



**DIRECTORATE OF ADMISSIONS  
OSMANIA UNIVERSITY**

**MBA (TECHNOLOGY MANAGEMENT) - 2014  
(TWO YEAR MODULAR PROGRAMME)**

In collaboration with  
Confederation of Indian Industry (CII), A.P.  
and  
Department of Scientific & Industrial Research (DSIR), Govt. of India, New Delhi

***INFORMATION BROCHURE***  
**(Instructions, Eligibility Conditions, and Syllabus)**  
(To be Retained by the Candidate)

**The Last date for submitting the application : 27.09.2014 by 4.00 p.m.**

**Date of Entrance Test : 10.10.2014**

***"TECHNOLOGY MANAGEMENT" - The new Mantra for Global Competitiveness***

In the wake of policy of liberalisation, privatisation, and globalization, there has been a tremendous influx and exchange of technology in several fields which are vital for the growth of our economy. The proper exploitation of technology strongly influences business competitiveness, which is no longer a matter of choice, but a matter of necessity for survival in competitive business environment. The success of an organization increasingly depends upon Manager's ability to handle technological change and use it as a tool competitive edge. It is imperative that, if Indian Managers are to survive, compete, and excel in the global scenario, they need to be adequately equipped with understanding of issues connected with management of technology, viz., Technology Search, Technology Selection, Technology Assimilation, Technology Adaptation, Technology Indigenisation and Creation of New Technologies.

**Note:**

1. Candidates are required to fill up the application in their own handwriting and sign it. Further, the candidates are advised to submit the filled in application well before the last date to avoid last minute rush.
2. The Entrance Test will conducted on the date mentioned above from 11.00 a.m. to 12.30 p.m. The venue will be given in the hall ticket, which will be made available in OU website: [www.osmania.ac.in/admissions](http://www.osmania.ac.in/admissions) and [www.ouadmissions.com](http://www.ouadmissions.com).
3. The Entrance Test will be for 100 marks and will be of 90 minutes duration and the question paper consists of 100 objective (multiple choice only) type questions.
4. Candidates have to mark their responses on Optical Mark Reader (OMR) answer sheet for objective type questions by darkening the relevant ovals with blue or black ball point pen.
5. Admission is by centralised counselling.
6. Candidates will have to appear for the entrance test and counselling on their own expense.
7. Not withstanding any thing contained in this brochure, the rules and regulations that are in force in the University on the date of counselling will be applicable.
8. It is the candidates responsibility to ensure that he/she is eligible for the course before applying.

**Director**  
**Directorate of Admissions**  
**Near PGRR Centre for Distance Education**  
**Osmania University, Hyderabad - 500 007**

### **INNOVATIVE INITIATIVE OF OSMANIA UNIVERSITY:**

In order to bridge the gap in Management education relative to Technology, the Department of Business Management, Osmania University, has taken a pioneering initiative, which is one of the first of its kind in the entire country to offer MBA (Technology Management). The program is divided into two modules and four terms spanning over a period of two years.

### **VISION**

*“To strive for Excellence in the area of management education and training with focus on technology management, conforming to challenging standards expected by contemporary technology-driven organisations”.*

### **PROGRAMME OBJECTIVES**

The core objective of this programme is to turn out future managers, who would fully meet, the dynamic needs of the industry in a competitive and challenging environment. For this they should be proficient in different functional areas of management like Marketing, Finance & Human Resources Management and at the same time have the required core competencies in appreciating the issues relating to technology management.

The following are the broad objectives of the Programmes:

1. To provide strong conceptual base in all the facets of Management like Marketing, Finance, Human Resources Management, Quantitatives, MIS and Business Policy areas, and develop skills required for application of concepts to real life business situations.
2. To bridge the knowledge gap in management education with the focused inputs on technology management to meet the challenging requirements of contemporary technology driven organisations.
3. To equip the students with analytical frame of mind to comprehend and handle complex issues in relation to Management of Technology, viz., Technology Forecasting, Search, Transfer and Creation of New Technology.

### **AWARD OF DEGREE :**

Though the students who successfully complete all the course requirements under Module I (i.e., Terms I & II) become eligible for the award of Post-Graduate Diploma in Technology Management (PGD-TM). The students will be awarded MBA (TM) degree upon successful completion of all the course requirements under Module II (Terms III & IV) by the University.

