

# **BHARATHIAR UNIVERSITY**

Accredited with 'A' Grade by NAAC COIMBATORE - 641046

# MBA Programme 2008-09

**Prospectus and Application Form** 





Bharathiar School of Management & Entrepreneur Development

# bsmed

# ADMISSION TO MBA PROGRAMM



# **ELIGIBILITY CONDITION**

Candidates aspiring for BSMED- M.B.A. programme should possess a degree of this University or any other qualification recognised as equivalent thereto by the Syndicate of this University. All candidates should have completed 10+2+3 years of study. Candidates who are completing their U.G. degree programme during April / May 2008 Examinations are also eligible to apply.

PART-TIME MBA : In addition to the above conditions, the student applying to Part-time should have served for a minimum period of two years in any of the reputed industrial firm at executive level.

# HOW TO APPLY

Application form can be obtained by writing to the Registrar, Bharathiar University, Coimbatore - 641 046 on payment of Rs. 500/-, to be remitted by Bank of India Challan (into the General Fee Fund Account of Bharathiar University) or by a demand draft of a Nationalised Bank, drawn in favour of the Registrar, Bharathiar University payable at Coimbatore. SC/ST candidates have to pay only Rs. 250/-, provided they submit an attested photo copy of Community Certificate along with the request for application.

Application can also be downloaded from the website:www.b-u.ac.in. Applicants who apply through downloaded application form should pay Rs.500/- (Rs.250/- for SC/ST Candidates) towards the application registration fee by means of a DD drawn in favour of the Registrar, Bharathiar University payable at Coimbatore.

The Application Form, shall be completed in all respects and submitted to the Director, BSMED, Bharathiar University, Coimbatore - 641 046 on or before the last date specified. The envelope containing the completed application and enclosures should be superscribed as "APPLICATION FOR M.B.A. PROGRAMME ". The application should be accompanied by attested photo copies of the following certificates: :

- SSLC Certificate
- MSC Certificate

- Provisional Degree Certificate (if already qualified for degree)
   Certificates of extra-curricular activities if any
- Community Certificate
- Certificates of extra-curricular activities, if any.
- Mark Statements (All semesters)
- Mark Certificate of Tamil Nadu Common Entrance Test (TANCET 2008) or any other Entrance Test as shown in Page 10.

Note : Candidates seeking admission to MBA (FT) are required to appear for Tamil Nadu Common Entrance Test (TANCET) for 2008-09 to be conducted by the Anna University, Chennai. Please note that candidates should submit their M.B.A Application to 'The Director', BSMED, Bharathiar University after obtaining the Entrance scores in the TANCET Exam or any other Entrance Test as shown in Page 9, either in person or by post within 10 days from the date publication of the results of TANCET'08.

The admission for Part-time MBA Programme will be based on the Entrance Test followed by Group Discussion and Personal Interview. The date would be inform later.

Incomplete or Late applications will not be considered for admission



/ICE-CHANCELLOR'S MESSAGI

Intellectual capital, Physical Infrastructure, Industry-Institute collaboration, Placement and Career Oriented education are some of the most significant dimensions of the vibrant quality oriented world class management institutions. In the long years of service to the higher education in Management, Bharathiar School of Management and Entrepreneur Development(BSMED) has fulfilled almost all the parameters to a significant extent. It further created an atmosphere to develop inherent managerial abilities and producing effective and vibrant executives for the knowledge era.

BSMED focuses on quality education through training, research, consulting and extension activities. A constant interaction with corporate at the National and International levels facilitate this as a possibility. The students gain hands on experience through the project based course work and project work by getting training in the industry.

BSMED has attracted students all over the country as well as from abroad representing various background and work experiences.

I suggest BSMED to be pro corporate with discipline, dedication and devotion. I wish and cherish BSMED to have these ingredients in the course work and non course work endeavors to produce corporate citizens who should cherish the values of ethical citizens.

Prof. Dr.G. Thiruvasagam



**DIRECTOR'S MESSAGE** 

We @ bsmed do things differently. Our alumni and employers have vouchsafed it. When you join BSMED we do care not only sectoral development but 'Gestalt' development. Yes it is not the part but to bother the whole. Everywhere in the globe people talk about either to innovate or perish. We do not give you the fish like several others. However, we make you learn how to catch a fish. The alumni come back after a couple of years to share that what we had given them to learn is useful and relevant even at a later years in the corporate profile. This is a satisfying experience. We do encourage every one to Dream. But goad them not to stop there. However nurture them to evolve strategies to convert the dreams at real achievements.

