

Dr. B. R. AMBEDKAR OPEN UNIVERSITY, HYDERABAD
FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

DEPARTMENT OF BUSINESS MANAGEMENT

**MASTER OF BUSINESS ADMINISTRATION
(MBA) PROGRAMME**



PROSPECTUS

ACADEMIC YEAR 2025-26

EDUCATION AT YOUR DOOR STEP

Dr. B. R. AMBEDKAR OPEN UNIVERSITY
Prof. G. Ram Reddy Marg, Road No. 46, Jubilee Hills, Hyderabad

DEPARTMENT OF BUSINESS MANAGEMENT

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(MBA) PROGRAMME**



PROSPECTUS

Academic Year 2025-26

UNIVERSITY AT YOUR DOOR STEP

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MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

I) ABOUT THE UNIVERSITY

Dr. B. R. Ambedkar Open University, formerly known as Andhra Pradesh Open University, is the first Open University in India established by an Act of State Legislature in 1982 in Andhra Pradesh representing a unique system of Open Learning. The University serves the objective of democratization of higher education and the ideals of continuing education. Without any restrictions of age, gender and occupation, the University extends educational opportunities to the people in all walks of life. The University offers various Certificate, Diploma, Under Graduate, Post Graduate and Research programmes through the Faculties of Arts, Commerce, Education, Sciences and Social Sciences with an annual enrolment of over one lakh students. The headquarters of the University, which is operating through a wide network 103 Study Centres, including 10 RCCs, spread throughout the State of Telangana, is located in Hyderabad. All the programmes are recognized by UGC and the Distance Education Bureau (DEB), New Delhi.

II) OBJECTIVES OF THE UNIVERSITY

- a) To provide educational opportunities to those who could not take advantage of conventional institutions of higher learning;
- b) To provide equality of educational opportunities for higher education of large segments of the population, including those in employment, women (including housewives) and adults who wish to upgrade their education or acquire knowledge and studies in various fields;
- c) To provide flexibility with regard to eligibility for enrolment, age of entry, choice of courses, methods of learning, conduct of examinations and operation of the programs;
- d) To complement the programs of the existing universities in the State in the field of higher learning, so as to maintain the highest standards on par with those of the best universities in the country;
- e) To promote integration within the State through its policies and programs;
- f) To offer degree courses and non-degree certificate courses for the benefit of the working population in various fields and for those who wish to enrich their lives by studying subjects of culture and aesthetic values;
- g) To make provision for research and for advancement and dissemination of knowledge; and
- h) To serve as a source of continuing education, consultancy and to provide equal access to knowledge and higher education.

III) FACULTY OF COMMERCE AND BUSINESS MANAGEMENT

Faculty of Commerce and Business Management comprises two Departments, namely, Commerce and Business Management. The Faculty has started its journey about 43 years back with the launching of B.Com Degree Programme in 1983 and since then it has been making constant efforts to excel in the field of Commerce and Management Education. The Faculty offers programmes at under-graduate and post-graduate level, in addition to few diploma and certificate level programmes. Further, the Faculty offers Research programme (Ph.D.) in both Commerce and Business Management. In addition, the

members of Faculty of Commerce and Business Management are actively engaged in research activities.

The Faculty is also planning to launch Bachelor of Business Administration (BBA) and few other Diploma Programmes in the areas of Banking and Insurance, Retail Management, etc., in near future.

IV) DEPARTMENT OF BUSINESS MANAGEMENT

Programs offered by the Department of Business Management, at present, are:

- Certificate in NGO Management (CNGO);
- Diploma in Financial Management (DFM);
- Diploma in Marketing Management (DMM);
- Diploma in Human Resource Management (DHRM);
- Diploma in Operations Management (DOM);
- Master of Business Administration (MBA)
- MBA (Hospital and Health Care Management) [MBA (HHCM)]; and
- Research Programme - Ph.D.

V) MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAM

Master of Business Administration (MBA) is an ever-green programme offered by number of universities, autonomous institutions, and colleges – both in India and abroad. This is because, MBA has become one of the most in-demand career options in India in the last couple of decades - all thanks to the widening global markets and new start-ups emerging by leaps and bounds, and a person with required professional qualification is required to run, manage and put them on right track. MBA program, regardless of the specialization, will provide and equip the learners with conceptual, theoretical and practical training in various aspects of business like general management, organizational behaviour, strategic management, business environment, economics, quantitative methods, basic accounting, operations research, and so on, in addition to providing basic knowledge in core areas like marketing management, financial management, human resource management, operations management, information technology, etc. It is a multi-disciplinary program that trains graduates to establish their name in the field of management. The scope of management is diversified with different areas of specialization, both traditional and recent areas – Marketing, Finance, Human Resource, Operations, Business Analytics, Information Technology, Banking, Insurance, Agriculture, Aviation, Hospitality, Tourism, Retail – are just a name a few.

Keeping in view the facts presented above, since 1993, the Department of Business Management of Dr. B. R. Ambedkar Open University is offering MBA Program. The Programme, in the year 2017-18, was thoroughly redesigned and restructured by adding number of contemporary courses in the curriculum, including few courses that have global relevance; in addition to confining the minimum duration of the Programme to Two (02) academic years (previously the minimum duration is Three (03) academic years). From the academic year 2017-18, the Programme is being offered through Semester-System.

Further, while redesigning the Program, in addition to the three traditional areas of specialization, viz., Finance, Marketing and Human Resource Management, one more area – ‘**Operations Management**’ - was also added to the specialization streams.

VI) PROGRAM LEARNING OBJECTIVES

The objectives of the MBA Programme are:

1. To prepare graduates to assume managerial positions in corporate sector, and also to groom in-service candidates to discharge their duties more effectively both in business and non-business organizations;
2. To prepare and equip graduates with specialized knowledge in management and business issues;
3. To help practising managers to become more effective decision makers in their fields by updating their knowledge and managerial skills;
4. To enable the managers to develop their skills of critical analysis, logical thinking, creative imagination and independent judgment in the analysis and resolution of complex managerial problems;
5. To create an in-depth knowledge in the learners in the area of specialization by them;
6. To motivate youngsters to become entrepreneurs and equip them with required skills; and
7. To create awareness among the learners about various other aspects related to the management of organizations like business ethics, corporate governance, innovation and knowledge management, international business, etc.

VII) PROGRAM LEARNING OUTCOMES AND SPECIFIC OUTCOMES

Learning Outcomes of the MBA Program are:

1. Able to apply the knowledge of management theories, principles, practices, tools and techniques to solve business problems.
2. Able to understand, analyze and communicate economic, legal, socio-cultural, technological, ethical and other related aspects of business – both national and international levels.
3. Able to analyze the issues rationally and apply creative, innovative and feasible ideas to solve the issues.
4. Able to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
5. Able to acquire in-depth knowledge in the area of specialization opted by them and apply the same in their profession.
6. Able to demonstrate abilities such as initiative taking and innovative thinking in their acts.

Specific Outcomes of the MBA Programme are:

1. Able to apply knowledge gained by them in areas like Managerial Economics, Accounting for Management, Quantitative Methods, Operations Research, etc., to solve practical decision-making problems.
2. Able to develop Value-Based leadership ability and apply the same in their career, in addition to adopt good corporate governance models in the organizational set ups.
3. Able to communicate effectively with different stakeholders of the organization.
4. Able to apply proper Information Technology and Management Information Systems for the effective and efficient management of organizations.

