



### 1 IMPORTANT INSTRUCTIONS

- 1.1 The instructions related to the admissions given here are as per the Act, Ordinances, Rules & Regulations of the University.
- 1.2 Gap Certificate: If there is gap in taking admission after Intermediate, then an affidavit certified by the Notary on Rs. 10.00 Stamp paper has to be submitted at the time of admission.
- 1.3 If you want benefit of reservation or zero fees, then 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 The merit list will not be published in the newspaper.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 University/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 through Government website.

### 2 GENERAL INFORMATION

- 2.1 The University reserves the right to change or amend the admission rules at any time without prior notification.
- 2.2 If any candidate gets admission on the basis of false information/improper means or on the basis of false mark sheet his/her admission will be treated cancelled from the beginning and legal action will be taken against him/her under IPC.
- 2.3 In the MBA (5 Year), BBA, BBA (IB), BBA (MS) and BBA (Tourism) courses students shall be admitted on the basis of marks obtained in the entrance examination conducted for this purpose.
  - 2.3.1 The entrance test will comprise of 100 objective type questions to be answered in 90 minutes.
  - 2.3.2 The questions would comprise of the following topics  
General Awareness  
Current Affairs  
Logical reasoning  
Numerical Aptitude  
Mental Ability
  - 2.3.3 **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.



- 2.4** Order of Merit will be determined as follows :-
- 2.4.1** If two or more candidates have secured equivalent marks/rank in the merit Index, then the merit for admission will be determined as follows:-
- 2.4.2** If the marks secured in the entrance test 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.
- 2.4.3** If the marks obtained at the High School or equivalent examination are also the same, then in that case the older candidate will be given priority.
- 2.5** The candidate shall be entitled to weightages (if any) on the merit.
- 2.6** The reservation shall be given as permissible under the Uttar Pradesh Government / University Rules.
- 2.7** University reserves the right to cancel any admission at any stage.
- 2.8** If the candidate has passed out from Hindi Sahitya Sammelan, Prayag, Allahabad or Nadwa College, Lucknow and has not passed Intermediate with English language then he/she will not be eligible for admission.
- 2.9** All foreign students seeking admission in the University are compulsorily required to have knowledge of Hindi or English language. Medium of study in University is Hindi and English.
- 2.10** All disputes regarding interpretation of provision of Ordinance related to the admission shall be referred to the Vice-Chancellor/Admission Committee of University of Lucknow and whose decision shall be final.
- 2.11** Candidates who are appearing in the qualifying examination in 2019 can apply for admission but they should fulfill all eligibility conditions on the day of admission.
- 2.12** The request for refund of fees to withdrawal from the course shall only be entertained if made within 30 days from the date of admission. The refund is subjected to 10% deduction of fee deposited, provided the student has not attended the classes.
- 2.13** During counselling, subjects are allotted on the basis of rank of candidates who have reported for counselling within the stipulated time and availability at that moment. No change of subject would be allowed later. Candidates reporting late will have no claim if seats of higher choice are filled up. They would be offered choices of subjects available at that point of time.
- 2.14** All the legal matters pertaining to the admission shall be subject to Lucknow Judicature only.



### 3 RESERVATION POLICY

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

#### 3.1 Vertical Reservation maximum percentages

3.1.1 Scheduled Caste\* 21%

3.1.2 Scheduled Tribe\* 2%

3.1.3 OBC (Non Creamy Layer)\* 27%

3.1.4 Applicants of OBC Non Creamy Layer category would require the following certificates at the time of counseling

- OBC Certificate issued on or after January 1, 2020.
- If the OBC category certificate is issued after July 1, 2017 and before January 1, 2020, they will have to submit the income certificate issued on or after January 1, 2020 along with the category certificate. The OBC Non Creamy layer certificate issued before July 1, 2017 will not be considered.

3.1.5 \*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.