You are Welcome to join the BSMED team.

Best wishes,

Prof. Dr.R. Venkatapathy



The Bharathiar University was established at Coimbatore by the Government (a state university) of Tamilnadu in February, 1982 under the provision of the Bharathiar University Act, 1981 (Act 1 of 1982). The Postgraduate Centre of the University of Madras, which was functioning in Coimbatore before 1982 formed the core of the Bharathiar University. In May, 1985 the University received the recognition from University Grants Commission (UGC) New Delhi for the purpose of grants.

The University named after the great national poet Subramania Bharathi is enshrined with the motto "Educate to Elevate". In the University, every effort is harnessed to realize his dream of making educational institutions as temple of learning. It is the aim of the University to participate in the task of inculcating necessary Knowledge, Creative skills, Right Attitudes and values among the youth of the country to contribute more effectively towards establishing an equitable social, economic and secular ideal of our nation. Bharathiar University is an affiliating type of university with jurisdiction over the revenue districts of Coimbatore, Nilgiris, and Erode. It has at present 143 affiliated Colleges of which 85 an Arts and Science College 8 are stand alone institutions in MBA and MCA, 1 Airforce College and 49College of Administrative Staff

education.

The University is situated at the foot of the "Marudhamalai Hills" about 12 kms from the city of Coimbatore in a sprawling campus of 1000 acres. The atmosphere is quite serene and ideal for intellectual pursuits. The campus has a well developed infrastructure comprising of Teaching and Research Departments, Library, Computer Center, Administrative Offices, Hostels and Canteen.

The University is having 13 Schools including Bharathiar School of Management and Entrepreneur Development (BSMED) and 36 departments. All the Departments / Schools have highly qualified and experienced faculty dedicated to teaching learning process and research activities.

Bharathiar University has been recognized by Government of India as one of the Ten universities to admit foreign students. Many students have joined through the Indian Council for Cultural Relations, New Delhi.

The university has been accredited with "A+" ranking by NAAC of UGC



## MILE STONES.....

Identifying by NAAC as Greatest Institution of Higher learning

**BU-ELCOT R&D Techno Park** 

**BU-DRDO Centre of Life Sciences** 

**Role Model e-Governance** 

Nearly 2 Lakhs students and 143 affiliated colleges

MOU & MOA with several American, Australian and Chinese Universities.

Collaboration with ASEAN & American Education Institutions.



BSMED was established in 1984. The University Grants Commission recognized it as a "School of Excellence" in 1987. It has created a niche in the corporate market by positioning the value added human capital with a disciplined mission. The 24 batches of students returned as distinguished alumni from the corporate to reinforce the vision and mission. The 9 batches of Part time participants still hood the BSMED flag and make it flying high.

# FACILITIES AT BSMED

The School is having sophisticated in-house infrastructural facilities to impart quality management education. The in-house library has a rich collection of Management Books, Journals and Magazines to enable the students to keep abreast of current management trends and practices.

The School has a state-of-the-art Computer Lab under Local Area Network with 60 Computers, along with round the Clock INTERNET Connectivity. To enhance the education and training process the multimedia presentation facilities are also available.

The Smart Class rooms consist of LCD Projector with 84" Motorized Screen with Remote, and include Visualizer, 78" diagonal interactive white board with OS, hardware, advanced Amplifier, Wall Speakers, Wireless microphone and also include HDD based DVD Players are available.

The Video conferencing facilities and equipments with brand of Polycom VSX 700s model with Multipoint license key and 42" Plasma Display Device with wall mounted also available in Seminar Hall. This is used by the students to have interaction with experts from other universities or colleges or Industries.

The School has an Air Conditioned seminar hall. Further a separate placement wing provides assistance for summer and final placements.



# Faculty @ BSMED

BSMED has an intellectual capital through experienced academicians with a blend of corporate exposure at the international level. The faculty team is most sought after one by many international universities to upgrade their programmes. The publication and the research work of the faculty team are highly commended by various experts in different fields of specializations. Adjunct faculty from the corporate also augment the academic excellence of the School.



Dr.P.Thirumalvalavan Professor



Dr.V.Kubendran Professor



Dr.K.Vivekanandan Reader



Dr.R.Shunmugam Reader



Dr.Ajoy Mathew Reader



FACULTY MEMBERS



Dr.Rupa Gunaseelan Reader

Dr.V.Ramanujam

Lecturer



Dr.S.Mahalingam Reader



S.Elangovan Placement Officer



Dr.K.Malar Mathi Reader

Dr.S.Sankaranaryanan Lecturer (SG)

# HIGHLIGHTS



Dr.G.Sridharan Lecturer

One among the two B-schools selected by the Government of Tamil Nadu to be upgraded to the international Standards.

