No. No.IFHE/Co-Dept/DEB/001/2023   3 April, 2023

The Joint Secretary (DEB),
University Grants Commission,
Distance Education Bureau,
35, Feroze Shah Road, New Delhi,
New Delhi - 110001.

Sir,

Sub: **The ICFAI Foundation for Higher Education, Hyderabad – Application for continuation of Recognition of Open and Distance Learning (ODL) programs for the Academic Year 2023-24, academic session beginning from July-August, 2023 and onwards - Submission of Application -- Requesting.**

Ref 1: **UGC Public Notice F.No. 1-1/2023 (DEB-I), Dated 1st March, 2023**

Ref 2: **HEI Registration ID No. HEI-P-U-0012**

This is with reference to your Public Notice under reference No.1 and our Registration ID under reference No.2 above, we have submitted the application online on 28.03.2023 for continuation of recognition to offer Master of Business Administration (MBA) program under ODL mode. We are sending herewith the downloaded hard copy of the submitted application along with the enclosures and Notarized Affidavit for your perusal.

We request you to kindly accord continuation of recognition to offer the Master of Business Administration (MBA) under ODL mode for the Academic Year 2023-24, academic session beginning from July-August, 2023 and onwards.

With regards,

Yours truly,

P.Vijayalakshmi

Registrar   **REGISTRAR**
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

Enclosures: 1. Hard copy of the downloaded ODL application submitted online on 28.03.2023
                    2. Notarized Affidavit in Original

ICFAI Foundation for Higher Education
(Deemed-to-be-University Under Section 3 of UGC Act 1956)

Application for continuation of Recognition of Open and Distance Learning (ODL) Programs

Academic Year 2023-24, Academic Session beginning from July-August, 2023 and onwards

ICFAI Foundation for Higher Education,
Donthanapally, Shankarapalli Road, Hyderabad - 501203
Telangana, India

Index

ICFAI Foundation for Higher Education

HEI Profile & Administrative Information :

HEI Basic Information :

Registration ID: **HEI-P-U-0012**	Name of the HEI: **ICFAI Foundation for Higher Education**	Institution Type: Deemed-To-Be-University
Year of Establishment: Dec 2008	Mode of Education: Dual Mode	City: Hyderabad	District: Rangareddy
Address_1: ICFAI FOUNDATION FOR HIGHER EDUCATION (DEEMED- TO-BE-UNIVERSITY UNDER SECTION 3 OF UGC ACT 1956.)	Address_2: DONTHANAPALLY, SHANKARAPALLI ROAD	Pin Code: 501203
Email: registrar@ifheindia.org	Telephone: 040-23479725	Fax:	State: TELANGANA
Official Website of HEI: www.ifheindia.org	Official website for Open & Distance Learning: www.ifheindia.org/dlp	

HEI Authorities

Vice Chancellor

Name of the Vice Chancellor: Dr. L.S. Ganesh	Vice Chancellor Email: vc@ifheindia.org	Vice Chancellor Mobile: 9444019435
Phone (Office): 04023479999	Phone (Residence): 9444019435	Highest Education Qualification: Ph.D	Experience: 39 years Teaching and Administrative experience

Registrar

Name of the Registrar: Prof. S Vijayalakshmi	Registrar Email: registrar@ifheindia.org	Registrar Mobile: 8498055682
Phone (Office): 04023479999	Phone (Residence): 8498055682	Highest Education Qualification: Ph.D	Experience: 25 years Teaching and Administrative experience

Director of Centre for Distance and Online Education (CDOE)

Name of Director of Centre for Distance and Online Education (CDOE) : Dr. Sanjay Fuloria	Email Id: sanjay.fuloria@ibsindia.org	Mobile No: 9885001554
Highest Education Qualification: Ph.D	Date of Joining: 01-06-2021	Appointment Letter: View

CIQA

Whether Center for Internal Quality Assurance (CIQA) is establised or not : Yes

HEI Recognition

Recognition status of the HEI as per UGC Act, 1956: SECTION 3	Is HEI also recognized under 12 B: Yes
Approval of Statutory Authority: Yes	Copy of relevant page of act allowing HEI to offer the programme in ODL : View

UGC DEB Recognition

Whether HEI is recognized by UGC, DEB under UGC (ODL) Regulations, 2017/ UGC (Online Courses or Programmes) Regulations, 2018 or UGC (ODL Programmes and Online Programmes) Regulations, 2020? *

Yes

Year	Regulations	Letter No	Date of UGC recognition letter	File
2021-22	DEB_ODL_OL_2020	F. No 21-70/2020(DEB-III)	5/11/2022 12:00:00 AM	View (/Uploads/Proposal/recognitionletters/HEI-P-U-0012/HEI-P-U-0012_2021-22_DEB_ODL_OL_2020_recogni
2022-23	DEB_ODL_OL_2020	F. No 40-12/2022(DEB-II)(ODL)	11/4/2022 12:00:00 AM	View (/Uploads/Proposal/recognitionletters/HEI-P-U-0012/HEI-P-U-0012_2022-23_DEB_ODL_OL_2020_recogni

When was SLM delivered to Learner/Student for last academic year?*

Type of Material	Date of commencement of academic year/academic session	Date of delivery of SLM to Learner/Student
Printing Material	dd-MM-yyyy	dd-MM-yyyy
Audio-Video Material	dd-MM-yyyy	dd-MM-yyyy
Online Material	dd-MM-yyyy	dd-MM-yyyy
Computer based Material	dd-MM-yyyy	dd-MM-yyyy

Compliance of Commission decision regarding uploading of annual report of CIQA for recognized/entitled academic year(s)?:- Yes

Reason (If No): null

Year	File	HEI link	Action
2021-22	View (/Uploads/Proposal/CIQADoc/HEI-P-U-0012/HEI-P-U-0012_2021-22_20230327115623.pdf)	https://www.ifheindia.org/dlp/CIQA-Report.html	🗑
2022-23	View (/Uploads/Proposal/CIQADoc/HEI-P-U-0012/HEI-P-U-0012_2022-23_20230327115654.pdf)	https://www.ifheindia.org/dlp/CIQA-Report.html	🗑

NAAC Details

Whether accredited by NAAC? :- Yes

Grade :- A++

Score :- 3.59

Validity of NAAC :- 12-09-2027

Upload NAAC Document :- View

Year of assessment of NAAC :- 2022

Whether valid for the academic period January 2021 and onwards :- Yes

NIRF Ranking

Year :- 2020

Ranking :- NotApplicable

Upload NIRF Certificate :-

Year :- 2021

Ranking :- NotApplicable

Upload NIRF Certificate :-

Year :- 2022

Ranking :- NotApplicable

Upload NIRF Certificate :-

Territorial Jurisdiction

Information regarding Territorial Jurisdiction (For ODL only)

