



University of Lucknow, Lucknow Management PG Programmes Admission Guidelines



1.0 IMPORTANT INSTRUCTIONS

- 1.1 The instructions related to the admissions given here are as per the Act, Statutes, Ordinances, Rules & Regulations of the University.
- 1.2 Gap Certificate: If there is gap in taking admission after the last educational programme completion, then an affidavit on Rs. 10 Stamp paper certified by a Notary has to be submitted at the time of admission.
- 1.3 If the candidate wants benefit of reservation or zero fees, then, has to provide the details of the related certificates during the filling of the Online application form. No candidate will get permission for any change in weightage or reservation after the form has been 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 has to check his/her merit number from the merit list. The merit list will not be published in any newspaper.
- 1.6 The Scheduled Castes/ Scheduled Tribes, Other Backward Classes and Economically weaker Sections 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 of 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 admission to any programme in the University of Lucknow.
- 1.10 Reservation and income certificates shall be verified through respective Government website.



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2.0 Eligibility Rules for Admission to the MBA and MTTM programmes

- 2.1 The admissions to the various MBA and MTTM programs will be governed by the respective ordinances.
- 2.2 A Bachelor's degree under the 10+2+3 system or equivalent in any field of study, awarded by a University or Institute established as per law and recognised as equivalent by this University, with 50% marks in aggregate shall constitute the minimum requirement for admission to the MBA programmes. 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 have to fulfil 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/ MTTM Admissions, the decision of the Vice-Chancellor/Admission Committee, University of Lucknow shall be final and binding.
- 2.6 All the legal matters pertaining to the MBA/ MTTM Admissions shall be subject to Lucknow Jurisdiction only.

3.0 Admission Procedure

- 3.1 Candidates for admission to the MBA/MTTM programme shall be selected through IIM-CAT 2020 or Lucknow University Management Entrance Test (LUMET) 2021. This would be followed by a personal interview of the candidates.
- 3.2 The written component (CAT or LUMET) will account for a merit score of 70% while the personal interview will account for a merit score of 30%. The overall merit would be calculated on the basis of the combined score.
- 3.3 The Lucknow University Management Entrance Test (LUMET) will comprise of 100 objective type questions to be answered in 90 minutes consisting of:
 - a) General Awareness
 - b) English Verbal Ability and Comprehension
 - c) Data Interpretation and Logical Reasoning
 - d) Quantitative Aptitude
- 3.4 Marking Pattern: Each question will be of 2 marks and Zero mark will be awarded for each wrong or un-attempted question.
- 3.5 Candidates who have a valid CAT 2020 score can opt for admission through CAT score. Their merit would be calculated on the basis of their CAT scores. However, they will have to appear in the personal interview.
- 3.6 Candidates who have a valid CAT 2020 score can also opt to appear in the LUMET.



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In such case their CAT score would not be considered.

- 3.7** Personal Interview: All candidates who have either opted for admission through CAT 2020 score or through LUMET 2021 will have to appear in the personal interview conducted by the University.
- 3.8** Merit List: An overall combined merit list of all candidates who have applied and appeared for the personal interview would be displayed on the University website.

4 GENERAL INFORMATION

- 4.1** The University reserves the right to change or amend the admission rules at any time without prior notification.
- 4.2** 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 void ab initio and legal action will be taken against him/her under IPC.
- 4.3** In the various MBA and MTTM programme, students shall be admitted on the basis of marks obtained in the IIM-CAT 2020 or LUMET 2021 and personal interview.
- 4.4** Order of Merit will be determined as follows:
- 4.4.1** The names of applicants shall be arranged in order of merit based on the aggregate Marks obtained in the IIM-CAT 2020 or LUMET 2021 and personal interview
- 4.4.2** If two or more candidates secure equal marks, then the merit for admission will be determined as follows:
- If the marks secured by multiple candidates in the LUMET plus personal interview are equal, in such cases first preference will be given to the candidate who secures higher percentage of marks at Intermediate or equivalent examination.
 - If the marks secured in the Intermediate 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.
 - If the marks obtained at the High School or equivalent examination are also the same, then in that case the candidate born earlier will be given priority.
- 4.5** The candidate shall be entitled to weightages (if any) in deciding the merit.
- 4.6** The reservation benefit shall be given as per the Uttar Pradesh Government / University Rules.
- 4.7** University reserves the right to increase or decrease the number of seats, change the fee to be charged and cancel any admission at any stage.
- 4.8** All foreign students seeking admission in the University are compulsorily required to have knowledge of Hindi or English language. Medium of study in MBA is English.