5. Able to analyze the trends, and identify and formulate appropriate strategies at different stages / levels of an organization, both at national and international levels.
6. Able to employ the specialized skills acquired by them in the specialization area chosen by them (Finance / Marketing / Human Resource / Operations) for making right, rational and effective decisions at right time.
7. Able to contribute to the growth and development of the society through their research acumen and entrepreneurial skills.
8. Able to inculcate innovative thinking in the team members in addition to initiate measures for proper Knowledge Management in the organizations.

VIII) PROGRAM STRUCTURE

STRUCTURE OF MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME	
FIRST YEAR	SECOND YEAR
<u>SEMESTER – I</u> MBA – 101: Management Process (05) MBA – 102: Managerial Economics (05) MBA – 103: Business Environment (05) MBA – 104: Accounting for Management (05) MBA – 105: Managerial Communication (05) MBA – 106: Information Technology for Managers (05)	<u>SEMESTER – III</u> MBA – 301: Business Ethics and Corporate Governance (05) MBA – 302: Strategic Management (05) MBA – 303: Management Information Systems (05) MBA – 304: Entrepreneurship Development (05) MBA – 305: Operations Research (05) MBA – 306: International Business (05)
<u>SEMESTER – II</u> MBA – 201: Organizational Behaviour (05) MBA – 202: Financial Management (05) MBA – 203: Marketing Management (05) MBA – 204: Human Resource Management (05) MBA – 205: Operations Management (05) MBA – 206: Quantitative Techniques (05)	<u>SEMESTER – IV</u> MBA – 401: Innovation and Knowledge Management (05) MBA – 11/21/31/41: MBA – 12/22/32/42: MBA – 13/23/33/43: Specialization Courses* MBA – 14/24/34/44: MBA – 406: Project Report (05) MBA – 407: Viva Voce (05)
Total Number of Courses: 25 (including Project Report and Viva Voce)	
* SPECIALIZATION AREAS & COURSES	
1. Finance MBA – 411: Security Analysis & Portfolio Management (05) MBA – 412: Financial Markets and Services (05) MBA – 413: Management Control Systems (05) MBA – 414: International Financial Management (05)	2. Marketing MBA – 421: Consumer Behaviour and Marketing Research (05) MBA – 422: Advertising and Sales Management (05) MBA – 423: Retailing Management (05) MBA – 424: International Marketing (05)
3. Human Resource MBA – 431: Performance Management (05) MBA – 432: Labour Laws (05) MBA – 433: Management of Industrial Relations (05) MBA – 434: International Human Resource Management (05)	4. Operations MBA – 441: Supply Chain Management (05) MBA – 442: Total Quality Management (05) MBA – 443: World Class Manufacturing (05) MBA – 444: Maintenance Management (05)

- Total Number of Courses to be cleared by a Student to get the MBA Degree awarded by the University: **25**
- Total Number of Credits assigned to the MBA Program: **125**
- Total Marks: **2500**

- Notes:** (a) All 18 courses offered in the 1st, 2nd and 3rd Semesters all common to all students. As far as the 4th Semester is concerned, one course (Innovation and Knowledge Management) is again common to all students and the remaining courses relate to the Specialization Area opted by the student.
- (b) Credit System was introduced for MBA Program from the academic year 2024-25 and the figures in the Brackets indicate the Number of Credits assigned to that Course. Each Credit carries a weightage of 20 Marks.
- (c) The student shall undertake Project Work in their area of specialization area only.
- (d) In the Second Year, the student shall opt for any one of the four specialization areas offered by the University and complete all the four courses in that specialization area.
- (e) Examinations will be conducted at the end of each Semester. As there is no detention system, students who couldn't pass or even couldn't appear for the Semester-End Examinations can also continue their studies by paying the Tuition Fee of II Year.

IX) ADMISSION REQUIREMENTS, ELIGIBILITY AND ADMISSION RULES

A) ADMISSION REQUIREMENTS

The University admits students into the MBA Program through the following two methods:

(1) Candidates qualified in the **TG ICET (Integrated Common Entrance Test for MBA & MCA)** conducted by the Government of Telangana State;

(OR)

(2) Candidates qualified in the **BRAOU MBA / MBA (HHCM) Entrance Test (BRAOU MBA / MBA (HHCM) ET)** conducted by Dr. B. R. Ambedkar Open University.

Important Notes:

- (i) Dr. BRAOU is conducting a separate Entrance Test (BRAOU MBA / MBA (HHCM) ET) to admit candidates into the MBA Program. A separate notification regarding the Entrance Test will be issued by the University. Candidates wish to appear for **BRAOU MBA / MBA (HHCM) ET – 2025** shall visit the BRAOU Website (www.braou.ac.in / <https://www.braouonline.in>) and apply for the same.
- (ii) Qualifying marks in **BRAOU MBA / MBA (HHCM) ET - 2025** is 25 per cent and no minimum marks are prescribed for SC/ST candidates (on par with ICET Guidelines).
- (iii) Candidates qualified in TG ICET need not appear for BRAOU MBA / MBA (HHCM) ET. They can seek admission into the MBA Program.
- (iv) Rank obtained in either the TG ICET or in BRAOU MBA / MBA (HHCM) ET in an academic year is valid for admission to MBA Program in the respective academic year only.
- (v) **Candidates who satisfy the Eligibility Criteria stated below are only eligible to appear for TG ICET / BRAOU MBA / MBA (HHCM) ET.**

B) ELIGIBILITY

The MBA Program is open to all citizens of India (both to the fresh graduates as well as in-service candidates) who satisfy the following conditions:

(a) FRESH GRADUATES

(i) The candidates seeking admission into Master of Business Administration (MBA) Program should have passed Bachelors Degree (B.A / B.Com / B.Sc. / BBA / BBM / BCA / BE / B.Tech. / B. Pharmacy / Law / Architecture and any 3 or 4 year degree (except Fine Arts and Oriental Languages) Examination of minimum three years duration from any University recognized by UGC, with at least **50 per cent marks (45 per cent marks in case of reserved categories of SC, ST and BC)** in the qualifying examination.

(b) IN-SERVICE CANDIDATES

(i) The candidates seeking admission into Master of Business Administration (MBA) Program should have passed Bachelors Degree (B.A / B.Com / B.Sc. / BBA / BBM / BCA / BE / B.Tech. / B. Pharmacy / Law / Architecture and any 3 or 4 year degree (except Oriental Languages) Examination of minimum three years duration from any University recognized by UGC, with at least **50 per cent marks (45 per cent marks in case of reserved categories of SC, ST and BC)** in the qualifying examination; and

(ii) The candidates should have a minimum of three years experience in any organization as on the last date of submission of application form for admission.

The candidature of such employee has to be certified by the employer stating his / her designation, length of service, etc. Further 'No Objection Certificate' has to be produced from the employer (Please see Annexure – 1 for Proforma of Service-cum-No Objection Certificate).

