

IFHE

The ICFAI Foundation for Higher Education, Hyderabad
(Deemed-to-be University under Section 3 of the UGC Act, 1956)

BBA

BACHELOR OF BUSINESS ADMINISTRATION

Distance Learning Program



Gateway to Opportunities

January 2023

CENTER for DISTANCE and ONLINE EDUCATION
(CDOE)

Sri. N J Yasaswy



(1950 - 2011)

A charismatic visionary, institutional builder and a pioneer in promoting higher education in India.







ICFAI Foundation for Higher Education

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

The ICFAI Foundation for Higher Education (IFHE), Hyderabad is declared as a Deemed to be University under section 3 of UGC Act, 1956 during the year 2008.

IFHE is a self financing and equal opportunity Higher Education Institution (HEI). It prohibits discrimination on the basis of race, economic status, sex, sexual orientation, gender identity/expression, religion, caste, age, color, creed, nationality or ethnic origin physical, mental or sensory disability and marital status.

It believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing. The recognition and accreditations accorded to its Campus based Undergraduate, Post-Graduate and Doctoral programs in Management, Finance, Science and Technology, Law and other areas offered by the University bear a testimony.

	The IFHE has received the NAAC Accreditation 'A++' Grade with an impressive score (Institutional CGPA) of 3.59 out of 4.
	MBA Program is Ranked by NIRF
	It has the coveted AACSB International Accreditation for the MBA Program.
	Accredited by SAQS (South Asian Quality Standards), AMDISA
	IFHE is a member of the Association of Indian Universities (AIU)
	It is also member of Association of Commonwealth Universities (ACU).

IFHE has established a CENTER for DISTANCE and ONLINE EDUCATION (CDOE) to offer programs in open and distance learning and online mode.

The CENTRE for DISTANCE and ONLINE EDUCATION (CDOE)

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

As the real world gets transformed due to advances in science and technology, and socio economic and geo-political developments, it becomes imperative for business to re-engineer operations to meet the evolving environment. The role of management professionals with relevant skills and knowledge to meet these dynamic challenges becomes critical.

To ensure smooth and continuous delivery of academic programmes in this environment, the CDOE has launched the Online and Distance Learning (ODL) MBA programs and Distance Learning BBA Program combining the academic rigour and interdisciplinary perspective to meet the business, individual need and convenience of aspiring students to achieve their goals.

Students enrolled in these programmes are groomed for leadership roles in management profession by excellent faculty and pedagogy supported by vast content resources.

THE BACHELOR OF BUSINESS ADMINISTRATION (BBA) PROGRAM

- The Distance Learning BBA Program brings together the legacy of over 3 decades of academic excellence in Management education and contemporary technological tools that aim to equip the students with skills for the 21st century workplace. Candidates aspiring for careers in Management will benefit from the program.
- The syllabus has been exclusively designed by experienced instructors to enable a structured academic progression and to gain edge in professional advancement.
- The program has 46 subjects including project work totalling 136 credits spread over 6 semesters and provides learners an opportunity to understand basic concepts about business and industry and effectively manage information, people, product and services.



The Project Work under Semester V is an integral part of the program. Students 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 lifecycle of respective enterprises.



Year III	Semester 5	Semester 6
	Principles and Practices of Banking	Supply Chain Management
	Financial Markets and Services	Derivatives and Risk Management
	Advertising and Sales Promotion	Security Analysis and Portfolio Management
	Sales and Distribution Management	Digital Marketing
	Leadership and Change Management	Services Marketing
	Training and Development	Recruitment and Selection
	Project Work	Compensation Management
Year II	Semester 3	Semester 4
	Human Values and Professional Ethics	Human Resource Management
	Indian Financial System	Operations Management
	Soft Skills	Project Management
	Financial Management - I	Financial Management - II
	Organizational Behavior	Quality and Productivity Management
	Mercantile Law	Management Accounting
	Business Research Methods	Company Law and Taxation
	Quantitative Business Modelling	Business Strategy
Year I	Semester 1	Semester 2
	Principles of Management	Introduction to Psychology
	Marketing Management - I	Marketing Management - II
	Introduction to Information Technology	Database Management System
	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

Learning Methodology

- Distance Learning Programs are 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.
- Attendance in Scheduled Counselling Sessions is mandatory.



Candidates enrolling into the BBA program are expected to have proficiency in use of Information and Communication Technologies (ICT) for enhanced learning experience.

