Department of Business Administration
School of Commerce & Management

2024

Prospectus

MBA & MBA-IT

1994 - 2024
30 years
ADBA
AIHS&HEW - DEPT. OF BUSINESS ADMINISTRATION
AVINASHILINGAM INSTITUTE

Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

...Committed to Create Value based Corporate Leaders

Re-accredited by NAAC with 'A++' CGPA 3.65/4

Graded as Category-I University Recognised Under Section 12B by the UGC

nirf
Ranked 81 among University

ARIIA
ATAL RANKING OF INSTITUTIONS ON INNOVATION ACHIEVEMENTS
Ranked 5th under the University (Govt. & Govt. Aided) (Technical) Category

Granted Category A Status by MHRD (now MoE) - Top most rating for Deemed-to-be Universities

INSTITUTION'S INNOVATION COUNCIL
(Ministry of HRD Initiative)

Best Student Chapter Award-2023

Coimbatore Management Association

Business India
THE MAGAZINE OF THE CORPORATE WORLD

December 25, 2023-January 7, 2024

A+ Rating 2023-2024

Vision "Create Value based Corporate Leaders"

Objectives

- Inculcating business acumen to face National and International challenges.

- Providing IT oriented management excellence and setting benchmark in the technology-driven industrial development.

- Empowering entrepreneurial spirit, innovation and creativity which would facilitate self-sustenance and continuous growth.

- Fostering good citizenship with ethics and corporate values.

Values
- Outcome based learning environment
- Value oriented holistic development
- Quest of fineness

Core Potency
- E-Business Integrated Management Courses

Curriculum
- Skills augmentation with global perspective
- Industry focused inimitable pedagogy
- Personality enrichers

Faculty
- Faculty par excellence
- Eminent visiting faculty
- Continuous interaction with industry experts

Infrastructure
- Wi-Fi enabled futuristic infrastructure
- Entrepreneurship development through Avinashilingam Innovation Incubation and Acceleration Centre
- Behavioural Lab for transformation
- Effective Learning Management Process

Placements
- Full-fledged Placement Cell
- Phenomenal placements

Mission

"Creating entrepreneurs, executives and consultants who will accelerate the growth, assure success and place India at the zenith of the global economy. The prime focus is to bring out the management aspirant's versatility, build team spirit, impart a code of ethics and standards of practice."

Our Roots

"The world is indeed a mixture of truth and make-believe. Discard the make-believe and take the truth."

Sri Ramakrishna

"Be the change you want to see in the world."

Mahatma Gandhi

With the progressive mission to provide quality education of global standards with a strong foundation on Indian values and traditions Avinashilingam Institute for Home Science & Higher Education for Women was established in 1957 by Dr. T.S. Avinashilingam. The institute was conferred with autonomous status in the year 1978 and 'Deemed to be University' status in the year 1988 as a recognition to its contribution towards women education and community engagement. The first Vice Chancellor Dr. Rajammal P. Devadas nurtured the university to a world class educational institution.

The university envisions to empower women through modern, scientific & value based education that reinvigorates individuals as professionals with global outlook. Under the leadership of the present Managing Trustee and Chancellor Dr. T.S.K. Meenakshisundaram, Vice Chancellor Dr. V. Bharathi Harishankar, the institution is reaching greater heights in its academic pursuits.

"Difficulties come, but they do not last forever. You will see that they pass away like water under a bridge."

The Holy Mother

"Take up an idea, devote yourself to it, struggle on in patience and the sun will rise for you."

Swami Vivekananda

"Students when I see you, I have endless faith in the future of India. I have faith also that you will work hard for the future of India."

T.S. Avinashilingam Ayya Avl

"Improvement in the quality of the life of the people is an indicator of the development of the state and the nation."

Dr. Rajammal P. Devadas Amma Avl

Genesis

The Department of Business Administration was set-up in 1994 with the objective of grooming young and aspiring women committed to mould the future of the Country. The Department offers two year Postgraduate programmes in Master of Business Administration (MBA), MBA IT and Ph.D. The Department has proved its excellence with the student-friendly functional infrastructure, effective industrial network (mentoring programmes) and State-of-the-Art educational technology. The Department has been consistently growing since inception and was ranked 'A' in the annual survey of MBA programme by AIMA in INDIAN MANAGEMENT, 2005 and now secured A+ rating in Business India Survey 2025. It has been awarded the Best Student Chapter by Coimbatore Management Association in 2017 and also in the year 2023.

