

## MANAGEMENT PROGRAMMES

### Programmes on Offer :

S. No.	Programme Title	Programme Code
1	Master of Business Administration	MBA
2	Post Graduate Diploma in Management	PGDIM
3	Post Graduate Diploma in Financial Management	PGDFM
4	Post Graduate Diploma in Marketing Management	PGDMM
5	Post Graduate Diploma in Human Resource Management	PGDHRM
6	Post Graduate Diploma in Operations Management	PGDOM
7	Diploma in Management	DIM

### The University

The Indira Gandhi National Open University (IGNOU), established by an Act of Parliament in 1985 has continuously striven to build an inclusive knowledge society through inclusive education. It has tried to increase the Gross Enrollment Ratio (GER) by offering high-quality teaching through the Open and Distance Learning (ODL) mode. It has been conferred with the awards of 'Centre of Excellence' and 'Excellence for Distance Education Materials' by the Commonwealth of Learning which is the highest Forum for Open Distance Learning in the Common Wealth countries.

The University began by offering two academic programmes in 1987, i.e., Diploma in Management and Diploma in Distance Education, with a strength of 4,528 students. Today, it serves the educational aspirations of over 28 Lakh students in India and 36 other countries through 21 Schools of Studies and a network of 67 Regional Centres, more than 3,000 Learner Support Centres and 67 overseas centres. The University offers more than 400 Certificate, Diploma, Degree and Doctoral programmes, with a strength of 560 faculty members and academic staff at the Headquarters and Regional Centres. More than 51,000 faculty and other professionals of conventional institutions of higher learning, professional organizations, industry etc are associated with the University in imparting education in ODL mode.

### Recognition

IGNOU is a Central University created by an act of Parliament and all Certificates, Diplomas and Degrees awarded by the University are at par with all such degrees issued by other Universities under the Association of Indian Universities (AIU) as per the University Grants Commissions (UGC) Circular No. F.1-52/2000 (CPP-II) dated May 5, 2004 and AIU circular no. EV/III/(449/94/176915-177915, dated January 14, 1994) and AICTE circular no. AICTE/academic/Nov. Dec. 2005, dated May 13, 2005.

### Regional Centre, Vijayawada

Indira Gandhi National Open University established a Regional Centre at Vijayawada, an economically, culturally and politically vibrant city in Krishna District, Andhra Pradesh. IGNOU Regional Centre, Vijayawada is carved out of Regional Centre, Hyderabad and it became operational in July 2008.

The Regional Centre, Vijayawada comprises 6 districts viz, Krishna, Guntur, Prakasam, Nellore of Coastal Andhra, Khammam district of Telangana region and Chittoor District of Rayalaseema Region. The Regional Centre is headed by a Regional Director who is supported by a team of Academic, Administrative and other Supporting Staff.

## LIST OF LEARNER SUPPORT CENTRES IN VIJAYAWADA REGION

S. No	Code No.	Study Centre Address	Contact Details
1	0102	V.R. College, Nellore-524 001	0861-2301316, 2322226
2	0103	KBN College, Kothapeta, Vijayawada-520 001	0866-2566015
3	0104	TJPS College, Ring Road, Guntur-522 006	0863-2244955
4	0148	Kavita Memorial Degree college, NST Road, Khammam-507 002	08742-223799
5	0159	Sri Padmavathi Mahila Vishwavidyalayam, Tirupati-517 502	0877-2284593

The above are the learner support centres of Vijayawada Region of IGNOU. For all practical purposes, these study centres are the colleges of the University. The infrastructure and other services of the college/institution will be utilized by IGNOU in the weekends and in the non-working hours of the college/institution. IGNOU will provide the following support services to its learners at the Study Centres :

- ❖ Pre-admission counselling, Sale of Student Handbook and Prospectus.
- ❖ Conduct of Induction meeting for newly registered learners.
- ❖ Preparation and organizing theory and practical counselling sessions.
- ❖ Arrange audio and video programmes and teleconferencing.
- ❖ Organize workshops, seminars, extended contact programmes, field visits, teaching practice etc., depending on the nature of the programme.
- ❖ Providing library facility to the learners.
- ❖ Evaluation of assignments and providing grades/marks and feedback to the learners.
- ❖ Conducting Term End Examinations and Practical Examinations (in case the centre has been allotted Examination Centre).

