

PROSPECTUS 2017-18

MASTER OF BUSINESS ADMINISTRATION (MBA)



UNIVERSITY AT YOUR DOORSTEP

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) 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 TS / 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 for 1st Semester : October, 2017
5. Last Date for Contact-cum-Counselling Classes for 1st Semester : January, 2018
6. Submission of Assignments
 - 3 Courses in First Spell - 1st Semester : Nov, 2017
 - 3 Courses in Second Spell - 1st Semester : Jan, 2018
7. Ist Semester End Examination Notification : Jan, 2018
8. Ist Semester End Examination Schedule : Feb, 2018
9. Commencement of Counselling-cum-contact classes for 2nd Semester : March, 2018
10. Last Date for Counselling-cum-contact classes for 2nd Semester : June, 2018
11. Submission of Assignments 3 courses in 1st spell - 2nd Semester : April, 2018
 - 3 courses in 2nd spell - 2nd Semester : June, 2018
12. 2nd Semester-End Examination Notification : June, 2018
13. 2nd Semester-End Examination Schedule : July, 2018

I. ABOUT THE UNIVERSITY

Dr. B.R. Ambedkar Open University, formerly known as Andhra Pradesh Open University, is the first Open University in India established by an Act of State Legislature in 1982 in Andhra Pradesh representing a unique system of Open Learning. The University serves the objective of democratisation of higher education and the ideals of continuing education. Without any restrictions of age, gender and occupation, the University extends educational opportunities to the people in all walks of life. The University offers Certificate, Diploma, Degree and Post-Graduate Programmes through distance mode. All the programmes are recognised by UGC and Distance Education Bureau (DEB).

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 two (2) academic years.
- The maximum period for completion of programme is six (6) academic years.

MEDIUM OF INSTRUCTION

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

III. PROGRAMME STRUCTURE

From the academic year 2017-18, the University is offering two-year MBA program in Semester mode in the place of the three-year (Year-Wise mode) program. The structure and syllabus of the programme are thoroughly revised by adding new courses like Business Ethics & Corporate Governance, Entrepreneurship Development, International Business, Innovation & Knowledge Management etc. The programme consists of the following courses (including Project Report and Viva-Voce) which are spread over two academic years. Each course carries 100 marks.

TWO - YEAR MBA PROGRAMME

FIRST YEAR

SEMESTER - I

Course No.	Course Code	Course Title
1	MBA - 1	Management Process
2.	MBA - 2	Managerial Economics
3	MBA - 3	Business Environment
4	MBA - 4	Accounting for Management
5	MBA - 5	Managerial Communication
6	MBA - 6	Information Technology for Managers

SEMESTER-II

7	MBA - 7	Organizational Behaviour
8	MBA - 8	Financial Management
9	MBA - 9	Marketing Management
10	MBA - 10	Human Resource Management
11	MBA - 11	Operations Management
12	MBA - 12	Quantitative Techniques

SECOND YEAR

SEMESTER-III

13	MBA - 13	Business Ethics & Corporate Governance
14	MBA - 14	Strategic Management
15	MBA - 15	Management Information Systems
16	MBA - 16	Entrepreneurship Development
17	MBA - 17	Operations Research
18	MBA - 18	International Business

SEMESTER-IV

19	MBA - 19	Innovation & Knowledge Management
20	MBA - 20	} Specialization Courses
21	MBA - 21	
22	MBA - 22	
23	MBA - 23	
24	MBA - 24	Project Report
25	MBA - 25	Viva-Voice

Total Number of Courses :25 (Including project report)

SPECIALIZATION AREAS & COURSES

A. FINANCE

26	MBA - 31	Security Analysis and Portfolio Management
27	MBA - 32	Financial Markets and Services
28	MBA - 33	Management Control Systems
29	MBA - 34	International Financial Management

B. MARKETING

30	MBA - 41	Consumer Behaviour and Marketing Research
31	MBA - 42	Advertising & Sales Management
32	MBA - 43	Retailing Management
33	MBA - 43	International Marketing

C. HUMAN RESOURCE

34	MBA - 51	Performance Management
35	MBA - 52	Labour Laws
36	MBA - 53	Management of Industrial Relations
36	MBA - 53	International Human Resource Management

Note:

1. In Second year, the student shall opt for either of the specializations offered by the University and complete all four courses in that specialization area.
2. Examinations will be conducted at the end of each semester. As there is no detention system, students who couldn't pass or even couldn't appear for the semester-end examinations can also continue their studies by paying the Tuition fee of II Year.

