

CHAPTER- II

EXECUTIVE MBA (MARKETING)

1. Admission Procedure :

The admission into Two-year Executive MBA (Marketing) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into Executive MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BA(OL) of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA / ICWA / ACS / AMIE / AIETE etc., are also eligible.
- ii. The candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCHE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.
- iii. The Programme is open for in-service candidates with a minimum of two years work experience as an employee in any organization after passing graduation or qualifying examination **as on the 1st July, of the year of admission. However, the candidate with ten years of experience after graduation or qualifying examination can seek admission without test.**

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for Executive **MBA (Marketing)** Programme through School of Distance Education shall extend over a period of **Two** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹35,000/- out of which an amount of ₹ 23,000/- at the time of admission towards first year fee and the balance of ₹ 12,000/- towards second year fee in one instalment are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over TWO academic years. The course structure is as follows :

EXECUTIVE MBA (Marketing)
FIRST YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Human Resource Management | 20 | 80 | 100 |
| 7. | 107 | Marketing Management | 20 | 80 | 100 |
| 8. | 108 | Financial Management | 20 | 80 | 100 |
| 9. | 109 | Operations Management | 20 | 80 | 100 |
| 10. | 110 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 201 | Business Policy and Strategic Management | 20 | 80 | 100 |
| 2. | 202 | International Business | 20 | 80 | 100 |
| 3. | 203 | Operations Research | 20 | 80 | 100 |
| 4. | 204 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 5. | A205 | Consumer Behaviour and Marketing Research | 20 | 80 | 100 |
| 6. | A206 | Services Marketing and CRM | 20 | 80 | 100 |
| 7. | A207 | Advertising and Brand Management | 20 | 80 | 100 |
| 8. | A208 | Sales and Retail Management | 20 | 80 | 100 |
| 9. | 209 | Project Work | - | - | 100 |
| 10. | 210 | Viva-Voce | - | - | 100 |

CHAPTER- III

EXECUTIVE MBA (FINANCE)

1. Admission Procedure :

The admission into Two-year Executive MBA (Finance) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into Executive MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA/ ICWA / ACS / AMIE / AIETE etc., is also eligible.
- ii. The candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCHE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.
- iii. The Programme is open for in-service candidates with a minimum of two years work experience as an employee in any organization after passing graduation or qualifying examination as on the 1st July, of the year of admission. However, the candidate with ten years of experience after graduation or qualifying examination seek admission without test.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for Executive **MBA (Finance)** Programme through School of Distance Education shall extend over a period of **Two** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹ 35,000/- out of which an amount of ₹ 23,000/- at the time of admission towards first year fee and the balance of ₹12,000/- towards second year fee in one instalment are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over TWO academic years. The course structure is as follows :

EXECUTIVE MBA (Finance)
FIRST YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Human Resource Management | 20 | 80 | 100 |
| 7. | 107 | Marketing Management | 20 | 80 | 100 |
| 8. | 108 | Financial Management | 20 | 80 | 100 |
| 9. | 109 | Operations Management | 20 | 80 | 100 |
| 10. | 110 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 201 | Business Policy and Strategic Management | 20 | 80 | 100 |
| 2. | 202 | International Business | 20 | 80 | 100 |
| 3. | 203 | Operations Research | 20 | 80 | 100 |
| 4. | 204 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 5. | B205 | Security Analysis and Portfolio Management | 20 | 80 | 100 |
| 6. | B206 | Financial Markets and Derivatives | 20 | 80 | 100 |
| 7. | B207 | Strategic Financial Management | 20 | 80 | 100 |
| 8. | B208 | Management of Financial Services | 20 | 80 | 100 |
| 9. | 209 | Project Work | - | - | 100 |
| 10. | 210 | Viva-Voce | - | - | 100 |

CHAPTER- IV

EXECUTIVE MBA (HRM)

1. Admission Procedure :

The admission into Two-year Executive MBA (Finance) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into Executive MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA/ ICWA / ACS / AMIE / AIETE etc., is also eligible.
- ii. The candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.
- iii. The Programme is open for in-service candidates with a minimum of two years work experience as an employee in any organization after passing graduation or qualifying examination as on the 1st July, of the year of admission. However, the candidate with ten years of experience after graduation or qualifying examination seek admission without test.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for Executive **MBA (Finance)** Programme through School of Distance Education shall extend over a period of **Two** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹35,000/- out of which an amount of ₹23,000/- at the time of admission towards first year fee and the balance of ₹12,000/- towards second year fee in one instalment are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over TWO academic years. The course structure is as follows :

**EXECUTIVE MBA (HRM)
FIRST YEAR**

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Human Resource Management | 20 | 80 | 100 |
| 7. | 107 | Marketing Management | 20 | 80 | 100 |
| 8. | 108 | Financial Management | 20 | 80 | 100 |
| 9. | 109 | Operations Management | 20 | 80 | 100 |
| 10. | 110 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 201 | Business Policy and Strategic Management | 20 | 80 | 100 |
| 2. | 202 | International Business | 20 | 80 | 100 |
| 3. | 203 | Operations Research | 20 | 80 | 100 |
| 4. | 204 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 5. | C205 | Human Resource Planning and Development | 20 | 80 | 100 |
| 6. | C206 | Industrial Relations | 20 | 80 | 100 |
| 7. | C207 | Employee Compensation and Welfare Mgt. | 20 | 80 | 100 |
| 8. | C208 | International Human Resource Management | 20 | 80 | 100 |
| 9. | 209 | Project Work | - | - | 100 |
| 10. | 210 | Viva-Voce | - | - | 100 |

