMSD has been accorded an Academic Status by the University and Department of Science & Technology recognized CMSD as National High Performance Computing Facility.

Currently, CMSD is a 2 Tflops computing facility and is expected to grow to a 7 Tflops, by positioning a 500 node cluster, by the end of this year.

PLACEMENT GUIDANCE AND ADVISORY BUREAU (PGAB)

To facilitate the recruiting process of the students for final placements, the University of Hyderabad has started the Placement Guidance and Advisory Bureau.

FINANCIAL SUPPORT

The University offers fellowships to all students admitted to any of its regular programme of study. Particulars in brief are:

University Scholarship: All M.Sc., M.A., M.B.A., M.P.A. (Dance), and M.F.A., students will be paid scholarship @ Rs. 1,000/- p.m. for two years.

University Achievers awards: All PG courses (except M.Tech and M.Phil) an achiever will be awarded a cash prize of Rs.5,000/- lumpsum per semester for scoring highest marks in the class in the preceding semester. Its continuation depends upon the continuation of the scoring of the highest marks by the awardee. Such awards will be one if the class strength is less than 10 and two if the class strength is more than 10. The students who receive achiever award are also eligible to draw any other fellowship/scholarship in addition to the present cash prize.

Concessions to blind students: Concessions to blind students are provided by the University as per the UGC guidelines from time to time which inter-alia, include exemption from tuition fee, examination fee and other fees, Reader's allowance @ Rs. 400/- p.m. in respect of PG/M.Phil/Ph.D. students and Rs.1,000/- for JRF holders for the employment of a Reader, an annual grant of Rs.500/ for guide charges, extra time of 20/30 minutes for writing examination paper of 2/3 hours respectively and permission to use a personal typewriter during examinations are provided. In addition to this, the blind students are eligible for scribe charges @ Rs. 150/- for Internal Exams/Term papers and Rs. 300/- for end-semester examinations. Special stationary charges @ Rs. 500/- per annum.

POST GRADUATE MERIT SCHOLARSHIP SCHEME FOR UNIVERSITY RANK HOLDERS AT UNDER GRADUATE LEVEL:

The University Grants Commission on the basis of a recent initiative of MHRD, has introduced the Post- Graduate Merit

Scholarship for University Rank Holders (in General and Honours courses at University levels). The selection will be purely on merit basis. The value of each scholarship is Rs.2,000/- p.m. and duration is for 2 years.

POST-GRADUATE INDIRA GANDHI SCHOLARSHIP SCHEME FOR SINGLE GIRL CHILD:

The University Grants Commission, on the basis of a recent initiative of MHRD, has introduced the Post- Graduate Indira Gandhi Scholarship for Single Girl Child as an incentive for the parents to observe small family norms. The value of each scholarship is Rs.2,000/- p.m. and duration is for 2 years.

NOTE: Applications for UGC sponsored Scholarships are invited by the UGC through Press Notification. Students are advised to watch for advertisement in News Papers and respond accordingly.

Financial assistance from other sources: The students of the University are also eligible to apply for the award of the following Scholarships given by the Govt. of India and the Govt. of Andhra Pradesh subject to their fulfilling the conditions prescribed in each case.

- a) GOI National Merit Scholarship
- b) GOI PostMetric Scholarships for SC/ST students
- c) GOI Scholarships for nonHindi speaking students for PostMetric studies in Hindi
- d) GOI Scholarships for physically handicapped
- e) GOI Scholarships for exservicemen/ freedom Fighters' children
- f) A.P.Govt. EPP Scholarships
- g) A.P.Govt. State Merit Scholarships
- h) A.P.Govt. Listed Backward Classes Scholarships
- i) A.P.Govt. Scholarships for the children of deceased Govt. servants who died while in service.
- j) A.P.Govt. Scholarships and book grant to children of political sufferers.

NOTE: Payment of the University scholarships may be made only after announcement of the list of selected students. However, payment of scholarships awarded/ funded by other agencies like UGC, CSIR, etc. can be made only after receipt of the sanction orders and scholarship amounts by the University.

