



## 1 IMPORTANT INSTRUCTIONS

- 1.1 The instructions related to the online admissions are given here, which are authorized under the Act, Ordinances, Rules & Regulations of the University.
- 1.2 Gap Certificate: If there is gap in taking admission after graduation/qualifying examination, then a certificate by the Notary on Rs. 10.00 Stamp paper has to be submitted at the time of admission.
- 1.3 Candidates who want to avail the benefit of reservation or zero fees have to give the details of the related certificates during the filling of the Online application form. No candidate will get the permission for any change in weightage or reservation after the form is submitted.
- 1.4 The detailed information of the admission procedure will be displayed on the University website. Candidates are advised to check for updates regularly on the University website.
- 1.5 After declaration of the merit list a copy of the list will be displayed on the University website. The candidate himself/herself will find his/her merit number from the merit list. The merit list will not be published in the newspaper.
- 1.6 The Scheduled Castes/ Scheduled Tribes and Other Backward Classes candidates originally belonging to Uttar Pradesh will be given the benefit of reservation. Scheduled Castes/ Scheduled Tribes and Other Backward Classes candidates of other states will be treated as general.
- 1.7 All fees deposited at the time of registration will not be refunded under any circumstances.
- 1.8 As directed by the Hon'ble Supreme Court, action will be taken against the students who indulge in incidence like ragging during studentship.
- 1.9 Those candidates who have been expelled from any college/institution or found guilty under Indian Penal Code are not eligible to apply for any course in the University of Lucknow.
- 1.10 Reservation and income certificates shall be verified on internet.

## 2 Eligibility Rules for Admission in the MBA programs

- 2.1 All admissions to the various MBA programs will be governed by the ordinances of the Department of Business Administration as well as the Institute of Management Sciences depending on where that particular program is being conducted.
- 2.2 A candidate will be eligible for Admission to the MBA programs if he/she has completed graduation in any stream with 10+2+3 system from any University recognized by University Grants Commission. The candidate should also have secured a minimum 50% of marks at graduate level. However for SC/ST candidates minimum pass percentage of marks at graduate level will be 45%.
- 2.3 University reserves the right to cancel any admission at any stage.
- 2.4 In case of any matter relating to the MBA Admissions, the decision of the Vice-Chancellor/Admission Committee, University of Lucknow shall be final and binding.
- 2.5 All the legal matters pertaining to the MBA Admissions shall be subject to the Lucknow Jurisdiction only.
- 2.6 The Fees of different courses will be displayed while declaring the final Admission List on the University website.



### 3 Admission Procedure

3.1 The candidates for admission to the MBA programmes shall be shortlisted on the basis of their performance in CAT 2017. This would be followed by a personal interview for all shortlisted candidates

3.2 The written component of CAT 2017 will account for a merit score of 80 while the interview will account for a merit score of 20. The overall merit would be calculated out of a final merit score of 100.

### 3.3 CAT 2017

The date of CAT 2017 is November 26, 2017. All aspirants are required to complete formalities for appearing in CAT 2017 and provide the details of their CAT 2017 registration in their application to University of Lucknow.

### 3.4 Merit List

3.4.1 Order of Merit will be determined as follows:-

3.4.1.1 If two or more candidates have the same final merit score, then the merit for admission will be determined as follows:-

3.4.1.2 If the final merit score are same in such cases first preference will be given to the candidate who secures higher percentage of marks at class 12 or equivalent examination.

3.4.1.3 If the marks secured in the class 12 or equivalent examination are same in such cases first preference will be given to the candidate who secures higher percentage of marks at High School or equivalent examination.

3.4.1.4 If the marks obtained at the High School or equivalent examination are the same, then in that case the older candidate will be given priority.

3.4.2 An overall combined merit list of all candidates who have applied and appeared for the personal interview would be available in the concerned Departments and on the University website.



