



PG Management Admission Guidelines

Session 2019 – 20

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 a 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 The merit list will not be published in the newspaper.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 The reservation shall be given as permissible under the Uttar Pradesh Government / University Rules.
- 1.11 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 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 Candidates who are appearing in the qualifying examination in the current year can apply for admission but they should fulfill all eligibility conditions on the day of admission.
- 2.4 University reserves the right to cancel any admission at any stage.
- 2.5 In case of any matter relating to the MBA Admissions, the decision of the Vice-Chancellor/Admission Committee, Lucknow University shall be final and binding.
- 2.6 All the legal matters pertaining to the MBA Admissions shall be subject to the Lucknow Jurisdiction only.
- 2.7 Fees of different courses will be displayed while declaring the final Admission List on the University website.



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3 Admission Procedure

3.1 Candidates for admission to the MBA programmes shall be selected through a National/International level aptitude test which may consist of both written as well as oral components. The University of Lucknow will also conduct its own entrance test for admission to the various MBA programs. This will be known as the Lucknow University Management Entrance Test (LUMET). Candidates having a valid CAT score can also opt to take admission through this test. This would be followed by a personal interview for all candidates.

3.2 The written component (CAT or LUMET) will account for a merit score of 100 while the interview will account for a merit score of 20. The overall merit would be calculated out of a merit score of 120.

3.3 Lucknow University Management Entrance Test (LUMET)

3.3.1 Ordinarily admissions to the MBA programs of the University of Lucknow, would be carried out through the Lucknow University Management Entrance Test (LUMET). This would be followed by a personal interview.

3.3.2 The entrance test will comprise of 100 objective type questions to be answered in 90 minutes.

3.3.3 The test would cover the following domains: General Awareness, Logical reasoning, Numerical ability, Data interpretation, English Verbal Ability

3.3.4 Marking Pattern

Each question will be of 4 marks.

One mark will be deducted for each incorrect answer.

Zero mark will be awarded for each un-attempted question.

3.3.5 Test Centers for LUMET

LUMET 2019 will be held at Lucknow only.

3.4 Through CAT Score

3.4.1 Candidates who have a valid CAT can opt not to appear in the LUMET. Their merit would be calculated on the basis of their CAT scores. However, they will have to appear in the personal interview. Such candidates can also take the option to appear in the LUMET. In such case their CAT score would not be considered.

3.5 Personal Interview

All candidates who have either opted admission through CAT score or through LUMET 2019 will have to appear in the interview conducted by the University.

3.6 Merit List

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.



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4 Reservation Policy

All reservations would be given as per State Government policies and University guidelines

4.1 Vertical maximum percentages

4.1.1 Scheduled Caste* 21%

4.1.2 Scheduled Tribe* 2%

4.1.3 OBC (Non Creamy Layer)* 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 as general.

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 affiliated to University of Lucknow 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 Retired Defense Personnel or Physically Handicapped Defense Personnel or Defense Personnel killed in war or Defense Personnel posted in UP. 5%

Competent authorities for issuance of certificates

Outstanding Sportsperson

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 on or after 1st March of the year of admission will only be considered.

Teacher of the affiliated Govt./Aided Colleges of Lucknow University and Govt. Ayurvedic College Principal of the college. The certificates issued on or after 1st March of the year of admission 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 IIMs, 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.

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 Choice based Credit System. 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 and International business.

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. Mandatory summer internship helps students to learn the application of principles, theories and frameworks in complex business situations. In the last semester, every student is required to present a comprehensive business plan/project displaying all the skills and competencies developed through the MBA Programme



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 endeavour 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)/LUMET 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 upon 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 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)

The MBA (Marketing) Programme develops students for careers in marketing of goods as well as services provided by any industry. 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 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 subjects covered in the programme.



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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 markets. 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 resource management is an all pervasive process beginning from procurement and retention of right kind of personnel required for performing various types of functions essential for ensuring capability and competitiveness of the organisation. Human resource management being a key area requires careful attention and handling of issues in an organisational set-up and its effective management provides competitive advantage to companies. Human resource management course strives to blend organizational needs on one hand and satisfaction of employees' 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 masters 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 posture and position in the international arena. Different companies use different routes to enter foreign countries starting with exports, franchise operations, overseas manufacturing, joint ventures and setting foreign subsidiaries. Operating in International environment requires understanding of International economy, cross cultural issues and global business environment. Amidst globalization and liberalization, 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 ports, export exhibitions and learning of foreign languages as well.