THREE YEAR MBA PROGRAMME

CHAPTER - V

MBA (MARKETING)

1. Admission Procedure :

The admission into MBA (Marketing) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA/ ICWA / ACS / AMIE / AIETE etc., is also eligible.
- ii. The candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for **MBA (Marketing)** Programme through School of Distance Education shall extend over a period of **Three** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹35,000/- out of which an amount of ₹18,000/- at the time of admission, an amount of ₹12,000/- towards

second year fee and the balance amount of ₹ 5,000/- towards third year fee are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over THREE academic years. The course structure is as follows :

MBA (Marketing) FIRST YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|---------------------------|---|----------------|------------|
| 7. | 201 | Human Resource Management | 20 | 80 | 100 |
| 8. | 202 | Marketing Management | 20 | 80 | 100 |
| 9. | 203 | Financial Management | 20 | 80 | 100 |
| 10. | 204 | Operations Management | 20 | 80 | 100 |
| 11. | 205 | Operations Research | 20 | 80 | 100 |
| 12. | 206 | International Business | 20 | 80 | 100 |

THIRD YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments / unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|--|----------------|------------|
| 13. | 301 | Business Policy and Strategic Management | 20 | 80 | 100 |
| 14. | 302 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 15. | A303 | Consumer Behaviour and Marketing Research | 20 | 80 | 100 |
| 16. | A304 | Services Marketing and CRM | 20 | 80 | 100 |
| 17. | A305 | Advertising and Brand Management | 20 | 80 | 100 |
| 18. | A306 | Sales and Retail Management | 20 | 80 | 100 |
| 19. | 307 | Project Work | - | - | 100 |
| 20. | 308 | Viva-Voce | - | - | 100 |

THREE YEAR MBA PROGRAMME

CHAPTER - VI

MBA (FINANCE)

1. Admission Procedure :

The admission into MBA (Marketing) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA / ICWA / ACS / AMIE / AIETE etc., is also eligible.
- ii. The candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for **MBA (Marketing)** Programme through School of Distance Education shall extend over a period of **Three** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹35,000/- out of which an amount of ₹18,000/- at the time of admission, an amount of ₹12,000/- towards

second year fee and the balance amount of ₹5,000/- towards third year fee are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over THREE academic years. The course structure is as follows :

MBA (Finance) FIRST YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|---------------------------|---|----------------|------------|
| 7. | 201 | Human Resource Management | 20 | 80 | 100 |
| 8. | 202 | Marketing Management | 20 | 80 | 100 |
| 9. | 203 | Financial Management | 20 | 80 | 100 |
| 10. | 204 | Operations Management | 20 | 80 | 100 |
| 11. | 205 | Operations Research | 20 | 80 | 100 |
| 12. | 206 | International Business | 20 | 80 | 100 |

THIRD YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments / unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|--|----------------|------------|
| 13. | 301 | Business Policy and Strategic Management | 20 | 80 | 100 |
| 14. | 302 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 15. | B303 | Security Analysis and Portfolio Management | 20 | 80 | 100 |
| 16. | B304 | Financial Markets and Derivatives | 20 | 80 | 100 |
| 17. | B305 | Strategic Financial Management | 20 | 80 | 100 |
| 18. | B306 | Management of Financial Services | 20 | 80 | 100 |
| 19. | 307 | Project Work | - | - | 100 |
| 20. | 308 | Viva-Voce | - | - | 100 |

THREE YEAR MBA PROGRAMME

CHAPTER - VII

MBA (HRM)

1. Admission Procedure :

The admission into MBA (Marketing) Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable.

Eligibility for Appearance at Admission Test and for Admission into MBA Programme

- i. The Candidate should have passed the Bachelor's Degree other than BFA and BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. With 50% marks in graduation (45% in case of SC / ST / BC candidates). Further the candidates should have studied maths as a subject at SSC or Intermediate level compulsorily. The Candidate with professional qualification like BE / B.Tech / B.Pharm / Medicine / Law / CA/ ICWA / ACS / AMIE / AIETE etc., is also eligible.
- ii. he candidate should have appeared for State-wide Entrance Test (ICET) conducted by APSCE or the test conducted by the School of Distance Education, Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for **MBA (Marketing)** Programme through School of Distance Education shall extend over a period of **Three** academic years.

4. Eligibility for the Award of Degree :

Candidates for the MBA Degree through Distance Mode shall be required to pass the examination held by University after undergoing the prescribed course of study.

5. Fee Structure:

The total fee for the course is ₹35,000/- out of which an amount

of ₹18,000/- at the time of admission, an amount of ₹12,000/- towards second year fee and the balance amount of ₹ 5,000/- towards third year fee are to be paid.