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- 4.9** All disputes regarding interpretation of provision of Ordinances related to the admission shall be referred to the Vice-Chancellor/Admission Committee of University of Lucknow and whose decision shall be final.
- 4.10** Candidates who are appearing in the final year/semester of Graduation examination in 2021 can apply for admission but they have to fulfill all eligibility conditions on the day of admission.
- 4.11** The request for refund of fees on withdrawal from the programme 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 that he/she has not attended classes.
- 4.12** During counselling, subject choice are allotted on the basis of rank of candidates who participate in counselling at the stipulated time and availability of seats. 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 in time.
- 4.13** All legal matters pertaining to the admissions shall be subject to Lucknow Judicature only.

5.0 RESERVATION POLICY

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

maximum percentages

5.1 Vertical Reservation

Scheduled Caste*	21%
Scheduled Tribe*	2%
OBC (Non Creamy Layer)	27%

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.

EWS (Economically weaker sections) 10%

Note: The reserved category candidates belonging to Uttar Pradesh will be given the benefit of reservation. Reserved category candidates of other states will not be eligible for reservation benefit and shall be treated as general category.



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5.2 Horizontal Reservation

Son/daughter / spouse of LU Teachers/Employees	As per University rules
Son/daughter/spouse of LU affiliated Govt./Aided College teacher of University of Lucknow and Govt. Ayurvedic College	As per University rules
Physically Handicapped/Disabled	5%
Dependants of Freedom Fighters from U.P.	2%
Ex Defence Personnel	5%

5.3 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.

5.4 Weightage and Sub Category Verification

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 campus.

Such candidates have to bring along original and one set of photocopies of the certificates along with a print out of the application form

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.



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5.5 Reservation for Economically Weaker Sections (EWS)

Applicants of the Non-reserved category who want to claim the benefit of the EWS reservation have to upload the EWS certificate issued by the appropriate authority during filling of online application forms





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6.0 Department of Business Administration (LUMBA)

The Department of Business Administration established in 1956 as a full-fledged department under the Faculty of Commerce, has been a pioneer in the field of Management Education. The Department had 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 3000 alumni dominating the corporate scene in India and abroad, has successfully created the popular LUMBA brand.

6.1 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.

6.2 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.

6.3 The MBA Programme

MBA Program is the flagship program of the University of Lucknow and is being offered since 1975 having wide acceptance in the corporate sectors in India and abroad. We believe in grooming students to become self-driven, proactive, value oriented and



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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.

The LUMBA curriculum is continuously updated to incorporate latest developments and changes. The curriculum consists of compulsory and elective courses for **specializing in the area of Marketing, Finance, Human Resources or International Business.**

Taking cognizance of the weightage 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 practical 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 programme.

6.3.1 MBA Programme Objectives

The MBA Programme is designed to enhance employability by preparing students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, the analytical tools for intelligent decision-making and problem solving. Specifically:

- To provide learning environment to students to pursue careers in different fields of management or become academicians and researchers.
- To enable students to develop conceptual, inter-personal, decision-making, problem solving, and oral and written communication skills.
- To develop the right attitude and increase the problem-solving, conceptual and decision-making skills of practicing managers.
- To promote development of an ethical approach and leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide enhanced exposure to real life work experiences and hands-on practice in collaboration with industry for augmenting theoretical knowledge through enhanced understanding of practical issues.
- To provide opportunities for holistic development of students by encouraging them to participate in various co-curricular activities.



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6.3.2 MBA Programme Outcomes

Upon completion of the MBA Programme, the students will be able to:

- Describe and relate to current conceptual and theoretical models, issues, and concerns in business administration / management.
- Analyse organisational and business situations with an open mind and formulate innovative solutions to problems.
- Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.
- Appreciate the importance of ethical values and work as team players
- Acquire leadership skills and become productive managerial leaders.
- Adapt and apply current best business practices to the management of businesses.
- Formulate and implement appropriate strategies for their own professional development.
- Apply knowledge and skills acquired in problem solving to management of various business activities.
- Develop innovative thought process and start their own ventures as an entrepreneur
- Network and work in collaboration with team members to amalgamate and Integrate ideas and develop innovative solutions for solving practical problems.