TEACHING AND EVALUATION REGULATIONS

SPECIAL FEATURES

The special features of the University's academic set up include a favourable teacher student ratio (1:9); a flexible academic programme that encourages interdisciplinary courses and research. The assessment, including projects and examinations, is continuous and internal.

SEMESTER SYSTEM

The courses are organised on the semester pattern. The academic year consists of two semesters of 16 to 18 weeks each.

CONTINUOUS INTERNAL ASSESSMENT

The examination system of the University is designed to test systematically the student's progress in class, laboratory and fieldwork through continuous evaluation in place of the usual "make or mar" performance in a single examination. Students are given periodical tests, short quizzes, home assignments, seminars, tutorials, term papers in addition to the examination at the end of each semester. The final result in each course is calculated on the basis of this continuous assessment and performance in the end semester examination. The evaluation regulations are given below.

ATTENDANCE AND PROGRESS OF WORK

Students are required to attend at least 75% of the classes actually held in each course and at least 60% in the repeat course / subject and participate, to the satisfaction of the Department / School, in study seminars, sessions and practicals as may be prescribed. The progress of work of the research scholars and their attendance is regularly monitored by their supervisors/departments and the names of the defaulters are removed from the rolls. Absence from classes continuously for 10 days and more will make the student's name liable to be removed from the rolls of the University. Absence from the classes on medical reasons should be supported by a medical certificate from a qualified registered medical practitioner which has to be submitted soon after the recovery.

EVALUATION REGULATIONS

1. The performance of each student enrolled in a course will be assessed at the end of each semester. The University introduced the Grading System of Evaluation from 2004-05 for all P.G., Advanced P.G./P.G.Diploma; M.Phil.; M.Tech. and 5-year Integrated PG courses. There will be 7 grades; A+, A, B+, B, C, D and F on 10 point scale with grade points 10, 9, 8, 7, 6, 5, 0 respectively.

The School of Management Studies adopted the following conversion formula :

Grade	Grade Points	Range of % of Marks
A+	10	90 - 100
A	9	80 - 89
B+	8	70 - 79
B	7	60 - 69
C	6	50 - 59
D	5	40 - 49
F	0	Less than 40

2. The final result in each course will be determined on the basis of continuous assessment and performance in the end of semester examination which will be in the ratio of 40:60 in case of theory papers and 60:40 in laboratory courses (practicals).

3. The mode of continuous assessment will be decided by the School Board concerned. The students will be given a minimum of three units of assessment per semester in each course from which the best two performances will be considered for the purpose of calculating the result of continuous assessment. The record of the continuous assessment in such a form as the School Board may decide will be maintained by the School/Department/Centre.

4. At the end of semester examination, the answer scripts will be evaluated and the grades scored by each student in each course taken by him/her will be communicated to the Head of the Department for onward transmission to the Office of the Controller of Examinations through the Dean concerned. Wherever required, the Dean and/or the Head of the Department along with the teacher concerned may moderate the evaluation.

5 (a) Students must obtain a minimum of 'D' grade in each course in order to pass in the Post Graduate, Post-Graduate diploma courses. Students who obtain less than 'D' Grade in any course, may be permitted to take the supplementary examination in the course/s concerned within a week after the commencement of the teaching of the next semester. Appearance at such examinations shall be allowed only once. Those students who get less than 'D' grade in the supplementary examination shall have to repeat the course concerned or take an equivalent available course with the approval of the Head of the Department/Centre and the Dean of the School concerned.

5. (b) In order to be eligible for award of medals/ prizes and ranks etc., the students should complete the course within the prescribed duration. The grades obtained by the student in the supplementary/ repeat/ improvement examinations shall not be taken into account for the award of medals/prizes/ranks etc.

6. No student of PG/PG Diploma, shall be permitted to move to the next semester, if she/he has a backlog of more than 50% of the courses at any stage including the previous semesters, subject to a maximum of two courses where the number of the courses in a semester are four and a maximum of three courses where the number of courses in a semester are more than four.