C) ADMISSION RULES

- The rank secured in the **TG ICET** conducted by the Telangana Government and **BRAOU MBA / MBA (HHCM) ET** (conducted by Dr. BRAOU) is the basis for the admission to MBA in any Regional Centre (RC) / Learner Support Centre (LSC);
- Intake into the Programme is restricted to 500 seats;
- Candidates can opt for any RC / LSC where MBA is offered, irrespective of their region; and
- The University reserves the right to give an admission or not to a candidate.

X) PATTERN AND SYLLABUS OF THE BRAOU MBA / MBA (HHCM) ENTRANCE TEST

The BRAOU MBA / MBA (HHCM) Entrance Test consists of 100 questions of two marks each in the following topics / areas:

Topics	No. of Questions	Total Duration of the Test
Section-A: Analytical Ability 1. Data Sufficiency 2. Problem Solving	10 25	1 1/2 Hours (90 minutes)
Section-B: Mathematical Ability 1. Arithmetical Ability 2. Algebraically and Geometrical Ability 3. Statistical Ability	20 15 5	
Section-C: Communication Ability		

1. Vocabulary	5	
2. Business and Computer Terminology	5	
3. Functional Grammar	5	
4. Reading Comprehension	10	
TOTAL	100	

- **Total No. of Questions:** 100
- **Total No. of Marks:** 200 (2 Marks for Each Question)
- **Language:** The Question Paper is Bilingual (English & Telugu).
- **Mode of Entrance Test:** OFFLINE (Pen & Paper)
- **Qualifying Marks:** Qualifying marks in **BRAOU MBA / MBA (HHCM) ET-2025** is 25 per cent and no minimum marks are prescribed for SC/ST candidates (On par with ICET Guidelines). There are no 'Negative Marks'.

Note: (a) Syllabus for the BRAOU MBA / MBA (HHCM) ET is given in Annexure – 2.

(b) Model Question Paper of BRAOU MBA / MBA (HHCM) ET will be uploaded in the University Website.

XI) GUIDELINES TO FILL BRAOU MBA /MBA (HHCM) ET APPLICATION FORM

- Candidates wish to appear for BRAOU MBA / MBA (HHCM) ET shall enter the portal of BRAOU - [www.http://braouonline.in](http://braouonline.in) and click on 'Application for BRAOU MBA / MBA (HHCM) ET-2025';
- Before starting filling the Application Form, you are advised to keep all the documents and also latest photo ready;
- Make a note that the personal details / credentials once entered can't be altered. Hence, you are advised to fill the Application Form carefully;
- Fill the application form carefully, pay the Registration Fee, upload the Photo and submit the application form.
- Read and fill all the columns carefully;
- Give the correct information while filling the Application Form.

Important Notes:

- (a) Mere filling the Application Form won't give any right to candidates to appear for BRAOU MBA / MBA (HHCM) ET. Candidates shall pay the Registration Fee, fulfil all the other formalities required and submit the Application Form. Candidates who **SUBMIT** the Application Form can only appear for the Entrance Test.
- (b) Candidates born on or before 01.06.2005 are only eligible to appear for BRAOU MBA / MBA (HHCM) ET.
- (c) Candidates shall fill all the mandatory fields.
- (d) Candidates who satisfy the Eligibility Criteria stated above are only eligible to appear for the Entrance Test.
- (e) Candidates appeared for the final semester examinations of the 'qualifying examination' and waiting for the declaration of results are permitted to appear for BRAOU MBA (HHCM) ET at their own risk. After the declaration of results, such candidates who satisfy the Eligibility Criteria can only seek admission into the Program.

(f) Please make a note that the Registration / Application Fee once paid will not be refunded.

Applicants are once again requested to keep in mind that those who fill the Application Form completely, pay the Registration Fee, and SUBMIT it can only appear for BRAOU MBA / MBA (HHCM) ET – 2025.

XII) ENTRANCE TEST CENTRES

BRAOU MBA / MBA (HHCM) Entrance Test will be held at the following 09 Centres in the State of Telangana:

S. No.	Location of RC / LSC	Phone Numbers	Centre Code No.
1.	Govt. Degree College for Men, Adilabad	7382929601	001
2.	S.R.R. Govt. Degree College, Karimnagar	7382929606	006
3.	SR & BGNR Govt. College, Khammam	7382929607	007
4.	M.V.S Govt. Arts & Scinece College, Mahabubnagar	7382929609	009
5.	Nagarjuna Govt. College, Nalgonda	7382929610	010
6.	Girraj Govt. College, Nizamabad	7382929612	012
7.	Govt. Degree College, Siddipet	7382929615	015
8.	University College of Arts & Science, Subedari, Hanumakonda, Warangal	7382929621	021
9.	Dr. B. R. Ambedkar Open University (Head Quarters), Jubilee Hills, Hyderabad-33	9281013655	228

Note: However, the University reserves the right to add / delete / change the Entrance Test Centre(s) on administrative grounds.

XIII) GENERAL GUIDELINES RELATING TO THE MBA PROGRAM

1) Duration of the Program: Minimum duration of the Programme is **two** (02) academic year, divided into **four semesters**. Maximum duration within which a student can complete the Programme is four (04) academic years. Re-admission may be taken as per the norms of the University in vogue.

2) Medium of Instruction: The medium of instruction for the study and for examinations is **ENGLISH ONLY**.

3) Intake: 500 (Five Hundred only).

4) Tuition Fee Structure: The candidates shall pay the Tuition Fee as given below:

MBA – I Year:	Rs. 15,300/-
MBA – II Year:	Rs. 15,000/-

Tuition Fee of Rs. 15,300/- and Rs. 15,000 /- is for both the Semesters in the respective years. The students shall pay the full amount of tuition fee – Rs. 15,300/- in single instalment at the

time of admission and Rs.15,000/- while getting admission into Second Year of the Program. Further, the students shall pay the **Examination Fee** as per the norms of the University.

Tuition Fee once paid will be not be refunded. Further, the University reserves the right to review and revise the fee structures from time to time.

5) Instructional Methodology: The Programme is delivered through different modes that are accessible and flexible to the students:

- Provision of course material prepared by both academic and professional experts in SLM (Self-Learning Material) format;
- Organize face-to-face Contact-cum-Counselling Classes through blended mode (through off-line mode at the RC / LSC and through on-line mode from the University headquarters);
- Video and audio lessons for each course will be uploaded in the University Website / YouTube (the students can view / hear these lessons at their own pace / place / convenience).

Note: Face-to-face Contact-cum-Counselling Classes at the Study Centres will be organized only if minimum 10 candidates are registered at a Study Centre. Academic counselling facility will be extended at those centres for all the Common / Compulsory courses. As far as the specialization courses are concerned, the contact-cum-classes will be organized only if a minimum 5 students opt for a given specialization area. That is, if a minimum 5 students choose each specialization area – Finance, Marketing, Human Resource and Operations Management – in a Study Centre, then classes will be organized for all specialization courses in that Centre. If no student attends continuously for two contact-cum-counselling sessions for any course at a Centre, the counselling facility at that Centre for that course will be discontinued. The Schedule of Contact-Cum-Counselling Classes will be uploaded in the University Website.