## 4 Reservation Policy

### 4.1 Vertical

|       |                                |     |
|-------|--------------------------------|-----|
| 4.1.1 | Scheduled Caste*               | 21% |
| 4.1.2 | Scheduled Tribe*               | 2%  |
| 4.1.3 | Other Backward Classes of U.P* | 27% |

\*The scheduled caste, scheduled tribes and other backward class candidates originally belonging to Uttar Pradesh will be given the benefit of reservation. Scheduled castes, scheduled tribes and other backward class candidates of other states will be treated under unreserved category. Caste certificate for OBC should be issued after 1 July 2015. All caste and income certificates would be verified on Government website.

### 4.2 Horizontal Reservation

|       |   |                         |
|-------|---|-------------------------|
| 4.2.1 | Son/daughter / spouse of LU Teachers/Employees  | As per University rules |
| 4.2.2 | Son/daughter/spouse of LU affiliated Govt./Aided Colleges of University of Lucknow and Govt. Ayurvedic College  | As per University rules |
| 4.2.3 | Physically Handicapped/Disabled(including 1% for blinds)  | 3%                      |
| 4.2.4 | Son / Daughter / Grand Son / Grand Daughter of Freedom Fighters from U.P.   | 2%                      |
| 4.2.5 | Son/Daughter of Retd. Defence Personnel or Physically Handicapped Defence Personnel or Defence Personnel killed in war or Defence Personnel posted in UP. | 5%                      |

#### Competent authorities for issuance of certificates

|   |   |
|---|---|
| Outstanding Sportsperson  | Chairman of University of Lucknow Athletic Association  |
| Physically Handicapped  | Chief Medical Officer of District   |
| Freedom Fighter   | District Magistrate   |
| Scheduled Caste   | Reservation certificate shall be verified on internet.  |
| Scheduled tribes  | Reservation certificate shall be verified on internet.  |
| Other backward class  | Reservation certificate shall be verified on internet.  |
| Income certificate (within 6 months)  | Income certificates shall be verified on internet.  |
| Teachers/ Employees of University   | Registrar, University of Lucknow. The certificates issued after August 16, 2017 and upto the last date of filling application form will only be considered. |
| Teacher of the affiliated Govt./Aided Colleges of University of Lucknow and Govt. Ayurvedic College | Principal of the college. The certificate issued after August 16, 2017 and upto the last date of filling the application form will only be considered.      |



## 5 MBA Programs

### 5.1 Department of Business Administration

#### About the Department

The Department of Business Administration is a pioneer in the field of Management Education. Established in 1956, as a full-fledged department under the Faculty of Commerce, the Department has the proud distinction of having its faculty trained at the Center for Advancement of Management Education, Stanford University, California (USA). The faculty of the department has a combination of academic, research, business and international teaching experience.

Besides maintaining close interaction with other leading Management institutes such as IIM's, the department has been actively assisting and supporting other institutions in the field of business education. The department having more than 2000 alumni dominating the corporate scene in India has successfully created popular LUMBA brand.

**MISSION:** To be a leading institution on the field of management education and research engaged in providing contemporary management knowledge, development of business skills and inculcating professional attitudes among motivated individuals for preparing them to assume positions of responsibility and leadership in the fields of management endeavor.

**LEARNING ENVIRONMENT:** A global perspective in terms of course structure, teaching methods, technology integration, emphasis on leadership, human values and team skills are some of the unique features of the programs offered by the department. Exposures to practical applications and industry interaction to develop insights into contemporary industry practices are integral parts of the curriculum. Case discussions are extensively used to develop analytical and decision making skills of the managers. The objective is to develop problem-solving skills in complex business situations, apply management concepts in real life situations and exhibit leadership traits. Great emphasis is laid on presentation skills of students. Organizational based studies, industry reports, Internet based assignments, and summer internship as well as comprehensive projects are facilitated. In order to foster all round development of the prospective managers, the department always promotes participation in competitions, cultural events, and students' publications.

