AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
CENTRE FOR HERITAGE MANAGEMENT
Master of Management Studies in Heritage Management

2019 Intake

Admission Information and Procedure

www.ahduni.edu.in/Centre for Heritage Management

1. The Admission Committee for Master of Management Studies in Heritage Management (hereinafter referred to as the Programme) shall be responsible for conducting the admission procedure and making selections of right candidates for the academic session 2019 Intake.

2. **Eligibility Criteria and Key Application Components:**

   2.1. Bachelors Degree as a minimum academic experience:
   2.1.1. Candidates with a Bachelor's Degree in any discipline (with minimum grade/marks as specified in sub paragraph 2.1.2 below), with a demonstrated interest in Heritage (as specified in sub paragraph 2.2 below) may apply.
   2.1.2. The candidate must hold a recognized Bachelor's Degree with at least 50% marks (45% for SC/ST candidates) or equivalent CGPA, from a valid University in India or abroad. In case of a degree obtained prior to 1990, the admission committee may relax the 50% cut off, in lieu of the personal experience of the applicant since graduation.
   2.1.3. The Bachelor's degree or equivalent qualification obtained by the candidate must entail a minimum of three years of education after completing higher secondary schooling (10+2) or equivalent. Again, this may be re-considered by the Admissions committee for applicants who received their Bachelor's degree prior to 1990.
   2.1.4. In case of the candidates being awarded grades/CGPA instead of marks, the equivalence would be based on the equivalence certified by the university/ institution from where they have obtained bachelor's degree.
   2.1.5. In case a candidate is unable to provide the certificate (as mentioned in 2.1.4 above), the equivalence would be established by AMSOM by dividing earned CGPA with the maximum possible CGPA and multiplying the quotient with 100.
   2.1.6. A candidate who has appeared or will have appeared for the final year examination of bachelor's degree by June 2019 can also apply.
       (a) Such candidate must have obtained 50% marks or equivalent based on latest available grades/marks (i.e. all the years' grade/marks except the final year grade/marks), and must have completed all the requirements except the final year/final term for obtaining the bachelor's degree/ equivalent qualification.

    (b) Such candidates, if selected, will be allowed to join the programme provisionally only if they submit such certificate latest on the registration date notified by Centre for Heritage Management.

    (c) However, the admission will be confirmed provided that final mark sheet and degree certificate are submitted not later than **September 30, 2019** and if the candidate has met the prescribed eligibility criteria.

    (d) Non-fulfilment of the above conditions/dates will automatically result in the cancellation of the provisional admission.

2.2. Interest/passion about heritage

Though it may not be quantified, one of the underlying requirement (for the candidate's own self-assessment and a major part of assessment of application components, i.e. Statement of Purpose) is a self-motivated interest or existing passion about heritage (in its broader sense). It is very important for a prospective applicant to think whether this programme is the right programme for his/her own career goals, and take a conscious decision to apply for it. If one has already been into heritage sector either through earlier student projects, research, or through practice and self-experience, it is easy to establish this eligibility. This eligibility will be assessed through the Statement of Purpose and interview as well as portfolio if applicable.

2.3 Statement of Purpose (SOP)

Along with the application form, the candidates need to submit a statement of purpose (SOP) explaining why they would like to join the programme. SOP is an important part of admissions decision process, and candidates are advised to pay serious attention in preparing the statement. Such statement of purpose may be based on the student's prior study or work related to heritage, any exposure to heritage related issues, or their passion, or any other reason. The statement should be approximately 500 to 1000 words written in English. This is a major component of evaluation, hence applicants are advised to ensure that they SOP is well articulated to convey their relevant reason or thoughts behind choosing this programme.

2.4 Relevant Portfolio or a Standard Test Score (as applicable for Ahmedabad University- MBA admissions)

Applicants also need to submit either a portfolio or a standard test score. Applications submitted without this component will not be considered for further processing.

2.4.1 Portfolio

Applicants who have pursued any studies or work related to heritage (in any of its manifestations) may prepare a portfolio and submit it as a qualifier. The format and size of the portfolio is flexible. Candidates are suggested to try their best to communicate their engagement in heritage sector (in academic or practice) to the admissions committee. Candidates having an acceptable portfolio do not have to submit the standard test score (see below).

2.4.2 Standard Test Score

Candidate who do not have any experience as such with heritage sector but are interested in pursuing this programme need to submit a standard test score. For this purpose, standard test score eligibility will be the same as Ahmedabad University's MBA admission process.

3.0 Selection Process:

The key purpose of the selection process is to ensure that the applicant's interest and the programme objectives match. High scores in prior academic work may not always guarantee the selection, but an awareness of the broader field of heritage sector and the applicant's personal inclination towards the sector may make a convincing case. The selection process is based on the Ahmedabad University's holistic review process.

3.1 After the review of application form, Statement of Purpose, and the standard test score or portfolio, the admissions committee will invite selected candidates for personal interview. In case of candidates based out of station, a video conference interview (skype or any other feasible option) may be conducted. The key area to probe through interview (as well as that of SOP) would be to examine whether the candidate understands the field of heritage management, and have adequate aptitude to justify pursuing the programme.