1994
- MBA

2002
- M.Phil
- Ph.D

2004
- MBA - IT Organisation Administration

2008
- Overall shield for best performance in CSS

2011
- FDP-2
- MDP-1

2012
- Release of Journal of Contemporary Management & Practices

2014
- Collaborative International Conference with Institute of Finance Management, Tanzania

2016
- UGC - Business skill Development Program Potential Incubatee -1
- IntCon-2016

2017
- Journals (Inter Continental Series) - 3
- CMA - Best Student Chapter Award
- FDP-1

2018
- MOOC
- Non Teaching Workshop - PFMS
- DST- NIMAT / UGC - FDP-2
- Inhouse Project

2019
- DST- NIMAT / UGC - FDP-2 Potential Incubatee-1
- DST- NIMAT-EAC - 1
- Faculty Awards & Honours - 31
- Avinashilingam Innovation & Incubation Centre-2
- Joined Family Business

2020
- INTCON 2020 Country representatives: Tanzania, Indonesia South Africa, U.K. Singapore, U.S.A.
- Release of Journal of Multidisciplinary Research
- Legal Awareness Program - NCW
- FDP - 2
- Support for Emerging startups
- ICSSR Project
- E-Kit HRM-GAD-TLC (OER)

2021
- BBA - Retail Management
- FDP-1
- MOU Signed-4

2022
- ICSSR-SRC Sponsored workshop-1
- ICSSR Fellowship
- ICSSR Major Research Project
- Participation of Ms. Mahitha in the Parliament house to pay homage to National Leader
- MOU Signed-7

2023
- UGC Sponsored National Conference - NATCON 2023
- Release of ISBN conference proceedings
- 7 Days National Workshop-1
- Seed Money Project
- Minor Research Project
- G-20 Presidency Activities
- Azadi Ka Amrit Mahotsav Commemoration
- Best Student Chapter Award - CMA
- **Student Achievements**
- Young Business Leader Award
- 'Speak for India' Top 8 Finalist
- MOU Signed-1
- Project Lead ACIC - NITI Aayog

2024
- Introduction of MBA (SF)
- Introduction of BBA
- Collaborative International Conference ENCG - University of Hassan II, Morocco
- Shaping Entrepreneurial Lecture Series 11 Nos.
- HR Conclave Jointly with NIPM, Coimbatore Chapter
- Industrial Visit - Hyderabad
- Seed Money / Minor Research Projects-2
- Rotary Young Leadership Award- Student Won Trip to Singapore
- One month Vigilance Awareness Campaign
- CMA Best Faculty Award or CMA-PSG-GRD Management Faculty of the year
- ICSSR Project-2
- ICSSR Fellowship -1
- HR Lecture Series 11 Nos.

- CSS - Community and Social Service
- EEE - Enablers of E-Teaching and E-Learning
- NCW - National Commission for Women
- PFMS- Public Financial Management System

- CMA - Coimbatore Management Association
- NIPM - National Institute of Personnel Management
- ACIC - Atal Community Innovation Centre

"1994 - 2024 - 30 Glorious Years of Celebrations"

Industrial Doyens Speak

"ADBA is well aware of the emerging trends in management and is doing the needful to cope up with these challenges. The great strength of this institution is its emphasis on character and culture. It is this combination of character, culture and competence which makes the students of ADBA unique and sought after by very many enterprising organizations. I wish the candidates a successful career."

Dr. B.K. Krishnaraj Vanavarayar
Chairman, Sri Sakthi Textiles Ltd.

"It is my pleasure and privilege to be associated with ADBA.   I am thrilled to witness AVALON, the student association filled with activities which exposes the students to the real world.   It is noteworthy to mention that mentoring program is vital element of the department.   Wishing the very best to the department and the students."