7. Students who are permitted to appear in supplementary examinations in course/s in accordance with clauses 5(a) above will be required to apply for taking the examination concerned in the prescribed form and pay the prescribed examination fee by the date prescribed for the purpose by the University.

8. A student in order to be eligible for the award of MBA degree, must obtain a minimum of D grade in each course. The results of successful candidates will be classified as indicated below on the basis of the CGPA:

CGPA of 8.0 and above and upto 10.0	I Division with Distinction
CGPA of 6.5 and above and upto 7.9	I Division
CGPA of 5.5 and above and upto 6.4	II Division
CGPA of 6.0	II Division with 55%
CGPA of 5.0 and above and upto 5.4	III Division

9. To satisfactorily complete the programme and qualify for the degree, a student must obtain a minimum CGPA of 5. There should not be any 'F' grades on the records of any student for making himself/herself eligible for award of the degree.

The division obtained by a student will be entered in his/her Provisional-cum-Consolidated Grade Sheet and in the degree/diploma certificate.

10. No student will be permitted to take a supplementary examination a second time in the same course except in the case of one repeating the entire course.

11. No student of Post Graduate course shall be allowed to continue his/her enrolment for more than two semesters beyond the prescribed duration of the course. While counting the maximum permissible number of semesters before which a student has to complete the programme the "idle semester" (i.e. the semester she/he has to forego for want of instructional facility) will not be counted and it should be limited to one semester only. However, such students have to pay the tuition and other fees for the idle semester also. A student may be permitted to discontinue his/her studies for reasons certified as valid by the Head and/or Dean of the School concerned for a period not exceeding two semesters.

12. The students who are not found eligible to take semester examination and also those who are not promoted to the next semester of the course may be considered for readmission to the concerned semester of the immediate following academic year. Such students should seek readmission before the commencement of the classes for the concerned semester or within a week of the commencement of the concerned semester if they are appearing in the supplementary examinations. Such students are given the option either to undergo instruction for all the courses of the concerned semester or to undergo instruction in only such courses in which they have failed on condition that the option once exercised will be binding on the student concerned.

13. The answer scripts of the semester examinations shall not be returned to the candidates but may be shown by the instructor at the specific request of the student concerned. The result of the continuous assessment of the students will, however, be communicated to the students immediately after the assessment.

14. No request for reevaluation of the result declared in any course will be entertained. However, every School shall constitute a Grievance Committee consisting of 3 or 4 teachers to examine the complaints received from the students of the School regarding their assessment. Such requests for reconsideration from the students concerned should reach the Dean of the School concerned through the Head of the Department within 15 days of the announcement of the results of that assessment.

NOTE: If a student is not satisfied after consideration of his/her grievance concerning evaluation by the School level Committees, the Dean of the School on a request from the student may refer the matter to the Controller of Examinations for getting the paper evaluated by an external examiner, whose evaluation will be final. The fees for external evaluation in all such cases shall be Rs. 50/- per paper.

15. a) Students absenting themselves after payment of fees from a regular semester examination may be permitted by the University to appear in a supplementary examination of the semester to be arranged by the School concerned. The application for permission to appear in a supplementary examination shall be made by the student concerned in the prescribed form. The application along with the prescribed fee should reach the office of the Controller of Examinations through the Department/ School concerned by the date prescribed for this purpose.

b) Students may opt to audit a course within the School or outside provided he/she satisfies the pre-requisites. 75% attendance is required for an audit course for including the same in the additional grade sheet.

IMPROVEMENT EXAMINATIONS

i) Students securing 'D' grade in the course of a semester may be allowed to improve their marks in one course in a semester. Appearance at such an examination in the course will be allowed only once. No further opportunities will be given under any circumstances.

ii) The appearance at an examination for improvement should take place soon after completion of the examinations for the semester concerned along with the supplementary examinations within a week of the commencement of the teaching of the next semester.

iii) For the purpose of determining the Division, the better of the two performances in the examinations will be taken into consideration.

iv) The facility for improvement shall be open to all those who want to improve their grade irrespective of the CGPA obtained by them in the examination concerned. However, a student is required to clear all courses of a particular semester in which the student intends to take improvement examination.