Territorial Jurisdiction of HEI as per its Act :- At Headquater and MoE Approved Off-Campus(s)

Copy of Relevant Page to act: Upload :-View

Territorial Jurisdiction as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 :- At Headquater and MoE Approved Off-Campus(s)

Infrastructure

Total Build-up area for Open and Distance Learning activity - Minimum 15000 sq.ft. (carpet area):

Build-up Area Type	Minimum Built up area required as per Regulations	Built-Up Area available(Carpet Area Sq. ft)	Difference	Compliance or Not
Academic	7500	9361	1861	Yes
Administrative	1500	2242	742	Yes
Academic support such as Library, Reading Room, Computer Centre, Information and Communication technology labs, Video and Audio Labs etc.	4500	4516	16	Yes
Amenities or other support facilities(Excluding toilets)	1500	1545	45	Yes
Total built-up area for ODL activities	15000	17664	2664	Yes

Activity Calendar

Academic Year Planner [Programmes under yearly system]:

Srno	Name of the Activity	Tentative months schedule (specify months) during Year	
		From (Month)	To (Month)
1	Admission	NA	NA
2	Assignment Submission (if any)	NA	NA
3	Evaluation of Assignment	NA	NA
4	Examination	NA	NA
5	Declaration of Result	NA	NA
6	Re–registration	NA	NA
7	Distribution of SLM	NA	NA

Srno	Name of the Activity	Tentative months schedule (specify months) during Year	
		From (Month)	To (Month)
8	Contact Programmes(counselling, Practicals,etc.)	NA	NA

Academic Year Planner [Programmes under Semester System]:

Srno	Name of the Activity	Tentative months schedule (specify months) during Year			
		From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	Jan	Jan	Jul	Jul
2	Assignment Submission (if any)	Mar	May	Sep	Nov
3	Evaluation of Assignment	Mar	May	Sep	Nov
4	Examination	Jul	Aug	Jan	Feb
5	Declaration of Result	Aug	Aug	Feb	Feb
6	Re–registration	Aug	Aug	Feb	Feb
7	Distribution of SLM	Jan	Jan	Jul	Jul
8	Contact Programmes(counselling, Practicals,etc.)	Mar	May	Sep	Nov

Payment History

Sr No	Year	Session	Category	No of programme	Fee Amount	Payment Status	Bank Transaction Reference No	PaymentDate
1	2023-24	July	Programme	1	59000.00	Success	308779055422	28-03-2023

Proposed Programmes

Sr No :-1

Name of Programme :-MASTER OF BUSINESS ADMINISTRATION	
Programme to be offered in	ODL
Year	2023-24
Level	PG
Academic Session	July Onwards
Entry Qualification (as per the Specification of Degrees, 2014)	Bachelor's
Duration (as per the Specification of Degrees, 2014)	2
Name of the Department	FACULTY OF MANAGEMENT
Whether this course offered earlier by the university.	null

Additional Information

Sr No :- 1

Name of Programme :- MASTER OF BUSINESS ADMINISTRATION

Year	2023-24
Academic system followed for proposed programme	Semester
Number of Credits	98
Whether Programme requires Practical or laboratory courses as a curricular requirement	No
Date of Approval of Statutory Authority (s) (DD-MM-YYYY) of HEI	28-12-2018
Statutory bodies approval upload	View
Whether Regulatory Authority approval is required	Yes
Date of Approval of Regulatory Authority (s) (DD-MM-YYYY) if applicable	12-07-2022
Regulatory bodies approval upload	View
Whether Proposed programme already being offered in Conventional with same nomenclature	Yes
If Yes, number of years since being taught in conventional mode	14
No. of Batch passed	12

Programme Compilance

Sr No :- 1

Name of Programme :- MASTER OF BUSINESS ADMINISTRATION

Year	2023-24
Whether Compliance to following provision for the proposed programme under Both mode is ensured same as for conventional programme	
Entry Level Qualifications	Yes
Curriculum	Yes
Teaching-Learning Scheme	Yes
Pattern of Question Papers For End Semester Examination or Term End Examination	Yes
Pass or Fail Criteria	Yes
Whether proposed programme are being offered by the constituent colleges or Departments or Centre for Distance and Online Education	Yes
Whether Choice Based Credit System (CBCS) is being followed for conventional mode	Yes
Whether Choice Based Credit System (CBCS) will be followed for Both(ODL & OL)	Yes
Whether total Programme fee includes all components as per UGC Norms	Yes
Proposed Annual Fee (in Rs)	37500
Whether 75% attendance in Personal Contact Programme will be mandatory for the proposed programme under ODL mode. If Yes, specify in hours	Yes || 212
Whether any component of the Programme is offered as MOOCs	No

Mode of Evaluation

Sr No :- 1

Name of Programme :- MASTER OF BUSINESS ADMINISTRATION

Year	2023-24
Whether Weightages to continuous assessment and end semester examinations or term end examinations as per clause mentioned in Regulations	Yes
Examination Scheme	Continuous and End-Semester
Percentage of Continuous Assessment(%)	30
Percentage of End-Semester(%)	70
Pass or Fail Criteria	50
Pass/Fail Criteria (% Pass Marks)	50
Mode of Examination	
Whether examination through Online(For ODL Programs)	Yes
Examination Scheme Followed by HEI(For ODL Programs)	Computer Based
Whether Online Examination is within Territorial Jurisdiction(For ODL Programs)	Yes

PPR (Programme Project Report)

Srno	Name of Progrm	Other Details	
1	**MASTER OF BUSINESS ADMINISTRATION**	Year	2023-24
		Date of Approval of PPR	06-10-2021
		Upload of PPR	View
		Upload Approval of PPR	View
		Expected outcome	At the end of the MBA program, • Students will be equipped with the ability to apply knowledge of Mathematics, Statistics and Management to develop understanding of Business Administration. • They will gain the ability to understand finance, marketing and human resource and information technology concepts and their applications based on broad education acquired • Students will develop an ability to identify and analyze simple and complex problems related to Business and Management • They will display an ability to develop analytical skills to address business dynamism • Students will be able to work in a system, component, or process to meet desired needs within realistic constraints such as health & safety, economic, aesthetic, environmental, social, legal, ethical and sustainability • Students will be empowered to develop operational skills on big data, predictive analytics, business analytics and social media analytics necessary for efficient business administration • They will gain the ability to understand behavior and impact of various parameters on business operations • They will be able to work effectively in diverse groups, teams and exhibit leadership qualities • Students will develop an understanding of professional and ethical responsibility • They will also develop an understanding on global environment and its protection • Finally, they will develop the ability to communicate effectively in diverse groups and exhibit leadership skills.
		Whether Programme Project Report (PPR) prepared for the Programme and approved as per Regulation 13 and Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020	Yes