Only B-School from India to participate in 'the global startup @Singapore, 2003,' along with B-schools from Harvard, Columbia, Stanford, London, Rotterdom, Greece, Singapore, China & Germany.

Members of faculty served @ International Educational Institutions with distinction

# ACADEMIC PROGRAMMES

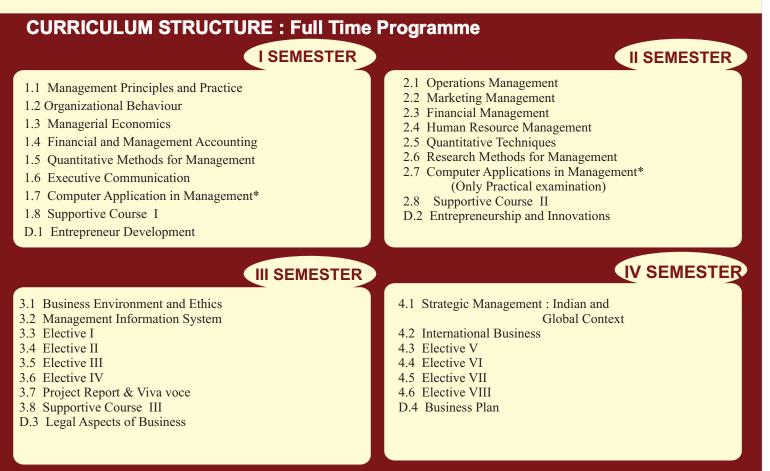
## 1. MBA Full-time (Regular)

## 2. MBA Part-time (Evening)

The full-time M. B. A. Programmes is offered through Semester pattern under Choice Based Credit System (CBCS) spreading over to a period of two years. The programme comprises of core, elective and supportive courses and a Project Work followed by a Viva-voce examination. The Part-time M.B.A.Programme is offered through semester pattern spreading over to a period of three years.



The teaching methodology adopted is a judicious mix of case study, role play, computer aided learning, experimental exercises, group discussions, seminars and lectures. Relevant audio and video materials are also used. Regular Industrial visits are part of the learning programme. Working on a field-based project is one of the unique teaching methodologies followed. Students are under Continuous internal assessment system and they are assessed based on their performance in tests, assignments, quiz, projects, seminars, case study and classroom participation.



The students have to choose and study supportive courses offered by other departments of the university. For Part-time MBA Programme : Detailed syllabus and curriculum structure will be issued later



# LIST OF ELECTIVE PAPERS

Labour Welfare and Industrial Relations (Legislation)

Services Marketing

Brand Management

Distribution Management

Strategic Cost Management

Organisational Development

Entrepreneurship Development

Software Project Management

Technology Management

✓ Data Mining

C-Marketing

Information Technology Applications

International Financial Management

Principles of Insurance Management

(to be offered in III & IV Semesters)

- Promotion Management
- Consumer Behaviour
- Retail Management
- Financial Services
- Sequity Research & Portfolio Management
- Human Resource Development
- Management of Interpersonal Effectiveness
- Advanced Production Management
- System Analysis and Design
- Integrated Materials Management
- Supply Chain Management

# **STUDENTS ACTIVITIES**

#### **EXTRA & CO-CURRICULAR ACTIVITIES**

Management is a process to be practised. To gain practical exposure, a variety of inputs, based on theoretical postulates are organised for the benefit of the students through

#### BHARATHIAR MANAGEMENT ASSOCIATION

A Management Syndicate comprising of dedicated members organizes Guest Lectures, Debates, Business Quizzes, Management Games, Budget Analysis Sessions, Stock and Exchange Simulation Games etc. This association is also responsible to organize industrial visits for the benefit of students.

#### **AXIS - A CORPORATE MEET**

Axis is an annual networking event, integrating the students, alumni and the corporate houses. AXIS motivates and promotes the students to get hands-on experience on the various dimensions of event management.AXIS 2006 was held at Bangalore, in which, the CEOs of pioneer organizations participated. Very recently, AXIS 2008 was held at Coimbatore on 24th February 2008.