The Academic Calendar for each semester will be placed on the website www.ifheindia.org/dlp



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 the weight in overall assessment followed by End Semester Examinations.
- The End Semester examinations are conducted in computer based test mode with technology enabled proctoring. They carry 70% weight.
- Performance in the examination is indicated in grades.
- **The End Semester Examinations are organized and conducted at designated test centres.**

CERTIFICATION

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

PROGRAM ELIGIBILITY, DURATION & VALIDITY

Eligibility	10 + 2 with English as medium of instruction
Duration	3 Years
Semesters	6
Enrolment Validity	6 Years
Medium of Instruction	English

Fee Structure & Payment Options

Payment Options	Amount in ₹
A) Full Fee	
Admission Fee	5,000 *
Program Fee	55,000
Total	60,000
B) Year Wise Fee Payment	
Admission Fee	5,000 *
Program Fee - 1st Year	20,000
Program Fee - 2nd Year	20,000
Program Fee - 3rd Year	20,000
Total	65,000
C) Semester Wise Fee Payment	
Admission Fee	5,000 *
Program Fee - 1st Semester	10,500
Program Fee - 2nd Semester	10,500
Program Fee - 3rd Semester	10,500
Program Fee - 4th Semester	10,500
Program Fee - 5th Semester	10,500
Program Fee - 6th Semester	10,500
Total	68,000

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

Note: * Admission Fee is Non Refundable. • Exam fee payable Rs. 500 per registration per subject. • Project Work Evaluation Fee Rs. 1,000

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." payable at Hyderabad. The student should write his/her Name, Application/Enroll No., Semester and Mobile Number on the back of the Bank Demand Draft.
- DD should be sent along with completed Application Form to: CDOE, #52, Nagarjuna Hills, Punjagutta, Hyderabad 500 082, Telangana.

In the event of withdrawal from the Program for any reason the refund of Fee paid will be governed by the guidelines issued by the University Grants Commission (UGC) from time to time.

Pre Enrolment and Admission Services:

Contact:

9052021201 / 9052021204

E-mail: enrol@ifheindia.org



For further Details, Contact:

The Admissions Officer,

Center for Distance and Online Education

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

Center for Distance and Online Education

Application Form

Distance Learning BBA Program

1. PERSONAL DETAILS

Student Name <input style="width: 100%;" type="text"/> (As per the 10th / 12th Class Certificate)	Paste Recent 3.5 x 4.5 cms latest Color Photo. Affix Latest Photo with Signature
Father Name <input style="width: 100%;" type="text"/>	
Mother Name <input style="width: 100%;" type="text"/>	
Date of Birth (DD/MM/YYYY) <input style="width: 15%;" type="text"/> / <input style="width: 15%;" type="text"/> / <input style="width: 15%;" type="text"/> Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Others Category: <input type="checkbox"/> SC <input type="checkbox"/> ST <input type="checkbox"/> OBC <input type="checkbox"/> PWD <input type="checkbox"/> EWS <input type="checkbox"/> General	
Nationality <input type="checkbox"/> Indian <input type="checkbox"/> Foreign Aadhar Number <input style="width: 20%;" type="text"/> * If Aadhar not available, Other Government recognised ID Proof (like Passport / PAN / Voter ID etc.) <input style="width: 20%;" type="text"/>	
Student Mobile <input style="width: 20%;" type="text"/> <input style="width: 20%;" type="text"/> <input style="width: 20%;" type="text"/> <input style="width: 20%;" type="text"/> E-mail <input style="width: 40%;" type="text"/>	
Address for Communication <input style="width: 100%;" type="text"/> <input style="width: 100%;" type="text"/> <input style="width: 100%;" type="text"/>	
State <input style="width: 60%;" type="text"/> Pin Code <input style="width: 15%;" type="text"/>	
Country <input style="width: 95%;" type="text"/>	
Permanent Address <input style="width: 100%;" type="text"/> <input style="width: 100%;" type="text"/> <input style="width: 100%;" type="text"/>	
State <input style="width: 60%;" type="text"/> Pin Code <input style="width: 15%;" type="text"/>	
Country <input style="width: 95%;" type="text"/>	

2. ACADEMIC DOCUMENTS (Self attested copies to be attached) Please tick (✓)

SSC / 10th Class XII Class Graduation Others

3. MEDIUM OF STUDY (Self attested copies to be attached) Please tick (✓)

English Others (if others, kindly mention the medium) I understand that the program offered is in English Medium only

4. CURRENT EMPLOYMENT DETAILS (If Employed)

Name of the Company with Address	Designation	Date of Joining

5. DECLARATION

I have carefully read and understood the program Prospectus and hereby, declare that, the entries made by me in the Application Form (including Photograph) are complete and 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 the Center for Distance and Online Education (CDOE) of IFHE. **I also understand that the End Semester Examinations are organized and conducted at designated test centres only at present and all candidates registered for examinations are required to appear accordingly.** I Understand that IFHE has right to modify the rules governing the program and subsequent changes/modifications/amendments made thereto by its statutory bodies or any such guidelines issued by any of the regulatory bodies.