Whether HEI compliance to following provision for the Programme Project Report (PPR) as per Annexure V of UGC (ODL Programmes and Online Programmes) Regulations, 2020:

Programme's mission & objectives	Yes
Relevance of the program with HEI's Mission and Goals	Yes
Nature of prospective target group of learners	Yes
Instructional Design	Yes
Procedure for admissions, curriculum transaction and evaluation	Yes
Requirement of the laboratory support and Library Resources	Yes
Cost estimate of the programme and the provisions	Yes
Quality assurance mechanism and expected programme outcomes	Yes
Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence	Yes

SLM (Self Learning Material)

Srno	Name of Progrm	Other Details		Annexure	Details of Developments of SLM	
1	**MASTER OF BUSINESS ADMINISTRATION**	Year	2023-24	**Whether HEI adheres to the compliance of provisions mentioned in Annexure VI of UGC (ODL Programmes and Online Programmes) Regulations, 2020:**	Development of SLM	In House Faculty
		Outline of the Syllabus	The first and second semesters offer a holistic approach to management education, giving students both an overview of the field, and a basis to build, and specialize upon. They provide groundwork in the basic management disciplines: accounting, marketing, business communication, finance, information management system, organizational behaviour and human resources, statistics, strategy, and supply chain management. The integrated foundation in these two modules is important for students because it not only allows them to build upon existing skills, but also to explore career options in a range of industries, and expand their understanding of various business fields. They help in laying a strong foundation to establish management knowledge and provide broad multi-disciplined knowledge that can be further studied in depth during the elective phase. The electives are offered in the third and fourth semester and fall under the basic areas of finance, HR, marketing, and operations.		Percentage of SLM developed by In- House Faculty	100
				Curriculum and Pedagogy:-Yes		
		Whether SLM approved by Statutory Authority of HEI	Yes	Print Material :-Yes		
				Audio-Video Material :-No		
				Online Material:-Yes		
		Statutory bodies approval upload	View	Computer-based material:-Yes		
				Computer Disks:-No		
		When was it prepared	22-10-2021	**Whether HEI adheres to the compliance of provisions mentioned in Annexure VII of UGC (ODL Programmes and Online Programmes) Regulations, 2020:**		
		Last Updated	22-12-2022			
		Name of the faculty who prepared SLM	Dr. Sanjay Fuloria			
		Designation	Director	Preparation of Learning Material:-Yes		
		Department	Centre for Distance and Online Education			
		Reference of Self Learning Material	Textbooks, Journal Articles, Conference Reports, Web content (with permission), Workshop Reports, Reports by Textbook Editorial Committees and Review Committees	Preparedness of Learning Material :-Yes		
		Upload Sample SLM (Only Content Pages)	View	**Preparedness of SLM as per Annexure VII of UGC(ODL Programmes and Online Programmes) Regulations, 2020**		
		SLM Url	www.ifheindia.org/dlp/selflearningmaterial2021			
				1 Year:-Yes		
				2 Year:-Yes		
				3 Year:-Not Applicable		

Examination Centre

- -

Srno	It is certified that all the activities .	Name of Centre	Address of Centre / City/ Pin Code/ State	Briefly write on the methods and steps to be adopted for conduct of examination to ensure security, transparency & credibility of examination	Whether Examination centre fulfills all the requirement mentioned in Annexure II	A) Proposed Examination Centre for term end examinatino for ODL programme for Upcoming Academic Years		
1	Yes	ICFAI Foundation for Higher Education	IFHE ,Donthanapally, Shankarapalli Road-Hyderabad-501203-Telangana	The examinations shall be conducted in line with the UGC Regulations. Proctored computer based testing (CBT) will be implemented. The entire test of every student from authentication to submission of test shall be captured with biometric and CCTV recording and archived for future reference and record. Question paper will consist of both subjective and multiple choice (MCQs) which will test the comprehension, analytical and presentation abilities of student.	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure IV of ODL Regulations	Yes
						2	Whether the examination centre is located as per clause 13 (7) of Part IV of Regulations	Yes
						3	Provision of CCTV Cameras	Yes
						4	Provision of Bio-metric attendance	Yes
						5	Provision of Video recording	Yes
2	Yes	CDOE Study Center - IFHE	Suchitra Junction, Qutubullapur Mandal, Hyderabad-Hyderabad-500067-Telangana	The examinations shall be conducted in line with the UGC Regulations. Proctored computer based testing (CBT) will be implemented. The entire test of every student from authentication to submission of test shall be captured with biometric and CCTV recording and archived for future reference and record. Question paper will consist of both subjective and multiple choice (MCQs) which will test the comprehension, analytical and presentation abilities of student.	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure IV of ODL Regulations	Yes
						2	Whether the examination centre is located as per clause 13 (7) of Part IV of Regulations	Yes
						3	Provision of CCTV Cameras	Yes
						4	Provision of Bio-metric attendance	Yes
						5	Provision of Video recording	Yes
3	Yes	IFHE Off Campus - Bengaluru	No:231, Baba Sabarapalya, Mysore Road, Kengeri-Bengaluru-560060-Karnataka	The examinations shall be conducted in line with the UGC Regulations. Proctored computer based testing (CBT) will be implemented. The entire test of every student from authentication to submission of test shall be captured with biometric and CCTV recording and archived for future reference and record. Question paper will consist of both subjective and multiple choice (MCQs) which will test the comprehension, analytical and presentation abilities of student.	Yes	1	Whether examination centre is within the territorial jurisdiction of the HEI as per Annexure IV of ODL Regulations	Yes
						2	Whether the examination centre is located as per clause 13 (7) of Part IV of Regulations	Yes
						3	Provision of CCTV Cameras	Yes
						4	Provision of Bio-metric attendance	Yes
						5	Provision of Video recording	Yes

Off Campus approved by the Government of India

- -

Srno	Name of Centre	Address of Centre	City	District	Pin Code	State	Upload notification published in the Official Gazette
1	IFHE Off Campus - Bengaluru	Address - 1 :- No:231, Baba Sabarapalya Address -2 :- Mysore Road, Kengeri	Bengaluru		560060	17	View

Human Resources Information

Academic Staff for ODL Programmes

Type of Staff *	No. of Staff Exclusively of ODL*
Head / Professor	1
Associate Professor	0
Assistant Professor	3

Administrative Staff for ODL Programmes

Type of Staff *	Total No. of Staff Exclusively for ODL
Deputy Registrar	1
Assistant Registrar	1
Section Officer	1
Assistants	2
Computer Operators	2
Class-IV / Mult Tasking Staff	2
Technical / Professional	0
NA	0