5.3 Institute of Tourism Studies

About ITS

Institute of Tourism Studies (I.T.S.) is a premiere institute providing high-quality education in the field of tourism management and providing consultancy to the industry. The Institute was established in the year 1994. Equipped with a mix of young and experienced professionals, the Institute is churning out enthusiastic and efficient young professionals every year to serve the ever-growing tourism industry. Twenty two batches of Masters of Tourism Management (M.T.M.)/MBA (Tourism)/ MTA/ MTTM+ and Fifteen batches each of Bachelor of Tourism Administration (BTA)/ BBA (Tourism) and Post Graduate Diploma in Travel Management (PGDTM) are already serving the industry in high recognition. Besides, two batches of DIAT & CRS (Diploma in International Airline Ticketing & Computerized Reservation System), Diploma of Food Production and Master of Event Management (MEM)/ MTTM-EM and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty-three years have seen the ITS grow steadily in terms of quality education. Today, the ITS enjoys a high degree of repute by esteemed organisations of the tourism industry.

Currently, the ITS is located in a new building with an independent premises within the Lucknow University, New Campus and provides the state of art facilities to its students that includes a rich library with an exhaustive collection of books, functional modern kitchen and bakery, audio-visual aids etc. Regular seminars (National and International), symposia, workshops, case studies, trade fair, cultural events etc. are a part of various activities organised by ITS to give students an in-depth exposure and enhance their overall personality and capabilities.

5.3.1 Master of Travel and Tourism Administration (MTTM)

Master of Travel and Tourism Administration (MTTM) is a two-year (4 Semester) full time job-oriented programme, which provides a comprehensive understanding of tourism and travel industry. The objective of this course is to develop professionally trained manpower for the tourism & industry and allied industries like cargo. The career is dynamic, vibrant, growth oriented with a lot of potential.



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6 Fee Structure

Program	Department	Type	Seat	Fees (Rs.)* Per semester
MBA	Business Administration (Old Campus)	Regular	60	53173.00
MBA (Self Financed)	Business Administration (Old Campus)	SF	60	81081.00
MBA (Finance & Control)	IMS (New Campus)	SF	120	81081.00
MBA (Human Resources & Industrial Relations)	IMS (New Campus)	SF	120	81081.00
MBA (Marketing)	IMS (New Campus)	SF	120	81081.00
MBA (International Business)	IMS (New Campus)	SF	60	81081.00
MTTM	ITS (New Campus)	SF	60	28080.00

***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 Lucknow University Graduates will have to deposit a one time non refundable entrollment fee of Rs. 1000.00.**

There is a common form for MBA, MBA (SF), MBA (FC), MBA (HR & IR), MBA (Marketing), MBA (IB) and MTTM programs and there will be a common entrance test for them. Allotment will be done strictly on the basis of merit, choice and availability at the time of counselling.



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7 IMPORTANT DATES

- 7.1 Form Submission Starts **March 15, 2019**
- 7.2 Last date for form submission without late fee **May 15, 2019**
- 7.3 Last date for form submission with late fee of Rs. 1000.00 **May 20, 2019**
- 7.4 Admit Card download **May 25, 2019**
- 7.5 Tentative date of Entrance Test **June 1 – 7, 2019**
- 7.5.1 **Test Centre at Lucknow only**
- 7.6 Tentative Interview **June 8 – 12, 2019**

8 Counseling Procedure

- 8.1 University of Lucknow will be adopting an Off Campus Online Counseling for the M.Ed. programs. Candidates have to register and submit choices after the result has been declared. Detailed guidelines would be declared later.
- 8.2 The prospective candidates are advised to keep visiting the University website regularly for announcements, notices and updates, because no separate information shall be sent to any prospective candidate.





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9 Helpline

Technical Helpline

0522-4150500

Program Helplines

9839065381

9415704024





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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.
 - **It is the sole responsibility of the student to go through the prospectus and check his/ her eligibility at the time of application. We are not verifying the eligibility at the time of application. The eligibility will be verified by the University at the time of counseling.**

- **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 (Rs. 3000 with late fee)
 - SC and ST Rs. 1000.00 (Rs. 2000 with late fee)
- **Mode of Admission**
 - University of Lucknow offers two modes Through **CAT** score or through **Lucknow University Management Entrance Test (LUMET 2019)**.
 - Applicants have to select their mode of admission at the time of filling of the form.
 - Applicants who have valid CAT score can opt to appear in the LUMET 2019.
- **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, 2016 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 this certificates at the time of filling of the form.
 - These certificates will be verified through the Government website.
 - Certificates whose details are not available on the Government 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.



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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 have appeared for their UG examination in 2019 have to fill name of their University and their roll number now. All such applicants have to login and fill their UG marks before appearing for counseling.
- **Step 4 Select Admission Mode**
 - Applicants have to select their mode of admission at the time of filling of the form.
 - Applicants who have a valid CAT score can opt for admission on the basis of this score.
 - Applicants who have valid CAT score can also opt to appear in the LUMET 2019.
- **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.**