6) Regional Centres / Learner Support Centres: The RC / LSC is the contact point at the local level. Select the Regional Centre / Learner Support Centre that is convenient to you and write clearly, in order of preference the name of the Study Centre, where you wish to register for counselling and other facilities. The MBA Program is offered through six (06) RCs / LSCs of the University functioning in Telangana State as listed below:

S. No.	Location of RC / LSC	Phone Numbers	Centre Code No.
1.	S.R.R. Govt. Degree College, Karimnagar	0878-2201013 7382929606	006
2.	M.V.S Govt. Arts & Scinece College, Mahabubnagar	08542-275947 7382929609	009
3.	Nagarjuna Govt. College, Nalgonda	08682-223768 7382929610	010
4.	Girraj Govt. College, Nizamabad	08642-222055 7382929612	012
5.	University College of Arts & Science, Subedari, Hanumakonda, Warangal	08702511862 7382929621	021
6.	Post-Graduate College (OU), Secunderabad	040-27903886 7382929623	023

The Head of each Study Centre, designated as Joint Director / Deputy Director / Assistant Director / Coordinator, serves as a link between the University, the academic counsellors and the students. The students receive guidance and support from experienced counsellors in their subjects / courses concerned at the Study Centres.

Every student admitted to a Programme is attached to a Study Centre according to his / her convenience. While the student's choice will be given weightage, the University reserves the right of allotment to any other centre on administrative or other reason.

Note: All Mondays and the Tuesdays following Second Saturday of the month are weekly holidays for Study Centres, in addition to normal public holidays declared by the Government. All Sundays, except declared as a public holiday, are working days for the University Study Centres.

7) Library Facilities: In addition to the printed material supplied by the University, students can have the access to the text books and reference books available in the Library operating in the Headquarters of the University. However, these library books will not be issued to the students.

8) Evaluation System: The evaluation system of the MBA Programm consists of two components: (a) Continuous Assessment (Assignments) – carries a weightage of 30% and (b) Semester-End Examinations – carries a weightage of 70%. That is, out of 100 marks for each course, 30 marks are assigned for Continuous Assessment and 70 marks are assigned for Semester-End Examinations. The pass marks for each course are 40 (i.e., 40%). The student shall pass both Continuous Assessment and Semester-End Examinations to clear a course.

(a) Continuous Assessment: There will be two assignments in each course, which are compulsory. 15 marks are assigned to each assignment and 30 marks for both the assignments put together in a course. The students should submit both the assignments in the course concerned in the same academic year as per the last dates fixed. The Semester-wise assignments of the academic year, along with the detailed guidelines to be followed while submitting the assignments will be uploaded / available in the Website of the University (www.braou.ac.in). Students have to download the assignments from the website only. Students shall secure a minimum of 12 marks out of 30 in assignments (6 marks minimum in each assignment out of 15) to clear the continuous assessment part of a course.

(b) Terminal / Semester-End Examinations: At the end of each Semester, the final examinations will be conducted for 70 marks. The following components will comprise the Semester-End Examinations:

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

Model question paper for each course is provided at the end of the course material.

The duration of the terminal examination is 3 hours for each course. The students shall secure a minimum of 28 marks out of 70 (i.e., 40%) in the Semester-End Examinations to pass the course.

‘Project Report & Viva-Voce’ are two different courses in the II Year - Fourth Semester. To get the degree certificate awarded, as mentioned earlier, the student has to submit a Project Report and attend Viva-Voce Examination also. Each course carries a weightage of 5 Credits (100 marks) and the student shall secure minimum 2 Credits (40 marks) to clear them.

To sum up, the maximum marks for each course are 100 and the student shall secure a minimum of 12 (6+6) and 28 marks in Continuous Assessment and Semester-End Examinations respectively to clear a course, in addition to getting the qualifying marks separately in Project Report and Viva-Voce Examinations. The final grade will be awarded after taking into account the marks obtained in both the assignments under Continuous Assessment and the marks secured in the Semester-End Examination of each course and the marks scored in Project Work and Viva-Voce Examination.

Total No. of Courses to be cleared by a student to get the MBA Degree awarded by the University: 25 (including Project Report & Viva-Voce) (6 + 6 + 6 + 7 = 25)

9) Award of Letter Grades and Grade Points: As mentioned above, from the academic year 2024-25, the Credit System was introduced in the MBA Program, according to which each course in the Program, including Project Report and Viva-Voce Examination, carries a weightage of 100 marks. According to the University Policy each Credit carries a weightage of 20 marks.

The following are the rules and regulations relating to the computation of SGPA & CGPA and for the award of Final Grade to the students who fulfilled all the requirements for the award of MBA Degree by the University:

A) It is ‘Absolute Grading System’, that is marks will be converted into grades based on the performance of the students, both in Continuous Assessment (Assignments) and Semester-End Examinations of each Semester. The marks obtained by the student in the Continuous Assessment (Assignments) and Semester-End Examinations will be added to convert into a Letter Grade and later a Grade Point Average. There is no grade independently for Continuous Assessment (Assignments) and Semester-End Examinations.

B) The student will get a Grade Sheet with total grades earned and a Grade Point Average after earning the minimum number of credits towards the completion of the Programme.

C) The performance of a student will be evaluated in terms of two indices, viz.

- i) Semester Grade Point Average (SGPA) which is the Grade Point Average for a Semester; and
- ii) Cumulative Grade Point Average (CGPA) which is the Grade Point Average for all the completed semesters at any point in time.

D) Marks / Grade / Grade Point w.e.f the academic year 2023-24 (10 Point Scale):

TOTAL NUMBER OF MARKS AND CREDITS: SEMESTER-WISE

SEMESTER	TOTAL MARKS	TOTAL NUMBER OF CREDITS
1 st Semester (Six Courses)	600	30
2 nd Semester (Six Courses)	600	30
3 rd Semester (Six Courses)	600	30
4 th Semester (Seven Courses)	700	35
TOTAL	2500	125

Note: Student shall secure the minimum marks separately in Continuous Assessment (Assignments) and Semester-End Examinations, in addition to clearing Project Report and Viva-Voce Examination.

AWARD OF LETTER GRADES AND GRADE POINTS

Range of Marks Obtained in a Course	Letter Grade	Explanation	Grade Point
85-100	O	Outstanding	10
70-84	A	Very Good	9
60-69	B	Good	8
55-59	C	Above Average	7
50-54	D	Average	6
40-49	E	Satisfactory	5
Less Than 40	F	Fail	0
Absent	Ab	Absent	---

E) Computation of SGPA: The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student. That is:

$$SGPA (S_i) = \sum (C_i \times G_i) / \sum C_i$$

Where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

F) Computation of CGPA: The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme. That is:

$$CGPA = \sum (C_i \times S_i) / \sum C_i$$

Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

G) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the Memorandum of Marks.

