TCFAT Foundation for Higher Education (Deemed-to-be University under Section 3 of the UGC Act, 1956) Category I Autonomous Institution • Accredited by NAAC with 'A++' Grade

Center for Distance and Online Education (CDOE)





N J Yasaswy (1950-2011) Founder, ICFA<u>I Group</u>

ICFAI Group

ICFAI was established in 1984 and has made a significant mark in the educational field with a pan-Indian network and presence. It has established 11 Universities and 9 B-Schools across India including The ICFAI Foundation for Higher Education (IFHE), which is a deemed-to-be-University. The alumni of the University are working in renowned companies worldwide. Sri N J Yasaswy, the founder of the ICFAI Group was a charismatic visionary, institutional builder and a pioneer in promoting higher education in the private sector.



The ICFAI Foundation for Higher Education (IFHE), Hyderabad

(Deemed-to-be-University under Section 3 of the UGC Act, 1956)

The ICFAI Foundation for Higher Education (IFHE), Hyderabad was declared as a Deemed-to-be-University under Section 3 of the UGC Act, 1956. The University received the NAAC Accreditation 'A++' Grade with an impressive score (Institutional CGPA) of 3.59 out of 4.

IFHE is a part of the ICFAI Group with 11 Universities, 9 Business Schools, 8 Law Schools & 7 Tech Schools across India.

Accreditations, Recognitions, Rankings and Memberships





Accredited for its Regular MBA Program of IBS Hyderabad by AACSB



Accredited by SAQS (South Asian Quality Standards), AMDISA



40 on Overall basis. All Over India for its MBA Program, NIRF Ranking 2023



Member, The Association of Commonwealth Universities (ACU)

The Center for Distance and Online Education (CDOE)

All programs offered under online and distance learning modes are administered through the Center for Distance and Online Education (CDOE), IFHE, Hyderabad.

The CDOE has launched the BBA Open & Distance Learning (ODL) Program, combining academic rigour and interdisciplinary perspective to meet the needs of students aspiring to pursue careers in management.

The Bachelor of Business Administration (BBA) Program

The BBA (ODL) program is designed to impart knowledge and understanding of the basics of management. The program equips students seeking a career in management with the required orientation, skills and pathway to the MBA.

Our Legacy & Experience

The BBA Program brings together:

- ICFAI's legacy of over 30 years of academic excellence in management education
- Two decades of vast experience in Open & Distance Learning and e-Learning for Management programs
- Contemporary 21st century Technological tools for effective and ease of learning.

Program Structure

| | Semester I | Semester II | | |
|----------|--|---|--|--|
| | Principles of Management | Introduction to Psychology | | |
| | Marketing Management - I | Marketing Management - II | | |
| | Introduction to Information Technology | Database Management System | | |
| Year - I | Business Communication | Business Report Writing | | |
| | Business Economics | Macro Economics | | |
| _ | Financial Accounting - I | Financial Accounting - II | | |
| | Business Statistics | Disaster Management | | |
| | Environmental Studies | • Introduction to Entrepreneurship and Family | | |
| | | Business Management | | |
| | Semester III | Semester IV | | |
| | Human Values and Professional Ethics | Human Resource Management | | |
| | Indian Financial System | Operations Management | | |
| Ξ | Soft Skills | Project Management | | |
| <u>~</u> | Financial Management - I | Financial Management - II | | |
| Year | Organizational Behavior | Quality and Productivity Management | | |
| | Mercantile Law | Management Accounting | | |
| | Business Research Methods | Company Law and Taxation | | |
| | Quantitative Business Modelling | Business Strategy | | |
| | Semester V | Semester VI | | |
| | Principles and Practices of Banking | Supply Chain Management | | |
| E | Financial Markets and Services | Derivatives and Risk Management | | |
| | Advertising and Sales Promotion | Security Analysis and Portfolio Management | | |
| Year | Sales and Distribution Management | Digital Marketing | | |
| > | Leadership and Change Management | Services Marketing | | |
| | Training and Development | Recruitment and Selection | | |
| | Project Work | Compensation Management | | |

The program has 46 subjects including project work totalling 136 credits spread over 6 semesters (3 years).

Project Work:

The Project work under Semester V is an integral part of the program. Student are expected to utilise this opportunity to relate the theoretical aspects of business learnt in the program with actual practice by involving or associating themselves in study of any sector of the economy exploring different players in a particular industry, their business strategies and operations and how business challenges pertaining to survival, profitability, growth and diversification are addressed during the life cycle of respective enterprises.