Mr. K. Illango
MD, RSM Autokast Ltd.

"I am extremely happy to be associated with ever vibrant ADBA staff and students. I have personally witnessed 'Flawless Quality' in academics and extension activities of the department . Sky is the limit for team ADBA...Great Going! "

Mrs. Devika Ramesh
Executive Director, RMP Group

"ADBA stands among the top business schools in Coimbatore. Perceiving the tough challenges faced in the fast and integrating, global economy, the institute strives to groom market leaders in different areas of management. ADBA creates a stimulated learning atmosphere conducive for overall development of its students. ADBA ignites young minds towards corporate excellence."

*Mr. G. Karthikeyan*
Director, G.K.M. Global Inc.

Alumni Impressions

The department provided me with constant challenges and provoked new ideas and thoughts by all means. IT orientation was excellent which helped me to stand apart in my recruitment process. Thanks to the mentoring by internal faculty and corporate mentors, which helped to adapt to corporate culture from Day 1 of my work. I remain grateful forever to the department , faculty and the institute

Ms. Nithya Appavoo,
HR Business Partner, S& P Global Information Services, United States.

I, Ms. Rani Chitra, from Emirates Airlines, Dubai, would like to express my thoughts towards Avinashilingam Department of Business Administration for contributing towards my professional and personal success. My big thanks to the entire team of faculty for being a push factor in improving my knowledge, attitude and confidence. Very proud to have been groomed by this great institute.
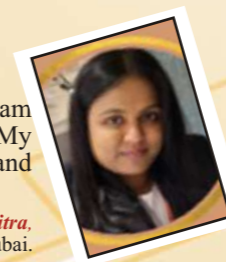
Ms. Rani Chitra,
Technology Business Management Analyst, Emirates Airlines, Dubai.

At Avinashilingam Institute the faculty were friendly and experienced customised learning. I developed as a erudite scholar and explored several avenues of research. Thank you team Business Administration.

Dr. Sangeetha Vinodh,
Deputy Registrar, Associate Professor-School of Business,
Manipal Academy of Higher Education, Dubai Campus, UAE.

"Each of the faculty members crafted me based on my strengths and passion, I have been evolved as an epitome of excellence. Thanks to ADBA for the relentless efforts in shaping young minds."

Ms. Dhanya, Bank Assurance Coordinator,
Sohar International Bank, Muscat.
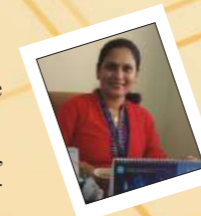
My success today as a bureaucrat rests on the foundations that were laid while studying for MBA. The institution has always ensured that every student joining the program is presented with an opportunity to thrive and succeed, and my selection to the most prestigious service reflects the institution's shared endeavor of "Success for All".

Mrs. Sangeetha, IAS
Special Secretary - Government of Chattisgarh

Our Programmes

"Exemplary education, tactical training & perfect placements."

PROGRAMMES OFFERED (AICTE APPROVED)

M.B.A. - 2 Years (Aided and Self Supported)

Approved intake : 60

The programme prepares young minds for leadership positions. Result oriented approach, leadership development in the context of global economy, innovative thinking and management practices act as a launch pad for successful NextGen leaders.

M.B.A. - IT - 2 Years (Self Supported)

Approved intake : 60

The IT integrated MBA programme is a brilliant step towards the fusion of management and IT skills to meet the IT revolution that drives global economy. It constructs the crucial link between knowledge, application and organisational dynamics for the iGEN leaders.

Ph.D.

This program prepares outstanding scholar to embrace on complex corporate issues and explore novel solutions. The stimulating research ambience creates lots of interest and passion to undertake in-depth research which is outcome based. The outcomes - based approach expands the knowledge horizon to promote higher order thinking.

BBA - 3 years (Self Supported with AICTE Approval)

The three year undergraduate program ensures intensive learning, strong expertise in business related concepts and development of decision making skills. It provides a concrete base for diverse study options to excel in a global setting.

"Walk in as a student ...   *.... Walk out as a Corporate Leader."*

MBA

The two-year MBA programme is immersed in values, rigorous in theory, experiential in practice that prepares for an exciting global career.