#### 3.2 Horizontal Reservation

3.2.1 Son/daughter / spouse of LU Teachers/Employees As per University rules

3.2.2 Son/daughter/spouse of LU affiliated Govt./Aided Colleges of Lucknow University and Govt. Ayurvedic College As per University rules

3.2.3 Physically Handicapped/Disabled(including1% for blinds) 5%

3.2.4 Son / Daughter / Grand Son / Grand Daughter of Freedom Fighters from U.P. 2%

3.2.5 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 Lucknow University 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 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.

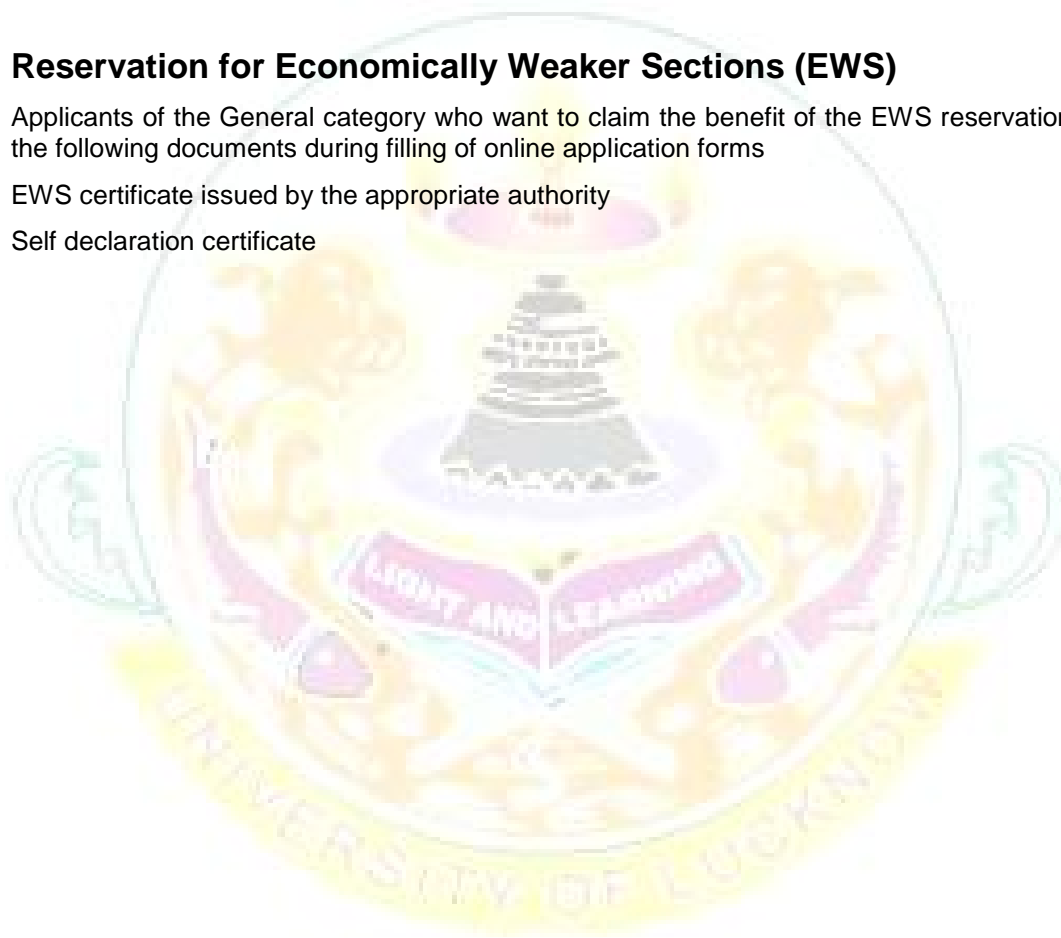


### 3.3 Weightage and Sub Category Verification

- 3.3.1** All candidates who have sought some weightage or sub category reservation have to get their certificate verified on the day of the admission test at designated places in the Old campus of the University of Lucknow.
- 3.3.2** Such candidates have to bring along original and photocopy of the certificates along with a print out of the application form
- 3.3.3** Candidates who have sought any weightage or subcategory in their application form but do not appear for verification will not be given the benefit claimed.