6.3.3 Specific Programme Outcomes of MBA

- Enhanced employability for working as executives in various industries.
- Become an entrepreneur and initiate sustainable start-ups under Skill India, Digital India, Start-up India and Make in India schemes.
- Join public sector undertakings as management/marketing trainees and help in Economic and Social Development of the Nation.
- Expand their current business.
- Pursue research in different areas of management such as marketing, finance, strategy and general management.

6.4 LUMBA Placements

The Department of Business Administration maintains continuous liaisoning with the industry and helps the students in getting internships and final placements. Past performance shows that majority of the MBA students of the Department of Business Administration get placed before the completion of the MBA Programme.



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7.0 Department of Commerce

The Department of Commerce, University of Lucknow has been awarded Centre of Excellence by the Government of Uttar Pradesh and a Bhau Rao Devras Shodh Peeth has been setup by the Government of Uttar Pradesh. This recognition speaks volumes of the pre-eminence enjoyed by the Department of Commerce in the field of Commerce education in India. The Department of Commerce has very sterling credentials to show that students and teachers have made a great mark in education, banking, accounting, politics and governance.

The University of Lucknow celebrated its Centenary year in 2020-21. The Department of Commerce has been part and parcel of the University of Lucknow since its inception and has completed 100 years of its establishment. As such the Department of Commerce has decided to offer MBA (Finance & Accounting) to mark this milestone of stellar significance from the session 2021-22.

7.1 MBA (Finance & Accounting) Programme

MBA (Finance & Accounting) programme has been prepared to provide to the nation a battery of young, vibrant and elegant professionals who will be competent to handle the emerging challenges in the business world. Since this is the age of globalisation, there will be opportunities to show professional excellence on the world platform.

Placement Areas: Companies, Banks, Mutual Fund Agencies, CA firms, Insurance Companies, Credit Rating Agencies, Stock Broking Agencies, Depository and Custodians, Investment and Merchant Banking companies etc.

7.1.1 **MBA (Finance & Accounting) Programme Objectives:**

MBA (F&A) will provide a solid base to the students in the field of Accounting and Finance, thus making it easier to acquire a leadership/ managerial role in the financial sector. Students will be given comprehensive knowledge through classroom teaching, training and field work. The programme strives to provide in depth understanding of all the core areas of finance and accounts. It enables students to understand the application of concepts in the areas of corporate and management accounting, financial management, investment banking as well as the national & international accounting practices.



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7.1.2 MBA (Finance & Accounting) Programme Outcomes:

- A professional Degree in Finance and Accounting prepares a graduate for a wide variety of careers dealing with the flow of money, from accountant to investment banker, money manager to personal finance consultant.
- The MBA (Finance and Accounting) degree makes the person eligible to work in the Finance and Accounts departments of various firms & companies, banks, government departments and agencies, educational as well as other institutions and organizations.
- The MBA (Finance and Accounting) degree would serve as a basis for further research in the field of Finance & Accounting

7.1.3 MBA (Finance & Accounting) Programme Specific Outcomes:

The programme enables students to

- Join organisations as executives, accountants or financial planners/advisors.
- Work in investment banking firms/merchant banking firms.
- Work as financial consultants, wealth managers after initial exposure with suitable organizations.
- Work as investment advisors and tax advisors.



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8.0 Institute of Management Sciences

The Institute of Management Sciences, University of Lucknow 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 five MBA Programmes catering to different functional areas and sectoral requirements.

The students are carefully nurtured in an atmosphere that is creative, harmonizing and yet challenging. The intake for the postgraduate 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 international business and small 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 Institute's future focus is on further strengthening its intellectual capital, promoting increased industry-institute partnership, contributing to management research.