CURRICULUM*

CORE COURSES

- Management Principles and Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Quantitative Methods for Management
- Entrepreneurial Development and Indian Ethics
- Research Methods for Management
- Corporate Communication
- Inclusive Innovation and Design Thinking
- Operations Management
- Financial Management
- Legal Systems in Business
- Strategic Management and Corporate Governance
- Applied Operations Research
- Environmental Management

FUNCTIONAL SPECIALISATION

Area	Subjects
Marketing	e-Customer Relationship Management, Supply Chain and Logistics Management, International Marketing, Digital Marketing
Finance	Investment and Security Analysis, Tax Planning and Management, International Financial Management, Strategic Cost Management
Human Resource	Organisational Dynamics and Development, Human Resource Development, Industrial and Labour Relations, Performance Management
Operations	Quality Management, Project Management, Lean and Agile Manufacturing Systems, Innovation and Technology Management
Systems	Information Security and Audit Control, Internet Programming for e-Commerce, Computer Network, Data Sciences with R Programming
Retailing	Retail Brand Management, Retail Consumer Behaviour, E-Retailing, Supply Chain and Logistics in Retailing
Entrepreneurship	Family Business Management, Micro and Small Business Management, Social Entrepreneurship, Indian Ethos and Business Models

IT - INTEGRATED COURSES

- Data-Strategic Organization Resource (RDBMS)
- Enterprise Resource Planning
- Business Intelligence and Analytics

SECTORAL SPECIALISATION

- Hotel Management
- Hospital Management
- Retail Management
- Financial Services

*subject to revision

Students can select two areas of functional specialisation and one area of sectoral specialisation in their second year.

Project Work
Mini Project: In-campus project
Major Project: Eight Weeks project in the area of specialization during the fourth semester

Internship
Summer Internship Training: 30 days
Sectoral specialisation: 1 week

Value Addition
Interdisciplinary, Multi-disciplinary, professional certification and MOOC courses, CSS

MBA - Information Technology

The two-year MBA-IT programme provides a progressive route for IT professionals of tomorrow by blending existing theories in management with IT to meet the growing global demands.
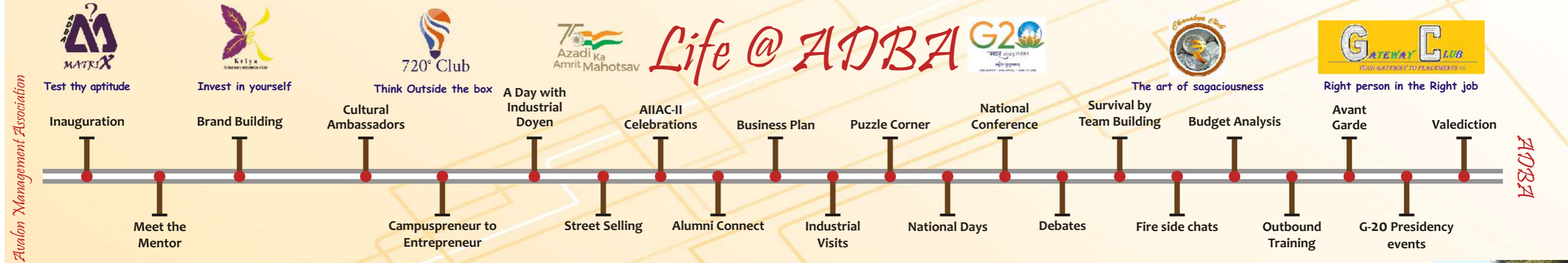
CURRICULUM*

CORE COURSES

- Management Principles and Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Quantitative Methods for Management
- Entrepreneurial Development and Indian Ethics
- Research Methods for Management
- Corporate Communication
- Inclusive Innovation and Design Thinking
- Operations Management
- Financial Management
- Company and Cyber Law
- Strategic Management and Corporate Governance
- Applied Operations Research
- Environmental Management