6. Course Structure :

The Programme consists of the following 20 subject papers (including Project Report and Viva-Voce examination) which are spread over THREE academic years. The course structure is as follows :

MBA (HRM) FIRST YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 1. | 101 | Management Process and Behaviour | 20 | 80 | 100 |
| 2. | 102 | Quantitative Techniques for Managerial Decisions | 20 | 80 | 100 |
| 3. | 103 | Business Environment | 20 | 80 | 100 |
| 4. | 104 | Accounting for Management | 20 | 80 | 100 |
| 5. | 105 | Managerial Economics | 20 | 80 | 100 |
| 6. | 106 | Managerial Communications | 20 | 80 | 100 |

SECOND YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|---------------------------|---|----------------|------------|
| 7. | 201 | Human Resource Management | 20 | 80 | 100 |
| 8. | 202 | Marketing Management | 20 | 80 | 100 |
| 9. | 203 | Financial Management | 20 | 80 | 100 |
| 10. | 204 | Operations Management | 20 | 80 | 100 |
| 11. | 205 | Operations Research | 20 | 80 | 100 |
| 12. | 206 | International Business | 20 | 80 | 100 |

THIRD YEAR

| Sl. No. | Subject Code | Subject Title | Internal assessment (Periodic assignments/ unit examinations) | Year-end Exams | Max. Marks |
|---------|--------------|--|---|----------------|------------|
| 13. | 301 | | 20 | 80 | 100 |
| 14. | 302 | Entrepreneurship Development & Small Business Management | 20 | 80 | 100 |
| 15. | C303 | Human Resource Planning and Development | 20 | 80 | 100 |
| 16. | C304 | Industrial Relations | 20 | 80 | 100 |
| 17. | C305 | Employee Compensation and Welfare Mgt. | 20 | 80 | 100 |
| 18. | C306 | International Human Resource Management | 20 | 80 | 100 |
| 19. | 307 | Project Work | - | - | 100 |
| 20. | 308 | Viva-Voce | - | - | 100 |

CHAPTER - VIII

MBA (HOSPITAL ADMINISTRATION)

1. Objectives of the Programme:

The objectives of the programme are :

- * To prepare quality and efficient administrators to manage hospital.
- * To train the candidates in various methods of administration of hospitals.
- * To equip the candidates with better leadership skills.
- * To train the candidates to develop a system for effective and efficient health care delivery in hospitals.
- * To impart knowledge, skills and abilities for implementation of strategies in relation to corporate hospitals.

The scheme and regulations of the course are as follows.

2. Medium of Instruction and examinations:

English only

3. Duration of the Course :

Three Academic Years

4. Admission Procedure :

The admission into MBA Programme shall be made on the basis of Merit in Admission Test and by following the Rule of Reservation as applicable with a limited intake.

Eligibility for Appearance at admission Test and for Admission into MBA (Hospital Administration) Programme :

- i) Any graduate with 50 percent marks (SC /ST/B.C. candidates with 45% marks) is eligible. The candidate with professional qualification like CA / ICWA / ACS / AMIE / AIEME etc., is also eligible.
- ii) The candidates should have appeared for state-wide Entrance Test (ICET) conducted by APSCHE or the test conducted by the Andhra University and obtained the rank. Admission in to the above course shall be made on the basis of the rank obtained subject to the fulfillment of eligibility criteria by the candidate. Any mistake in entering the marks by the applicant may lead to losing the seat. If the mistake is found even at a later stage, the provisional admission if given, is liable for cancellation.

- iii) Candidates with 5 years of work experience in health care and related sectors **after graduation** need not appear for Entrance Examinations and can seek admission directly.

5. Fee Structure :

Total Course Fee is ₹50,000- (₹25,000/- in I year, ₹ 15,000/- in II year and ₹ 10,000/- in III year payable in a single instalment on intimation)

6. Course Structure :

First Year :

- 1) Management Process & Behaviour
- 2) Accounting for Decision Making
- 3) Management of out-patient Department
- 4) Patient care and behaviour
- 5) Health system Management
- 6) Management of Information System in Hospitals

Second Year :

- 1) Human Factor in Health Organization
- 2) Finance Management in Hospitals
- 3) Operations Management in Hospitals
- 4) Medical Audit and Quality Management
- 5) Hospital Services Marketing
- 6) Health Care Economics

Third Year :

- 1) Hospitals Waste Management
- 2) Risk and Disaster Management
- 3) Legal and Disaster Management
- 4) Operations Research
- 5) Health Insurance
- 6) Clinical, Diagnostic and Therapeutic Services

Note :

There Shall be 18 papers spread over 3 years of the programme besides Project work and Viva-Voce. The year-end examinations shall be for 80 marks and Internal Assessment for 20 marks, consisting of assignments for each paper, as is being done in the case of other MBA programmes of School of Distance Education. The project work shall be for 100 marks and Viva-Voce for 100 marks.

CHAPTER- IX

GENERAL INSTRUCTIONS

1. *Methods of Instruction :*

The method of instruction shall be based mainly on printed textbook / course material prepared by subject experts in the field. The material shall be supplemented by personal Counselling and Contact Programme Classes with audio-visual aids. In addition to the material supplied by the University, standard textbooks and reference books available in the SDE Library, Dr. V.S. Krishna Library in the University Campus and also at select study centers can be made use of.