### **ELIGIBILITY CONDITIONS:**

The candidate seeking admission into M.B.A. (Evening) Technology Management part-time two years modular programme has to satisfy the following conditions:

1. A pass in Bachelor Degree of Osmania University or a degree recognized by the university as equivalent thereto.
  2. The candidate seeking admission must qualify the separate entrance test to be conducted by Osmania University and satisfy the norms prescribed by the University
- and**
- 3 a) Must have at least **two years experience** in Executive / Managerial/ Administrative position in any organization after obtaining the the bachelor degree.  
**or**  
b) Officers / Executive / Engineers working with any government / quasi govt / autonomous bodies /local authorities with post-bachelor's experience of two years.  
**or**  
c) Officers of the Defence Forces/establishments holding administrative, executive post with not less than 2 years experience after obtaining bachelor degree.
  4. The candidate should submit no objection certificate from the present employer.
- Note:** The working experience of two years should be completed as on the date of admission into MBA Technology Management programme.

### **SYLLABUS AND PATTERN OF MBA (TM) ENTRANCE TEST - 2014:**

The candidates need to appear for entrance test, which is based on the written test (objective type) to be conducted by the University.

The Entrance Test will be for 100 marks and will be of 90 minutes duration. The test shall consist of 2 parts and the marks are allotted as shown below.

#### **Part-A (40 x 1 = 40 Marks)**

#### **Business Knowledge & Current Affairs**

This section consists of different types of questions to test the general awareness of the candidate on the contemporary socio-economic, business issues and scientific knowledge.

#### **Part-B (60 x 1 = 60 Marks)**

#### **Section-I (30 x 1 = 30 marks)**

#### **Numerical Ability**

Ratios and proportions ; Numbers and divisibility, LCM, GCM, Percentages, Profit & Loss, Partnerships - Time & Distance ; Time and Work ; Areas and Volumes - Mean, Median and Mode - Simple problems on Probability.

#### **Section-II (30 x 1 = 30 marks)**

#### **General English:**

The candidates will be assessed on their ability to understand the functional use of grammar in day to day communication as well as in the business context and to identify the vocabulary in day to day communication.

**ADMISSIONS:**

The candidates will be admitted based on the ranks secured in the MBA(TM) Entrance Test through spot admissions. In case of a tie in the rank, the order of merit will be decided on the following basis.

1. Marks secured in Part-A of Entrance Test. 2. Age of the candidate (senior in age getting higher priority). 3. Percentage of marks secured by the candidate in the qualifying examination.

**FEES PARTICULARS:**

First Year - Rs. 50,000/-

Second Year - Rs. 50,000/-

\* Additional Fee for Systems Specialization - Rs. 10,000/-

\* Fees will be as per the University norms and are subject to change

**RESERVATION****Local and Non-Local Candidates**

- i) Admission to 85% of the available seats in every course shall be reserved in favour of the local candidates in relation to the local area in respect of O.U. subject to community and other reservations in force.
- ii) The remaining 15% of the seats which are open to local and non-locals shall be filled up subject to similar reservation as applicable to 85% local candidates.

**CERTIFICATES TO BE SUBMITTED AT THE TIME OF ADMISSION**

Candidates called for admission must present in person and submit all the ORIGINAL certificates listed below, along with two sets of photocopies.

1. MBA (TM) Entrance Test-2014 Hall Ticket.
2. MBA (TM) Entrance Test-2014 Rank Card.
3. Degree certificate (or Provisional Certificate if Degree Certificate is not yet issued as per rules) of qualifying examination.
4. Memoranda of Marks (Part-I and Part-II) of the qualifying degree examination.
5. Proof of Local / Non-Local candidates, according to rules in force. Those who have studied Intermediate and Degree courses as regular students need submit only the bonafide certificates from colleges they have studied Intermediate and Degree courses. In case, there is a break in the four consecutive years preceding the qualifying examination, the candidates must submit bonafide certificate of 9th and 10th class. Non-local candidates should submit i) a residence certificate for 10 years of either of the parents from M.R.O. or ii) employee certificate from the employer.
6. Community, Nativity and Date of Birth Certificate for S.C/S.T./B.C., candidates as per G.O.M.S. No. 58 Social Welfare (J) Department dated 12-5-1997
7. Service Certificate and No-objection Certificate from the employer.
8. Required Fee.

**ATTENDANCE**

Candidates once admitted are required to put in not less than 75% of attendance in lectures (and practical wherever applicable). The Vice-chancellor, on the specific recommendation of the Principal/Head of the Department, may condone the deficiency in attendance to the extent of 10% on medical grounds, subject to production of Medical Certificate and on payment of the prescribed condonation fee. No admission shall be made after the expiry of four (4) weeks from the date of commencement of instruction.

**PROHIBITION OF SIMULTANEOUS STUDY:**

Candidates are not permitted to pursue more than one course, at any point of time. If such cases are detected, the admission of the candidate in both the courses will be cancelled at any time.

**Note:**

1. Admission is by centralised counselling.
2. Candidates will have to appear for the entrance test and counselling on their own expense.
3. Notwithstanding anything contained in this brochure, such as reservations, the rules and regulations are in force in the University on the date of counselling will be applicable.