Faculty Details for ODL

Srno	Year	Academic Session	Name of Programmes	Faculty			
1	2023-24	July	BUSINESS ADMINISTRATION/COMMERCE/ MANAGEMENT/FINANCE - MASTER OF BUSINESS ADMINISTRATION NA	**Name of faculty**	**Designation**	**Email**	
				Dr. K. Satyalakshmi	Assistant Professor	9441282946	satyalakshmi@icfaiuniversity.in
				Mr. V. Ravikanth Reddy	Assistant Professor	8885058089	ravikanth.v@icfaiuniversity.in

Computerization / Digitization Status

Srno	Activities	Yes / No
1	Student registration / Admission	Yes
2	Administration	Yes
3	Finance	Yes

Srno	Activities	Yes / No
4	Academic activities	Yes
5	Student Support System	Yes
6	Continuous Evaluation	Yes
7	Online Support	Yes

Status of a Court case(s)

Srno	W.P.No	Court / Jurisdiction	Status as on date
1	NA	NA	NA

Help Desk

Help Desk Address: ICFAI Foundation for Higher Education (Deemed-to-be-University under section 3 of UGC act 1956.), Donthanapally, Shankarapalli road, Hyderabad, 501203	Name of Contact Person: Ms. Balamani	Designation: Executive University
Phone No: 9052021201	Email: odl.ssd@ifheindia.org	Contact hours for Help Desk: 9:30 A.M to 5:30 P.M

Compliance

Compliance to specific provisions of UGC (ODL Programmes and Online Programmes) Regulations, 2020

The HEI undertakes to ensure all the provisions of the regulation and few specific provisions adherence to the following:

Learner Support Centre defined under these regulations will not be the Learner Support Centre for more than two Higher Educational Institutions at a time to offer programmes in Open and Distance Learning mode:-
Yes

Learner Support Centre will not be set up under a franchisee agreement in any case. :- Yes

Academic and instructional facilities at its Learner Support Centres for Open and Distance Learning mode, and information resources for online delivery of programmes meet all the conditions of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and guidelines issued from time to time. :-
Yes

Intake capacity under Open and Distance Learning mode for a programme under science discipline to be offered by HEI shall not be more than three times of the approved intake in conventional mode (in case of Dual Mode). :-
NA

Learning enrolment under science discipline will commensurate with the capacity of the Learner Support Centres (for Open and Distance Learning only) to provide lab facilities to the admitted learners (for Open University). :-
NA

Private University established under a State Act will be eligible to offer programmes under Open and Distance Learning mode through its Head Quarters. :- NA

Academic and administrative staff has appointed as per University Grants Commission (Minimum Qualifications for Appointment of Teachers and other Academic Staff in the Universities and Colleges and other Measures for the Maintenance of Standards in Higher Education) Regulation, 2018. :-
Yes

Academic Staff mentioned in application are exclusively appointed for the proposed programmes. :- Yes

Examination Centres meet all the guidelines laid under Annexure II of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Upload Affidavit as per the prescribed format :- View

Upload Undertaking as per the prescribed format :-View View

Submission

It is hereby declared and affirmed that the Higher Educational Institution shall adheres to all the provisions mentioned under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 including following Annexures

☑ Centre for Internal Quality Assurance (CIQA) in Annexure I

☑ Conduct of Examination and Minimum Standards for Examination Centres in Annexure II

☑ Territorial Jurisdiction and Regulating Provisions for Different Types of Higher Educational Institutions in Annexure III (For ODL Programmes)

☑ Human Resource and Infrastructural Requirements in Annexure-IV

☑ Guidelines on Programme Project Report (PPR) in Annexure-V

☑ Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy in Annexure-VI

☑ Guidelines on Self-Learning Material and E-Learning Material in Annexure-VII

☑ Learner Support Centres in Annexure-VIII

☑ Assessment Criteria for Offering Online Programmes through Non-SWAYAM Learning Platform as per Annexure-IX

☑ Grievance Redress Mechanism in Annexure-X

   Further undertakes to ensure that the HEI shall display on its website a joint declaration by authorized signatories, Registrar and Director of Centre for Internal Quality Assurance, authenticating the documents uploaded on its   website, in compliance of regulation 9 of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

   The HEI hereby declare that the information given above and in the enclosed documents is true, correct and nothing material has been concealed therein. The Higher Educational Institution shall be solely responsible for any legal issues arising out of non-compliance of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

   The HEI understand that in case information provided is found to be contrary to the fact, it would entail not only withdrawal of permission/recognition for such ODL courses but also for other courses offered by the institutions, on regular and conventional mode

Your application successfully submitted on 28-03-2023 under Eligible category

ANNEXURES

Appointment Letter – Director (CDOE)

The ICFAI Foundation for Higher Education

("Deemed University" under Section 3 of the UGC Act, 1956)

Ref: HR/TR/21/009   June 04, 2021

Dr.Sanjay Fuloria
Emp No 21L38148
Professor
IBS - Hyderabad

Dear Dr.Sanjay Fuloria

We are pleased to inform you that you are appointed as **Director,** Centre for Distance and Online Education (CDOE) for a period of **Two years** with effect from **June 01, 2021.** You will report to the Vice Chancellor.

You will be responsible for the entire program related activities such as designing, preparation of course material, launching, delivery and implementation of the program.

All other terms and conditions of your appointment shall remain the same.

You are advised to acknowledge receipt of this letter.

Yours sincerely,

Manager
Central HR Department

Copy to : 1) Vice Chancellor, IFHE
           2) Registrar, IFHE
           3) Personnel File

Copy of MHRD - UGC Notification

No. F. 9-54/2006-U.3
Government of India
Ministry of Human Resource Development
(Department of Higher Education)
U.3(A) Section

Shastri Bhawan, New Delhi,
Dated the 16th December, 2008.

NOTIFICATION

Whereas the Central Government is empowered under Section 3 of the University Grants Commission (UGC) Act, 1956 to declare, on the advice of the UGC, an Institution of higher learning as a deemed-to-be-university.

2.   And whereas, a proposal was received for grant of status of deemed-to-be-university (under *de novo* category) to ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh, under Section 3 of the UGC Act, 1956,

3.   And whereas, the University Grants Commission have examined the said proposal and vide their communication No.F.6-42/2005(CPP-I) dated the 28th June, 2007 have recommended conferment of status of 'deemed-to-be-university' to ICFAI Foundation for Higher Education, Hyderabad, consisting of the ICFAI Business School, Hyderabad, under Section 3 of the UGC Act, 1956.

4.   Therefore, in exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956, the Central government, on the advice of the University Grants Commission (UGC), hereby declare that 'ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh, comprising ICFAI Business School, Hyderabad only, shall be deemed to be a university for the purposes of the aforesaid Act. The ICFAI Foundation for Higher Education should obtain accreditation in respect of all its academic programmes from the National Board of Accreditation (NBA) / National Assessment and Accreditation Council (NAAC) (as may be relevant) within a period of six months. ICFAI Foundation of Higher Education shall not also undertake franchising of higher education which is not permissible under any circumstances. ICFAI Foundation of Higher Education is also not permitted to affiliated any college(s) / institution(s).