Learning Methodology

- The methodology is primarily based on self study.
- The University facilitates the learning process by providing Self Learning Material (SLMs) in form of books.
- Regular academic support through interactive sessions between faculty and students.
- Counselling sessions for academic guidance and query clarification.
- Candidates should have proficiency in use of Information and Communication Technologies (ICT) for enhanced learning experience.

Eligibility

Minimum Entry Qualification: Successful completion of 10 + 2 years of study from recognized Boards.

Duration & Validity

| Program Duration | 3 Years | | |
|------------------------|---------|--|--|
| No. of Semesters | 6 | | |
| Medium of Instruction | English | | |
| Validity of enrollment | 6 years | | |

Academic Evaluation

- Students are required to successfully complete 46 subjects totalling 136 credits spread over 6 semesters to qualify for the degree.
- Student evaluation is based on continuous assessment through assignments that contribute 30% of overall weightage and End Semester Examinations, which will carry 70% weightage.
- The End Semester Examinations are conducted in Computer Based Testing at University Hq. and Study Centres.
- Performance in the examination is indicated in grades.

Award of Degree

• On successfully completing the program, students will be awarded the Bachelor of Business Administration (BBA) Degree.

Admission Process

- [A] Submission of Application Form: Candidates are required to fill the application and fee remittance form provided in the Program Prospectus, enclosing the copies of following documents (self-attested in blue ink along with date):
- 1. Copy of latest Passport size photograph with signature across the photo to be pasted on the application form in the space provided.
- 2. Copy of latest Passport size photograph without signature
- 3. X Class Certificate
- 4. XII Class Certificate
- 5. Aadhar / ABC Id (Academic Bank of Credit)

[B] Application can also be filled and submitted online on the website https://www.ifheindia.org/odl

Fee Structure & Payment Options

| Payment Options Amount in ₹ | | | | | |
|------------------------------------|--------|--|--------|--|--|
| A) Year Wise Fee Payment | | B) Semester Wise Fee Payment | | | |
| Admission Fee | 5,000* | Admission Fee | 5,000* | | |
| Program Foo Lst Voor | 20,000 | Program Fee - Ist Semester | 10,500 | | |
| Program Fee - Ist Year | | Program Fee - 2 nd Semester | 10,500 | | |
| Program For 2nd Years | 20,000 | Program Fee - 3 rd Semester | 10,500 | | |
| Program Fee - 2 nd Year | | Program Fee - 4th Semester | 10,500 | | |
| Program For 2rd Voor | 20,000 | Program Fee - 5 th Semester | 10,500 | | |
| Program Fee - 3 rd Year | | Program Fee - 6 th Semester | 10,500 | | |
| Total | 65,000 | Total | 68,000 | | |

Note: The program fee does not include the exam fee.

Note: • Exam fee payable ₹ 500 per registration per subject. • Project Work Evaluation Fee ₹ 1,000

Note: The candidates are required to pay the Admission Fee and the Program Fee as applicable based on the payment option (A) OR (B) chosen above.

Remittance Information: Students can pay the fee through:

A) Online Mode:

- Credit Card (Visa / MasterCard)
- Debit Card (Visa / MasterCard)
- Internet Banking through secure internet payment gateway).

B) Bank Demand Draft:

- Bank Demand Draft drawn on any scheduled commercial bank in favour of "IFHE Fee Collection A/c BBA
 Distance Learning" payable at Hyderabad. The student should write his/her Name, Application No. Semester
 and Mobile No. on the back of the Bank Demand Draft.
- DD should be sent along with completed Application Form to : IFHE-CDOE, # 52, Nagarjuna Hills, Panjagutta, Hyderabad 500 082, Telangana.

Refund Policy

In the event of withdrawal from the Program for any reason the refund of Fee paid will be governed by the provisions of UGC Notification(s) on the subject as applicable.

Pre Enrolment and Admission Services

Students are to contact the following with regard to any queries or services required pertaining to their admission and during the course of study on any working day between 10:00 am to 5:00 pm

| Pre Enrolment | 08069-123-124 | | | |
|----------------------------------|--------------------------|--|--|--|
| Post Enrolment | 9052021201 / 9052021204 | | | |
| E-mail for Pre enrolment queries | enrol.cdoe@ifheindia.org | | | |
| E-mail for Student support | odl.ssd@ifheindia.org | | | |

Center for Distance and Online Education,

The ICFAI Foundation for Higher Education Campus, Donthanapally, Shankarapalli Road, Hyderabad - 501 203.