v) For the purpose of the award of medals, prizes, and rank, etc., the grades obtained by a student in the examination taken for improvement/supplementary shall not be taken into account. In respect of the tie cases, actual marks obtained will be taken into account for identifying the topper.

vi) The grade sheet of a student will indicate the full information of the examinations taken by him/her. Grades obtained in the 1st and 2nd attempts will both be shown in the grade sheets.

vii) Application for improvement examination shall be made by the students concerned to the Controller of Examinations in the prescribed form along with the prescribed Examination Fee within a week of the commencement of the teaching of the next semester.

viii) Students are permitted to avail themselves of the facility of improvement examinations to a maximum of four courses of their respective programmes as detailed below: one course at the end of first semester, two courses at the end of second semester, three courses (to be taken from 1st & 3rd semesters) at the end of third semester and four courses at the end of fourth semester.

Those students who have completed the course without availing themselves of the improvement facility according to the schedule prescribed by the University may be allowed to use unavailed improvement chances within a maximum period of six months after completion of the course. Such exams are to be taken when the regular or supplementary/ improvement exams are held.

In addition to the above provisions, the existing evaluation regulations in the University shall be applicable in the other matters, wherever required.

NOTE: A provision exists for a special supplementary examination in respect of such students who after completion of the prescribed duration of the course are not able to get their degree due to backlogs (a maximum of 2/3) as was notified through the circular No.UH/Acad & Exams/97/ 1885 dated 28.11.1997. However, students having backlogs due to shortage of attendance are not eligible to avail this facility.

CERTIFICATES

- i) The provisional certificate-cum-consolidated grade transcript will contain the CGPA and the division also. On the overleaf of the same, classification of the results under letter grade system will be given.
- ii) An additional grade sheet will be given to the students for the courses audited by them without attributing the credits and also the courses taken by them having credits which are not counted for the award of the degree and the credits scored by them for the extra curricular activities like NSS, literacy programme etc. The audited courses will be included in the additional grade sheet, based on the certification given by the teacher concerned and recommended by the Head of the Department and Dean of the School concerned.
- iii) In the degree certificate, the division will also be mentioned.

MEDALS FOR EXCELLENCE IN STUDIES

With a view to encourage good performance in studies, the University has instituted several donor medals.

These include: Vasavi Academy of Educational Medal for MBA.

SC/ST MEDALS

The University has instituted medals for securing the first rank in first class among the SC/ST students in various examinations at Master's degree level in the year 1991 – the birth centenary of Bharat Ratna Dr. B.R. Ambedkar.

For the award of the above medals, the topper in the subject concerned should secure first division in the degree and pass all the examinations within the prescribed duration in first attempt. The marks obtained in supplementary/improvement examination shall not be taken into account.

PRESIDENT OF INDIA MEDAL

President of India Medal will be awarded biennially for a PG student for overall performance to a student adjudged as best for general proficiency including character, conduct, excellence in academic, social service and extra curricular activities. For this, a weightage of 70% will be given for academic performance after normalization and 30% for other activities. The students must provide the information to the HoDs/Deans for this purpose with documentary evidence from time to time or before they leave the University on completion of the course.

UNIVERSITY MEDAL FOR PHYSICALLY CHALLENGED STUDENTS

The University has instituted a medal for the meritorious student from amongst the physically challenged category from P.G. Courses. This will be awarded annually in the Convocation. The selection procedure for such students will be similar to that of the President of India Medal.

Annexure – I

SEMESTER-WISE SCHEDULES OF COURSES (2011-13 Batch)

SEMESTER - I

1.	MB 101	Managerial Theories, Approaches and Functions	3 credits
2.	MB 102	Managerial Economics	3 credits
3.	MB 103	Individual and Organisational Behaviour	3 credits
4.	MB 104	Principles and Practices of Marketing	3 credits
5.	MB 105	Financial and Management Accounting	3 credits
6.	MB 106	Quantitative Methods	3 credits
7.	MB 107	Business Environment and Business Laws	3 credits
Total			21 credits

Note : Compulsory non-credit Self-awareness and Growth Lab for 5 days for all Semester - I students.

