

MASTER OF BUSINESS ADMINISTRATION

**MBA (Finance) / MBA (Marketing)
MBA (HRM)**



PROSPECTUS

**SCHOOL OF DISTANCE EDUCATION
ANDHRA UNIVERSITY, VISAKHAPATNAM 530 003**

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Price Rs. 300/-

Downloaded application should be sent along with a DD for Rs.300/-
together with admission fee

Copies : 2,000

July, 2010

Printed at : SRIRAM PRINTERS, Visakhapatnam - 530 027.

PREFACE

Greetings from the School of Distance Education. This Prospectus covers all important points pertaining to admission into different MBA Programmes.

You are advised to go through these pages carefully and return the Application Form of Admission duly filled-in within the prescribed date.

The demand for professional management of business has grown enormously during post - reform period. To meet this demand, the School of Distance Education, decided to broaden the base so as to enhance diverse managerial skills required in the market. The result is the introduction of MBA with increased emphasis on functional areas. We are sure that after going through MBA in specific functional area you will be able to realize your dream job in the market. You may therefore choose among MBA (Finance), MBA (Marketing), MBA (Human Resource) and maximize your skills based on your dream.

Further, you are also advised to be in touch directly with the School, without seeking the assistance of private organisations. We would be happy to clarify your doubts at every stage.

The School will extend the possible co-operation and guidance to the students in all academic matters.

Visakhapatnam

Prof. P.Hrushikesava Rao
Director

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CHAPTER- I

SCHOOL OF DISTANCE EDUCATION

A BRIEF PROFILE

Distance Education is a well tried modern method of Education. Distance Education permits greater flexibility and it is learner - centered.

The School of Distance Education, formerly School of Correspondence Courses of Andhra University was established on 1st July, 1972 with the objective of increasing the access of higher education to disadvantaged sections of the society. Initially B.A., and B.Com., courses were offered with the assistance of UGC. Liberalised admission into B.A., / B.Com., courses under open system was introduced in 1976.

M.A. (Economics) and M.Com. courses were started in the year 1978-79 with the assistance of the University Grants Commission. Later B.Ed. and M.Ed. courses were added during 1980-81 and 1982-83 respectively.

M.A. (English), M.A. (Public Administration), Post-Graduate Diploma in Co-operation and Rural Studies and B.Sc. courses were introduced from the academic year 1983-84.

The School has also started non-conventional one year P.G. Diploma Courses in Translation, Environmental Studies and Functioncnal English, from the year 1989.

Besides these courses, the School introduced the following M.A. courses, from the academic year 1989-90.

1. M.A. (Hindi)
2. M.A. (Telugu)
3. M.A. (History)
4. M.A. (Politics)
5. M.A. (Sociology)

The School introduced the following courses w.e.f the Academic Year 1997-98.

1. P.G.Diploma in Personnel Management & Industrial Relations (H.R.M)
2. P.G.Diploma in Voluntary Welfare Organisations / Management of Voluntary Organisations (MVO)
3. P.G.Diploma in Travel & Tourism Management.
4. M.A.Philosophy.

M.A./M.Sc. in Mathematics and P.G. Diploma in Computer Programming and Applications (PGDCPA) were offered from the year 2000-2001 and 3 certificate courses in computers were offered from 2002-03.

M.A.(Education) and M.L.I.Sc. are offered from 2003-04 onwards.

During the Academic Year 2005 L.LM, M.Sc in Botany, Zoology, Physics and Organic Chemistry, B.E/B.Tech in Civil, Electrical, Electronics, Mechanical and Chemical Engineering branches were introduced. Further during the Academic Year 2006, MCA, MBA (Executive) and MHRM Courses were introduced. Modifying MBA syllabus with emphasis on functional areas, MBA (Marketing), MBA (Finance) and MBA (HRM) are introduced under Two-Year and Three-year streams from the academic year 2007-08.

The School of Distance Education is run by skilled teachers and educational administrators who always strive to reach high academic standards. A student who is enrolled into this School is awarded the same degree as in the case of regular students of this University.

The core academic staff of the School will carry on the academic activities with the help of the well experienced teachers in their respective fields, who are working in this University as well as in other Universities.

Print material is the main stay of instruction supplemented by Week-end classes and Annual Personal Contact programme classes at various centres to facilitate face to face interaction between

the teachers and students. The School invites well experienced teachers to participate in these Personal Contact Programmes besides our academic staff. During these programmes the teachers will give an extensive review of the subjects and clarify the doubts of the students.

Gyan Vani :

Gyan Vani an educational channel run on co-operative principles funded by IGNOU, New Delhi is operated from April, 2002 onwards. Students can avail this facility on F.M.Channel (104.6MHz) from 6.00 a.m. to 10.a.m. and 6.00 p.m. to 10.00 p.m. everyday. It is available around 100 kms. radius of Visakhapatnam city.