H) Illustration of Computation of SGPA and CGPA:

a) **Illustration for SGPA:** For a student, who secures different grades in different courses, the SGPA of each semester of the candidate is arrived as illustrated below:

Semester - I

Course	No. of Credits	No. of Marks Secured	Letter Grade	Grade Point	Credit Points (Credit x Grade)
Course 1	5	90	O	10	5 x 10 = 50
Course 2	5	55	C	7	5 x 7 = 35
Course 3	5	65	B	8	5 x 8 = 40
Course 4	5	67	B	8	5 x 8 = 40
Course 5	5	72	A	9	5 x 9 = 45
Course 6	5	80	A	9	5 x 9 = 45
	30	429			255

Thus, $SGPA = 255 / 30 = 8.50$

Semester - II

Course	No. of Credits	No. of Marks Secured	Letter Grade	Grade Point	Credit Points (Credit x Grade)
Course 1	5	63	B	8	5 x 8 = 40
Course 2	5	87	O	10	5 x 10 = 50
Course 3	5	65	B	8	5 x 8 = 40
Course 4	5	65	B	8	5 x 8 = 40
Course 5	5	80	A	9	5 x 9 = 45
Course 6	5	89	O	10	5 x 10 = 50
	30	449			265

Thus, SGPA = $265 / 30 = 8.83$

Semester - III

Course	No. of Credits	No. of Marks Secured	Letter Grade	Grade Point	Credit Points (Credit x Grade)
Course 1	5	80	A	9	5 x 9 = 45
Course 2	5	70	A	9	5 x 9 = 45
Course 3	5	63	B	8	5 x 8 = 40
Course 4	5	80	A	9	5 x 9 = 45
Course 5	5	50	D	6	5 x 6 = 30
Course 6	5	65	B	8	5 x 8 = 40
	30	408			245

Thus, SGPA = $245 / 30 = 8.16$

Semester - IV

Course	No. of Credits	No. of Marks Secured	Letter Grade	Grade Point	Credit Points (Credit x Grade)
Course 1	5	90	O	10	5 x 10 = 50
Course 2	5	85	O	10	5 x 10 = 50
Course 3	5	80	A	9	5 x 9 = 45
Course 4	5	75	A	9	5 x 9 = 45
Course 5	5	73	A	9	5 x 9 = 45
Course 6	5	80	A	9	5 x 9 = 45
Course 7	5	85	O	10	5 x 10 = 50
	35	568			330

Thus, SGPA = $330 / 35 = 9.42$

b) Illustration for CGPA:

Semester	Number of Credits	SGPA
Semester – I	30	8.50
Semester – II	30	8.83
Semester – III	30	8.16
Semester – IV	35	9.42

Thus, CGPA = $(30 \times 8.50) + (30 \times 8.83) + (30 \times 8.16) + (35 \times 9.42) / 125 = 8.76$

$[255 + 265 + 245 + 330 = 1095 / 125 = 8.76$

Grade Point = B

(OR)

Semester	Number of Credits	Total Credit Points
Semester – I	30	255
Semester – II	30	265
Semester – III	30	245
Semester – IV	35	330

$$\text{Thus, CGPA} = \frac{255 + 265 + 245 + 330}{30 + 30 + 30 + 35} = 1095 / 125 = 8.76$$

Grade Point = B

I) Total Number of Credits Earned by the Student:

Total No. of Marks in I Semester:	429
Total No. of Marks in II Semester:	449
Total No. of Marks in III Semester:	408
Total No. of Marks in IV Semester:	568

Total Number of Credits Earned are:

$$\text{Total No. of Marks / Weightage to Each Credit} = 1854 / 20 = 92.7$$

XIV) PROJECT WORK GUIDELINES

Students are advised to read the ‘Guidelines for Preparing Project Report’ carefully and proceed accordingly while working on the Project Report. Students, as mentioned above, shall choose any topic for Project Work in their Specialization Area only. ***These Guidelines, along with a list of eligible Project Supervisors / Project Guides and a list of suggested topics, will be uploaded on the University Website separately. You are also advised to refer the MBA Program Guide to know the detailed guidelines relating to the Project Work.***

XV) CAREER OPPORTUNITIES

India is a developing economy and both manufacturing and service sectors are growing a fast rate in the country. There are career opportunities to the candidates who possess required knowledge, skills and capabilities in different specialization areas in the field of management.

This programme can make you a competitive candidate in the job market, seek best career opportunities and several benefits including becoming potential candidate for promotion in a short span of time, become more knowledgeable leader, enhance decision-making abilities, increase your team’s job performance, and develop specialized skills that apply to most industries. Candidates with MBA Degree may get opportunities in various fields like marketing, finance, HR, operations, supply chain, technology management, business analysis, etc. After completing the Program, the candidate may turn himself or herself as a job-giver instead of a job-seeker.

XVI) GENERAL INFORMATION

(1) Change / Transfer of the Regional / Learner Support Centre: The following is the procedure for the change / transfer of Study Centre:

- (a) The change of RC / LSC is done only once during the minimum duration of any programme.
- (b) For effecting any transfer of student from one LSC to another LSC, the student shall submit his / her application in the prescribed form in the LSC where he / she is admitted / studying with the documentary evidence / proof for such transfer.
- (c) The Head of the RC / LSC shall forward the application with a specific recommendation duly satisfying himself of the reason(s) after careful verification of documentary evidence / proof submitted for transfer.
- (d) The reasons such as change of place on account of marriage, employee on transfer, etc., may be considered. However, no transfer of Study Centre shall be recommended without any valid reason and without any documentary evidence.
- (e) Students who seek re-admission or re-enrolment to the Programme are not eligible for transfer of RC / LSC after the re-admission is granted.

(2) Re-Admission Provision: Student who couldn't complete the Programme within the maximum duration can take re-admission as per the norms of the University in vogue at that time. RC / LSC will not be changed for students seeking re-admission.

(3) Change of Address: If there is any change in the contact address of the student, the same should be intimated to the Director, Learner Support Services Branch, Dr. BRAOU, for taking necessary action.

(4) How to Obtain Various Certificates like Provisional Certificate, Original Degree, Transfer / Migration Certificate, etc.: After completing the studies, the candidates shall obtain various certificates like Consolidated Marks Memo / Provisional Certificate, Original Degree Certificate, Transfer Certificate, Migration Certificate, etc. Please visit our University Website (<https://www.braouonline.in/>) to know the procedure and apply accordingly.

XVII) CREATION OF ABC ID AND DEB-ID

The creation of both **ABC-ID** and **DEB-ID** is mandatory for candidates seeking admission to Open and Distance Learning (ODL) Higher Education Institutions. Therefore, before proceeding to fill out the Application Form, candidates must generate their ABC-ID and DEB-ID by following the simple and user-friendly procedure provided below. These IDs must be entered in the designated fields of the Application Form.

For the awareness of learners, the purpose and benefits of ABC-ID and DEB-ID are explained below.

The ABC-ID, refers to the Academic Bank of Credits (ABC) Id, a unique 12 digit identification number assigned to students in India. It was launched by the Government of India as part of the National Educational Policy (NEP), 2020, with the University Grants Commission playing a key role in its implementation.

It's a part of larger initiative called **APAAR** (Automated Permanent Academic Account Registry) and aims to revolutionize how students manage their educational journey.

The purpose of **ABC-ID** is to create a digital repository of academic credits earned by students, facilitation credit transfer and promoting academic mobility within the Indian higher education system. It aims to create a more flexible, student-centric, and interconnected higher education system in India, promoting interdisciplinary learning and enhancing the quality of education. The benefits of ABC-ID are:

- Students can move between institutions without losing credits;
- Students can choose courses across disciplines and institutions;
- Streamlined and efficient credit transfer process;
- Formal recognition of credits earned previously; and
- Students can customize their education based on their interests and goals.