SEMESTER - II

1.	MB 201	Operations Research	3 credits
2.	MB 202	Human Resource Management	3 credits
3.	MB 203	Advanced Marketing	3 credits
4.	MB 204	Financial Management and Planning	3 credits
5.	MB 205	Operations Management	3 credits
6.	MB 206	Research Methodology for Managers	3 credits
7.	MB 207	Management Information Systems and DBMS	3 credits
Total			21 credits

Note : Compulsory Summer Internship Projects of about 8 weeks during May-July for all Semester II students.

SEMESTER - III

1.	MB 301	Global Strategic Management	3 credits
2.	MB 302	Quality Measurement and Quality Systems	3 credits
3.	MB 5...1 & 2	Elective-I	6 credits
4.	MB 5...1 & 2	Elective-II	6 credits
	MB 601	Summer Project Work	3 credits
Total			21 credits

SEMESTER - IV

1.	MB 5...3	Elective-I (contd.)	6 credits
2.	MB 5...3	Elective-II (contd.)	6 credits
3.	MB-602	Seminars/Conferences/Symposium	3 credits
4.	MB 603	Final Project Work	6 credits
Total			21 credits

Grand Total for 4 semesters

84 credits

Annexure - II

LIST OF ELECTIVE COURSES (2011-13 Batch)

I Human Resource Management

MB 531	Strategic HRM	3 credits
MB 532	Management of Change and Organisational Development	3 credits
MB 533	Compensation Management	3 credits
MB 534	Performance Management and Counselling	3 credits
MB 535	Cross Cultural and Global Management	3 credits

II. Marketing

MB 541	International Marketing	3 credits
MB 542	Marketing of Services	3 credits
MB 543	Customer Relationship Management	3 credits
MB 544	Advertising & Brand Management	3 credits
MB 545	Retail Management	3 credits

III. Finance

MB 551	Merchant Banking & Financial Services	3 credits
MB 552	Strategic Financial Management	3 credits
MB 553	Security Analysis & Portfolio Management	3 credits
MB 554	Financial Risk Management	3 credits
MB 555	Infrastructure Finance	3 credits

IV. Operations Management

MB 561	Service Operations Management	3 credits
MB 562	Logistics and Supply Chain Management	3 credits
MB 563	Project Management	3 credits
MB 564	Technology Management	3 credits
MB 565	Theory of Constraints	3 credits

V. Entrepreneurship

MB 591	Introduction to Entrepreneurship and Entrapreneurship	3 credits
MB 592	Enterprise Development and Support Systems	3 credits
MB 593	Project Formulation and Implementation	3 credits
MB 594	Incubation of Ideas/Products	3 credits
MB 595	Corporate and Social entrepreneurship	3 credits

Note : Above electives will be offered if a minimum number of 10 students opt for the elective

School of Management Studies
MBA 2011-13 Batch

INSTRUCTIONS TO THE CANDIDATES FOR FILLING THE APPLICATION FORM

- I. The candidates need not submit any enclosure such as copies of certificates, mark sheets, etc., along with the application. However, candidates belonging to SC/ST/OBC/PWD/Wards of Defence Personnel categories and those seeking weightage for distinctions achieved in sports and cultural activities are required to submit copies of the relevant certificates of their claim. Foreign nationals having their qualifying degree from abroad are required to submit copies of all relevant certificates of their academic qualifications with English version of these certificates (if they are in a different language). SC/ST candidates belonging to the state of Andhra Pradesh must submit Integrated Community Certificate introduced by the State of Andhra Pradesh.
- II. Application for MBA 2011-13 Batch is required to be submitted in the prescribed form.
- III. One set of Prospectus-cum-Application form is priced as follows (including Registration Fee):
 - a) for General/OBC category Rs.400/-
 - b) for SC/ST/PWD Rs.150/-