3.2 These personal interviews will work both ways: for the admission committee to ensure that the individual student meets all required criteria to be admitted in the programme, and also for the prospective student to ask any questions s/he may have about the programme before they make their final decision to pursue the programme.

3.3 Following personal interviews, the admission committee will makes its decision regarding admission offers, and the selected candidates will be notified via email. Selection of candidates will be done following a holistic admission process adopted by the university. This will be a qualitative review by a committee, keeping in mind the following weightage (numbers are only indicative of the relative importance given but may not be calculated numerically as such):

Criteria	Weightage
Statement of Purpose	30%
Personal Interview	40%
Portfolio or Standard Test Score	30%
Total	**100%**

3. Application Guidelines

3.1 Candidates are encouraged to apply online. In case of any difficulty submitting application online, hard copy of the signed application form along with all required components may be submitted to Centre for Heritage Management. Depending on the mode of submission, application fee may be paid online or via cheque or DD.

3.2 The last date of application is **Friday, 15 February 2019**. For other important dates, see paragraph 8.

3.3 Candidates selected for interview will be notified of their interview date/time by email by 20 February 2019 on first come first serve basis (for the qualified ones). The interview slots will be given on convenient dates beginning from 25 February

2019 until the admissions review process is complete but no later than 25 March 2019. Candidates from other states may be permitted to have tele-interview via skype, but it is highly recommended that the candidates visit the university in-person for the interview. Candidates have to arrange their travel, or tele-conference facility (skype video interview) to appear for the interview and assigned date/time.

3.4 Candidates are advised to report at least 15 minutes before their scheduled time/slot of the interview.

3.5 Successful candidates will be informed of the admission decision by email by 5 April 2019, after which they must complete admission formalities as specified in this document.

3.6 Candidates must bring the following documents for verification at the time of admission registration:
  - (a) Original Mark-sheets of all the graduation years including higher secondary years.
  - (b) Identity Proof
  - (c) Experience Statement or Certificate, if any
  - (d) Caste Certificate (from competent authority as notified by the Government, if applied for reservation quota).

4.0 Fee Structure and Payment Schedule:

4.1 Fee Structure
The following was the fee structure for last year's admissions group, which may increase slightly for the new group – the following table is only for reference. The final fee structure will be announced by the time the results are announced.

Particulars	1st Year		2nd Year		Total
	Semester I	Semester II	Semester III	Semester IV	
Tuition Fees	57,500	57,500	57,500	57,500	2,30,000
Deposits (Refundable after completion of the programme)					
Library deposit (refundable)	3,000				3,000
Total	60,500	57,500	57,500	57,500	2,33,000

4.2 Payment for Securing Admission:
The candidates as per the final selected list are required to pay full fee of the first semester and the library deposit to confirm the admission.

4.3 Payment for the Remaining Charges:
The balance fees will be paid semester wise. Candidates are required to pay the fees of every semester one week before the commencement of the respective semester. In case of delay, penalty will be charged as per prescribed rules of the School.

4.4 Information about expenses for mandatory Field-immersion and Field visit programmes as well as optional exchange programmes

Above mentioned fees do not include the expenses of out of station travels and logistics pertaining to compulsory field immersion and study trips as well as practicum programme.

5.0 Scholarship:

Limited number of scholarships will be available to needy students, subject to merit performance and the economic needs.

6. Withdrawal from the Programme and Refund of fees

6.1 For withdrawal of admission and seeking the refund, a candidate is required to submit the fee receipt, admission letter and the letter of request for withdrawal duly signed by him/her and counter signed by his/her parent/guardian.

6.2 If a student withdraws his/her admission before the commencement of the programme (first day of the inaugural seminar or the university orientation) Rs. 1,000 from the fees paid will be charged and the balance will be refunded.

6.3 If a student withdraws his/her admission within 10 days of the commencement of the programme, 25% of the fees paid will be charged and the balance will be refunded.

6.4 No refund will be given if the candidate withdraws after 10 days of the commencement of the programme.

6.5 The relevant refund amount will be processed by 21 days of the date of withdrawal application.

6.6 Refund will be made by cheque or online bank transfer to the same account from which the fees are paid.

7. Interpretations and Change of Admission Rules:

In the matter of interpretation of Admission Policy and Procedure, the decision of Admission Committee shall be final and binding on the candidates. In the matter of such issues as are not covered in the Admission Policy and Procedure mentioned above, the Admission Committee is authorized to resolve these special issues on the merit of the case and implement the same.

8. Important Dates:

Sr. No.	Activity	Date
1	Availability of Admission Forms – online portal as well as downloadable link	15 September 2018
2	Last date of application	15 February 2019
3	Notification of Personal Interview slots (by email)	20 February 2019
4	Personal Interviews	25 February – 25 March 2019
5	Admission Results (notified by email)	5 April 2019
6	Admissions: Payment of Fees	6 April -20 April 2019
7	**Programme Commences (July 22, 2019)***	

*With regards to counting days for determining any limits regarding admissions withdrawal, refund etc., and the commencement date will be considered as July 22, 2019.

9. The above rules and dates are subject to modification(s) if required. Such changes will be published at Centre for Heritage Management website.

10. The Admission Policy & Procedures are subject to the jurisdictions of Hon'ble Court of Ahmedabad.

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Centre for Heritage Management
Ahmedabad University