#### 5.1.1 MBA (Regular and Self Financed seats)

MBA Program is the flagship program of the University of Lucknow and is being offered since 1975 and has wide acceptance in the corporate sectors in India and abroad. We believe in grooming students to become self driven, proactive, value oriented and achievers. We emphasize on education rather than qualification, collaboration rather than competition and therefore, learning rather than on examination.

The MBA curriculum is designed to sharpen the mental and intellectual acumen and to encourage student's participation in on/off campus activities like seminars, projects, presentations, quizzes, workshops, business plans, case studies and term papers etc. besides cultural activities.

LUMBA has adopted the UGC model curriculum. The existing curriculum is continuously updated to incorporate changes. The curriculum consists of compulsory and elective courses for specializing in the area of Marketing, Finance & Human Resources.

Taking cognizance of the weight age given to work experience, a large number of students undergo on-the-job training (OJT). It provides them with an opportunity to apply their skills and knowledge to gain experience. Globalization has led to an increase in demand for multilingual cross-cultural managers.



The teaching of foreign languages in the Department goes a long way in making students global business leaders, ready to face international challenges. The summer training helps students to learn the application of principles, theories and framework in complex business situations. In the last semester the students submit a comprehensive project by way of a business plan displaying all the skills acquired over the two years.

The total number of seats in MBA Programme is 120 with break-up as under:

MBA Regular: 60

MBA Self- financing :60

The course structure of both the programmes is same and student has to opt for one specialization i.e Marketing or Finance or Human Resources or International Business in the second year.

## 5.2 Institute of Management Studies

### About IMS

The Institute of Management Sciences, University of Lucknow is a pioneering Institute in the field of modern management education. It was established in 2001 as an umbrella institute for self – financing management programmes approved by UGC /University of Lucknow. The Institute is located in the second campus of the University .The continuing endeavor of IMS is to evolve itself as an Institute that can provide skilled professionals to various sectors of the economy. The Institute takes pride in introducing and successfully running contemporary programmes catering to the changing requirements of the business and industry. With globalization of the Indian economy, there is a tremendous demand for personnel with managerial skills. Keeping in view the potential requirements for competent human resources for managing and running different types of profit and non- profit organizations , the Institute offers four MBA Programmes, and four Undergraduate Management Programmes catering to different functional areas and sectoral requirements.

The student body of IMS for Post Graduate Programmes is meticulously selected through IIM (CAT) and carefully nurtured in an atmosphere that is creative, harmonizing and yet challenging. The intake for undergraduate programmes is from all disciplines. These programmes provide opportunities for future preparation, attitudinal fine tuning and personality development for higher courses, apart from providing self- employment or engagement with business and industry.Heavy emphasis is placed on developing real managers through continuous interaction with industry. Besides focusing on general management skills, the Institute through its different programmes provides specialization in functional areas such as marketing, finance, human or sectoral specialization in retail, tourism and international business. These programmes sensitize the students to changes in business environment and provide conceptual and analytical skill to formulate business plans and strategies for successful implementation. The integrated learning approach includes seminars, project work, industrial tour, case studies, summer internships, business games and presentations and guest lectures from corporate sector. The interactive nature of programmes helps to develop interpersonal skill and prepare students for handling organizational challenges and assuming leadership position in all fields of management endeavour.

Over the years the placement of students of IMS has been improving. Large number of reputed companies have continuously patronized the campus and provided career opportunities. The institute has contributed towards meeting the specialized manpower requirements of industry in India and abroad. The number of IMS students selected by foreign universities for pursuing advanced degree after their graduation has been increasing over the years indicating the international acceptance of their professional background.The Institute's future focus is on further strengthening its intellectual capital, promoting increased industry-institute partnership, contributing to management research through Ph.D Programme and facilitating foreign tie-up with reputed universities for exchange programmes.