2. *Study Centres :*

Select study centers of School of Distance Education and the Departments of Commerce and Management Studies of other Universities in other places, depending upon the enrollment of candidates and as decided by the Vice-Chancellor shall be made use of for arranging counseling and contact programmes and for providing library facilities. A part from A.U.Campus, Visakhapatnam, the Counselling and Contact Programmes will be organized in select study centres.

3. *Examination Centres :*

All the select study centers are recognized as Examination Centres.

4. *Counselling cum Contact Programmes :*

Counselling cum contact classes will be conducted on sundays only at the select study centres. These programmes will be organized by utilizing the services of teachers within and outside the campus and also of executives from industry.

5. *Pattern of Examination*

The pattern of examination of MBA Programme shall be based on four components as follows :

- (A) *Continuous Evaluation:*** In the form of periodic assignments or unit examinations which carry a weightage of 20%, there will be two assignments per subject paper. The average of the marks obtained in the two assignments will be counted for the purpose of final result.
- (B) *Year-end Examination:*** The candidate shall be required to take an examination at the end of the each academic year as detailed in the scheme of examination. Each paper of the examination shall unless otherwise prescribed, be of three hours duration and carry 80 marks.

The following component will comprise the year-end examinations:

- (i) Analytical and conceptual comprehension through short answer and essay type questions
- (ii) Cases or Problem-solving exercises.

(C) Project Report : At the end of THIRD year in case of three year MBA Programme and at the end of SECOND year in case of Executive MBA Programme, the candidates shall undergo practical training in an organization **for a minimum period of eight weeks** and submit a report thereon along with a practical training certificate obtained from the organization. Any deviation from the above should be approved by the Director, SDE, Andhra University, Visakhapatnam.

The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the course of study of the programme, by studying and analyzing a selected problem in the work situation in a systematic manner while suggesting solutions to the management. It is desirable that the sponsoring organization has to identify the areas of project work for their allottees at the beginning of the training programme itself.

The project report carries a maximum of 100 marks. The Project Report shall be guided and certified by a recognized guide. The completed project report should be submitted to the Director, SDE before the due date as communicated by the Office.

(D) Comprehensive Viva-Voce Examination :

Candidates who have appeared for the Third Year-End examinations of all papers in case of three year MBA Programme and appeared for the Second year-end examinations in case Executive MBA Programme and underwent the practical training and submitted project report shall be eligible to appear for Comprehensive Viva-Voce Examination which carries a maximum of 100 marks.

Candidates shall bring a copy of the Project Report at the time of Viva-Voce examination.

(E) Examination Application :

All the regular candidates are required to submit their Examination Application forms in the prescribed proforma within the due date as notified in the academic calendar. Even if the student is not appearing for theory examinations but submits assignments only is also required to submit the examination application.

Backlog candidates who wish to appear either for theory examinations or submit assignments or project reports or appear for Viva-Voce Examination are also required to submit the Examination Application within the due date.

6. Marks qualifying for a pass and class :

A candidate shall be declared to have passed MBA examination if he/she obtained not less than 40% of total marks on aggregate in each year and not less than 35% in each paper (Paper minimum marks) consisting of Assignments.

Notwithstanding anything contained in the above regulations, in the case of Project Report, a candidate shall be required to obtain not less **than 40% of marks to be declared** to have passed in the examination, and in the case of comprehensive **Viva-Voce examination not less than 50% marks.**

The names of the successful candidates at the examination shall be arranged in the order in which they are registered for the examination as follows on the basis of total marks obtained by each candidate in all the THREE years' / TWO years examinations put together.

Successful candidates shall be placed in three classes on the basis of the aggregate marks secured by them in 20 subject papers (including Project Report and Comprehensive Viva-Voce examinations) irrespective of the number of appearances taken by the candidate to complete the MBA Degree examination through SDE.

First Class : Those who obtain 60% and above but less than 70%.

Second Class : Those who obtain 50% and above but less than 60%.

Third Class : Those who obtain 40% and above but less than 50%.

First Class with Distinction:

Only those candidates who appear and pass the examination in all the papers of all the THREE years in case of three year MBA programme and in all the papers of all the TWO years in case of Executive MBA programme at first appearance and who secure marks of 70% and above shall be eligible to be placed in the First Class with distinction. Further, no candidate who has not passed all the papers relating to any year at the first appearance shall be eligible for the award of any medals or any prizes by the University and to receive certificates of rank obtained by them in the examination.

7. Provision for Improvement :

Provision for Improvement is allowed within a period of **three years** from the year of passing the respective PG degree examination. Hence the candidates are eligible to take whole examination either I year or II year of III year in case of III year MBA course and I year or II year in case of II year MBA course. Further, paper-wise improvement is also allowed to them by restricting to only one chance immediately after passing the

respective PG degree examination. An amount of ₹ 1,000/- is to be paid towards improvement fee per year besides the usual examination fee.

7 (a) Re-admission Procedure : The candidates, who are not able to complete their degree with the regulations under which they are admitted within the stipulated time period, may seek re-admission by paying an amount of ₹10,000/- towards re-admission fee along with dues so as to complete their respective degrees under current regulations in force.