5.   The declaration made in para 4 above is further subject to fulfillment/compliance of conditions mentioned at Sr. No.4 of the endorsement to this Notification.

6.   Neither the Government of India nor the University Grants Commission shall provide any Plan and Non-Plan grant-in-aid to ICFAI Foundation for Higher Education or its constituent teaching unit.

(Sunil Kumar)
Joint Secretary to the Government of India

The Manager,
Government of India Press,
Faridabad (Haryana)

Copy forwarded to: -

1.   The Secretary, University Grants Commission, Bahadurshah Zafar Marg, New Delhi - 110002

2.   Director, Distance Education Council, Indira Gandhi National Open University, Maidan Garhi, New Delhi.

3.   The Member Secretary, All India Council for Technical Education (AICTE), Indira Gandhi Stadium, I. P. Estate, New Delhi – 110002.

4.   The Member, Board of Governors, The Institute of Chartered Financial Analysts of India, Plot No.19, Road No.3, Banjara Hills, Hyderabad, Andhra Pradesh – 500034. The declaration as made in para 4 of this Notification shall be further subject to the following conditions that:-

(i)   The management of the Society formed to manage 'ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh and the management of ICFAI Business School, Hyderabad should be the same.

(ii)   The By-laws, Memorandum of Association and Rules of the ICFAI Foundation for Higher Education should also clearly specify the names of the ICFAI Business School.

(iii)   The management of ICFAI Foundation for Higher Education should take appropriate action to ensure that all the moveable and immovable assets, including that of the ICFAI Business School, are immediately transferred and vested with the Society that will be managing ICFAI Foundation for Higher Education, if not already done, in the interest of students, members of faculty,
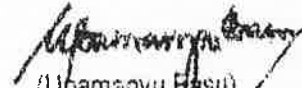
employees and for maintaining the standards of higher education. A report and undertaking for having complied with this condition along with a copy of a valid document in this respect should be submitted to the UGC.

(iv) The corpus fund created by the institution will be irrevocable in nature and necessary undertaking to this effect shall be given by the ICFAI Foundation for Higher Education. The ICFAI Foundation for Higher Education should submit copies of documents of the Corpus Fund to the UGC / the Ministry of Human Resource Development. The bank deposit maintained for this purpose should not be liquidated or closed without prior consent of the UGC.

(v) ICFAI Foundation for Higher Education and the Trust that will be managing it, should not undertake or engage in any activities that are of commercial and profit making in nature.

(vi) ICFAI Foundation for Higher Education should also comply with all the conditions stipulated by the AICTE in its Letter of Approval F.No.M&T-Icfai/BSHyd/2007 dated 22.10.2008.

(vii) The declaration as made above shall cover only those academic courses / programmes of the ICFAI Foundation for Higher Education that are approved by the AICTE.

(viii) The declaration as made in para 4 of this notification shall not extend to cover any other institution/college, including the ICFAI Institute of Science and Technology.

(ix) ICFAI Foundation for Higher Education should submit a legal undertaking as per the instructions of the UGC (in its circular No.F.6-1(II)/2006-CPP-I dated 13.09.2006) pertaining to the issues of earmarking of assets, non-diversion of assets without prior approval of the UGC and making a provision for the UGC to take control of assets, etc. in the event of winding up of or dissolution of the deemed-to-be-university.

(x) ICFAI Foundation for Higher Education or its constituent unit shall not start any academic programmes without obtaining prior approval of the relevant Statutory Councils such as the AICTE, UGC, National Council for Teacher Education (NCTE), etc., wherever necessary in accordance with the relevant norms and guidelines of these Councils.

(xi) The academic programmes offered or to be offered by ICFAI Foundation for Higher Education will conform to the norms and standards prescribed by the relevant Statutory Councils ICFAI Foundation for Higher Education shall not offer / award, as the case may be, any degrees that are not specified by the UGC. ICFAI Foundation for Higher Education shall also ensure that the nomenclatures of the degrees, etc. to be awarded by it are specified by the UGC under Section 22 of the UGC Act, 1956.

(xii) ICFAI Foundation for Higher Education shall award degrees in respect of the courses run by the institutions mentioned in para 4 of this notification only to those students who are admitted to these colleges subsequent to the date of this notification.

(xiii) All the prescribed norms and procedures of the relevant Statutory Councils and other authorities concerned in the matter of admission of students, intake capacity of students, starting of new courses/programmes, renewal of approval to the courses, etc. will continue to be in force, and shall be adhered to by the ICFAI Foundation for Higher Education and its constituent teaching unit.

(xiv) ICFAI Foundation for Higher Education shall not conduct any distance education programmes without prior approval of UGC and Distance Education Council (DEC). The guidelines issued by both the DEC and the UGC from time to time in the matter of imparting education through distance mode have to be complied with by it.

(xv) ICFAI Foundation for Higher Education shall not start and run any study centre / off-campus centre without obtaining the requisite prior approval of the UGC/ Government of India, as the case may be.

(xvi) Suggestions, if any, of the UGC's Expert Visiting Committee as made out in its respective report, should be followed by ICFAI Foundation for Higher Education so as to rectify deficiencies, if any, to bring about the recommended improvement.

(xvii) As and when necessary, the ICFAI Foundation for Higher Education shall suitably amend and update its MoA/Rules in consultation and in concurrence with the UGC.

(xviii) The instructions / guidelines issued by the UGC and AICTE from time to time, as are applicable to institutions declared as 'deemed to be universities', will apply to ICFAI Foundation for Higher Education and its constituent unit.

(xix) ICFAI will not open and run any off-campus / off-shore campus centres or establish new departments(s) / start new courses(s) other then allied to the courses already approved and being offered) without obtaining the specific prior approval of the UGC/Government of India. The requisite official approval to any off-campus or off-shore campus centre or new department / faculty / new course(s) will take only a prospective effect.

(xx) ICFAI shall not conduct any course(s) under distance mode without the specific prior approval of the Joint Committee of the UGC, AICTE and DEC.

(xxi) ICFAI Foundation for Higher Education, Hyderabad shall not create an impression in the mind of the general public that it has been 'established' under a Central Act. In order to ensure this, it shall, in all its advertisements, public notices, communications, etc., distinctly mention under its nomenclature

by inserting (within brackets) a line, which shall read: *"Declared as Deemed-to-be-University"* under Section 3 of the UGC Act, 1956" as distinct from any State Universities by that name.