### Admission cycles

The University offers round the year walk-in-admission. Most of the academic programmes are offered in both the cycles of admission i.e., January and July cycles. Admissions to the academic programmes are under three modes i.e., through entrance examination, merit and direct admission, depending on the nature of the programme. Admission notifications are issued in the leading national and regional dailies for Walk in Admission during April-May for July session and October-November for January session. The detailed information on admission and application forms are available on the University website at [www.ignou.ac.in](http://www.ignou.ac.in). Filled in applications are to be submitted to Regional Centre, Vijayawada with the requisite fee as per university guidelines.

### Reimbursement of Fees

Learners who belong to the categories of Scheduled Castes (SC), Scheduled Tribes (ST) and physically challenged have to pay the fee at the time of admission. Subsequently they will have an opportunity to collect the scholarship forms from the Social Welfare Department of the State, and submit the same duly filled-in, through the Regional Director for reimbursement.

## MANAGEMENT PROGRAMME

The University offers Masters in Business Administration (MBA) with a modular approach which helps/facilitates in getting other diplomas in Management namely; DIM, PGDIM, \*PGSDMs (Specialization Diploma Programmes) and MBA (for details please see the programme structure).

### Eligibility criteria for admission to IGNOU's MBA programme is as under :

1. Graduation in any discipline with 50% marks for General Category and 45% for Reserved Category  

**OR**

 Bachelor' Degree with 3 years of supervisory/managerial/professional experience  

**OR**

 Professional Degree in Engineering/Technology/Medicine/Architecture/Law/Pharmacy  

**OR**

 Professional Qualifications in Accountancy/Cost and Work Accountancy/Company Secretary ship etc.
2. Non-Graduates (10+2 or equivalent) with six years of supervisory/managerial/professional experience are eligible for taking admission into Diploma in Management (DIM) only after clearing the Entrance Test.
3. Clearance of OPENMAT conducted by IGNOU ;  

**OR**

 Clearance of Management Entrance Test with **40% marks**, conducted by Institutions other than IGNOU (CAT/MAT/State Level Tests). The result of any examination body which does not reflect the score in terms of percentage and/or percentile will not be considered. Candidates in such cases have to appear the OPENMAT.
4. There is no age bar.
  - ❖ 'Professional' means a person holding a degree in Engineering, Law, Medicine, Accountancy etc.
  - ❖ 'Experience' means work experience of a person during or after acquiring the qualification as specified above.

### Admission through Entrance Test (OPENMAT)

Admission to the MBA, Diploma in Management, PGDIM and Post Graduate Diploma in HRM, FM, OM and MM will be done on the basis of the score obtained in the OPENMAT, conducted all over India twice a year. The entrance test will be held during August for January Cycle and February for July Cycle every year.

A result card indicating whether the candidate has qualified or not qualified for admission, on the basis of cut-off scores decided by the University, is sent to all candidates. Candidates who qualify for admission on the basis of the score obtained in the Entrance Test (OPENMAT) are eligible to take admission into Management Programme in any of the two consecutive cycles.

A learner who likes to do Management Programme (MP) has to choose courses in such a way that he/she gets PGDIM and MBA under modular approach (for details see the programme structure).

- ❖ Cycle 1 : January 2013 (for those who are qualified in the test conducted in August 2012).
- ❖ Cycle 2 : July 2013 (for those who are qualified in test conducted in August 2012 and February 2013).