Such students after Re-admission, can procedure the material for the backlog papers on payment basis. However, the material of the year (final year) will be given free of cost after admission. Equivalency conditions shall be applicable to such candidates seeking re-admission, as per the rules of Andhra University.

Supplementary Examinations :

Provision for Supplementary examinations is also provided for PG courses by collecting ₹ 500/- towards supplementary examination fee besides the usual examination fee. Supplementary examination will be held during December / January every year.

8. Guidelines for Answering Assignments :

1. Assignments constitute the continuous evaluation which carry a weightage of 20% in each course. There will be two assignments for each course. However, incase of MBA Hospital Administration, there will be one assignment for each course. The candidates should answer compulsorily both the assignments per course and the average of two will be counted for the purpose of final result.
2. The main purpose of assignment is to test the student's comprehension of the course material sent to him and also in helping him in getting through the courses. The information given in the printed course material should be sufficient for answering the assignments. The answers should be complete in all respects. Incomplete answers bring poor marks. The assignments are to be submitted to the Director, SDE, A.U. before the due date. **It is desirable that the student should retain a copy of all assignment responses which he/she submits.**
3. Answering Assignments : While Answering Assignments :
 - (i) A student should read the assignment carefully and follow the specific instructions, if any.
 - (ii) He/She has to study thoroughly the units on which assignments are based.
 - (iii) He/She should note down relevant points of answers; rearrange

those points in a logical order and draw a rough outline of answer. In respect of essay questions, introduction as well as conclusion are to be given. The answer should be logical, cohesive and it should have clear connections between sentences and paragraphs.

The answer should cover all the main points of the question. While solving numerical questions, proper format should be used and the working notes are to be given wherever necessary.

- a. Each Assignment is to be answered and submitted separately in a booklet form using A4 size papers providing clear cut margins and sufficient space in between each answer. On the top of the first page of each assignment the required information be furnished invariably in the format given below.
- b. The responses should be in candidate's own handwriting. Print or typed answers will not be accepted. Answers copied either from the course material sent by the University or from the response sheets of other students will get zero marks. After receiving the assignment from the candidate, the Office of the SDE will arrange to send an acknowledgement thereon.
- c. The top of the first page of each assignment should consist of the following information :

a) Regd. No. :

b) Academic Year :

c) Study Center :

d) Course Code & Title :

e) Assignment No. :

f) Signature :

g) Date :

Name and Address :

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Since the Assignment Question Papers are being changed every

year, backlog candidates shall have to answer the current year assignment question papers and submit the assignments. Assignments submitted on the basis of previous years question papers will not be considered. Once the pass marks are obtained, the assignments cannot be resubmitted for improvement of marks/class.

9. Guidelines for Preparation of Project Report

Students of MBA Programme will have to take up project work in the final year.

1. The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to the management.
2. The topic for project report may be taken from any one of the following sources :
 - (i) Comprehensive case study, covering single organization with multifunctional area problem formulation, analysis and recommendations.
 - (ii) Inter organizational comparison of performance in different functional areas including management practices.
 - (iii) Field Study / Empirical Study.

Project Proposal (for MBA Courses)

1. The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Director, School of Distance Education, Andhra University, Visakhapatnam. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.
2. Eligible Project Guide may be taken from any one of the following:
 - (i) Faculty of Department of Commerce and Management Studies of University Campus,
 - (ii) Academic Counsellors of MBA Programme.
 - (iii) Teaching faculties of Departments of Commerce and Management Studies of any other University recognized by Andhra University.
 - (iv) Senior Executives holding Master's Degree in Management or allied disciplines with a minimum of 10 years of experience.

Students are advised to send their project proposal (synopsis) and

Biodata of Guide (in case of ii, iii & iv above) duly signed by guide to the Director. If the proposed Guide is not acceptable, the student shall be advised accordingly and in all such cases, the student should change guide before the proposal is considered for approval. Similarly if a student wants to change his/her guide after some time, he/she would be required to submit the project proposal along with the signature of the new guide on a new project proposal proforma.

At any given point of time a guide should not have more than ten students.

Project Proposal (for MBA Hospital Administration)

1. The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Director. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any future directions for further research, etc.
2. Eligible Project Guide may be taken from any one of the following:
 - i) Academic Counsellors of MBA (Hospital Administration Programme)
 - ii) Medical practitioner / Administrator with MBBS qualification and having put in atleast a minimum of 5 years of experience either in govt. hospital or corporate hospital.

Students are advised to send their project proposal (synopsis) and Biodata of Guide duly signed by guide. If the proposed Guide is not acceptable, the student should change guide before the proposal is considered for approval. Similarly if a student wants to change his/her guide after some time, he/she would be required to submit the project proposal along with the signature of the guide on a new project proposal proforma.

At any given point of time a guide should not have more than five students.

Note : Students are advised to select their guides who are either teachers or active Professionals in the relevant area of the selected topic.

3. The project proposal shall be submitted in proforma (format) along with one copy of synopsis and bio-data of the guide to the Director for approval. Proposals incomplete in any respect will straightway be rejected. Students are advised to retain a copy of the synopsis.
4. Communication of approval/non-approval of the project proposal will be sent to the candidate within one month of the receipt of the proposal.
5. Communication of non-approval of the proposal will be accompanied

by comments / suggestions for reformulating the project. The revised project proposal should be submitted in the new proforma. A copy of rejected synopsis and project proposal proforma wherein the comments or suggestions of the evaluator are given should also be submitted.