FUNCTIONAL SPECIALISATION

Marketing	e-Customer Relationship Management, Supply Chain and Logistics Management, International Marketing, Digital Marketing
Finance	Investment and Security Analysis, Tax Planning and Management, International Financial Management, Strategic Cost Management
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Retailing	Retail Brand Management, Retail Consumer Behaviour, E-Retailing, Supply Chain and Logistics in Retailing
Entrepreneurship	Family Business Management, Micro and Small Business Management, Social Entrepreneurship, Indian Ethos and Business Models

IT - INTEGRATED COURSES

- Data-Strategic Organization Resource (RDBMS)
- Enterprise Resource Planning
- Business Intelligence and Analytics
- Systems (Mandatory)
- Information Security and Audit Control
- Internet Programming for e-Commerce
- Computer Networks
- Data Sciences with R Programming

SECTORAL SPECIALISATION

- Hotel Management
- Hospital Management
- Retail Management
- Financial Services

*subject to revision

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- *Mini Project:* In-campus project
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Internship
- *Summer Internship Training:* 30 days
- *Sectoral specialisation:* 1 week

Value Addition
- *Interdisciplinary, Multi-disciplinary professional certification and MOOC courses, CSS*

Life @ ADBA

Avalon Management Association

ADBA

MATRIX
Test thy aptitude

Kriya
A learner's resource club
Invest in yourself

720° Club
Think Outside the box

Azadi Ka Amrit Mahotsav

G20

Chanakya Club
The art of sagaciousness

GATEWAY CLUB
YOUR GATEWAY TO PLACEMENTS !!!
Right person in the Right job

Timeline (top row)
- Inauguration
- Brand Building
- Cultural Ambassadors
- A Day with Industrial Doyen
- AIIAC-II Celebrations
- Business Plan
- Puzzle Corner
- National Conference
- Survival by Team Building
- Budget Analysis
- Avant Garde
- Valediction

Timeline (bottom row)
- Meet the Mentor
- Campuspreneur to Entrepreneur
- Street Selling
- Alumni Connect
- Industrial Visits
- National Days
- Debates
- Fire side chats
- Outbound Training
- G-20 Presidency events

MATRIX club
"Test thy aptitude"
Quiz programme, Info Dissemination, Product Launch, Indoor & Outdoor Games, Circulation of books, Online games.

KRIYA club
"Invest in Yourself"
Group Dynamics, Inter-personal activities, Communication exercises, Mind Mapping.

GATEWAY club
"Right person in the right job"
Industry Interface, Creating Career Opportunities, Industrial Visits, Field Trips, Internships & Projects.

720° club
"Think outside the box"
Brainstorming, Idea Generation, Product Development, Community Engagement.

CHANAKYA club
"The art of sagaciousness"
Shares & Stock Games, Trading, Interface with Banks, Simulation Games, & Stock Broking.

Our Pedagogy

Transforming learners to leaders

Breaking away from conservative teaching methods, the department adopts various life changing pedagogical techniques. The unique methods facilitate out-of-the-box thinking and resolve complex challenges and issues.

EXPERIENTIAL LEARNING

Mentorship
Internship
Projects
Field trips
Industrial visits
Role plays
Simulated business games
Case Studies

VALUE ADDITION

Professional certifications
Project management
MOOC
Personality Re-engineering

IT INTEGRATED LEARNING

Tally
SAP/Microsoft Dynamics Navision
SPSS
Flash
MS Project
MS Office
Business Analytics & R Programming

Perfect learning experience.....

Community Engagement

ADBA students undertake community and social service (CSS) to showcase their civic responsibility. The students actively engage in issues relating to community and social causes.

Tree Plantation

Corruption Free India- Campaign

Mrs. Yamini Pratheep
Alumni 2007 - 2009
Receiving award for Community Project for Children - INFINITI 2017 from Mayor of Red Bridge London