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8.1 MBA (MARKETING) Programme

8.1.1 Programme Objectives

The MBA (Marketing) Programme is designed to prepare students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, and the analytical tools for intelligent decision-making. Specifically:

- To provide learning environment to men and women to pursue careers in different fields of management or become academicians and researchers.
- To enable students to develop conceptual, inter-personal and decision-making skills.
- To increase the problem-solving, conceptual and decision-making skills of practising managers.
- To promote development of leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide exposure to real life work experiences and hands-on practice in collaboration with industry.
- To provide opportunities for overall development of students by encouraging them to participate in various co-curricular activities.

8.1.2 MBA (MARKETING) Programme Outcomes

Upon completion of the MBA (Marketing), the students will be able to:

- Describe and relate to current conceptual and theoretical models, issues, and concerns in business administration / management.
- Analyse organisational and business situations with an open mind and formulate innovative solutions to problems.
- Examine and evaluate business practices across the globe to determine the best practices for application to their businesses.
- Appreciate the importance of ethical values and work as team players
- Acquire leadership skills and become productive managerial leaders.
- Adapt and apply current best business practices to the management of businesses.
- Formulate and implement appropriate strategies for their own professional development.
- Apply knowledge and skills acquired in problem solving and management of various business activities.
- Develop innovative thought process and start their ventures.



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8.1.3 MBA (MARKETING) Specific Programme Outcomes

- Work as executives in various industries such as banking, insurance, retail, FMCG, industrial goods and services.
- Become an entrepreneur and initiate sustainable start-ups.
- Join public sector undertakings as management/marketing trainees.
- Expand their current business.
- Pursue research in different areas of management such as marketing, strategy and general management.

8.2 MBA (Human Resource)

8.2.1 Programme Objectives MBA (HR) programme intends to prepare and develop trained manpower required to handle various roles & responsibilities in the field of Human Resource Management & Industrial Relations. Students are given comprehensive knowledge of various dimensions in the field through classroom teaching, training and Industrial visits. The programme gives special kind of attitudinal and behavioural orientation so that the professionals can aptly handle and carefully manage the complex and delicate human resources.

8.2.2 MBA (HR) Programme Specific Outcome

The programme enables the students to:

- Integrate theory and practice to analyze strategic issues in HR and propose alternative for solution.
- Apply legal insights of Industrial Relation and related laws in managing employment relation issues.
- Develop and implement HR interventions and systems aligned to the organization strategy.
- Demonstrate proficiency in communication and interpersonal skills for managing people.
- Equip the potential managers with understanding of psychological make-up of personnel working in an organization with a view to promote positive culture.

8.3 MBA (FINANCE & CONTROL)

8.3.1 Programme Objectives

- To enable the students to be aware about global business environment, trends and practices.
- To provide in depth understanding of all core areas- finance and control, human resource and industrial relations, marketing, international business, information technology etc.
- To enable students, understand the applications of basics management concepts in the areas of corporate management, human resource practices, financial management, international business practices and marketing.



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8.3.2 MBA (FINANCE & CONTROL) Programme Outcomes:

- Develop an ability to apply skills acquired in problem solving and management of business activities through specialized courses.
- Demonstrate ethical values, team work spirit, leadership managerial skills, future visions and leadership.
- Integrate the innovative thought processes in analyzing the risk return trade off in specific financial decision making.

8.3.3 MBA (FINANCE & CONTROL) Programme Specific Outcomes:

- Join organizations with skills required to work as executives.
- Become skilled entrepreneurs and initiate sustainable start-ups.
- Work as management consultants after initial exposure with suitable organizations.
- Work as managers and advisors, trainers and consultants.
- Work as executives in multinational organizations.

8.4

8.4.1

MBA (INTERNATIONAL BUSINESS) Programme Objectives

- To acquaint students in conventional as well as contemporary in management.
- To enable students to be well versed in national as well as international trends in business practices.
- To provide in depth understanding of all core areas specifically finance and control, human resource and industrial relations, marketing, international business, retail management, management sciences and corporate management.
- To enable students, understand the applications of basics management concepts in the areas of corporate management, management sciences, retail management, human resource practices, financial management, International business practices and marketing.

8.4.2 MBA (INTERNATIONAL BUSINESS) Programme outcomes

After completing Masters in business management student will be able to :

- Develop an ability to apply skills acquired in problem solving and management of business activities through organization courses.
- Inculcate ethical values team work leadership managerial skills, moulding students into future visionaries, management leaders that are compassionate yet efficient.
- Develop innovative thought processes and nurture open-mindedness, equitability and perseverance.