### 3.4 Reservation for Economically Weaker Sections (EWS)

- 3.4.1** Applicants of the General category who want to claim the benefit of the EWS reservation have to upload the following documents during filling of online application forms
- 3.4.1.1** EWS certificate issued by the appropriate authority
- 3.4.1.2** Self declaration certificate





#### 4 BBA PROGRAMS

##### 4.1 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 continuous 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) 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.

##### 4.1.1 MBA (5 YEARS)

**Course Objective:** MBA integrated course is a good option provided it is done from a top- notch institution. The course aims to develop students' understanding and increasing their pool of knowledge with an improved focus on different aspects of commerce, management and allied subjects.

**Course Detail:** This is a BBA and MBA integrated program attracts students from various areas of academics. It seeks to empower students on parameters that matter the most in professional lives. It is more of specialized course with an improved focus on marketing, human resource, international business, finance, production, information technology and allied areas. The course, by imparting an in depth knowledge through its subjects, prepares the students on having a broad purview of things, be it market understanding, professional dealings, etc.

**Eligibility:** Intermediate or equivalent examination for General and Other Backward Classes candidates must secure at least 60% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 55% based on total marks of all subjects.

### 4.1.2 BBA

**Course Objective** -The aim of this course is to make the students of business management aware of the various aspects of a business.

**Course Detail:** The Bachelor of Business Administration (BBA) program of the institute aims to focus on those students who are primarily concerned about making a career in various disciplines of management. Be it any aspect of finance, marketing, business statistics, computer applications, etc this particular course offers a wide ambit of business management subjects to derive knowledge and learn from. The course, being a professional one, prepares students for learning and knowing about the basic principles of management as well. The course is an exhaustive one that prepares students for a professional life that is to arrive.

**Eligibility:** Intermediate or equivalent examination for General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.

### 4.1.3 BBA (International Business)

**Course Objective:** The objective of this course is to help the students acquire an understanding of various business activities having an international exposure and a slightly broader outlook.

**Course Detail:** This particular course of BBA (International business) focuses on making students aware of various international trade activities, the role of business regulatory bodies in our country and the functioning of entities like WTO, NAFTA, AFTA among others. This course is accompanied by international exposure and understanding of various subjects like marketing, accounting, etc. It is a comprehensive course having a broader outlook of domestic market scenario as well as an improved global orientation.

**Eligibility:** Intermediate or equivalent examination for General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.

### 4.1.4 BBA (Management Sciences)

**Course Objective:** This course provides students an understanding of different management subjects that help the students to elevate their management quotient.

**Course Detail:** This course exposes students to the refinements of various subjects like income tax laws, strategic management, project management and many others of similar nature. This course has been an integral part of our institute for good number of years. The course attracts substantial number of students from across the country. It enables students to understand the various aspects of management subjects thereby leading to well informed and professional individuals.

**Eligibility:** Intermediate or equivalent examination for General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.



# University of Lucknow, Lucknow

## UG Management Admission Guidelines



### 4.2 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 dynamic 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 organizations 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 include 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 organized by ITS to give students an in depth exposure and enhance their overall personality and capabilities.

#### 4.2.1 BBA (Tourism)

**Course Objective:** Bachelor of Business Administration (BBA- Tourism) is a professional job oriented 3-year (6-semester) full time Bachelors Degree in Tourism Administration.

**Course Detail:** This course is designed to provide the ten plus 2 passed out students with an in-depth knowledge of tourism administration at the bachelors degree level itself, to fulfill the ever-growing demand of trained manpower in the tourism industry.

**Eligibility:** Intermediate or equivalent examination For General and Other Backward Classes candidates must secure at least 50% of marks and for Scheduled Castes and Scheduled Tribes minimum number of marks obtained should be 45% based on total marks of all subjects.