6. Preparation of Project Report :

- (i) The report should consist of (a) Significance of the study, (b) Objectives, (c) Sampling and Methodology, (d) Statistical Techniques used, (e) Limitations, if any, and (f) Guidelines for future research.
 - (ii) The length of the report shall be in between 60 and 80 double spaced typed A4 size pages (excluding Appendix and Exhibits). The report is to be submitted in a bound volume.
 - (iii) The Project report should also contain :
 - (a) Project Approval
 - (b) Synopsis
 - (c) A Certificate from the organization where the candidate underwent Practical Training for a period of eight weeks
 - (d) Certificate of the Project Guide as to the originality of work.
 - (e) A statement of the candidate mentioning that the work is a original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of study
7. One typed copy of the project report is to be submitted to the Director, School of Distance Education, Andhra University before the due date as communicated in the Academic Calendar. One copy of the report is to be retained with the student and produced at the time of Viva-Voce Exam. The copy sent to the University will not be returned.

**SCHOOL OF DISTANCE EDUCATION
ANDHRA UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
PROFORMA FOR PROJECT PROPOSAL**

Reg. No. :

Study Centre :

Name of the Student :

Address :

.....

.....

.....

Telephone Nos. :

Title of the Project :

Subject Area : Marketing / HRM / Finance*

Name, Designation and Official

Address of the Project Guide:

.....

.....

.....

Phone No :

Is the guide an Academic Counsellor of MBA Programme of SDE Yes / No

If yes, name of Study Centre and the Courses of counselling and since when

.....

* Candidate has to choose a topic only relating to area of his / her specialization.

Experience (in years) Teaching :

Executive :

No. of students working under the guide for Project Report

.....

Signature of the Student

Signature of the guide

Date :

Date :

Note : Enclose the synopsis of the project and bio-data of the guide.

(for Office use only)

| | |
|---------------------|---------------------|
| Synopsis | Supervisor |
| Approved | Approved |
| Not Approved | Not Approved |

CHAPTER- X

OTHER INSTRUCTIONS

1. Any qualified candidate within India can apply for admission into the School of Distance Education. Admission is restricted to the candidates residing in India.
2. Transfer Certificate and Migration Certificate need not be submitted for admission.
3. Candidates who passed the higher examination should not apply for lower examination.
4. Candidates after graduating from the School of Distance Education are eligible for higher studies as in the case of regular students.
5. After enrolment, every student will be allotted a code number, which he/she should invariably mention in all his/her correspondence with the School. Full Code Number including the period of study should be quoted in all the correspondence. Correspondence without code number will not receive attention.
6. The student will be admitted into the School on the assumption that the entries in the Admission Application are correct and the student has to fulfil all the requirements as mentioned in the application.

The Original certificates of the students submitted along with the admission application form will be returned to the students by the Registered Post as soon as the admission formalities are over. However such of the original certificates which are required for the record of the school will be retained and they will not be returned.

The first of July is treated as the day of commencement of the academic year.

7. The candidates are required to abide by the rules and regulations that are in force and those that will come into effect from time to time as formulated by the school and/or by the University.

Postal Address :

8. All correspondence pertaining to the School of Distance Education must be addressed to

**The Director,
School of Distance Education,
Andhra University,
Visakhapatnam - 530 003,
Andhra Pradesh.**

The student is particularly requested to note that the Office of the School of Distance Education is different from the Central Administrative Office, Andhra University, Visakhapatnam.

Mailing of Communications :

9. All communications and reading material will be mailed to the students by Express Parcel post to the address of the students as per the records of the school. The students are advised to make necessary arrangements in their respective delivery post offices at their end to get the delivery of different communications, reading materials from the school properly without delay. It is not possible for the school to own any responsibility for any postal mishap. However necessary arrangements may be made to provide another set of reading material/ copy of communication etc. to the students if the issue of non-receipt/ postal mishap is brought to our notice in time.

Identity Card :

10. The identity card issued to the candidates will be sufficient for the purpose of identification for the entire period of study in the school. If the identity card is lost, a fresh identify card will be issued on payment of ₹50/-.

Payment of Tuition Fees :

11. The First year tuition fee has to be paid at the time of admission. 1 year tuition fee shall be payable on the date to be notified by the school in case of executive MBA programme. In case of 3 year MBA programme the First year tuition fee has to be paid at the time of admission. The 2nd and 3rd year tuition fee shall be payable as per the dates to be notified by the school.

Penal Fee will be levied if the tuition fee is not paid on or before the due date October 5th as follows :

With a fine of : ₹ 50/- (upto November 5th)

With a fine of : ₹200/- (upto January 5th (subsequent Year)

Penal Fee of ₹100/- for every belated year

Change of Elective Subject(s) :

12. The candidates who opt for a change in elective subject have to pay the following fees :
 - (a) After appearing for the exam : ₹150/-
 - (b) Without appearing even once : ₹ 50/-

Note : Prescribed application form should be used for effecting the change.