5. The Principal Secretary to the Government of Andhra Pradesh, Department of Higher Education, Government of Andhra Pradesh, J-Block, Floor-4, Room No.407, Andhra Pradesh Secretariat, Hyderabad – 500022. Andhra Pradesh.

6. The Commission of Technical Education, Government of Andhra Pradesh, 5th Floor, BRKR Govt. Complex, Hyderabad – 530063.

7. Press Information Bureau, Shastri Bhawan, New Delhi-110001.

8. The Secretary-General, Association of Indian Universities, A.I.U. House, 16 Kotla Marg, New Delhi - 110002.

9. Joint Director(Planning) & Web Master, Department of Higher Education, Room No.523-'C' Wing, Shastri Bhawan, New Delhi with the request to issue necessary instructions to the CMIS Unit to display this notification on the website of Department of Higher Education.

10. Guard file / Notification file.

(Upamanyu Basu)
Director

5

UGC - DEB Recognitions

i. **Recognition for the Academic Year 2021- 22, session beginning from November, 2021 (Revised from July, 2021)**

ii. **Recognition for the Academic Year 2023- 23, session beginning from September, 2022 (Revised from July-August, 2022)**

UNIVERSITY GRANTS COMMISSION
DISTANCE EDUCATION BUREAU
35-FEROZE SHAH ROAD
NEW DELHI-110 001

Speed Post

F.No. 21-70/2020(DEB-III)   May, 2022

The Registrar
ICFAI Foundation For Higher Education
(Deemed-to-be-University)   **11 MAY 2022**
Donthanapally,
Shankarapally road,
Telangana - 501203

Sub:- **Commission decision on the appeal submitted by the HEI under Regulation
6 of Part II of University Grants Commission (Open and Distance Learning
Programmes and Online Programmes) Regulations, 2020 for offering
programmes in Open and Distance Learning mode from academic year 2021-
22, session beginning November, 2021(Revised from July, 2021) and
onwards – regarding.**

Sir/Madam,

This is in continuation to the Commission Order of even number dated 10.05.2022
wherein the details of recognition status were communicated to **ICFAI Foundation For
Higher Education, Telangana.**

2. As per the provisions under Regulation 6 of the University Grants Commission (Open
and Distance Learning Programmes and Online Programmes) Regulations, 2020, the
Higher Educational Institution had been provided an opportunity to submit an
appeal along with requisite fee and documentary evidence for the programmes not
recognized as per the UGC letter cited in above para, if any, within 30 days from the
date of the communication of assessment sheet as mentioned in the said UGC letter.

3. The appeal alongwith documents submitted by the **ICFAI Foundation For Higher
Education, Telangana** have been placed before duly constituted Standing Appellate
Committee in the virtual meeting held on **29.11.2021.** The Standing Appellate
Committee based on the appeal submitted alongwith documentary evidences,
interaction with HEIs representatives and the provisions of the University Grants
Commission (Open and Distance Learning Programmes and Online Programmes)
Regulations, 2020; made recommendations for consideration of the Competent
Authority/ Commission.

4. Based on the recommendations of Standing Appellate Committee and its approval by
Competent Authority/Commission, I am directed to issue this Order, thereby
communicating the decision, on the appeal submitted by Higher Educational
Institution for offering programmes in **Open and Distance Learning mode** from
academic year 2021-22 session beginning November, 2021 (revised from July, 2021)

1

and onwards, by the **ICFAI Foundation For Higher Education, Telangana** as detailed in point no. 5 below. **The assessment sheet duly approved by Competent Authority has already been communicated to the Higher Educational Institution through UGC-DEB portal on 30.11.2021.**

5. **Programme-wise recognition status based on appeal:**

(i) **Reversal of earlier decision:**

S.No.	Name of the ODL Programmes	Period of Recognition
1.	MASTER OF BUSINESS ADMINISTRATION (GENERAL)*	2021-22, academic session beginning November 2021 (Revised from July, 2021) and July, 2022 only

Note: 1. * As per the AICTE letter, and the interaction with the HEI the programme Master of Business Administration (Finance, Marketing, Human Resource Management, Operations and Information and Technology) is recommended as Master of Business Administration.

2. HEI shall ensure the compliance on the basis of communication /recommendations received from respective Regulatory Authority. The HEI shall abide by the condition such as number seats, valid academic year, period of recognition etc. mentioned in the relevant Regulatory Authority letter.

3. **The assessment sheet duly approved by Competent Authority has already been communicated to the Higher Educational Institution through UGC-DEB portal on 30.11.2021.**

(ii) **Appeal disposed off for the following programme(s):**

S. No.	Name of the ODL Programme	Reason(s)
1.	BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)	Inadequate faculty as per provisions of the Regulations

6. For the programmes recognized in 5(i) above, the Higher Educational Institution shall comply with all the provisions of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 while offering the programmes in Open and Distance Learning mode. Some specific provisions for compliance have been mentioned in **Annexure-1**.

7. As stipulated under Sub-Regulation 7 of Regulations 5 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020
"No Higher Educational Institution shall offer any Open and Distance Learning Programme and/or Online Programme and admit learners thereto unless it has been granted recognition by the Commission and admission shall not be made in anticipation of the recognition".

8. In the event of any Higher Educational Institution found offering programmes in Open and Distance Learning mode and/or Online mode without recognition of the

Commission or in violation to any of the provisions of these regulations and guidelines or orders made there under, the Commission shall take actions as per Regulations 7 of Part-II of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

9. The appeal stands closed and the HEI needs to apply afresh as and when UGC invites application for recognition of ODL programmes.

10. The decision of the Commission shall be final and binding on the Higher Educational Institution.

Yours faithfully,

(Raj Verma)
Under Secretary

Copy to:

1. The Secretary, Higher Education, Government of Andhra Pradesh Telangana Secretariat Khairatabad, Hyderabad, Telangana - 500013 with a request to ensure that HEI adheres to all the provisions of the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendment(s).

2. The Joint Secretary (Open & Distance/Online Learning), Ministry of Education, Govt. of India, Shastri Bhawan, New Delhi – 110 001.

3. The Member Secretary, AICTE, Nelson Mandela Marg, Vasant Kunj, New Delhi-110070.

4. The Vice Chancellor, ICFAI Foundation For Higher Education (Deemed-to-be-University), Donthanapally, Shankarapalli road, Telangana – 501203

5. The Joint Secretary, CPP-I/DU Bureau, UGC, Bahadur Shah Zafar Marg, New Delhi - 110 002

6. Guard file.

(M.S. Joshi)
Under Secretary

Specific Provisions for Compliance

4. The Higher Educational Institution shall comply to all the terms and conditions mentioned in the Affidavit dated **14.10.2020** duly notarized and signed by Sh. J. Mahender Reddy, Vice-Chancellor and Sh. Y.V. Subhramanyam, Director, submitted to the Commission vide letter dated_**02.11.2020**.