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 four 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 four courses plus Project Report and Viva-Voce examination within two academic years from the date of enrolment for the same.
- They have to pay the tuition fee as per the norms of the University in view at that time.

IV. 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)** conducted by both Telangana and Andhra Pradesh States. 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 only to the 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 the UGC are also eligible.
- c) Chartered Accountants / Cost & Works 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 such 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. (See ANNEXURE-I for Proforma of Service Certificate)

V. ADMISSION RULES

The rank secured in the TS / AP ICET-2017 conducted by both Telangana and Andhra Pradesh States 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 PG Study Centre irrespective of their region.
- c) Government rules and regulations pertaining to reservation of seats in the University will be applicable for giving admissions.
- d) The University reserves the right to give an admission or not.

VI. 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 Yadagiri and Saptagiri Channels) (DD-8)
- Teleconference Programmes (live) (through Doordarshan Yadagiri and Saptagiri Channels) (DD-8)
- Making available audio and video recordings at the respective Regional Coordination Study Centres.

VII. STUDENT SUPPORT SERVICES

Dr. B.R. Ambedkar Open University functions through a network of 215 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 the 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 year 3rd semester & for compulsory course in 4th semester 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 second year (4th semester). 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 colour 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.

VIII. LIST OF MBA STUDY CENTRES

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	Dr. V.S. Krishna Govt. Degree College, Visakhapatnam Ph. No.0891-2536673	7382929619	019
12	University College of Arts & Science, Subedari, Hanamakonda, Warangal. Ph. No.0870-2511862	7382929621	021
13	Post Graduate College (Osmania University), Paradise X Roads, Secunderabad - 500 003. Ph: 040-27903886	7382929623	023
14	SRR & CVR Govt. Degree College, Machavaram, Vijayawada. Ph. No. 0866-2434868	7382929642	042

IX. 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.

X. FEE STRUCTURE

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

Programme	Rs.
M.B.A. (I Year)	10,150.00
M.B.A. (II Year)	10,000.00

Students shall pay the tuition fee once in every year (ie., first time while taking admission into the program and then at the time of registering for second year). Payment of tuition fee semester-wise is not permitted.

XI. PATTERN OF EXAMINATION

The evaluation of students of this M.B.A. Programme is based on two components viz., 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 last dates fixed. The detailed guidelines to be followed while submitting the assignments will be available in university website www.braou.ac.in. Students have to download the assignments from the website only.

b) Terminal Examination / Semester-End Examinations

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

These examinations are conducted at the end of each semester.

The following components will comprise the terminal examinations:

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

The duration of the Terminal Examination for each course is three (3) 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 both the assignments under continuous assessment and the marks secured in the final examination.

XII. 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, e
- f) Students who seek admission or re-admission to the Programme are not eligible for any transfer of study centre once such 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) 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.

XIII. HOW TO FILL THE ONLINE ADMISSION REGISTRATION FORM-2017-18

Enter into the portal of BRAOU i.e., www.braouonline.in

Click on PG I Year / PG Diploma / Certificate Programmes Online Admission Registration Form - 2017 - 18. 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 and fill up your Aadhar number in the column.

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. Select the University where you have studied your Bachelor's Degree. Then type the marks secured out of the maximum marks. Fill the TS/ AP ICET-2017 Hall Ticket number and rank obtained in TS/ AP ICET - 2017 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 TS/ AP I-CET 2017.

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. Paste a colour photograph in the box provided in Application Form.

- ❖ Now, go to the study centre along with necessary certificates in original (i.e., Date of Birth, Caste Certificate, Degree Certificate, Marks memos, TS/ AP ICET - 2017 Hall Ticket, TS /AP ICET-2017 Rank Card, relevant certificates in the case of Ex-service men/ 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 TS / AP Online Centre or Debit / Credit Card. 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.
- ❖ **Guidelines to register for II year MBA Programme will be sent seperately to the students.**

XIV. 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 - 2017.
- 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.

ANNEXURE - I

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

ANNEXURE - II

GENERAL ENQUIRY

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

HELP DESK NUMBERS FOR ADVISE AND GUIDANCE

738 29 29 570

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