### 5 FEE STRUCTURE

Course	Seats	Fee (Rs. Per Semester)	Applicable Fee at time of admission
<b>MBA (5 YEARS)</b>	60	36080.00 (Semester I to VI)	42080.00**
		81080.00 (Semester VII to X)	
<b>BBA</b>	120	35080.00	41080.00**
<b>BBA (International Business)</b>	60	35080.00	41080.00**
<b>BBA (Management Sciences)</b>	60	35080.00	41080.00**
<b>BBA (Tourism)</b>	60	30080.00	31080.00

\*\*Includes Rs. 5000.00 as caution money which is refundable after declaration of final year result within 30 days if no loss or damages of IMS property.

**5.1** There is a common form for BBA, BBA (IB), BBA (MS), BBA (Tourism) and MBA (5 year) 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.







## 6 IMPORTANT DATES (Revised)

Event	Date
Online form submission starts	March 16, 2020
Last Date without late fee	June 13, 2020
Entrance Test	Dated will be declared later

**Test Centre will be at Lucknow only**

## 7 Counseling Procedure

- 7.1 University of Lucknow will be adopting an Off Campus Online Counseling for the UG Management programs. Candidates have to register and submit choices after the result has been declared.
- 7.2 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.





### 8 HELPLINE

Technical Helpline	0522-4150500
Program Help Lines	9415704024
	6392451866
	9839010227



### 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.**
  - **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.**
- **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. 1000.00
  - SC and ST Rs. 500.00
- **EWS Certificate**
  - Applicants who want to avail the benefit of Economically Weaker Section (EWS) seats have to choose yes in the personal information page. The certificate for this can be uploaded on the page where there option of uploading photo and signature. It is not compulsory to upload the certificate at the time of form filling. They would be needing the following certificates at the time of counseling
    - EWS certificate issued by the appropriate authority
    - Self declaration certificate
- **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. Validity of these certificates will be verified from the Government website.
  - Applicants of OBC Non Creamy Layer category would require the following certificates at the time of counseling
    - OBC Certificate issued on or after January 1, 2020.
    - If the OBC category certificate is issued after July 1, 2017 and before January 1, 2020, they will have to submit the income certificate issued on or after January 1, 2020 along with the category certificate. The OBC Non Creamy layer certificate issued before July 1, 2017 will not be considered.
  - 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.
- The Income certificate has to be issued on or after January 1, 2020 and 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 it 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. 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 Class 12 examination in 2020 have to fill in the name of the examination board and roll number now. All such applicants have to login and fill their marks obtained in the Class 12 examination before appearing for counseling.
- **Step 4 Upload photo and signature**
  - Applicants have to upload their photo and scanned signature.
- **Step 5 Preview**
  - Applicants can preview all the entries made at this point. If there is some error, they can edit it 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 6 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 7 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 will 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 into 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 will be sent to their registered mobile number.
- **The data submitted in the registration page and the opted category cannot be edited under any circumstances.**

### Important Note

1. In case the payment is not updated immediately, applicants are advised to wait for at least 72 hours before contacting the technical helpline 0522-4150500 during working hours. They are also advised not to make multiple payments. All payments that are successful on the console will get updated automatically. They should note that no late fee or fine would be imposed on them.
2. Those applicants who are appearing in their qualifying examination in 2020 have to fill in the name of the examination board and roll number now. All such applicants have to login and fill their marks obtained in the qualifying examination before appearing for counseling.
3. Applicants who want to avail the benefit of Economically Weaker Section (EWS) seats have to choose yes in the personal information page. The certificate for this can be uploaded on the page where there option of uploading photo and signature. It is not compulsory to upload the certificate at the time of form filling.
4. Applicants of the OBC, SC and ST category have to fill the caste certificate number in the space provided for this. In case they do not have the recent certificate they can enter the number of the old certificate or the acknowledgement number and fill the form. They can provide the certificate later.
5. Applicants of the SC and ST category who want to avail the benefit of zero fee are required to mention the income certificate number in the space provided for this. In case they do not have the recent certificate they can enter the number of the old certificate or the acknowledgement number and fill the form. They can provide the certificate later.