Remittances to the School :

13. All the Remittances to the School of Distance Education should be made through a crossed Demand Draft Drawn in favour of the **Registrar, Andhra University, Visakhapatnam**, payable at Syndicate bank, Chinna Waltair, Viskhapatnam-3 or any nationalised bank payable at Visakhapatnam. The name of the candidate, code number if already allotted and the purpose of the remittance should be clearly mentioned in the covering letter along with the Demand Draft. **The name of the candidate and complete code number are also to be noted on the back of the Demand Draft.**

Bank Challans, Money Orders and Postal Orders will not be accepted.

Refund of Fee :

14. In respect of those candidates whose applications are rejected by the school for any reason 10 percent of the tuition fee besides admission and registration fee of Rs.150/- will be deducted from the fee paid and the balance will be refunded. Candidate who submits application for admission and withdraws on his/her own, will not be entitled for refund.

Fee Concession :

15. The employees of Andhra university and or their children/spouse are exempted upto 50 per cent from payment of tuition fees on the production of service certificate from the Registrar. The fee concession of 50 per cent is also available to the children/spouse of retired employees of the University.

Information relating to examinations :

16. Examination applications will be mailed to the candidates who are on rolls by the School. In the case of former students of the School of Distance Education, the examination applications will be supplied on request only.
17. The candidates will not be permitted to take the examinations unless they clear all the dues to the School.
18. The Code Number of the candidates should be written in the column provided in the examination application form for easy reference. Information relating to the examinations such as last date for receipt of examination fee, etc. will be generally informed by the school. However, students are also advised to see notifications in the press issued by the Director, School of Distance Education, Andhra University relating to such matters.

19. (i) A candidate appearing for the examination for the first time shall pay the fee prescribed for the whole examination even if the candidates chooses to appear for some papers only. There after the candidate can appear for any part or parts or papers.
- (ii) For the sake of First appearance for the university Examinations, there should be a clear gap of one academic year from year to year. However, once the study period is completed, the candidate can appear for both previous and final examinations, provided he/she owes no dues to the school.
- (iii) Irrespective of the appearance at the University examinations and the consequent result, the candidate is demed to have entered into the next year of study in the School of Distance Education
20. Examination fee once paid will under no circumstances be refunded or held over for subsequent examinations.
21. The centres of Examinations are given in the Examination application form. The candidates may choose any one centre given therein.

Issues of Hall Tickets, Marks Statements and Provisional Certificates etc. :

22. (i) The candidates have to collect their Hall Tickets from the Chief Superintendent of the respective examination centres. Issuing of Hall Tickets will begin three days before the commencement of examinations. Hall Ticketes will not be mailed to the candiates by post.
- (ii) The School of Distance Education will arrange to despatch marks statements and provisional certificates etc. to the candidates of the School of Distance Education, who have fulfilled all the requirements as per the existing rules and regulations.
- (iii) If the candidates finds any delay in receiving the above, he/she may write to the Director regarding the non-receipt of the same. The letter to the Director should contain all the particulars of examination such as month and year of appearance, centre, Register Number etc. with Xerox copies of all marks memos.
- (iv) The particulars of fee prescribed for the issue of Study Certificate/ Migration Certificate are as follows :

| | | |
|-------------------------|---------------------------------------|--------|
| * Migration Certificate | ₹400/- Plus for every belated year | ₹100/- |
| * Study Certificate | ₹200/- for every belated year | ₹30/- |

However candidates who wish to obtain duplicate or triplicate copies of the marks Statement / Provisional Certificate have to pay the following fees :

| | Fee for duplicate | Fee for Triplicate | |
|-------------------------|---|---|--|
| * Marks Statement | ₹ 400/- + ₹ 100/- for every belated year | ₹ 800/- + ₹ 200/- for every belated year | |
| * Migration Certificate | ₹ 1000/- + ₹ 100/- for every belated year | ₹ 1500/- + ₹ 200/- for every belated year | |
| | for Original copy | for duplicate copy | |
| * Consolidated Marks | ₹ 600/- + ₹ 100/- for every belated year | ₹ 800/- + ₹100/ for every belated year | for Triplicate copy ₹ 1500/- + ₹ 200/- for every belated year |
| * Study Certificate | ₹ 400/- | ₹ 800/- | |
| Provisional Certificate | ₹ 400/- | ₹ 800/- | |

Note : Candidates who wish to obtain Migration Certificate or Date of Birth Extract have to pay the necessary fee as mentioned above in favour of the Registrar and send the same along with a requisition letter to the Director, School of Distance Education, Andhra University, Visakhapatnam.

Issue of Degree Certificate :

23. The office of the School of Distance Education will arrange to issue the Degree Certificate to all the candidates of the School of Distance Education on payment of prescribed fee as under.

For issue of Degree in Advance : ₹1000/-

(i) Old Degrees as per the existing rates
(Revised after every convocation)

(ii) Duplicate Original Degree

₹1600/- plus ₹100/- For each belated year

(along with Police complaint and Notary Certificate Mandatory)

Note : The candidate should use the prescribed application form which can be obtained from the office of the School of Distance Education for the issue of Degree in Advance.

The payment towards prescribed fee for Degree Certificate are to be remitted in favour of **Registrar, A.U., Visakhapatnam** through Demand Draft.