Date:

Place:

Signature of the Applicant

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Fee Remittance Form

To be submitted along with the Application Form for Enrollment

Please fill-up the amount as applicable based on the payment option

A. Full Fee:

Amount Paid (₹): _____

Online (Order no: _____)

Demand Draft (DD No and Name of the Bank: _____)

Credit / Debit Card (Enclose Charge Slip)

*Remittance through Demand Draft [DD should be in favor of "IFHE Fee Collection A/c." payable at Hyderabad]
(Payment by cash is not accepted)*

B. Year Wise Fee:

Amount Paid (₹): _____

Online (Order no: _____)

Demand Draft (DD No and Name of the Bank: _____)

Credit / Debit Card (Enclose Charge Slip)

*Remittance through Demand Draft [DD should be in favor of "IFHE Fee Collection A/c." payable at Hyderabad]
(Payment by cash is not accepted)*

C. Semester wise Fee:

Amount Paid (₹): _____

Online (Order no: _____)

Demand Draft (DD No and Name of the Bank: _____)

Credit / Debit Card (Enclose Charge Slip)

*Remittance through Demand Draft [DD should be in favor of "IFHE Fee Collection A/c." payable at Hyderabad]
(Payment by cash is not accepted)*

D. Payment by person other than student:

I/we hereby confirm that i/we have issued Cheque/DD No/Online (Order no:) _____

Dt. _____ for ₹ _____ drawn on _____ favouring the

above student Name of the individual/ Organization: _____

Address: _____

Pincode: _____ Mobile: _____ Email: _____

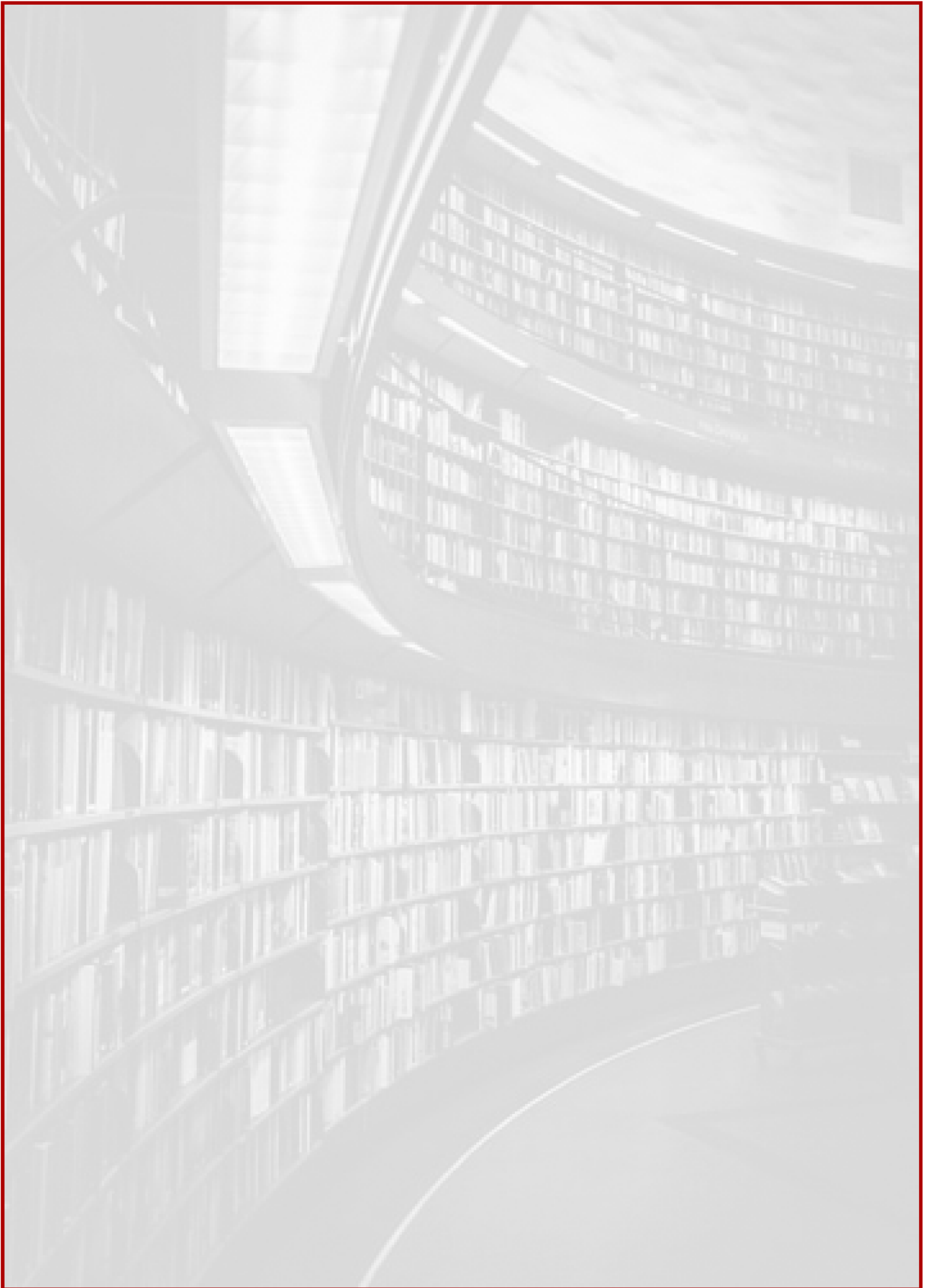
*PAN: _____ *Aadhar _____

Date: _____

Signature/Seal of the person making Payment

I have selected _____ payment option and attached the supporting payment documents.

Signature of the Applicant





ICEFAI Foundation
for Higher Education
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Campus

**Center for Distance and Online Education (CDOE),
The ICEFAI Foundation for Higher Education (IFHE),
Dontanapalli, Shankarpalli Road, Hyderabad-501 203**