## PROGRAMME STRUCTURE

- a) **Post Graduate Diploma in Management (PGDIM)** : It comprises 11 courses i.e. MS-01 to MS-11.
- b) **Post Graduate Diploma in Financial Management (PGDFM)** : It comprises five courses to be selected from the Finance stream i.e. five courses out of MS-41, MS-42, MS-43, MS-44, MS-45 and MS-46.
- c) **Post Graduate Diploma in Marketing Management (PGDMM)** : It comprises five courses to be selected from the Marketing stream i.e. five courses out of MS-61, MS-62, MS-63, MS-64, MS-65, MS-68, MS-611 and MS-612.
- d) **Post Graduate Diploma in Operations Management (PGDOM)** : It comprises five courses to be selected from Operation stream i.e. five courses out of MS-51, MS-52, MS-53, MS-54, MS-55, MS-56, MS-57 and MS-58.
- e) **Post Graduate Diploma in Human Resources Management (PGDHRM)** : It comprises five courses to be selected from HR stream i.e. five courses out of MS-21, MS-22, MS-23, MS-24, MS-25, MS-26, MS-27 and MS-28.
- f) **Master of Business Administration (MBA)** : The MBA programme consists of 21 courses in all. These comprise Eleven courses i.e. MS-01 to MS-11 (PGDIM); five courses from any one of the specialization streams, (PGSDM); compulsory courses (MS-91, MS-95); one elective course out of MS-92/93/94/96/97 and Project course (MS-100) equivalent to 2 courses (Integrative Courses) – thus leading to MBA Degree under modular approach.
- g) **Diploma in Management (DIM)** : The Diploma in Management Programme comprises 5 courses (three compulsory and two elective courses). The compulsory courses are (MS-1, 2, 3) and elective courses are (MS-4,5,6 and 7).

A successful student of DIM (with any stream) who is a graduate is eligible for doing MBA without going through the Entrance test of the University.

### Admission to MBA (Management Programme) from DIM and PGSDM :

Those who are non-graduates and who have successfully completed DIM would be allowed to get admission into Management Programme (MBA), without re-appearing in the Entrance Test (OPENMAT), after completing Bachelor's degree, if they so desire. In such a case, they should write to Regional Director concerned enclosing attested copy of Mark-sheet as well as Degree Certificate for 'change of stream' (from 'DIM to 'MBA').

The students qualifying any of PG Specialization Diplomas, if desirous of pursuing MBA, may do so by registering for required courses. However those who have done PG Specialization Diploma under Direct Entry stream prior to 1997 will have to qualify OPENMAT and apply for credit transfer by paying the requisite fee (@ Rs. 200/- per course) on prescribed form to the Registrar (SRD), IGNOU, Maidan Garhi, New Delhi – 110 068 as per credit transfer rules.

### Fee Structure :

Course fee of Rs. 1500/- per course can be paid through a Bank Draft from any one of the scheduled banks in favour of IGNOU and should be payable at Vijayawada (both at the time of Admission and Re-Registration). Please write your Name, Enrolment Number and Address on the back of the Bank Draft to ensure proper credit to your fee account.

Course fee can also be paid through bank challan (both at the time of Admission and Re-registration) at the designated Indian Bank and IDBI Bank branches. Two copies of the challan will be returned to you by the bank out of which a copy marked as "University's copy" should be submitted to the Regional Centre along with Admission/Re-registration form. Fee once paid is not refundable under any circumstances. It is also not adjustable against any another programme of the University.

### Re-Registration :

Application Form for Admission to Management Programme will be submitted only at the time of first entry to the programme. Subsequent continuation in the programme will be through Re-Registration Forms. The dates of submission of Re-registration forms are 1<sup>st</sup> August to 1<sup>st</sup> October and 1<sup>st</sup> February to 31<sup>st</sup> March, for January and July Semester respectively. A student will be allowed to register not more than four courses per semester. MS-100 (Project work) will be allowed only after the student has registered for MS-01 to MS-11 and MS-95 (12 courses).

A course once registered for study, must be successfully completed within 4 semesters of maximum duration. In case of failure to do so, you will be required to re-register by paying the requisite fee of Rs.1500/- per course by filling the Re-registration form as per the schedule.

OFFERED COURSES FOR JANUARY SEMESTER		
S.No.	Course Code	Course Title
1	MS-01	Management Functions and Behaviour
2	MS-02	Management of Human Resources
3	MS-03	Economic and Social Environment
4	MS-04	Accounting and Finance for Managers
5	MS-05	Management of Machines and Materials
6	MS-06	Marketing for Managers
7	MS-07	Information System for Managers

OFFERED COURSES FOR JULY SEMESTER		
S.No.	Course Code	Course Title
1	MS-01	Management Functions and Behaviour
2	MS-02	Management of Human Resources
3	MS-03	Economic and Social Environment
4	MS-04	Accounting and Finance for Managers
5	MS-05	Management of Machines and Materials
6	MS-06	Marketing for Managers
7	MS-07	Information System for Managers