The candidates have to enclose the Demand Draft to the prescribed application form for the issue of Degree and send the same to the Director, School of Distance Education, Andhra University, Visakhapatnam.

Filling of Examination Application Form :

24. The candidate has to send the duly filled in Application Form with the Demand Draft to the **Registrar, Andhra University, Visakhapatnam - 530 003** on or before the last date as specified in the examination notification. The Candidate has to carefully go through the instructions given in the Application Form before filling. The candidate should note that the Application form contains the Hall Ticket and Examination Application Form. Incomplete Application are liable to be rejected. In case the Application is returned to the candidate due to any objection, the candidate has to re-submit the same directly to the Director, School of Distance Education, Andhra University, after complying with the objection that is raised.

Particulars of previous Pass/Appearance :

25. In case the candidates has already passed/appeared in any part/subject(s) previously, he/she has to invariably note the previous pass/appearance particulars such as the year of passing, the Register number, the examination centre are noted in the relevant columns of the examination application form. However, this will not apply to the candidates who are appearing for the first time. The examination application form will be rejected if the previous pass/appearance particulars are not clearly noted.

Transfer Certificate :

26. The candidates are not required to submit transfer certificate and Migration certificate for admission into any course. However, candidates desirous of obtaining T.C. from the school have to submit proof of Date of Birth evidence.

Address Slips :

27. The Candidates are required to enclose 3 address slips along with the application for admission. If there is any change in the address, again 3 slips have to be sent to the School along with a covering letter.

28. Any change of address of a candidate should be intimated at least 15 days in advance by Registered Post to ensure prompt receipt of all correspondence from the School. Frequent changes of address cannot be entertained unless the period of stay at any place as per the change of address is for a period of 3 months. If the period is less than that, they have to make their own arrangements for redirecting their correspondence to the correct address.

Enquiries :

29. The student can make enquiries regarding courses, examination particulars etc. at the Learner Interface of the School of Distance Education or at the nearest Study Centre of the School or through telephone 98481-99155 or 2754966, and for specific enquiries relating to MBA Programmes, 0891-2548522 can be contacted.
30. Enquiries will be attended to in the Office from 10.00 a.m to 1.00 p.m on all working days.
31. The Second Saturday in every month is holiday to the School. The School observes the State Government holidays.
32. The students are also advised to clear all their doubts of administrative and academic nature during the time of Personal Contact Programme / week end class programme.

Modular Admission System:

Under the Modular admission system candidates who complete First year of study successfully under the Three year MBA programme are eligible for the award of **Diploma in Management**. Further candidates who complete Second year of MBA programme besides the First year successfully are eligible for the award of **PG Diploma in Management**. Similarly candidates who complete the First year successfully under the Second year Executive MBA programme are eligible for the award of **PG Diploma in Management**.

Additional Option Papers of MBA Programme :

Candidates who have completed MBA Course from Andhra University or any other University recognised as equivalent thereto are permitted to pursue Additional Optional Papers in Marketing / HRM / Finance as the case may be by getting admitted into the Final Year of MBA programme. Such candidates need not appear for any entrance test.

These candidates have to pay ₹10,000/- and appear for 4 papers (specialisation) only. They need not submit either the project report nor appear for VIVA-VOCE examinations.

SPECIAL NOTE

As per the guidelines issued by the Government of AP in e-PASS Website, which was conveyed by the Deputy Director (Social Welfare), Visakhapatnam (Rc.No.B3/613/2006, dt. 14.12.2010), the students pursuing Open University studies and Distant Learning are not eligible for Scholarships.

CONTACT PHONE NUMBERS

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|---|---|
| Name & Address | Director, School of Distance Education, Andhra University Visakhapatnam - 530 003 Phones :0891-2844142, 0891-2550223, 2575745 Fax : 0891-2575752 |
| Learner Counselling Centre | 0891 - 2844146 9963474711, 9963474712 9963474714 |
| Information regarding Fees dues, TC/PC/MC/OD/Study Certificates/ Marks lists or duplications General Information | Learner Interface : 0891-2844143, 9848199155 7702257821 Enquiry : 0891-2754966, 9848199155 |
| Reading / Course Material | Course Material Section : 0891 - 2844145 7702257818, 9963474719 |
| Assistant Registrar | 7702257815 |
| Deputy Registrar | 9963474722 |
| Joint Registrar | 7702257817 |

OTHER CONTACT NUMBERS

| S.No. | Section | Cell No. |
|-------|------------------------------------|------------|
| 1. | Assistant Registrar | 7702257815 |
| 2. | Deputy Registrar | 7702257816 |
| 3. | Joint Registrar | 7702257817 |
| 4. | Accounts Section | 7702257820 |
| 5. | AU SDE Study Centre (Srikakulam) | 7702257823 |
| 6. | AU SDE Study Centre (Vizianagaram) | 7702257824 |
| 7. | AU SDE Study Centre (Kakinada) | 7702257825 |
| 8. | AU SDE Study Centre (Rajahmundry) | 7702257826 |
| 9. | AU SDE Study Centre (Eluru) | 7702257827 |
| 10. | AU SDE Study Centre (Vijayawada) | 7702257828 |
| 11. | AU SDE Study Centre (Guntur) | 7702257829 |

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