Ph: 08069-123-124

Email id: enrol.cdoe@ifheindia.org | https://www.ifheindia.org/odl



Registration No. 2401 -

Accredited by NAAC with 'A++' Grade

Center for Distance and Online Education APPLICATION FORM Distance Learning BBA Program

| 1 | PERSONAL DETAILS | | | | | | | |
|---|--|--|-------------------------|-----------------------------|----------------------------------|-------------------------------------|---|--|
| | Student Name | | | | | Upload Recent 3.5 x 4.5 cms | | |
| | (As per the 10"/12" Class Certificate) latest Color Photo. | | | | | | | |
| | Father's Name | | | | | | The size of the photo should be in the range of | |
| | Mother's Name | | | | | | 25 kb to 30 kb | |
| | Date of Birth (DD / MM / YYYY) | | | Nationality | Indian | Foreign Nationals* | Do not sign | |
| | Mobile | | | Gender | Male | Female Others | on the Photo | |
| | Aadhaar No.* | | | Category | y SC | ST OBC P | WD EWS General | |
| | If Aadhaar not available, other government recognized Id proof (like PAN / Voter Id / Passport). Aadhaar linked Mobile no. is mandatorily required for ABC Id | | | | | | | |
| | | | | | | | | |
| | Address for Communication | | | | | | | |
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| | | State Country Country | | | | Pir | Code | |
| | Permanent Address | Codinity | | | | | | |
| | remanent Address | | | | | | | |
| | | State | | | | Pir | Code | |
| | | Country | | | | | | |
| | E-mail | | | | | | | |
| | * Foreign Nationals should att | tach Self attested copy of the Passport | | | | | | |
| | Passport Number | D | ate of Issi | ie / | / | Date of Expiry | 1 1 | |
| 2 | | OS (Self attested copies to be att | ached) | Please tick (🗸) | | | | |
| 3 | SSC / X Class XII Cl | | a a(). Dia a | ti-l. (s) | | | | |
| J | | Self attested copies to be attach If others, kindly mention the medium) | ea) Plea | | understa | nd that the program offere | d is in English Medium only | |
| 4 | , , , | ENT DETAILS (If employed) | | | | | , | |
| | | company with address | | Design | nation | | Date of Joining | |
| r | | | | | | | | |
| 5 | FEE REMITTANCE (Place (✓) tick] Amount ₹ | ease fill-up the amount as app Semester-wise | <i>Icable</i> Year-wise | | | | Credit Card / Debit Card (Visa / | |
| | MasterCard) / Internet Banking | through secure internet payment gateway | | , | | , | , | |
| | Remittance through Demand Dr DD Details: | aft [DD should be in favor of "IFHE Fee ON Name of Bank: | Collection / | Vc BBA Distance Le DD No | | ayable at Hyderabad] (Paym Date: | | |
| | DD Details. | Nume of Bunk. | | DD 110 | , | Bute. | Amount V | |
| 6 | | N OTHER THAN STUDENT | | | | | | |
| I / We hereby confirm that I/We have issued Cheque / DD No. / Online (Order No) dated for ₹ favouring the above student name of the individual / organization | | | | | for ₹ | | | |
| | | ss, E-mail:, PAN*, A | | | | _, Pincode, | | |
| | | | | | | | | |
| 7 | Date: | | | | Signa | ature / Seal of the person ma | aking payment | |
| 1 | DECLARATION I have carefully read and under | estood the program Prospectus and hereby | declare tha | t the details provided | d hy me in | the Application Form (including | g Photograph) are complete and | |
| I have carefully read and understood the program Prospectus and hereby, declare that, the details provided by me in the Application Form (including Photograph) are complet true to the best of my knowledge and based on records. I am bound to present, if required, the original documents immediately upon demand by the concerned authorities of Center for Distance and Online Eduction (CDOE) of IFHE. I also understand that the End Semester Examination are organized and conducted at designated test ce | | | | | the concerned authorities of the | | | |
| | only. All candidates are requ | ired to appear accordingly. I understand to statutory bodies or any such guidelines is | hat IFHE h | as right to modify the | e rules gov | | | |
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Campus

Center for Distance and Online Education (CDOE), The ICFAI Foundation for Higher Education (IFHE),

Dontanapalli, Shankarpalli Road, Hyderabad-501 203

www.ifheindia.org/odl