A) How to Create ABC-ID

- 1) First prepare ABC-ID (Academic Bank of Credits) by visiting the website <http://www.abc.gov.in>
- 2) After opening the abc.gov.in website click on Select Student
- 3) After selecting Student, then select Sign-Up
- 4) After clicking on Sign-up, enter your Mobile Number to Receive OTP
- 5) Select Identity Type: Select Aadhar
- 6) Select Identity Type: Student
- 7) Select Allow
- 8) Select Identity Type: New Admission and Select Dr. B. R. Ambedkar Open University
- 9) Select Admission Year 2025 and Submit
- 10) You will get ABC-ID and save this number permanently

Save the ABC ID permanently

B) How to Generate DEB-ID using ABC-ID

- 11) DEB-ID Create using the link: Visit the website: <https://deb.ugc.ac.in/StudentDeBID> enter your ABC-ID
- 12) After entering ABC-ID, the screen will show your name & DOB as per the Aadhar, and ask for your Mobile Number and email Id
- 13) DEB-ID will be created, after entering your mobile number and email
- 14) After creation of your DEB-ID, submit the same to the University using the online link: <https://online.braou.ac.in/DEBIDCommonForm/getDebId> (OR) visit online.braou.ac.in to submit DEB-ID

If the applicants face any problem while creating ABC-ID and DEB-ID, such applicants can seek the help of the team of Dr. BRAOU:

Helpdesk details: Toll Free Number 18005990101
04023680222 / 333 / 444 / 555

Email: helpdesk@braou.ac.in

<https://online.braou.ac.in/resources/Prospectus/HowToPrepareDeb-ID.pdf>

XVIII) GUIDELINES TO FILL THE ‘ONLINE ADMISSION REGISTRATION FORM’ TO SEEK ADMISSION INTO MBA PROGRAM

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

Click on PG I Year / Diploma / Certificate Programmes Online Admission Registration Form – 2025-26. As you click, all the programs will display on the screen. Then click on MBA Program. Once you select or click on the Program of Study, the window opens (the blank Admission Registration Form appears on the monitor) for MBA Programme. Start filling the application ‘online’ by typing in some of the columns and selecting correct option in others.

The step-wise process of filling application is as follows:

Column -1 (Personal Details): (a) Type your name as per SSC Certificate. If you have not studied SSC, then type your name as shown in the Bachelor’s Degree Certificate; (b) Type your Father’s name as per SSC or if not studied SSC, type it as recorded in Bachelor’s Degree Certificate. Similarly, type your Mother’s name; (c) Enter your Date of Birth as per SSC Certificate or other Certificate (Date of Birth once entered will not be changed; (d) Similarly, click on the Gender, Marital Status to which you belong and fill up your Aadhar Number in the column.

Column – 2 (Address for Correspondence): Type your complete Postal Address, enter your Mobile Number and e-mail id.

Column – 3 (Programme of Study): Click on Programme of Study and select the Programme which you intend to study keeping in view the eligibility criteria.

Column – 4 (Medium of Study): Medium is automatically displayed on the monitor (For MBA Program the Medium of Instruction is English only).

Column – 5 (Regional Centre / Learner Support Centre Opted): As you click on this column, the list of Regional / Learner Support Centres offering the chosen programme will appear on the screen. Select the RC / LSC where you wish to study.

Column – 6 (Religion): Click on the Religion to which you belong out of the religions displayed on the monitor.

Column -7 (Social Status): Click on the Social Status and select the Social Status to which you belong from the list provided, i.e., SC, ST, BC-A, BC-B, BC-C, BC-D, BC-E and OC.

Column – 8 (Employment Status): Click on and select the Employment Status from among the categories, viz., Employed, Self-Employed and Un-employed.

Column -9 (Occupation): Click on Occupation and select the option to which you are associated with viz., House Wife, Agricultural Labour, Labourer, Skilled Worker, Teacher, Businessman, Ministerial Services, Nurse, Defence and Others.

Column – 10 (Educational Qualifications): Enter Bachelor’s Degree with marks obtained against total maximum marks. On clicking this column, the qualification(s) relevant to pursue the Programme of study will display on the monitor. Select the qualification which you

possess. Select either 'Regular Mode' or 'Distance Mode' through which you obtained Bachelor's Degree. In the same column, you find sub-columns for State of Study, University Studied and Marks secured against the total marks. If you click on State of Study, you get a list of States on the monitor. Select the State in which you studied your Qualifying Degree or Programme. Similarly, click on the 'University Studied'. As you click it, you get a list of Universities. Select the University where you have studied your Bachelor's Degree. Then type the marks secured out of the maximum marks. Fill the TG ICET – 2025 (OR) BRAOU MBA / MBA (HHCM) ET-2025 Hall Ticket Number and Rank obtained in TG ICET – 2025 (OR) BRAOU MBA / MBA (HHCM) ET-2025 in appropriate columns.

Note: To register for MBA Program, one must have passed Degree with 50% marks (45% for reserved categories) and qualified in TG ICET – 2025 (OR) BRAOU MBA / MBA (HHCM) ET-2025.

Column -11 (Differently Abled): Select either 'YES' or 'NO' under 'Differently Abled' head. If you click 'YES' then you will find category of 'Physically Challenged', 'Visually Challenged' and 'Hearing Impaired'. Select appropriate category to which you belong to.

Column -12 (Area of Residence): Under this head, select the Area in which you are residing, i.e., Urban, Rural and Tribal.

Column -13 (Photo & Signature): In respect of Photo and Signature, put your Passport Size Colour Photograph on a white paper and sign below the photo and scan it. Both of them shall be uploaded to the Online Application. The Photo and Signature should not exceed 50 KB and should be in .jpeg /.jpg format. Both of them shall be uploaded to the Online Application.

Column -14 (Declaration): At this stage, you need to ensure that all the entries made in the above application are true to the best of your knowledge and submit a declaration stating that - "I have read thoroughly the eligible qualifications required for admission to the Program in Dr. B. R. Ambedkar Open University. I possess the required qualifications prescribed by the university. I have submitted relevant and truthful information". Only after ensuring yourself that all the entries made are correct, then only, click on '**Submit**' and take print out of Application Form in two sets. The print out of this Application Form comes out with an Application Number – put your Signature in the **BOX** provided on the left hand side below the declaration. Paste a colour photograph in the box provided in Application Form.

In case of any false information submitted to the University with regard to qualifications or any other information, I am willing to forfeit my candidature to the Program at any point of time".

Model Admission Registration Form is provided in Annexure – 3.

XIX) ADMISSION PROCEDURE

Candidates qualified in TG ICET (OR) BRAOU MBA / MBA (HHCM) ET shall follow the procedure explained below to take admission into the MBA Program:

(i) Upload the Certificates: After filling the Registration Form, the self-attested copies of certificates as per the eligibility qualifications prescribed by the University are to be uploaded on the University web portal (www.braouonline.in). Each file should be less than 250 KB and

should be in .jpeg / .jpg format. These include: (1) Xth Pass Certificate (for verification of Date of Birth); (2) Social Category Certificate; (3) Certificates of Eligible Qualifications; (4) Marks Memos of Under-Graduate Program; and (5) TG ICET – 2025 (OR) BRAOU MBA / MBA (HHCM) ET-2025 Hall Ticket and Rank Card. **Photostat copies of all certificates being uploaded should be self-attested.** The Registration Form will have an undertaking which is to be signed by the student compulsorily.

