



# उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय

( ३० प्र० सरकार का एक मात्र मुक्त विश्वविद्यालय : स्थापना वर्ष- १९९८ )

## INFORMATION BROCHURE

## FOR ADMISSION IN

## MBA PROGRAMME 2025-2026

School of Management Studies

**U.P. RAJARSHI TANDON OPEN UNIVERSITY,**

Shantipuram (Sector-F), Phaphamau, Prayagraj

Website: [www.uprtou.ac.in](http://www.uprtou.ac.in)

Registration fee ₹500 +  
**Fees 16800/-**  
**Per Year**

**NO  
ENTRANCE  
EXAM**



# All India Council for Technical Education

(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg, Vasant Kunj, New Delhi-110070 Website: [www.aicte-india.org](http://www.aicte-india.org)



## APPROVAL PROCESS 2023-24

## No Objection Certificate (NOC)

F.No. Northern/2023-24/1-43354475675

Date: 10-Jun-2023

To,  
The Vice Chancellor/Director,  
UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY ALLAHABAD  
SHANTIPURAM AWAS YOJNA, SECTOR-F,  
PHAPHAMAU, ALLAHABAD,  
Uttar Pradesh, 211021

Sub: No Objection Certificate for Open and Distance Learning (ODL) / Online Learning (OL) 2023-24 to 2027-28

Madam / Sir,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Education) Regulations, 2020 notified on 4th February 2020 and amended on 24th February 2021 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the no objection to :

Permanent Id	1-10441058531	Application Id	1-43354475675
Name of the Institution/University	UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY ALLAHABAD	Name of the Society/Trust	UTTAR PRADESH RAJARSHI TANDON OPEN UNIVERSITY ALLAHABAD
Institution/University Address	SHANTIPURAM AWAS YOJNA, SECTOR-F, PHAPHAMAU, ALLAHABAD, Uttar Pradesh, 211021	Society/Trust Address	SHANTIPURAM AWAS YOJNA, SECTOR-F, Phaphamau, Allahabad, Uttar Pradesh, 211021
Institution/University Type	State Government University	Region	Northern

For conduct of following Courses in ODL mode for the Academic Year 2023-24 to 2027-28\*

Sr. No.	Program	Level	Course (Specialization)	Center	Number of Seats
1	Management	POST GRADUATE	MBA	Headquarter	1000
2	COMPUTER APPLICATIONS	POST GRADUATE	MCA	Headquarter	1000

## SOME IMPORTANT REGULATIONS & GUIDELINES

1. There will be no entrance examination for the MBA Programme.
2. The medium of instruction shall be English/Hindi as indicated in the Programme details.
3. If a candidate fails to appear in any one or more courses on the semester-end examination in June or December he/she may reappear in the semester-end examination for that course/those courses in June and December only. The facility shall be available until the candidate passes that course/ those courses application for re-registration of student who failed to complete the courses, within the maximum period provided they deposit the prescribed fee. The University may allow them to appear in the papers/courses which they have not cleared.
4. The University may change at any time the examination center allotted to a candidate.
5. For more clarification on any of the processes, regulations, and guidelines mentioned in this **e-brochure**. Aspirants can also refer to the printed brochure issued by the administrative authorities of the university for the session 2025-2026.
6. Enroll in the MBA program with a nominal registration fee of just ₹500. The annual fee for the first year is ₹16,800, making the **entire two-year MBA program available for only ₹33,000**—an excellent opportunity to access quality management education at an affordable cost.
7. Aspirants' admission will be at the Study Center (U.P Rajarshi Tandon Open University). Before your first semester exams, you'll will be given the chance to choose your examination centers
8. To Appear in the semester end Examination student have to submit assignment and fill examination form and pay 150/- per paper online.

Prog. Code	Name of the Programme	Duration (in Years)		Medium of Instruction (H/E)	Programme Fee	Minimum Qualification for Admission
		Min.	Max.			
702	Masters in Business Administration (MBA)	2 Year	4 Year	English	Registration fee ₹500 + 16,800/-	Graduation in any discipline with 50% marks for the general category candidates and 45% marks for the SC/ST Category candidates. OR Three years' experience certificate after graduation (in case Graduation marks are less than 50% for the general category candidates and 45% marks for the SC/ST Category candidates)

**And Note:** -The details of admission form can be downloaded from the University website [www.uprtou.ac.in](http://www.uprtou.ac.in).

### DOCUMENTS TO BE UPLOADED FOR THE MBA PROGRAMME

- Scanned photograph (Less than 100 KB).
- Scanned signature (less than 100 KB).
- Scanned copy of relevant educational qualification (less than 200 KB) Graduation Certificate and Marksheet.
- Scanned copy of experience certificate, if any, (less than 200 KB ).
- Scanned copy of category certificate if SC/ST/OBC (less than 200 KB).

### INFORMATION RELATED TO MBA PROGRAM:

- A. The students have to complete a total of 24 papers of 144 credits including a project report work.