### 5.2.1 MBA (MARKETING)

Few people would like to enter an organization as a CEO with general responsibilities. Rather, they would prefer entering a particular management function such as Finance, Production, Personnel and of course marketing where they are valued primarily for their in-depth knowledge and skills in specific areas. It was in recognition of this prime requisite for expertise that the MBA(Marketing) Programme was developed. The aim was to design various marketing courses so that our students stand out from the very large and growing number of people with general management qualification. The MBA (Marketing) Programme is an answer to the potentials and challenges unleashed by Liberalization, Mercerization and Globalisation.

The thrust areas in its course structure are Marketing Research, all disciplines of Marketing Management and Quantitative Analysis including Econometrics. The paper on Econometrics, which examines the interaction and interconnection between Economic Analysis and Marketing Research, is the first course of its kind in India introduced by MBA (Marketing) Programme. Rural Marketing, Industrial Marketing, Services Marketing and International Marketing are some of the major attributes of the programme.

### 5.2.2 MBA (FINANCE & CONTROL)

The two-year (four-semester) full-time programme leading to the award of MBA (Finance & Control) degree is a post graduate highly professional course for career opportunities in the key areas of Finance. With globalisation of Indian economy, organisations need professionals who understand international finance and international capital-market. These developments place a premium on well trained young men and women possessing superior professional skills in financial analysis and management. Hence this programme aims at developing such skills in students so as to handle the challenges in the area of finance in a complex business environment.

### 5.2.3 MBA (HR & IR)

The aim of the Course is to impart knowledge and develop skills in various areas of Human Resource Management and Industrial Relations. Human resources management is an all pervasive process beginning from procurement of right kind of personnel required for performing various types of functions essential for attainment of stipulated objectives up to their separation from organization. Human resource is very delicate and complex and its management obviously requires very sophisticated and careful handling. Human resource management course strives to blend organizational need on the one hand and satisfaction of employee's needs on the other. Realizing the vital need for selection of adequately trained human resource managers in organisations, University of Lucknow started a two-year self financing master's course in Human Resource management and Industrial Relations which is based on the assessment of varied kinds of roles and responsibilities which human resource managers would be required to shoulder.

### 5.2.4 MBA (INTERNATIONAL BUSINESS)

The contribution of the external sectors of the economy is very crucial for country's growth and prosperity. Foreign earnings of companies indicate their competitive position in the international arena. Different companies use different routes to enter foreign countries starting with exports, franchise operations, overseas manufacturing, and joint ventures and setting foreign subsidiaries. Operating in International environment requires understanding of International economy, cross-cultural issues and global business environment. With concepts like globalization and liberalization ruling the roost, radical changes in the world economic scenario, changes in Indian economy like rupee convertibility and increased Foreign Direct Investments, there is a lot of scope for professionals to handle international financial, marketing, operations and trade transactions. The programme exposes students to port visits and facilitates learning of foreign languages as well.



### 6 Fee Structure

| Program                                      | Type          | Seat | Fees (Rs.)*<br><i>Per semester</i> |
|--|---------------|------|------------------------------------|
| MBA  | Regular       | 60   | 46000.00                           |
| MBA  | Self Financed | 60   | 75000.00                           |
| MBA (Finance & Control)                      | Self Financed | 120  | 75000.00                           |
| MBA (Human Resources & Industrial Relations) | Self Financed | 120  | 75000.00                           |
| MBA (Marketing)                              | Self Financed | 120  | 75000.00                           |
| MBA (International Business)                 | Self Financed | 60   | 75000.00                           |

**\*An additional amount of Rs. 5000.00 will have to be deposited as refundable caution money by all candidates at the time of admission. Non University of Lucknow Graduates will have to deposit a one time non refundable entrollment fee of Rs. 1000.00.**



|          |                    |                         |
|----------|--------------------|-------------------------|
| <b>7</b> | <b>Helpline</b>    |                         |
|          | Technical Helpline | 0522-4150500            |
|          | Program Helpline   | 9839065381              |
|          |                    | 0522-2740246            |
|          | Email              | lumba2018@lkouniv.ac.in |