NOTE: Rs.50/- extra to be paid towards postal charges for obtaining the Prospectus-cum-Application form by ordinary post.
- IV. The Prospectus-cum-application form can also be downloaded from the UoH- website (www.uohyd.ernet.in). Candidates using the downloaded or Xeroxed application forms are required to pay the prescribed entrance examination fee of Rs. 200/- in the case of General/OBC category and Rs. 75/- in the case of SC/ST/PH category in the form of DD drawn in favour of the Finance Officer, University of Hyderabad, on State Bank of India, Hyderabad Central University Branch, Hyderabad (Code 5916) or on Andhra Bank, Nampally Branch, Hyderabad (code 378).
- V. Please write on the top of the application, in the box provided for, your CAT Window 2010 Registration Number and Test Centre Code where you opted for the examination.
- VI. Before filling the Application Form, please read carefully and follow strictly the instructions given below:

The Application Form must be filled in English only, using **CAPITAL** letters as far as possible. Where the information is required to be filled in boxes, only one alphabet or number is to be written in each box.

 1. **Name:** Write your name in **CAPITAL** letters as given in the CAT Window 2010 Application form. One box should be left blank between two parts of the name. In case the name is long and cannot be accommodated within the boxes provided, add additional boxes.

Father's and Mother's name: Write your father's and mother's name in **CAPITAL** Letters.
 2. (a) **Date of Birth:** Indicate your date of birth in terms of Day, Month and Year. Use numerals 01, 02, ... 31 for day and 01,02, ... 12 for month, (January, February ... December respectively). Use the last two digits of the year for the year of birth. For example, 9th of March, 1982 is to be written as

09	03	82
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 - (b) **Nationality:** Indicate your nationality using the Code [I] for Indian National and [F] for Foreign National.
 - (c) **Sex:** Write [M] for Male; [F] for Female.
 - (d) **Marital Status:** Write [U] for Unmarried; [M] for Married.
 - (e) **State of Domicile:** Mention code of the State/Union Territory to which you belong.

State Codes

Andhra Pradesh	AP	Jammu & Kashmir	JK	Orissa	OR	Chandigarh	CH
Arunachal Pradesh	AL	Jharkhand	JH	Punjab	PN	Diu and Daman	DD
Assam	AS	Karnataka	KN	Rajasthan	RJ	Dader & Nager Haveli	DN
Bihar	BH	Kerala	KL	Sikkim	SM	Lakshadweep	LD
Chattisgarh	CG	Madhya Pradesh	MP	Tamil Nadu	TN	Manipur	MN
Delhi	DL	Nagaland	NG	Tripura	TR	Pondicherry	PO
Goa	GA	Maharashtra	MT	Uttaranchal	UA		
Gujarat	GT	Manipur	MN	Uttar Pradesh	UP	Foreign National	FN
Haryana	HN	Meghalaya	MG	Union Territories			
Himachal Pradesh	HP	Mizoram	MZ	Andaman & Nicobar	AN		

- (f) Category (GE/SC/ST/OBC): Indicate the code corresponding to your category in the boxes provided. GE=General; SC = Scheduled Caste; ST = Scheduled Tribe; OBC = Other Backward Class.
- (g) If claiming reservation under Person with Disabilities (PWD) and Wards of Defence personnel (DP) category, indicate the code corresponding to your category in the boxes provided.
- (h) In case of PWD, specify whether: Visually Handicapped (VH), Hearing Impaired (HI) and Orthopedically Handicapped (OH).

NOTE: The claim of any reserved candidate – SC, ST, OBC, PWD or wards of Defence Personnel (DP) will be considered as per the claim made in their application for admission duly supported by a valid certificate. No subsequent claims will be entertained.

3. **Foreign National:** If you are a foreign national, write the name of your country in the space provided.
4. Details of enclosed payment need to be provided.
5. **Academic Record:** Information relating to your academic record from Matriculation onwards should be furnished under this column indicating clearly name of the Board/University, month & year of passing, sub-jects studied and passed etc. In case the result of the final exami-nation is not declared or the final examination is yet to be held, the result of the previous years/semesters should invariably be given in the relevant sub columns. Percentage of marks must be clearly written in the prescribed column.
6. If you have already passed the qualifying degree examination, write

E	P
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If you have appeared for the said examination and are waiting for the result, write

R	A
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If you are appearing in the said examination before the end of June 2011
and expecting results and certificates by 31/07/2011, write

N	A
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7-11 Provide the relevant information.