B. The duration of the MBA program is **Min. 2 years** and **Max. 4 years**.

- C. **Re-registration:** Only for one year after 4 years maximum duration
- D. The entire program has been divided into four semesters. For 1<sup>st</sup>, 2<sup>nd</sup> & 4<sup>th</sup> semester all papers are compulsory where as in the 3<sup>rd</sup> semester a student has to take any set of 4 elective papers together with two compulsory papers as mentioned in the above table
- E. **Industrial Training Report:** In the 4<sup>th</sup> semester a student has to submit a report on any corporate/ industrial issue with following important considerations-
- i. **E1.** In Third Semester Student need to fulfill **Project Information Proposal (PIP)** which will consist of Student Details, Guide/ Supervisor Details and Project Topic to seek approval from the University and send it to **mba\_uprtou123@rediffmail.com**
  - ii. **E2.** The Guide/ Supervisor for the above point E can be any MBA or equivalent (P.G Degree) qualified person from the industry or academia with sufficient experience in the respective field.
  - iii. **E3. The Industrial Training Report must contain following contents.**
    - a) Company/ Organization/ Institution Profile
    - b) Objective of the Training
    - c) Research Methodology
    - d) Introduction about the research problem
    - e) Questionnaire
    - f) Analysis (using various statistical tools and diagrammatic representation etc.)
    - g) Findings & Conclusion
    - h) Recommendations
    - i) Bibliography
  - iv. **E4.** The Industrial Training Report must contain a covering page mentioning the title of the study, university name & logo, Name and enrollment of the student & Name and organization of the supervisor with their respective signatures.
- F. The evaluation of every paper shall be in two parts that is 30% internal marks through writing assignment papers at home, uploaded in university website within a given time framework.
- (Students will submit their semester assignments in prescribed copies to department (SOMS) at Prayagraj and 70% external marks through terminal examinations in examination centers nearby you, which is notified by university before the commencement of semester examination.)
- G. For more clarification on any of the processes, regulations and guidelines mentioned in above points, Students can refer the printed brochure issued by the administrative authorities of the university for the session 2025- 2026
- H. The candidate shall be awarded First Division on securing 60% marks or more, second division on Securing 50% marks or more, 50%-36% Third Division and failed on securing less than 36 % marks.
- I. There shall be counseling sessions for each paper in each semester as notified by the School of Management Studies at headquarter only.

**Note : For any other clarification & Pre-Admission counseling contact to the following numbers of the faculty members in all working day between 03 PM to 05 PM.**

1. Dr. Devesh Ranjan Tripathi (7525048048)

## **PROGRAMME DETAILS FOR MBA**

Credits	Semester	Course Code	Title of Course	Credit	
Compulsory Core Course	First Semester				
		MBA-1.1	Principles Of Management	6	
		MBA-1.2	Organizational Behavior	6	
		MBA-1.3	Accounting For Managers	6	
		MBA-1.4	Quantitative Techniques for Business Decisions	6	
		MBA-1.5	Managerial Economics	6	
		MBA-1.6	Management Information System	6	
Credits of First Semester				36	
Compulsory Core Course	Second Semester				
		MBA-2.1	Business Environment	6	
		MBA-2.2	Production And Operations Management	6	
		MBA-2.3	Human Resource Management	6	
		MBA-2.4	Marketing Management	6	
		MBA-2.5	Financial Management	6	
		MBA-2.6	Research Methodology	6	
Credits of Second Semester				36	
Compulsory Core Course					
		MBA-3.1	Organizational Effectiveness & Change	6	
		MBA-3.2	Project Management	6	
Select any One Optional Group					
Optional Group-HR		MBA-3.11	Human Resource Development	6	
		MBA-3.12	Labor Relations & Legislation	6	
		MBA-3.13	Wages & Salary Administration	6	
		MBA-3.14	Strategies And Practices Of HRM	6	
Optional		MBA-3.21	Financial Derivatives and Services	6	
Group-Finance		Third Semester	MBA-3.22	Security Analysis and Portfolio Management	6
			MBA-3.23	Working Capital Management	6
	MBA-3.24		Income Tax Planning and Management	6	

Optional Group- Production		MBA-3.31	Materials management	6
		MBA-3.32	Total quality management	6
		MBA-3.33	Logistic and supply chain management	6
		MBA-3.34	Production planning and control	6
Optional Group- Marketing		MBA-3.41	Advertising and brand management	6
		MBA-3.42	Consumer behavior	6
		MBA-3.43	International marketing	6
		MBA-3.44	Industrial & service marketing	6
Optional Group- IT		MBA-3.51	Computer fundamentals and its organization	6
		MBA-3.52	Web technology	6
		MBA-3.53	Software engineering management	6
		MBA-3.54	Data base management system	6
Credits of Third Semester				36
Compulsory Core Course	Fourth Semester	MBA-4.1	Entrepreneurship development	6
		MBA-4.2	Strategic management & business policy	6
		MBA-4.3	Operations research	6
		MBA-4.4	Business ethics and corporate governance	6
		MBA-4.5	Industrial Training and Report Submission	6
		MBA-4.6	Comprehensive Viva-voce	6
Credits of Fourth Semester				36
Total Credits				144