(ii) Before submission of information, read the Registration Form for confirmation of information being submitted to the University. In case of any mistakes / corrections, use **‘Edit’** or **‘Update’** button before final submission.

(iii) Now click **‘Final Submission’** and also take a copy by using **‘Print Application Form’** button. The Registration Form should be downloaded by the candidate for future reference and for verification at the Regional Centre.

(d) Verification of Original Certificates: Candidates should get their Original Certificates verified at their study centre, after registration to the program. A copy of the original Registration Form, Fee Payment Receipt, along with a set of Photostat copies of certificates of eligible qualifications required for admission to the Program should be submitted at the Study Centre.

The study centre staff, after verification of the certificates, will confirm the admission of the candidate through SMS to the University. The candidate will get SMS asking him / her to pay the Tuition Fee. Only after confirmation from the University, the candidate is allowed to pay the Tuition Fee online.

(e) Payment of Tuition Fee: The payment can be done through Debit Card/Credit Card / TS Online Centres/ NET banking/ UPI.

(f) Important Instructions for Payment of Tuition Fee:

- For payment of fee, visit <https://www.braouonline.in> website. Use your own Debit Card/Credit Card for payment of fee. The University is not responsible for failure in fee payment, when paid through the debit card/ Credit Card of others.
- In case of failure in payment of fee through debit card/Credit Card, you can pay the fee through TS Online Centres.
- To check whether the fee payment has been done properly or not, verify the **“Fee Payment Receipt”** option in the University website.
- Once the fee is paid successfully and receipt obtained, no further fee transaction will be possible.
- The student should verify his / her account details, before payment of admission fee. The University does not refund the fee once paid, under any circumstances. Students can verify their fee payment details in the link <https://www.braouonline.in/MISC/paymentreceiptlogin.aspx>. Download your fee payment receipt for further reference and the submission at Study Centre.
- If a candidate has failed to pay the fee, he can view **‘Error Message’**. In such a case, the candidate should verify about the success of his / her payment in the link <https://www.braouonline.in/MISC/paymentreceiptlogin.aspx> and can try to pay fee again on the next working day and during the working hours of the University.

(g) Additional Information: Use Edit / Update' before clicking 'Final Submission' in the Admission Registration Form. If you are unable to upload all your certificates at one time, use "**Login Form**" for uploading certificates. Use the Application Number, Mobile Number and Captcha "Upload Documents Login" for uploading certificates.

The admission process will be completed with the submission of a copy of the Original Registration Form, Fee Payment Receipt, along with a set of Photostat copies of certificates of eligible qualifications required to seek admission in to the Program at the Study Centre.

Student is once again advised to keep a printed copy of the Application Form along with the Fee Receipt till the Program is completed and all certificates like marks memos, Provisional Certificate, Original Degree Certificate, Transfer Certificate, etc., are taken from the University.

(i) Identity Card and Course Material:

- The student can download his / her **Identity Card** from the University website.
- Students from the Hyderabad study centre can collect the course material from the University Headquarters, whereas the students from other study centres will receive the course material at their address by post.

XX) ENCLOSURES

Please enclose the following self-attested copies of certificates along with printed Application Form and get them verified with original certificates at the RC / LSC:

- Original Rank Card of TG ICET – 2025 (OR) BRAOU MBA / MBA (HHCM) ET – 2025;
- Copy of Date of Birth Certificate (SSC);
- Copy of Degree Certificate and also Memorandum of Marks of the Degree Examination;
- Copy of relevant Social Status Certificate (in case of Reserved categories); and
- Copy of relevant Certificates in the case of Ex-Serviceman / Physically / Visually Challenged candidates who come under reservation categories (this is required for the purpose of statistical data only).

XXI) GOLD MEDALS

Meritorious students will be honoured by the University with a Gold Medal. Three Gold Medals are constituted for the students of MBA of BRAOU. Student who fulfils the criteria specified below can become eligible to be awarded with a Gold Medal:

(a) State Bank of India Gold Medal: This is awarded to the student who obtained a minimum of First Division and secured the highest aggregate marks in the MBA Program by passing all the subjects in one attempt within the Minimum Period prescribed by the University for the completion of the Program.

(b) Y. Sankara Rao & Y. Sujatha Devi Gold Medal: This is awarded to the woman student who obtained a minimum of First Division and secured the highest aggregate marks in the MBA Program by passing all the subjects in one attempt within the Minimum Period prescribed by the University for the completion of the Program.

(c) Vunnam Chinna Amaraiah and Haribandi Seshagiri Rao Gold Medal: This is awarded to the student who obtained a minimum of First Division and secured the highest aggregate marks with Marketing Management specialization in the MBA Program by passing all the subjects in one attempt within the Minimum Period prescribed by the University for the Completion of the Program.

XXII) REGISTRATION FOR II YEAR OF MBA PROGRAM

Guidelines to register for II Year MBA Program will be sent separately to the students. As mentioned earlier, there is no detention system for the students. Hence, whether the student clears all the I Year courses or not, he / she can register for II Year by paying the Tuition Fee and continue the studies.

XXIII) SECOND SPECIALIZATION IN MBA PROGRAM

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

- a) They must possess MBA Degree with any specialization from this University;
- b) They should take all the four courses in the second specialization area opted, as stated in the Program Structure. They shall also submit Project Report in the specialization concerned and present for Viva-Voce Examination;
- c) They shall complete four courses plus Project Report and Viva-Voce Examination within One (01) academic year from the date of enrolment for the same and the maximum duration to clear all the courses is Two (02) Academic Years. The re-admission period is one academic year as per the norms of the University in vogue. That is, as the examinations will be conducted at the end of each Semester, the students will be permitted to appear for the 4th Semester-End examinations for three consecutive times; and
- d) They have to pay an amount of Rs. 7,500/- towards Registration and Tuition Fee (subject to revision from time to time) and pay the Examination Fee as per the norms of the University.

XXIV) CONTACT DETAILS

If any further information is required, you are requested to contact the officers whose details are given below:

- a) Academic Related Matters:
Head, Department of Business Management, Dr. BRAOU, Jubilee Hills, Hyderabad (Ph: 040-23680440/441/443/453).
- b) Admissions, Contact Classes, Assignments, etc.:
Director, Learner Support Services Division, Dr. BRAOU, Jubilee Hills, Hyderabad (Ph: 040-23680291/280).
- c) Course Material:
Director, Material & Publication Division, Dr. BRAOU, Jubilee Hills, Hyderabad (Ph: 040-23680376/379/370).
- d) Examinations / Results:
Controller of Examinations, Dr. BRAOU, Jubilee Hills, Hyderabad (Ph:040-23680333/240/246/251).

- e) Video / Audio Lessons:
Director, EMRRC, Dr. BRAOU, Jubilee Hills, Hyderabad
(Ph: 040-23680320 / 326).
- f) Issue of Duplicate Id. Cards, and Re-admissions: 040-23680378 / 359 / 292.
- g) General Information: 040-23680333.
- h) Enquiry Services: If you want any information please contact:
Director (Academic): 040-23544741
Director (Learner Support Services): 040-23544986
Controller of Examinations: 040-23552840.