8	MS-08	Quantitative Analysis for Managerial Applications
9	MS-09	Managerial Economics
10	MS-10	Organizational Design Development and Change
11	MS-11	Strategic Management
12	MS-91	Advanced Strategic Management
13	MS-95	Research Methodology for Management Decisions
14	MS-100	Project Work (Equivalent to two courses)
15	MS-21	Social Processes and Behavioural Issues
16	MS-22	Human Resource Development
17	MS-23	Human Resource Planning
18	MS-24	Employment Relations
19	MS-41	Working Capital Management
20	MS-42	Capital Investment and Financing Decisions
21	MS-43	Management Control Systems
22	MS-51	Operations Research
23	MS-52	Project Management
24	MS-53	Production/Operations Management
25	MS-54	Management Information Systems
26	MS-61	Consumer Behaviour
27	MS-62	Sales Management
28	MS-63	Product Management
29	MS-64	International Marketing
30	MS-65	Marketing of Services
31	MS-92	Management of Public Enterprises
32	MS-93	Management of New and Small Enterprises

8	MS-08	Quantitative Analysis for Managerial Applications
9	MS-09	Managerial Economics
10	MS-10	Organizational Design Development and Change
11	MS-11	Strategic Management
12	MS-91	Advanced Strategic Management
13	MS-95	Research Methodology for Management Decisions
14	MS-100	Project Work (Equivalent to two courses)
15	MS-25	Managing Change in Organizations
16	MS-26	Organizational Dynamics
17	MS-27	Wage and salary Administration
18	MS-28	Labour Laws
19	MS-44	Security Analysis and Portfolio Management
20	MS-45	International Financial Management
21	MS-46	Management of Financial Services
22	MS-55	Logistics and Supply Chain Management
23	MS-56	Materials Management
24	MS-57	Maintenance Management
25	MS-58	Management of R&D and Innovation
26	MS-66	Marketing Research
27	MS-68	Management of Marketing Communication and Advertising
28	MS-611	Rural Marketing
29	MS-612	Retail Management
30	MS-94	Technology Management
31	MS-96	Total Quality Management
32	MS-97	International Business

### STUDENT HANDBOOK & PROSPECTUS

**Student Handbook & Prospectus** would be available at all **Regional Centres, Study Centres and IGNOU Army, Navy and Assam Rifles Recognized Regional Centres.**

Student Handbook and Prospectus is also available on university's website [www.ignou.ac.in](http://www.ignou.ac.in). The candidates downloading the Form from website are required to send a Demand Draft of Rs.1050/- (Rupees One Thousand and Fifty only) drawn in favour of IGNOU payable at New Delhi, along with the application.

### IMPORTANT NOTES :

1. **Application Form for OPENMAT (XXXIII, XXXIV and XXXV) Entrance Test (Form-1) has been provided in a separate envelope alongwith this Student Handbook & Prospectus. Please see the instructions for filling up Form-1 at page no. 138.**
2. **Hall Tickets will be provided to the candidates ten (10) days before the entrance test. In case of non-receipt of Hall Tickets three (03) days before the entrance test, candidates can download the hall ticket from IGNOU website ([www.ignou.ac.in](http://www.ignou.ac.in)) and report to the examination centre for appearing in the entrance test.**
3. The OPENMAT result card will be sent to the students within 6-7 weeks from the date of the OPENMAT examination. In case of non-receipt of the result card, result card can be downloaded from the IGNOU website.
4. Those who qualify for admission will have to apply on the admission form given in the prospectus (Form-2) to the Regional Director concerned. Such students will have a choice to take admission in any of the two subsequent semesters, i.e., one who clears Entrance Test in February 2012 may take admission in the semester commencing July 2012 or January 2013 or July 2013. Students who qualify in February 2013 Entrance Test will be eligible for taking admission either in July 2013 or January 2014.

Term End Examination will be held in June and December every year for all the courses, however, the assignment will be available only for the courses which are on offer in the respective semesters.

**IGNOU Regional Centre, Hindu High School Premises, Kothapeta, 1town, Vijayawada-520 001. Ph : 0866-2565959, 2565253**  
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