Faculty Profile

Dr. P. Chitramani MBA, M.Phil., Ph.D., NET, SLET	Professor	Strategic Management, Information Technology and Management, CRM, SCM, Business Intelligence
CMA. Dr. A. Pankajam MBA, M.Com., FCMA, M.Phil., NET., Ph.D.	Associate Professor	Finance, Financial Engineering, E-Commerce, Quantitative Techniques, Business Analytics
Dr. J. Arthi MBA, M.Phil., Ph.D., NET	Professor & Head	Human Resource Development, Innovation Management, Total Quality Management, Entrepreneurship Development
Dr. K. Ramya MBA, M.Phil., Ph.D., NET, SLET	Assistant Professor (SG)	Equity Research, Finance, Accounting, Research Methodology
Dr. T. Amutha MS.IT & M., MBA., M.Phil., Ph.D., NET	Assistant Professor (SS)	Enterprise Resource Planning, RDBMS, Human Resource Management, Computer Networks
Dr. M.A. Vijaya MBA, M.Phil., Ph.D., NET	Assistant Professor (SS)	Finance, Economics, Operations Management, Operations Research
Dr. R. Hemavathy M.Com., MBA, M.Phil., Ph.D., SET	Assistant Professor (Temporary)	Finance, Behavioural Finance, Data Sciences, Strategic Management, Operations Research
Dr. D. Arthi MBA, M.Phil., Ph.D., SLET	Assistant Professor (Temporary)	Marketing Management Legal Systems
Dr. V. Agneeshwari Sowmiya MBA, Ph.D.,	Assistant Professor (Temporary)	Human Resource Management Legal Systems
Dr. Raji Jennet MBA, MFM, M.Phil., Ph.D.	Assistant Professor (Temporary)	Marketing Supply Chain Management
Mrs. K. Nidya MBA, M.Phil.	Teaching Assistant (Temporary)	Human Resource Management Marketing

Our Infrastructure

E-learning - NPTEL
EDUSAT network
ICT for development
MOOC

Integrated Network Connectivity
CISCO Security Management
Fibreoptic ring

Repository of information
Resource Sharing - DELNET
EBSCO Online Research Databases

E-Books - 4,17,533
Collection of National, Iinternational & e-journals
Open 7 days a week

Effective Learner Engagement
High-end projection
Digital Class Training Systems

Space at reasonable rent
Idea generation to product development
Commercialization opportunities

A home away from home
Serene ambience
Delicious and hygienic vegetarian food

Lecture Theatres
LMS and Video Conferencing
Behavioral and Language Lab

Energizing cafeteria
Quality food
Affordable price

Wide range of high quality indoor and outdoor sports

Host of modern gym equipments to tone up the physique

Holistic Living through Yoga
Full-time doctor in Health Centre

Innovation, Incubation & Acceleration Centre

Avinashilingam Institute works to bring small ideas into big results through its Innovation, Incubation and Acceleration Centre. The Innovation and Incubation Centre has a Vision to create start - ups from the Campus and forges towards Empowerment of Women through Entrepreneurship. The dreams of young minds are fine-tuned and moulded to make it into a reality. The faculty and students involved in entrepreneurial activities consistently to harness the entrepreneurial spirit in the minds of budding professionals.

- MoUs with Corporates / Mentors
- Business Plan Preparation
- Mentorship
- Pitching Opportunities
- Networking
- Entrepreneurship Awareness Camps
- Integrate with funding sources
- Inspire to Aspire Lecture Series
- Supportive Services
- Access to Infrastructure
- Marketing of Products
- Skill based Training
- Workshops - IPR, Cutting Edge Technologies
- Earn while you Learn
- Encourage pipeline activities of EDC
- Beyond classroom sessions
- In-house Idea Inventory
- Customer and Market survey

Career Opportunities

Great Opportunities for .....

..... Great Future

Dr. Juliet Gladies Jayasuria
University of Doha for S&T, Qatar
Receiving University President Award 2023

MBA programs offer a plethora of choices and allows the greatest degree of mobility across sectors. The department gives the ability to develop career to its fullest potential at an accelerated pace. It includes the 'Hard Skills' of economics, finance, marketing, systems and operations with the 'Soft Skills' of leadership, teamwork, ethics and communication that are critical for effective Management.

The programs render career ladder to emerge as Finance analysts, Investment bankers, Expansion advisors, Consultants, Market researchers, Interventionists, OD practitioners, Media designers, Event managers and much more......