Phone - in Programme to Clarify the doubts of students is Organised on II and IV Friday's of every month from 7pm to 7.30pm.

STAFF PATTERN OF THE SCHOOL - TEACHING STAFF

STAFF PATTERN OF THE SCHOOL - TEACHING STAFF

DIRECTOR :

Prof. **P. Hrushikesava Rao**, M.Com., Ph.D. Commerce

PROFESSORS :

01. Prof. N.L. Narasimha Rao, M.Com., Ph.D. Commerce
02. Prof. P. Krishna Prasad Political Science & Public Administration
03. Prof. L.D. Sudhakara Babu, M.A., Ph.D. Co-Operation & Applied Economics
04. Prof. B.Ch. Krishna Murthy, M.A., Ph.D. Economics
05. Prof. V. Simmanna, M.A., Ph.D., Telugu
06. Prof. K. Vijayakumar, M.A., Ph.D. Sociology
07. Prof. B. Sudhakara Reddy, M.A., Ph.D. History
08. Prof. Ch. Subrahmanyam, M.A., Ph.D. Economics
09. Prof. N. Subba Rao, M.Com., Ph.D. Commerce
10. Prof. K. Parameswara Rao, M.A., Ph.D., D.A.S., P.G.D.T. Economics
11. Prof. M.Bilmoria Rani, M.A., Ph.D. Sociology

12. Prof. B. Mohini, M.A., Ph.D. Hindi

ASSOCIATE PROFESSORS :

13. Dr. B.Raj Kumar, M.Com., B.Ed., Ph.D. Commerce
14. Dr. J. Ramunaidu, M.A., M.Ed., Ph.D., P.G.D.E.S. Economics
15. Dr. P. Hariprakash, M.A., Ph.D. Economics
16. Dr. T. Nirmalajyothi, M.A., M.A., P.G, D.S.S., Ph.D. Education
17. Dr. G.S.V. Prasada Raju, M.Tech., Ph.D. Computer Science

ASSISTANT PROFESSORS :

18. Sri M.V. Rajakumar, M.A., (Selection Grade) English
19. Mrs. P. Vijaya Ratnam Education

TEACHING ASSOCIATES :

20. Sri C.V Krishna Rao Faculty of Engineering
21. Sri G.Sri Ram, M.C.A Computer Science
22. Dr. S.R.Subhani, M.A.,Ph.D. Politics & Public Administration

ADMINISTRATIVE STAFF

23. Sri Y. Anjana Devi, M.A. Joint Registrar
24. Sri. N. Hanumantha Rao, M.A, B.L Deputy Registrar
25. Sri B.Nageswara Rao M.A, BL, PGDPR Asst.Registrar

SUPERINTENDENTS :

26. Sri. S.Nageswara Rao, B.A Examinations-II
27. Sri N. Nagayya M.A Examinations-III
28. Smt. S.V. Rajyalakshmi Examinations-IV
29. Sri K. Samatha Babu, B.Com., Accounts Section
30. Sri P.Sankara Rao, B.Com., Course Section
31. Sri H. Ranga Rao Confidential Section

LIBRARY :

32. Sri S.Laxmana Rao Library Asst.

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 BAOL of Andhra University or of any other University recognized by Andhra University as equivalent thereto. 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 APSCHS 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.

- * However, the candidates with M.Com/CA/ICWAI/CS will be permitted to complete MBA under Distance Mode within one-year duration by exempting those papers already studied in their respective post-graduate degree or professional degree.
- * In case of MCA, exemption of subjects is restricted to only for three subjects and the duration remains two years.
- * In case of M.A. (Economics), M.A. (Applied Economics), M. Sc (Statistics) etc, the exemption is restricted to only for two subjects and the duration remains two years.
- * Such exemptions shall be allowed only in respect of core papers but not specialization papers.

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 Rs. 30,000/- out of which an amount of Rs. 15,000/- at the time of admission towards first instalment, an amount of Rs. 5,000/- towards second instalment of the first year and the balance of Rs. 10,000/- towards second year fee in one instalment are to be paid. However, in case of lateral entry into the second year, an amount of Rs. 20,000/- is to be paid in one instalment.

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	E-Business	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	Management Decision Support Systems	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. 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.

- * However, the candidates with M.Com/CA/ICWAI/CS will be permitted to complete MBA under Distance Mode within one-year duration by exempting those papers already studied in their respective post-graduate degree or professional degree.
- * In case of MCA, exemption of subjects is restricted to only for three subjects and the duration remains two years.
- * In case of M.A. (Economics), M.A. (Applied Economics), M. Sc (Statistics) etc, the exemption is restricted to only for two subjects and the duration remains two years.
- * Such exemptions shall be allowed only in respect of core papers but not specialization papers.