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8.5 MBA (Entrepreneurship & Family Business)

8.5.1 Programme Objectives

The MBA Programme is designed to prepare students for careers in management and leadership in both the private and public sectors including entrepreneurial ventures and family businesses. Students acquire a comprehensive foundation in the fundamentals of business, the environment in which they will function, and the analytical tools for intelligent decision-making. Specifically:

- To inculcate among students, entrepreneurial competencies including self-confidence, goal setting, planning, resource mobilization and planned risk taking.
- To provide intensive personal counselling to develop a competent entrepreneur and a successful family business leader of tomorrow.
- To increase the problem-solving, conceptual and decision-making skills of practicing managers.
- To provide learning environment to men and women to pursue careers in different fields of management or become academicians and researchers.
- To promote development of leadership skills among students by stimulating them to organize and manage various programmes such as inter-institute competitions and seminars.
- To provide exposure to real life work experiences and hands-on practice in collaboration with industry.
- To provide opportunities for overall development of students by encouraging them to participate in various co-curricular activities.

7.5.2 MBA (Entrepreneurship & Family Business) Specific Programme Outcomes

- Understand the changing dynamics of competition as well as organization, brought about by liberalization, privatization and globalization.
- Be enterprising and knowledgeable owners of their businesses along with inculcating entrepreneurial qualities in them so that they are able to contribute to the productivity and growth of their businesses as well as economy.
- Become an entrepreneur and initiate sustainable start-ups.
- Have the understanding and skills to improve family business performance and harmony that will help them to align family ownership, business strategy and governance along with gaining administration skills for building and leading diversified businesses.
- Handle unique challenges of generational transitions in the family businesses.
- Expand their current business



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9.0 Institute of Tourism Studies (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; the industry, which is poised to be numero-uno in the 21st century. 24 dynamic batches of “Masters of Tourism & Travel Management (MTTM), M.T.M/ MBA (Tourism)/ MTA” and eighteen 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 & GDS (Diploma in International Airline Ticketing & Global Distribution System), Diploma of Food Production and Master of Event Management (MEM) and Bachelor of Hotel Management (BHM) have also been well received by the tourism industry.

The last twenty five 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 University of Lucknow, Second 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 organised by ITS to give students an in-depth exposure and enhance their overall personality and capabilities.



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9.1 Master of Travel and Tourism Management (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.

9.1.1 Programme Objectives

Upon successful completion of the Master of Tourism & Travel Management (MTTM) degree with a concentration in tourism operations and management the student should be able to:

1. The programme focuses on holistic development of managerial skills in the students.
2. Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community and industry.
3. Apply the concepts and skills necessary to achieve client satisfaction.
4. Demonstrate leadership and teamwork to achieve common goals.
5. Conduct self in a professional and ethical manner, and practice industry-defined work ethics.
6. Communicate effectively and confidently in the classroom, community and industry.
7. Demonstrate knowledge of multicultural perspectives to meet the needs of the clients and employees.
8. Lead with the knowledge that the foundation of tourism is based on the respect for the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.
9. Use knowledge of best practices to further sustainability (economic, environmental, and cultural/ social) in the industry.
10. Demonstrate ability to perform basic and supervisory level job functions in airline, cargo, tour operation organizations, travel consultant careers and other service oriented industry like banking, insurance, advertisement, academics, events and public relations.
11. Get oriented to join administrative services and government sector jobs.
12. The programme is designed keeping in view the balance between academics and practical inputs as required by the industry.

9.1.2 Programme Outcomes

Master of Tourism and Travel Management (MTTM) will be able to:
Theme 1: Framework of Tourism



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- Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.
- Critique tourism practices for their implications locally and globally.

Theme 2: Understanding of Tourism

- Interpret and evaluate tourism as a phenomenon and as a business system.
- Explain the diverse nature of tourism, including culture and place, global/local perspectives, and experience design and provision.
- Identify and assess relationships and networks relative to building tourism capacity.

Theme 3: Skills Sets of Professional Development

- Apply relevant technology for the production and management of tourism experiences.
- Plan, lead, organize and control resources for effective and efficient tourism operations.
- Create, apply, and evaluate marketing strategies for tourism destinations and organizations.
- Develop and evaluate tourism policy and planning initiatives.