HELP DESK NUMBERS FOR ADVICE AND GUIDANCE
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738 29 29 570

738 29 29 580

738 29 29 590

738 29 29 600

XXV) ANNEXURES

ANNEXURE – 1: PROFORMA OF SERVICE-CUM-NO OBJECTION CERTIFICATE

To be signed by the Employer / Head of the Department

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

Date:

Signature

Place:

Designation with Office Seal

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

ANNEXURE – 2: SYLLABUS OF THE BRAOU MBA / MBA (HHCM) ENTRANCE TEST

Total Number of Questions: 100 (English and Telugu Media)

Sections: - A, B and C

Total Marks: 200 (2 Marks for Each Question)

Duration of the Test: 90 Minutes

SECTION - A: ANALYTICAL ABILITY (35 Questions - 70 Marks)

- I) Data Sufficiency: (10 Questions - 20 Marks):** A question is given followed by data in the form of two statements labeled as (i) and (ii). If the data given in (i) alone is sufficient to answer the question then choice (1) is the correct answer. If the data given in (ii) alone is sufficient to answer the question then choice (2) is the correct answer. If both (i) and (ii) put together are sufficient to answer the question but neither statement alone is sufficient, then choice (3) is the correct answer. If both (i) and (ii) put together are not sufficient to answer the question and additional data is needed, then choice (4) is the correct answer.
- II) Problem Solving (25 Questions - 50 Marks)**
- a) Sequences and Series:** Analogies of numbers and alphabet, completion of blank spaces following the pattern in a:b::c:d relationship; odd thing out: missing number in a sequence or a series.
 - b) Data Analysis:** The data given in a Table, Graph, Bar diagram, Pie Chart, Venn Diagram or a Passage is to be analyzed and the questions pertaining to the data are to be answered.
 - c) Coding and Decoding Problems:** A code pattern of English Alphabet is given. A given word or a group of letters are to be coded or decoded based on the given code or codes.
 - d) Date, Time & Arrangement Problems:** Calendar problems, clock problems, blood relationships, arrivals, departures and schedules, seating arrangements, symbol and notation interpretation.

SECTION - B: MATHEMATICAL ABILITY (40 Questions - 80 Marks)

- III) Arithmetical Ability (20 Questions - 40 Marks):** Laws of indices, ratio and proportion; surds; numbers and divisibility, L.C.M. and G.C.D; rational numbers, ordering; percentages; profit and loss; partnership, pipes and cisterns, time, distance and work problems, areas and volumes, mensuration, modular arithmetic.
- IV) Algebraical and Geometrical Ability (15 Questions - 30 Marks):** Statements, truth tables, implication converse and inverse, tautologies-sets, relations and functions, applications - Equation of a line in different forms.

Trigonometry - Trigonometric ratios, Trigonometric ratios of standard angles, (0° , 30° , 45° , 60° , 90° , 180°): Trigonometric identities: sample problems on heights and distances, Polynomials; Remainder theorem and consequences; Linear equations and expressions; Progressions, Binomial Theorem, Matrices, Notion of a limit and derivative; Plane geometry - Lines, Triangles, Quadrilaterals, Circles, Coordinate Geometry - distance between points.


- V) Statistical Ability (5 Questions - 10 Marks):** Frequency distributions, Mean, Median, Mode, Standard Deviations, Correlation, simple problems on Probability.

SECTION-C: COMMUNICATION ABILITY: (25 Questions - 50 Marks)

Objectives of the Test: Candidates will be assessed on the ability relating to:

- VI) Vocabulary:** Identify vocabulary used in the day-to-day communication
(5 Questions – 10 Marks)
- VII) Functional Use of Grammar:** Understand the functional use of grammar in day-to-day communication as well as in the business contexts
(5 Questions – 10 Marks)
- VIII) Business & Computer Terminology and Concepts:** Identify the basic terminology and concepts in business and computer contexts (letters, reports, memoranda, agenda, minutes etc.)
(5 Questions – 10 Marks)
- IX) Comprehension:** Understand written text and drawing inferences
(10 Questions - 20 Marks)

ANNEXURE – 3: MODEL ADMISSION REGISTRATION FORM

 Dr. B. R. AMBEDKAR OPEN UNIVERSITY HYDERABAD, INDIA. Recognised by UGC and Distance Education Bureau (DEB) PG I-Year/PG Diplomas/Certificate Programmes Online Admission Registration Form - 2021-22	
1. Personal Details Candidate's Name : <input type="text"/> (as per SSC Records/School Leaving Certificate) Father's Name : <input type="text"/> (as per SSC Records/School Leaving Certificate) Mother's Name : <input type="text"/> (as per SSC Records/School Leaving Certificate) Date of Birth : <input type="text"/> Day <input type="text"/> Month <input type="text"/> Year <input type="text"/> Gender : <input type="radio"/> Male <input type="radio"/> Female <input type="radio"/> Transgender Marital Status : <input type="radio"/> Married <input type="radio"/> Unmarried Aadhar No : <input type="text"/>	6. Religion : <input type="radio"/> Hindu <input type="radio"/> Muslim <input type="radio"/> Christian <input type="radio"/> Others 7. Social Status : Social Status : <input type="text"/> SELECT 8. Employment Status : <input type="radio"/> Employed <input type="radio"/> Self Employed <input type="radio"/> Unemployed 9. Occupation : Select Occupation : <input type="text"/>
2. Address for Correspondence : House No. : <input type="text"/> Street/Colony/Village : <input type="text"/> Mandal/Town/City : <input type="text"/> District : <input type="text"/> State : <input type="text"/> Pincode : <input type="text"/> Mobile No. : <input type="text"/> Email ID : <input type="text"/>	10. Educational Qualifications : Qualification : <input type="text"/> Mode of Study : <input type="radio"/> Regular <input type="radio"/> Distance State of Study : <input type="text"/> ---SELECT--- State of University : <input type="text"/> ---SELECT--- University : <input type="text"/> Marks Secured : <input type="text"/> Out of <input type="text"/> 11. Physically Challenged : Select : <input type="text"/> NO 12. Area of Residence : <input type="radio"/> Urban <input type="radio"/> Rural <input type="radio"/> Tribal
3. Programme of Study : <input type="text"/> ---SELECT--- 4. Medium of Study : <input type="text"/>	13. Photo & Signature : <div style="border: 1px solid black; height: 100px; width: 100%;"></div> <input type="button" value="Choose File"/> No file chosen <p>Photo & Signature Size should be below 60KB and file format JPEG/JPG only</p>
5. Study Centre Opted : Study Center : <input type="text"/>	
14. Declaration I hereby declare that I have read and understood the conditions of eligibility for the programme for which I seek admission I fulfill minimum eligibility condition, and I have provided necessary information in this regard. In the event of any information being found incorrect or misleading my candidature shall be liable to cancellation by the University at any time and I shall not be entitled to refund of any fee paid by me to the University. <input type="checkbox"/> I Accept Terms & Conditions	
<div style="background-color: #4a7ebb; color: white; padding: 5px; display: inline-block;">WSA 19</div> <input type="text"/> <input type="button" value="Submit"/>	