5. Intake capacity under Open and Distance Learning mode for a programme under science discipline
   - For Dual Mode University: Intake shall not be more than three times of the approved intake in conventional mode.
   - For Open University: Learning enrolment will commensurate with the capacity of the Learner Support Centres to provide lab facilities to the admitted learners.

6. The Higher Educational Institution shall scrupulously abide by all the terms and conditions of faculty and staff requirements for offering ODL/ Online programmes as mentioned in University Grants Commission Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

7. The total deployment of work force and other support at study or Learner Support Centres in Open and Distance Learning mode shall be as mentioned in Regulations.

8. Higher Educational Institution shall conduct proctored examination as under:
   - For ODL Programmes: Examination through pen-paper or online or computer based testing within Territorial Jurisdiction, in the examination centre as condition laid down in Regulations.
   - For Online Programmes: Examinations either using technology enabled online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission

9. Higher Educational Institution offering programmes in Open and Distance Learning mode shall ensure that a Learner Support Centre is established as per Regulations and it also fulfill following conditions as under:
   - Learner Support Centre defined under these regulations shall not be the Learner Support Centre for more than two Higher Educational Institutions at a time to offer programmes in ODL mode.
   - Private University established under the State Act shall be eligible to offer programmes under Open and Distance Learning mode through its Head Quarters; not through any Learner Support Centre.
   - Learner Support Centre will not be set up under a franchisee agreement in any case

10. Higher Educational Institution offering programme in ODL mode and Online mode shall prepare Self Learning Material as per **Annexure-VI** and **Annexure-VII** taking into consideration of the following:
    - At least 60 percent of Self Learning Materials shall be developed by the in-house faculty of the HEI
    - Remaining percent of the materials can be sourced from available resources such as other HEIs, Open Educational Resources (OER) and SWAYAM.

11. Higher Educational Institution shall adhere to the weightage for different components of assessments for Open and Distance Learning mode and Online mode as under:

- Continuous or formative assessment (in semester): Maximum 30 per cent.
- Summative assessment (end semester examination or term end examination): Minimum 70 per cent.

12. Higher Educational Institution shall ensure that the faculty members shown for each progrmme are on 'full time dedicated basis' with designation as per the requirement detailed in **Annexure-IV** of UGC(ODL programmes and Online programmes) Regulations, 2020 and no faculty member of LSC/other institution has been shown as faculty of the Higher Education Institution.

13. HEI shall ensure the compliance on the basis of communication /recommendations received from respective Regulatory Authority. The HEI shall abide by the condition such as number seats, valid academic year, period of recognition etc. mentioned in the relevant Regulatory Authority letter.

14. Information related to ODL be prominently displayed on HEI website.

(Raj Verma)
Under Secretary

UNIVERSITY GRANTS COMMISSION
DISTANCE EDUCATION BUREAU
35-FEROZE SHAH ROAD
NEW DELHI-110 001

ज्ञान-विज्ञान विमुक्तये

<u>Speed Post</u>

F.No. 40- 12/2022 (DEB-II) (ODL)   October, 2022

The Registrar
The ICFAI Foundation for Higher Education   0 4 NOV 2022
(Deemed-to-be-University)
Donthanapally
Shankarapally road, Hyderabad
Telangana – 501 203

Sub: Commission Order on the application, submitted online by the Higher Educational
Institution (HEI) for recognition of the programmes to be offered in Open and Distance
Learning (ODL) mode from academic year 2022-23, academic session beginning
September, 2022 (revised from July-August, 2022) and onwards – regarding.

Sir/Madam,

        In exercise of the powers conferred by sub-sections (1) and (2) of section 26 read with clause (j)
of section 12 of the University Grants Commission Act, 1956 (3 of 1956), the University Grants
Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 has
been notified in the Gazette of India on dated 4th September, 2020. Subsequently, the first and second
amendments in Principal Regulations have been notified on 01.07.2022 and 18.07.2022 respectively in
the Gazette of India.

2.   The eligibility criteria for Higher Educational Institution is enumerated under Regulation 3 of Part II of
the University Grants Commission (Open and Distance Learning Programmes and Online Programmes)
Regulations, 2020 and its amendments. The Regulation 4 and 5 describes the process of applications for
the Open and Distance Learning and Online Programmes and the approval process whereas Regulations 6
describes provisions of right to appeal by the Higher Educational Institutions aggrieved with the order of
the Commission and Regulations 7 describes the process of withdrawal of Recognition.

3.   University Grants Commission had invited online application from the eligible Higher Educational
Institutions as per Regulation 3(A) and Regulation 3(B)(b) of UGC (Open and Distance Learning
Programmes and Online Programmes) Regulations, 2020 and its amendments, for recognition of the
programmes under Open and Distance Learning (ODL) mode and/or Online mode from academic year
2022-23, academic session beginning September, 2022 (revised from July-August, 2022) and onwards
vide Public Notice F. No. 3-1/2022 (DEB-III) dated 13th May, 2022, mentioning therein that the online
portal for submitting application shall be open upto 31st May, 2022. The **ICFAI Foundation for Higher
Education, Hyderabad, Telangana** had submitted its application for recognition of the Open and
Distance Learning Programmes.

4.   Application received from **ICFAI Foundation for Higher Education, Hyderabad, Telangana** had been
scrutinized and deficiency(s) or defect(s) in application were communicated to HEI as per the University
Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations,
2020 and its amendments to remove or rectify such deficiency(ies) or defect(s) with relevant documentary
evidence.

5. The **ICFAI Foundation for Higher Education, Hyderabad, Telangana** was invited for a Virtual Interface Meeting with the Expert Committee duly constituted by the Chairman of the UGC, on **20. 07. 2022.**

6. The Interface Expert Committee, based on the submitted application, compliance to deficiency(ies) or defect(s) communicated earlier, the presentation made by the Higher Educational Institution in the Interface Meeting and as per the provisions of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments made recommendations for the consideration of the Competent Authority/Commission.

7. Based on the recommendations of Interface Expert Committee and its approval by Competent Authority/Commission, I am directed to issue this Order, thereby communicating the programme wise recognition for the programmes to be offered in **Open and Distance Learning mode** from academic year 2022-23, academic session beginning September, 2022 (revised from July-August, 2022) by the **ICFAI Foundation for Higher Education, Hyderabad, Telangana** as detailed in point no. 8 below.**The assessment sheet duly approved by Competent Authority has already been communicated to the Higher Educational Institution through UGC-DEB portal on 16/08/2022.**

8. **Programme wise recognition status**

   (i) **Open and Distance Learning Programmes Recognised (communicated to the HEI through UGC-DEB web portal on 16/08/2022):-**

S. No.	Name of the ODL Programmes	Period of Recognition
1.	**MASTER OF BUSINESS ADMINISTRATION***	2022-23, academic session beginning September, 2022 **(revised from July-August, 2022)** upto January, 2023 only.
2.	**BACHELOR OF BUSINESS ADMINISTRATION**	2022-23, academic session beginning September, 2022 **(revised from July-August, 2022)** to 2026-27 (upto January, 2027 only)

   Note:
   *HEI shall ensure the compliance on the basis of communication/recommendations received from respective Regulatory Authority. The HEI shall abide by the conditions such as number of seats, valid academic year, period of recognition etc. mentioned in the relevant Regulatory Authority letter.