12. **Declaration by the Applicant :** It should be signed by the candidate himself/herself. If the signature found to be fake at any time will lead to automatic cancellation of the student's admission in the University in addition to appropriate action as the University may deem fit.
13. **Declaration by the Father/Mother/Guardian:** This should be signed strictly by the Father or Mother of the candidate, or by the Legal Guardian, if parents are not alive. The signature of Parent(s) / Legal Guardian appearing in the respective application form submitted by the student during the admission procedure will be used for all purposes as record for verification by State/Central Governments or other organizations as the case may be, during the period of the studies in the University. If the signature of Parent(s) / Legal Guardian are found to be fake at any time, the discovery may lead to automatic cancellation of admission of his/her ward including appropriate action as the University may deem fit.

NOTE: Write your permanent address and present mailing address in the space provided.

- VII. Application forms complete in all respects along with the following should reach to the Deputy Registrar (Acad & Exams), University of Hyderabad, P.O. Central University, Hyderabad – 500 046, on or before **November 30, 2010**.
- VIII. The application and other relevant papers are to be pinned/stapled in the following order :
- i) Application form
 - ii) Attested copy of the relevant certificate in respect of SC/ST/OBC/PWD/DP candidates and those who are claiming weightage for sports and cultural activities.
 - iii) Self-addressed and unstamped envelop.
 - iv) Two self-addressed slips
- IX. **Incomplete applications, applications not accompanied by the requisite enclosures and those received after the last date will not be entertained.**

UNIVERSITY OF HYDERABAD

APPLICATION FOR ADMISSION TO M.B.A. – 2011-2013 BATCH

1. **CAT WINDOW-2010 Reg. Number**
(as issued by IIM in Oct./Nov. 2010)

2. **CAT WINDOW-2010 Test Centre Code**

Paste here one recent stamp size photograph duly attested by the Head of the Institution/ College last attended or by a Gazetted Officer

Note:

1. Read the instructions sheet carefully before filling the application form.
2. Incomplete applications and the applications received after the last date (30-11-2010) will be summarily rejected. If it is found that any information furnished in the application is false or incorrect at any time, the provisional admission, if granted, shall automatically stand cancelled.
3. No box is to be left blank. If there is no relevant information to provide in a box, then put a cross (X)
4. Cost of each application (including Registration fees) : Rs.400/- for General/OBC and Rs.150/- for SC/ST/PWD candidates. Rs. 50/- extra towards the postal charges if the same is obtained by an ordinary post.
5. Candidates using the downloaded / photocopied application should pay Rs.200/- each for General/OBC and Rs.75/- for SC/ST/PWD candidates in the form of DD and enclose to the downloaded and filled-in application form.

Specimen signature of the Father/Mother/Guardian

Specimen signature of the Candidate

1. **Name of the candidate** (same as indicated in CAT WINDOW-2010 Application form).

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Father's Name: _____ Mother's Name _____

2. a) Date of Birth b) Nationality c) Sex d) Marital Status
 D D M M Y Y

e) State of Domicile f) Category g) Whether PWD/DP

h) In case of PWD, Specify VH/ HI/ OH

3. If foreign national, country of citizenship: _____

4. Details of Enclosed Payment (in the case of candidates using the downloaded / Xeroxed application)

D.D.No.	Date	Amount	Issuing Bank	Payable at Hyderabad

5. Particulars of past academic record from Matriculation onwards

Examination Passed	Name of the University/ Board	Subjects studied and passed	Month & Year of passing	RESULT			
				Max. Marks	Marks obtained	Per-centage	Class/ Division
Matric/S.S.C.							
Inter/H.S.C. (10+2)							
Bachelor's Degree B.A./B.Sc./ B.Com. (Subjects taken)		Part – I (Compulsory Subjects)					
		1					
		2					
		3					
		Part – II (Optional Subjects)					
		1					
		2					
		3					
		Technical/ Professional Bachelor's Degree *B.E./B.Tech./ BCA etc.					