Coupling computing skills with management orientation provides ample career opportunities in the field of MIS, Database Management System, System Analysis & Design, Internet, IT Project Management, Software Engineering, E-business ......

CAREER AVENUES

- Automobiles • Banking
- Consulting • Education
- Entrepreneurship
- Financial Services
- FMCG • Health care
- Hospitality
- Human Resource
- Information Technology
- Insurance • KPO
- Logistics • Manufacturing
- Market Research
- Media/Advertising
- PSU • Publishing
- Real Estate • Retail

Employment / Internship / Project Placements :

- Accenture • ABN Amro
- Airtel • Aviva • Amazon
- Avasoft • Axis Bank
- Bull Machines
- Canara Bank • Calibre Point
- Caterpillar (Dubai)
- Convergys
- Crescent Systems (U.S.)
- Dell • Ernst & Young
- Eureka Forbes
- GK Management Services
- Godrej & Boyce • HDFC
- HP • HSBC • HUL • IBM
- ICICI Bank • IDBI Bank
- Infosys • IOC
- Karur Vysya Bank
- Gem Hospital • Kitex Apparels
- Kotak Mahindra • Naukri.com
- Nittany • O&M • Oracle (US)
- PepsiCo • Quest Infotech
- Radio Mirchi • Reliance • TCS
- TVS • The Nielson Corporation
- Whirlpool India • Zyn Corp
- Finastra • Wipro
- Telesto Energy
- US Pharmacopeia • Castrol India
- Aequitas Global
- Saizeriya (Singapore)
- Hillerbrand
- Zoho

OUR RECRUITERS

Admission Process

ELIGIBILITY

Women graduates in any discipline with minimum 50% of marks in aggregate from any approved Institutions / Universities. Those awaiting results of their qualifying examinations are also eligible.

PROCEDURE TO APPLY ONLINE

1. Application for MBA & MBA IT Programme is available online under the Admission Menu in Home page of the University Website www.avinuty.ac.in and may obtained from the office also
2. Application to be registered on payment of Rs. 500 (online), SC/ST candidates shall pay only Rs.250/- (online) by producing community certificate
3. Separate Application form should be submitted for MBA and MBA IT programme
4. Admission is done based on merit of marks and reservation policy of Govt. of India.

RESERVATION

Reservation of seats is as per Government of India requirements

Scheduled Caste	15%
Scheduled Tribes	7.5%
Economically Weaker Section	10%
Other Backward Classes (Non Creamy Layer)	27%
Jammu & Kashmir migrants	1%

The super numerary quota is available for the following caregories

Person with Disability	3%
Outstanding Sports Person	3%
Armed Forces	5%

Two seats for students from Jammu and Kashmir with relaxation in cut-off percentage upto 10. Candidates under the supernumerary quota will be given relaxation to the extent of 5% marks in the qualifying examination**.** Final pass results should be produced at the time of joining the programme, if selected.

DOCUMENTS TO BE SUBMITTED

The following documents must be submitted at the time of interview and admission, failing which admission may be refused.

+ Secondary selection intimation card.
+ Higher Secondary Examination mark sheet/Pre-degree mark sheet. (Original + 2 self attested copies)
+ Degree mark sheet and the Degree/Diploma Certificates. (Original + 2 self attested copies)
+ CMAT/CAT/TANCET/MAT/XAT/GMAT/ATMA Score Sheet(s). (Original + 2 self attested copies)
+ Transfer certificate/College leaving Certificate. (Original + 2 self attested copies)
+ Conduct Certificate from the Head of the Institution in which the candidate last studied. (Original + 2 self attested copies)
+ Migration Certificate (for other University Candidates).
+ Community Certificate from local Thasildar in the case of SC/ST/MBC/BC and de-notified Tribes belonging to Tamil Nadu only. Candidate in OBC category to produce recent OBC Certificate as per Government of India norms.
+ Medical Fitness Certificate from a Government Civil Surgeon.
+ A Certificate of proof of age.
+ Two passport size photographs with the name of the candidate and PG programme written on the reverse side.