#### **AKSHAYA CLUB**

The club invests in shares, securities and derivatives . This gives them a feel of the market trends and uses their analytical abilities in decision making and problem solving. This Club, run by student representatives also subscribes several magazines and management journals, enabling the students to keep abreast of current trends and practices.

# <image>

#### **Intellectual Interaction**

#### THE COLLOQUIUM

It provides a platform for the students to participate in seminars, group discussions, case studies, market analyses and other similar activities. Eminent practitioners of management profession lead these activities.



# PLACEMENT

The school has an excellent placement record. An exclusive placement wing in the school of Management supports the employability of the students with attractive compensations & benefits packages.



# **OUR RECRUITERS ARE**

ABN Amro	Airtel	American Express Bank
American Presidency Lines	Asian Paints	GVAK
Citi bank Global services	Ford India	Metlife
NEG - Micon	Pepsi	Ramco Systems
Reliance Infocomm	Saint Gobain	Coca-cola
Hindustan	Hyundai	ICICI Bank
ICICI Lombard	ICICI Prudential	IDBI Bank
Johnson & Johnson	Karvy Consultants	Kotak Securities
Microsoft	Mico Bosch	Standard Chartered
Tata Housing'	Tata McGraw Hill	Tata Tea
Wipro	Wockhardt	Tata Consultancy
TTK Services	Matex Net Pvt. Ltd.	Land Marval Groups
Cambridge IT Solutions	Reliance Life Insurance	AXIS Bank
State Bank of Inia	JRG Securities Ltd.	The Hindu
Dreamajax	Reliance Communication	SBI Life Insurance

## CONFEDERATION OF INDIAN INDUSTRY'S (CII) MANAGEMANTRA

MANAGEMANTRA An Yearly Event is a unique initiative of Confederation of Indian Industry (CII) aiming to spot and showcase the young managerial talent in the Management colleges of the Southern Region. The students go through rigorous evaluation process on various managerial skill like aptitude and business proposal presentation, Group winners walk away with job offers and fabulous awards. After Participating in MANANAGEMANTRA. Our students have made the institution proud by receiving many letters of interest from companies like 'Honeywell', 'PepsiCo', 'Hexaware Technologies', 'Vestas', 'Hindustan Lever Limited'.etc.,



# **Selection Procedure**

The selection process at BSMED will adhere to the rules of communal reservation of the Government of Tamil Nadu. However SC / ST Candidates of other states will be considered under SC / ST quota after exhausting SC / ST applicants of Tamilnadu. Selection to the Full-time & Part-time M.B.A programme will be based on the applicant's score in Tamil Nadu Common Entrance Test (TANCET 2008) or MAT or CAT or JMET or ATMA or XAT followed by their performance in Group Discussion & Personal interview to be conducted at the BSMED.

The candidates selected for counseling will be intimated individually and the list of such candidates will be put up on the University Notice Board and in the University website www.b-u.ac.in.

One seat is reserved for physically permanently handicapped candidates and one seat is reserved for sports person for admission into M.B.A. programme.

Candidates seeking admission under Physically Handicapped quota shall produce a Medical Certificate about his/her permanent physical disability, <u>issued on or after</u> 1-1-2008 by an orthopaedic surgeon serving in Government Hospitals not below the rank of an Assistant Surgeon. The candidate under this category will be selected on the basis of <u>his/her</u> scoring in Tamil Nadu Common Entrance Test and such candidate should be physically able to undergo the course. Candidates producing certificates <u>dated earlier to 1-1-2008</u> will not be considered under this quota.

Candidates seeking admission under Sports quota will be selected on the basis of their performance / representations at the following levels :

- Participation at the International level the candidate shall have been sponsored by a national organization.
- Participation at the National level the candidate shall have been sponsored by a State Organization.
- Participation at the Inter-University level the candidate shall have been sponsored by an University.
- Participation at the State level the candidate shall have been sponsored by a Zonal or District Association.

## SEAT ALLOCATION MATRIX

As per the reservation norms of Govt. of Tamil Nadu

	FT	РТ	
ST	1	1	
SC	22	11	
MBC	24	12	
BC	36	18	
OC	37	19	
Sports	1	-	
PH	1	1	

The performance of the candidates in sports that are included in the All India Inter-University Competitions alone will be considered. Sports like Rifle Shoots, Karate, Judo etc., will not be considered. Students seeking admission under sports quota should be below 25 years of age. The achievement of the candidates in sports in their UG course of study alone will be considered for selection.