6. Present position regarding the result of the qualifying degree examination (EP/RA/NA) :

7. State if there was any gap in your studies. Give period, reasons etc :

8. Present or previous employment, if any

Organisation & Address	Position held	From – To	Nature of Duties

9. Distinctions achieved in Sports & Cultural activities:

(Attach certificate/s in support of your claim). Tick () in the relevant box.
 Field of activity: _____
State level National level

10. Were you ever subjected to a disciplinary action by any authority ? Yes or No

If yes, give details

11. Whether you are interested to enroll in National Service Scheme (NSS)? Write, Yes or No

12. DECLARATION BY THE APPLICANT:

I hereby declare that all the information furnished by me in this application and in the documents I have submitted in support of my application are true, complete and correct. In case, any information in this application is found to be false or incorrect at any time (during or after completion of the course) this shall entail automatic cancellation of my admission, if granted, cancellation of the Degree if awarded besides rendering me liable to such action as the University may deem fit.

In the event of any medical or other emergency, my parent/s or Guardian may be contacted at the address given.

Place:

Date:

Signature of the Candidate

13. DECLARATION BY THE FATHER / MOTHER / GUARDIAN:

My daughter/son/ward Ms./Mr. _____ is applying for admission to the University. In case of his/her admission to the University, I shall be responsible for payment of all her/his fees and other charges including any emergency, medical or other expenses incurred by the University. In case of any information in this application is found to be false or incorrect at any time (during or after completion of the course), this shall entail automatic cancellation of my daughter's/son's/ward's admission, if granted, cancellation of the Degree if awarded, besides rendering her/him liable to such action as the University may deem fit. I will also be responsible for her/him good conduct and behaviour during the period of her/him stay in the University. Further, I may be contacted in the event of any emergency as determined by the University and I hereby promise that I will make myself present before the University authority at my own cost whenever the University require my presence.

Signature of the Parent / Guardian

Place:

Date:

Full Name

Relationship with the applicant.....

Telephone Number (if any):

(Office):

(Residence):

NOTE: Signature of the parent in this application from will be considered as basis for all verification purpose in the University.

PARMANENT ADDRESS

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

PIN

Telephone no.....

E-mail :

PRESENT MAILING ADDRESS

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

PIN

Telephone no.....

E-mail :

SELECT LIST OF RECRUITING ORGANIZATIONS

 Sierra Atlantic Building Integrated e-Business™	 Airtel	 Amul	 Anthem TECHNOLOGIES
 JANSSEN-CILAG PHARMACEUTICALS	 BSNL	 BE	 AUROBINDO Committed to healthier life!
 GVK	 DECCAN Chronicle	 DELL™ Consider the Possibilities	
 ING Vysya LIFE INSURANCE	 Deloitte.	 DIRECWAY.	 ERNST & YOUNG Quality In Everything We Do
 patni	 TATA indicom	 ICICI PRUDENTIAL LIFE INSURANCE We cover you. At every step in life.	 ICICI Lombard —GENERAL INSURANCE—
 LiFE Education Training Consulting	 HDFC BANK We understand your world	 HUGHES NETWORK SYSTEMS	 Imagination at work
 MetLife®	 KARVY	 kotak® kotaksteet.com	 pi iya
 TeraSoft Redefining IT Solutions	 THE TIMES OF INDIA	 Vijay Electricals Ltd.	 TATA AIG LIFE
 TAJ	 SRM	 spencer's	 SAINT-GOBAIN
 SIMPA	 Schneider Electric	 Satyam What Business Demands.	 VIZAG STEEL Pride of Steel
 TATA	 PRASADS	 V	 WIPRO Applying Thought
 Gulf	 Coca-Cola	 ITC ITC Limited	 A



UNIVERSITY OF HYDERABAD

(A Central University established by an Act of Parliament)

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