IMPORTANT DATE

Check website for last date to apply

PREFERENCE

Women with Work Experience and Engineers

SELECTION CRITERIA

CMAT / CAT /XAT TANCET / MAT / ATMA / GMAT Group Discussion and Interview

Online Application

1	Login avinuty.ac.in	3	MBA Application & Prospectus
2	Admission	4	Apply online

VISIT THE SITE

www.avinuty.ac.in
to apply online & download prospectus

Code of Conduct

All students shall abide by the rules and regulations laid down.

✦ Students are expected to be in the university premises during the working hours.

✦ Students are required to be neatly dressed in salwars / sarees in keeping with Indian culture and in white khadi uniform sarees for special occasions.

✦ Students should attend common assembly and also participate in all the activities and events of the University. Absenting on such occasions will be considered as misconduct.

✦ Students should be regular in attendance and punctual to the classes. Students must have a minimum of 90% attendance in all subjects to be eligible to appear for the semester examinations.

✦ Students are required to wear their ID cards at all times within the campus.

✦ Students should read the notice board and visit university website everyday to keep themselves updated with the activities of the University.

✦ Leave applications should be written in the prescribed format and duly attested by parents / guardians / warden and they should be submitted to the Dean through the Head of the Department by the end of the week.

✦ Any personal mail to the university address or visitors during working hours is not permitted for the day scholars.

✦ Fee once paid is not refundable. Students who leave after the first semester will be required to pay tuition and other fees due for both the semesters.

✦ The students are requested to keep their fee receipts intact, to be submitted to the Registrar's office for verification, if required at a later date.

✦ The Registrar has the right to ask any student to leave the University and issue Transfer Certificate at any time during the course of the year for indiscipline, unauthorized absence and non-payment of fees and dues.

✦ Parent and Guardians must notify changes in their address promptly.

✦ Parents must inform the Registrar within two weeks when their wards discontinue their studies. Application for Transfer and Conduct Certificates should be done in the prescribed forms available in the Registrar's Office.

✦ Scholarship - The eligible SC/ST, OBC, PwD Students should submit their scholarship form for the academic year by February for processing scholarship to SC/ST, OBC, PwD each year.

✦ **Admission is done based on the merit of marks and reservation policy of Government of India.**

Fee Structure

Amount in ₹

Fee Particulars	MBA	MBA - IT	Fee Particulars	MBA	MBA - IT
I - Per Semester Fees			**II - Per Annum fees**		
● Tuition Fee	1,400	1,400	● Calendar	100	100
● Special Fees			● Magazine	100	100
Library and Breakage	250	250	● Students Safety Insurance (SSI)	100	100
Stationery	200	200	● Research Highlights	550	550
Medical	100	100	**III - One time fees**		
SAR	100	100	● Admission fee	425	425
Laboratory Fee	4,500	6,375	● Registration fee	100	100
Audiovisual	100	100	● ID card	200	200
Association	100	100	● Syllabus	200	200
Students' Union / Activities	300	300	● CSS	300	300
Internet	250	250	**IV - Specific to Semesters***		
Infrastructure maintenance	2,700	2,700	● Research & Development fee	5,000	5,150
University events / activities	100	100	● Placement Training	1,000	1,000
Sports Tournament Fund	50	50	● Alumni fee		
Special Course fee	8,600	19,740	**V - Caution Deposits (Refundable)**		
Course Collaboration & Professional certification	5,000	5,000	● Library	1,000	1,000
E-Learning Courses	1,500	1,500	✶ Laboratory	1,000	1,000
Special Library	1,000	1,000			
			Grand Total	**36,325**	**49,490**

★ Tuition Fees waiver for SC/ST as per Government norms
★ Amount will vary for various majors / semesters.

*Research & Development fee M.B.A. I sem ₹ 5000/- II to IV ₹ 2,500/-
Placement Training ₹ 1000/- Sem I & II, ₹ 1500/- Sem III & IV
Alumni Fee semester III & IV each ₹ 375/-

*Research & Development fee M.B.A. IT I sem ₹ 5150/- II to IV ₹ 2,500/-
Placement Training ₹ 1000/- Sem I & II, ₹ 1500/- Sem III & IV
Alumni Fee semester III & IV each ₹ 375/-

Contact

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