The candidates shall fill-up the respective column in the application clearly, and enclose a separate sheet specifying the details of his / her achievement in sports and shall also enclose attested photo copies of all sports certificates received by him / her during the UG course of study. Applications of candidates who fail to produce evidence for their achievement in sports will not be considered under the sports quota.

All candidates selected for admission to M.B.A. shall be required to join the course and surrender their original Transfer Certificate, Conduct Certificate, Mark Sheets, (SSLC, HSC, Degree) Provisional / Degree Certificate and remit the prescribed fee on the date of counseling. Request for extension of time will not be granted. Students are requested to make xerox copies in their certificates for other uses.

#### **FEE STRUCTURE**

		Self	Part-Time	1
	Regular	Supportive	(3 years)	
Admission Fee (one time)	50	50	50	
Matricula Fee (one time)	50	50	50	
Registration Fee (one time)	100	100	100	
Administrative Fee (one time)	100	100	150	
Recognition Fee (one time)	325	325	325	
Student Welfare Fund (per annum)	100	100	100	
Placement Fee (one time)	500	500	-	
Caution Deposit (one time refundable)	1000	1000	1000	
Tution Fee(Per semester)	12000	14000	10000	
Lab Fee(Per semester)	-	7000	5000	
Infrastructure Fee (Per semester)	750	750	750	HOSTEL FEES:
Special Fee (one time)	-	700	700	Hostel Deposit : Rs. 7,200/- (Refundable)
Course material Fee (per semester)	750	750	500	Room rent per inmate: Rs. 250/-
Library Fee (one time)	300	700	700	Other charges like Food, Welfare,
Sports Fee ( Per annum)	50	50	-	Power, Water and Miscellaneous
Internet Fee & ID Card Fee (Per annum)	300	300	300	charges are on dividing basis. Fee Once Paid will not be refunded
Caution Deposit Library & General				on any circumstance
Purpose (Refundabe)	1000	1000	1000	
Insurance (per Annum)	325	325	-	

Note : The above fee are subject to change



# **SCHOLARSHIPS**

A number of scholarships are available to students belonging to Backward Classes, Most Backward Classes, Scheduled Castes and Scheduled Tribes, who are admitted into the programme. SC/ ST candidates belonging to Tamilnadu are exempted from paying tuition fee at the time of admission into regular MBA Programme.

# **EXAMINATIONS**

The University has introduced the Choice Based Credit System (CBCS) for the programme offered by the School of Management from the academic year 2007-08. It permits the candidates **to study** the course curriculum offered by other departments. This scheme also permits the students to move from one University to another University without much difficulty and falls in line with most of the systems followed by international universities.

# ACADEMIC CALENDAR

At the beginning of every academic year, students are intimated about the date of commencement of class, intervening holidays, the last date for the payment of tuition and examination fees, the date of commencement of examinations and the date of publication of examination results.

# NEWS LETTER

Bharathiar University brings out a newsletter called "Bharathiar University Newsletter". The magazine publishes new developments and various curricular and co-curricular activities of the University.

# **ONLINE SERVICES**

The online services are being offered through the Dynamic website of the University : www.b-u.ac.in

# AMENITIES

## TRANSPORT

The campus is well connected by frequent city bus services from Coimbatore city. The University also operates four buses during morning and evening for the convenience of staff and students.

## GAMES AND SPORTS

The Department of Physical Education coordinates the games and sports activities of the University and provides opportunities for the students to demonstrate their competence in inter-collegiate sports meets. The department is also responsible for selection of the University teams to participate in the All India Inter-University Tournaments, University games and sports meets. The university has facilities for games like Volleyball, Football, Hockey, Cricket and other field events with a six lane 400 meter track.

## EXTENSION ACTIVITIES

The National Service Scheme(NSS) extends its community and social service activities through 130 NSS Units functioning in the University and affiliated colleges. Nearly 14,200 student volunteers are actively involved in social upliftment programmes. A NSS Unit is functioning in the University Campus which provides an opportunity to the University students to

# Support Services



#### **Fitness Centre**

The University Fitness Centre facilitates the students and the faculty in maintaining and developing physical fitness through weight reduction and body building excises.

#### **Health Centre**

The University Health Centre caters to the medical needs of the students and employees of the University. It functions on all working days.

## **Bharathiar Counselling Centre**

The centre offers counselling services to the University students for enhancing their Educational, Vocational and Personality capabilities. It also helps the students to plan their career and enrich their mental health.