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 Rs. 30,000/- out of which an amount of Rs. 15,000/- at the time of admission towards first instalment, an amount of Rs. 5,000/- towards second instalment of the first year and the balance of Rs. 10,000/- towards second year fee in one instalment are to be paid. However, in case of lateral entry into the second year, an amount of Rs. 20,000/- is to be paid in one instalment.

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	E-Business	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	Management Decision Support Systems	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 (HRM) 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. 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 (HRM)** Programme through School of Distance Education shall extend over a period of **Two** academic years.

- * However, the candidates with M.Com/CA/ICWAI/CS will be permitted to complete MBA under Distance Mode within one-year duration by exempting those papers already studied in their respective post-graduate degree or professional degree.
- * In case of MCA, exemption of subjects is restricted to only for three subjects and the duration remains two years.
- * In case of M.A. (Economics), M.A. (Applied Economics), M. Sc (Statistics) etc, the exemption is restricted to only for two subjects and the duration remains two years.
- * Such exemptions shall be allowed only in respect of core papers but not specialization papers.

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 Rs. 30,000/- out of which an amount of Rs. 15,000/- at the time of admission towards first instalment, an amount of Rs. 5,000/- towards second instalment of the first year and the balance of Rs. 10,000/- towards second year fee in one instalment are to be paid. However, in case of lateral entry into the second year, an amount of Rs. 20,000/- is to be paid in one instalment.

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	E-Business	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	Management Decision Support Systems	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

III 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. 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.

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 Rs. 30,000/- out of which an amount of Rs.15,000/- at the time of admission, an amount of Rs.10,000/- towards second year fee and the balance amount of Rs. 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	E-Business	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	Management Decision Support Systems	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

III Year MBA Programme
CHAPTER- VI

MBA (Finance)

1. Admission Procedure :

The admission into 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 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. 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.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for **MBA (Finance)** 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 Rs. 30,000/- out of which an amount of Rs.15,000/- at the time of admission, an amount of Rs.10,000/- towards second year fee and the balance amount of Rs. 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	E-Business	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	Management Decision Support Systems	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

III Year MBA Programme

CHAPTER- VII

MBA (HRM)

1. Admission Procedure :

The admission into MBA (HRM) 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. 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.

2. Medium of Instruction and examination : ENGLISH only

3. Duration :

The Course of study for **MBA (HRM)** 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 Rs. 30,000/- out of which an amount of Rs. 15,000/- at the time of admission, an amount of Rs.10,000/- towards second year fee and the balance amount of Rs. 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	E-Business	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	Management Decision Support Systems	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

GENERAL INSTRUCTIONS

1. **Methods of Instruction :**

The method of instruction shall be based mainly on printed text book / 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. Apart 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 and Contact Programmes :**

Intensive counseling and contact Programmes for 12 days - at study centers will be organized, incase of three year MBA Programmes. However incase of two year MBA programmes, the classes will be conducted on sundays only at the select study centres. The counseling and contact 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 : 8 Marks and Year-end examination : 27 marks.

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 Rs. 1,000/- is to be paid towards improvement fee per year besides the usual examination fee.

Supplementary Examinations

Provision for Supplementary examinations is also provided for PG courses by collecting Rs.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. The candidates should answer compulsorily both the assignments per course and the average of two will be counted for the purpose of final result. A candidate shall be declared to have passed in the assignments, if he/she secures not less than 8 marks in each course.
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 Course Co-ordinator, MBA Programme, 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 :

1. *Regd. No.* _____

2. *Academic Year* : _____

3. *Study Centre* : _____

4. *Course Code & Title* : _____

5. *Assignment No.* _____

6. *Signature* : _____

7. *Date* : _____

Name and Address : _____

If pass marks are not obtained in any assignment, it should be resubmitted. 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 :

1. The Project Proposal (Synopsis) should be prepared in consultation with the guide and sent to the Course Co-ordinator, MBA Programme. 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, PG Centre, Kakinada, P.G Centre, Vizianagaram, PG Centre, Tadepalligudem.
 - (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 Course Co-ordinator. 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.

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 Course Co-ordinator 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 Course Co-ordinator 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**

Regn. No. _____

Study Centre : _____

Name and Address of the Student:

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?

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

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

YES / NO

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- IX

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 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 Rs.20/-.