Theme 4: Ethical and Moral Values

- Demonstrate commitment to ethical practices of tourism.
- Actively engage in the world as global citizens.
- Practice empathy and respect for diversity and multicultural perspectives.
- Apply principles of sustainability to the practice of tourism in the local and global context.

Theme 5: Research Orientation

- Acknowledge one or more philosophical perspectives to knowledge creation.
- Evaluate and apply various research methods commonly used in the context of tourism.
- Propose and conduct a research project to inform tourism practice.

9.1.3 Specific Programme Outcomes

Theme 1: Soft skills and Communicative abilities

- Select and deploy task-appropriate forms of oral, written, digital, and graphic communication.
- Value and practice active listening, critical thinking, and critical reading.
- Distinguish and produce forms of communication relevant to academia, business, government, and industry.
- Assess, evaluate, and employ appropriate communication tools for discussions within and between teams and members, various audiences, decision-making teams, and corporate communication tasks.

Theme 2: Critical Thinking & Problem Solving



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- Apply problem solving and critical analysis within diverse contexts.

Theme 3: Leadership & Teamwork

- Work collaboratively in groups, both as a leader and a team member, in diverse environments, learning from and contributing to the learning of others.

Theme 4: Skills Sets of Academic Development

- Prepares wish to pursue for higher education like M. Phill and Ph.D.
- Develops research orientation for research projects.





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10.0 Seats and Fee structure of MBA and MTTM Programme

Department/ Institute	Location	Programme	Type	Seats	Fee per Semester (Rs)
Department of Business Administration (LUMBA)	Old Campus	MBA (Choice of Finance/ Marketing/ Human Resource/ International Business specialisation)	Regular	60	48173.00
		MBA (Choice of Finance/ Marketing/ Human Resource/ International Business specialisation)	Self-financing	120	81080.00
Department of Commerce (DoC)	Old Campus	MBA (Finance & Accounting)	Self-financing	60	81080.00
Institute of Management Sciences (IMS)	New Campus	MBA (Human Resource)	Self-financing	120	81080.00
		MBA (International Business)	Self-financing	60	81080.00
		MBA (Marketing)	Self-financing	120	81080.00
		MBA (Finance and Control)	Self-financing	120	81080.00
		MBA (Entrepreneurship and Family Business)	Self-financing	60	81080.00
Institute of Tourism Studies (ITS)	New Campus	MTTM	Self-financing	60	28080.00

- Note:** 1. In addition, an amount of Rs. 5000.00 will have to be deposited as refundable caution money by all candidates at the time of admission.
2. Graduates from Universities other than University of Lucknow (including associated Colleges) will have to deposit a onetime non-refundable enrollment fee of Rs. 1000.00.

11.0 Counseling Procedure

10.1 University of Lucknow will be adopting an Off Campus Online Counseling for the PG Management programs. Candidates have to register and submit choices after the merit list has been declared.

10.2 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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12.0 HELPLINE

Technical Helpline 0522-4150500

Program Help Lines

For Department of Business Administration

7991200657

9415234032

9415189033

9651193333

For IMS

9415102107

8960066555

7991200625

7991200525

9415704024

9005020100

For ITS

9235555190

8765536237

9792089646

9415107603



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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.**
- **IIM CAT Score card** if applying through CAT score
 - **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 admission.**
- **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, EWS and OBC Rs. 1600.00
 - SC and ST Rs. 800.00
- **EWS Certificate**
 - Applicants who want to avail the benefit of Economically Weaker Section (EWS) seats have to choose yes in the personal information page.
 - EWS certificate issued by the appropriate authority
 - Self declaration certificate
- **Reserved Category certificate**
 - The number of Category certificate issued by the competent authority will have to be entered for availing the benefit of reservation for OBC,



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SC, ST and EWS 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, other backward class candidates and EWS belonging to Uttar Pradesh will be given the benefit of reservation. Scheduled castes, scheduled tribes, other backward class and EWS candidates of other states will be treated under unreserved category..

• 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

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data submitted in the registration page cannot be edited under any circumstances.

- **Step 1 Registration**
 - Applicants have to in 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 2021 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



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- 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 2021 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.