## Library

Fully Computrized University library provides excellent reading facilities to support teaching and research programmes not only for the University departments but also of the affiliated institutions. The library works from 8.00 a.m. to 8.00 p.m. on all working days and from 10.00 a.m. to 4.00 p.m. on Saturdays, Sundays and Public holidays. This is one of the few Universities in South India to have facilities like CD ROM section, barcoded facility and Internet services. The library is a member of the UGC-INFONET-consortium, whereby e-journals of different faculties can be accessed.

## **Internet Centre**

A well equipped Internet Centre with broad band 2 mbps connectively is functioning in the Library building. The Internet Center has high speed internet server, scanner, web camera, printer-cum-xerox and multimedia accessories. All students and teachers have access to the Internet Center. In addition, each department is provided with broad band internet connectively with Local Area Networking.

## Hostels

Separate Hostel facilities are available for Men and Women PG students with :

- Single and Twin bed rooms
- Solar water heater
- Common Mess with Indian Food
- Recreation rooms
- Phone facility (STD / ISD)









#### **Students Amenities Center**

Amenities center meets the day to day requirements of students and staff.

- Stationery and other materials
- Repographic facility
- Post Office, Bank and Canteen

Dr.P.Thirumalvalavan Registrar

**Place : Coimbatore** 





Bharathiar School of Management and Entrepreneur Development

Bharathiar University, Coimbatore - 641 046. Website : www.bsmed.net E-mail : bsmed999@yahoo.com Phone : 91 422 24 28 275 Fax : 91 422 422387



Let my thoughts bloom action Let me think only noble thoughts Let me have a valiant heart Let me have a clean wisdom - Mahakavi Bharathi

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	Application for Admission to M.B.A.(Full-Time & Part-Time) Programme 2008-09 in Bharathiar School of Management and Entrepreneur Development.								
duly fi	e furnish all the information r lled in application should read ys from the date of publication	ch The Director,	BSMED, E	3hara	thiar University, C		2		
						MBA	A FULL-TIME		
	IAME (in Block Letters)					MBA	A PART-TIME		
(	As in SSLC Mark Sheet)								
2. F	or the Candidates applying the	rough the down le	oaded forn	۱			Affix		
	Name of the Bank and Branch	D.D. No.	Date		Amount		Recent photo		
	3. Gender : Male / Female <sup>*</sup> 4. Date of Birth Date Month Year							I	
5 a.	Native State :		Commu	nity :					
					DT/SC/ST/Other S I photo Copy of the Co		<ul> <li>Certificate)</li> </ul>		
	ame of Father / Guardian* d occupation of Father / Guardian	:							
Na	ame of Mother	:							
Ar	nnual Income (Rs.)	:							
7. A	ddress for Communication :	City Pin Code			State       Phone				
8. E	ntrance Test appeared : TANC						1		
		Marks Secu							
		(Please att	tach a photo co	opy of th	e mark sheet)				
9. A	9. Are you to be considered under a) Physically handicapped quota? Yes No If Yes, furnish below details about disability b) Sports quota ? Yes No If Yes, furnish below details in separate sheet, about performance (Regular Programme only)								
	* Strike out whichever is not applicable								

		_	-	**
10	Rachalor's	Donroo	Programmo	•
IU.	Dachelor 3	Degree	Programme	

Passed Yet to pass

11. Particulars of Education : ( Submit attested copies of certificates in support of the details furnished below)

Name of the Course	Name of the University	Year & month of Completion	Aggregated marks obtained in part III @	Aggregated maximum marks in Part III	Aggregated percentage and class in Part III
Degree : Major/Main :					
Allied/Ancillary :					

\*\* Write as "yet to pass" if the candidate is appearing / has appeared for April 2008 examinations.

@ Marks scored in all major allied subjects are to be added.

12. Part-Time MBA Only

a. Designation :

b. Years of Experience :

c. Name of the Company/Office/Industry : and address

13. In case of admission to Part-time MBA Programme, the service certificate is to be attached

14.Attach a separate sheet for furnishing any other information - such as distinguished participation in extra curricular activities, work experience, previous exposure to business / industry or the reasons for your desire to pursue a management programme - which Will help in assessing for the course.

## DECLARATION

I hereby apply for admission to the MBA Programme Full-time/Part-time and I declare that all the information given by me in this application are true and complete. I agree that the offer of admission, if made, may be revoked, in the event that any of the above information is found incorrect.

I am aware that the confirmation of my admission into the MBA Programme is subject to the condition that I shall secure at least a pass in my qualifying degree examination.

Signature of the applicant

Countersigned

Date :

Signature of Father / Mother / Guardian