Payment of Tuition Fees :

11. The First year tuition fee has to be paid at the time of admission. Il 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 as follows :

Upto 2 months after due date : Rs. 50/-

After 2 months : Rs.200/-

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 : Rs.150/-

(b) Without appearing even once : Rs. 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. (i) All the S.C/H.C. (Harijan convert) S.T. students are

eligible for Tuition fee concession provided the income of the parent/guardian / husband's (If married) as the case may be does not exceed Rs.1,00,000/- per annum and their nativity is an Andhra Pradesh. All the S.C. / H.C. (Harijan Convert) / S.T. candidates, seeking fee concession have to follow the following procedure:

- 1) They should first obtain admission from the School of Distance Education in the respective course by duly submitting the filled-in admission application form along with necessary enclosures **including T.C.**
- 2) After obtaining admission, the candidates has to visit the website: www.sbms.ap.gov.in and register himself / herself for fee concession online by filling the columns therein with necessary information including admission number (ID number) allotted by the School. After registering with the concerned authorities online, the same application form, as registered online, should be downloaded and submitted to the School along with Xerox copies of necessary documents for further processing.
- 3) Such candidates who fail to submit the copy of the filled-in application as submitted online, with loose entitlement of fee concession and they have to pay full fee for the course they took admission.

The S.C./S.T. candidates who are eligible for scholarships need not pay tuition fees to the school at the time of admission or subsequently.

Such of the candidates whose applications for Tuition fee reimbursement is rejected by Social Welfare Department, have to pay the fee as stipulated in the prospectus for the concerned course as and when they are informed by the office of the School of Distance Education and their admission stands cancelled in the event of non-payment of fee on intimation.

- (ii) S.C/S.T. candidates seeking Fee concession, have to enclose T.C from the institution last studied.

- (iii) In the event of non-reimbursement of fees by the government of AP in case of SC/HC/ST candidates, the total fees due to the school has to be paid by the candidates. Their certificates will not be issued in the event of non-payment of fee dues.
- (iv) 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 : Rs.150/- Plus @ Rs.30/- for every belated year
Study Certificate : Rs.50/-

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

	Fee Duplicate Copy	Fee Triplicate Copy
Marks Statement	Rs.100/- *	Rs.200/- *
Provisional Certificate	Rs.100/-	Rs.150/-
Migration Certificate	Rs.300/-	Rs.600/- *
	(Police complaint along with Notary certificate)	
Study Certificate	Rs.100/-	Rs.150/-

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 : Rs.450/-

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

(ii) Duplicate Original Degree
Rs.1200/- plus Rs.30/- For each belated year

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,**

* Rs.30/- For every belated year

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. However S.C / S.T candidates seeking fee concession have to submit T.C. from the institution last studied.

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 :

30. 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.
31. Enquiries will be attended to in the Office from 10.00 a.m to 1.00 p.m on all working days.
32. The Second Saturday in every month is holiday to the School. The School observes the State Government holidays.
33. 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 I year of study successfully under the III year MBA programme are eligible for the award of **Diploma in Management**. Further candidates who complete II year of MBA programme besides the I year successfully are eligible for the award of **PG Diploma in Management**. Similarly candidates who complete the I year successfully under the II year Executive MBA programme are eligible for the award of **PG Diploma in Management**. Such candidates are not eligible for any exemption of papers implying that candidates seeking exemption **of papers are not 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 Rs. 10,000/- and appear for 4 papers (specialisation) only. They need not submit either the project report nor appear for VIVA-VOCE examinations.

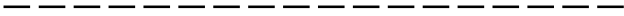
CONTACT PHONE NUMBERS

Name & Address	Director, School of Distance Education, Andhra University Visakhapatnam - 530 003 Phones : 0891-2844142 0891-2550223 0891-2575745 Fax : 0891-2575752
UG and Certificates courses Admissions, Schedule of classes and also B.Com./B.Sc., Practicals UG Courses Examinations	E-I Section : 0891-2844162, 7702257811 E-II Section : 0891-2844163, 7702257812
P.G.UG Courses Admissions,schedule of Classes and Examinations	E-III Section : 0891- 2844164,7702257813
Professional Courses/Diploma/PG Diploma courses Admissions,	E-IV Section : 0891-2844146,7702257814
Schedule of classes and examination MBA/ Executive MBA courses Admissions schedule of classes and Examinations	MBA Section : 0891-2548522 0891-2844146
Revaluation / Instant Examination Results	Confidential Section : 0891-2844158
Information regarding Fees dues, TC/PC/MC/OD/Study certificates Markslists/ or duplicates	Learner Interface : 0891-2844143 9848199155, 7702257821
General Information	Enquiry : 0891-2754966 or 9848199155
Reading / Course Material	Course Material Section : 0891-2844145 7702257818 (UG) 7702257819 (PG)

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
12.	AU SDE Study Centre (Hyderabad)	7702257830

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