## Requirements for form submission

- **Valid Email ID**
- **Active Mobile Number**
  - Mobile number should be with the applicant at the time of form filling
  - All relevant information regarding admission would be sent to this mobile number.
- **Alternate Mobile Number** (Preferably of parent)
- **Photo** in JPEG format (Maximum upload size is 50 KB only)
- **Scanned Signature** in jpeg format (Maximum upload size is 50 KB only)
- **High School, Intermediate and Graduation Mark sheet.**
  - Those applicants who are in the final year of graduation have to provide roll number and University details.
- **CAT Roll Number**
  - Applicants have to apply for CAT 2017 and fill the roll number/registration number in the designated place.
- **Aadhar Card**
- **Photo ID proof** (for entering number)
  - Any one of the following for entering the number at the designated place in the online application form
    - Aadhar Card, Voter ID, Driving License, Passport.
- **Application Fee**
  - General and OBC Rs. 2000.00
  - SC and ST Rs. 1000.00
- **Mode of Admission**
  - Admission to the MBA programs would be done on the basis of CAT 2017 score.
  - Applicants have to fill details of their CAT application.
- **Caste certificate**
  - The number of caste certificate issued by the competent authority will have to be entered for availing the benefit of reservation for OBC, SC and ST applicants.
  - For OBC applicants this certificate should be issued after July 1, 2015 and be valid on the day of verification. Validity of these certificates will be verified from the Government website.
  - The scheduled caste, scheduled tribes and other backward class candidates originally belonging to Uttar Pradesh will be given the benefit of reservation. Scheduled castes, scheduled tribes and other backward class candidates of other states will be treated as general.
- **Income Certificate**
  - Applicants will have to enter the number of these certificates at the time of filling of the form.
  - All certificates will be verified through the Government website.
  - Certificates whose details are not available on this website will not be entertained.
  - The applicants who do not have a valid income certificate issued by competent authority will not be given benefit of zero fees at the time of admission.

## FORM FILLING

- During the form filling process the applicant can make the entries and save the information.
- If the applicant is unable to fill the form in one sitting or somehow the process is interrupted there is no need to register again. They can login using the credentials sent on their mobile numbers and continue the process.



- Applicants are advised to check all the data they have entered before submitting the application fee. If there is some error they can edit these or start the entire process again. Once they have submitted the application fee the data submitted in the registration page cannot be edited under any circumstances.
- **Step 1 Registration**
  - Applicants have to fill the relevant details in the form provided. These fields cannot be edited later.
  - Applicants will receive their login details in the mobile number and email ID provided at the time of registration.
- **Step 2 Personal Details**
  - Applicants have to enter their personal details
- **Step 3 Educational Qualifications**
  - Applicants have to fill their educational qualifications.
    - **Enter the marks of all the subjects mentioned in the mark sheets**
  - Those applicants who would be appearing for their UG final examination in 2018 have to fill name of their University and their roll number.
- **Step 4 CAT details**
  - Applicants have to fill in the details of CAT application.
- **Step 5 Upload photo and signature**
  - Applicants have to upload their photo and scanned signature.
- **Step 6 Preview**
  - Applicants can preview all the entries made at this point. If there is some error they can edit these or start the entire process again. Once they have submitted the application fee the data submitted in the registration page cannot be edited under any circumstances.
- **Step 7 Application Fee**
  - If all the entries in the application form are correct the applicant can submit the form and proceed for payment of the application fees.
  - Form fees can be submitted by any of the following ways
    - Credit Card, Debit Card, Net Banking
- **Step 8 Print Application form**
  - Applicants can print their complete application form and fee receipt to complete the application process.
  - Applicants have to retain a printout of their application form which would be needed later on.
  - **Applicants do not have to send the print out of the application form to the University.**

### Data Editing

- Restricted data can be edited by the candidate by logging in to the admission website using the credentials sent to their email and registered mobile number. In case the candidate has missed out on the login details they can regenerate their password by clicking on the **forgot password** link and entering their registration number. The new login details would be sent to their registered mobile number. **The data submitted in the registration page and the opted category cannot be edited under any circumstances.**