   (ii) **Open and Distance Learning Programmes Not Recognised :- Nil**

9. For the programmes recognized in 8(i) above, the Higher Educational Institution shall comply with all the provisions of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments while offering the programmes in Open and Distance Learning mode. Some specific provisions for compliance have been mentioned in **Annexure-1**.

10. As stipulated under Sub-Regulation 7 of Regulations 5 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020:

    "No Higher Educational Institution shall offer any Open and Distance Learning Programme and/or Online Programme and admit learners thereto unless it has been granted recognition by the Commission and admission shall not be made in anticipation of the recognition".

11. In the event of any Higher Educational Institution found offering programmes in Open and Distance Learning mode and/or Online mode without recognition of the Commission or in violation to any of the provisions of these regulations and guidelines or orders made there under, the Commission may take actions as per Regulations 7 of Part -II of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Yours faithfully,

(Neethu S. Thulaseedharan)
Deputy Secretary

Copy to:

1) The Secretary, Higher Education, Government of Andhra Pradesh Telangana Secretariat Khairatabad, Hyderabad, Telangana – 500013 *with a request to ensure that HEI adheres to all the provisions of the* UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.
2) The Joint Secretary (Distance Learning), MHRD, Govt of India, Shastri Bhawan, New Delhi – 110 001.
3) The Member Secretary, AICTE, Nelson Mandela Marg, Vasant Kunj, Delhi – 110070.
4) The Vice-Chancellor, ICFAI Foundation for Higher Education (Deemed-to-be-University), Donthanapally, Shankarapalli Road, Hyderabad, Telangana - 501203
5) The Joint Secretary, CPP-I/DU Bureau UGC, Bahadur Shah Zafar Marg, New Delhi-110 002.
6) Guard file.

(Neethu S. Thulaseedharan)
Deputy Secretary

Specific Provisions for Compliance

1) The Higher Educational Institution shall comply to all the terms and conditions mentioned in the Affidavit dated 31st May, 2022 duly notarized and signed by Dr. S. Vijayalakshmi, Registrar and Dr. Sanjay Fuloria, Director submitted to the Commission vide letter dated 06th June, 2022.

2) Intake capacity under Open and Distance Learning mode for a programme under science discipline
   - For Dual Mode University: Intake shall not be more than three times of the approved intake in conventional mode.
   - For Open University: Learning enrolment will commensurate with the capacity of the Learner Support Centers to provide lab facilities to the admitted learners.

3) The Higher Educational Institution shall scrupulously abide by all the terms and conditions of faculty and staff requirements for offering ODL/ Online programmes as mentioned in University Grants Commission Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

4) The total deployment of work force and other support at study or Learner Support Centres in Open and Distance Learning mode shall be as mentioned in Regulations.

5) Higher Educational Institution shall conduct proctored examination as under:
   - For ODL Programmes: Examination through pen-paper or online or computer based testing within Territorial Jurisdiction, in the examination centre as condition laid down in Regulations.
   - For Online Programmes: Examinations either using technology enabled online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission

6) Higher Educational Institution offering programmes in Open and Distance Learning mode shall ensure that a Learner Support Centre is established as per Regulations and it also fulfill following conditions as under:
   - Learner Support Centre defined under these regulations shall not be the Learner Support Centre for more than two Higher Educational Institutions at a time to offer programmes in ODL mode.
   - Learner Support Centre will not be set up under a franchisee agreement in any case.
   - Institutions Deemed to be University shall operate only within its Head Quarters or from those off campuses which are approved by the Government of India through notification published in the Official Gazette.

7) Higher Educational Institution offering programme in ODL mode shall prepare Self Learning Material as per **Annexure-VI** and **Annexure-VII** taking into consideration of the following:
   - At least 60 percent of Self Learning Materials shall be developed by the in-house faculty of the HEI
   - Remaining percent of the materials can be sourced from available resources such as other HEIs, Open Educational Resources (OER) and SWAYAM.

8) Higher Educational Institution shall adhere to the weightage for different components of assessments for Open and Distance Learning mode and Online mode as under:
   - Continuous or formative assessment (in semester): Maximum 30 per cent.
   - Summative assessment (end semester examination or term end examination): Minimum 70 per cent.

9) Based on the Regulatory Authority recommendations/approval, the maximum intake and other condition will be as per the Regulatory Authority recommendation/approval

(Neethu S. Thulaseedharan)
Deputy Secretary

NAAC Accreditation

राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

The Executive Committee of the

National Assessment and Accreditation Council

is pleased to declare

The ICFAI Foundation for Higher Education

(Deemed to be University u/s 3 of the UGC Act, 1956)

Donthanapally, Hyderabad, Telangana as

Accredited

with CGPA of 3.59 on four point scale

at A^{++} grade

valid up to September 12, 2027

Date : September 13, 2022

S.C

Director

EC(SC)/123/3rd Cycle/TSUNGN10149

Territorial Jurisdiction –

Copy of MHRD - UGC Notification

No. F. 9-54/2006-U.3
Government of India
Ministry of Human Resource Development
(Department of Higher Education)
U.3(A) Section

Shastri Bhawan, New Delhi,
Dated the 16th December, 2008.

NOTIFICATION

Whereas the Central Government is empowered under Section 3 of the University Grants Commission (UGC) Act, 1956 to declare, on the advice of the UGC, an Institution of higher learning as a deemed-to-be-university.

2.   And whereas, a proposal was received for grant of status of deemed-to-be-university (under *de novo* category) to ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh, under Section 3 of the UGC Act, 1956,

3.   And whereas, the University Grants Commission have examined the said proposal and vide their communication No.F.6-42/2005(CPP-I) dated the 28th June, 2007 have recommended conferment of status of 'deemed-to-be-university' to ICFAI Foundation for Higher Education, Hyderabad, consisting of the ICFAI Business School, Hyderabad, under Section 3 of the UGC Act, 1956.

4.   Therefore, in exercise of the powers conferred by Section 3 of the University Grants Commission Act, 1956, the Central government, on the advice of the University Grants Commission (UGC), hereby declare that 'ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh, comprising ICFAI Business School, Hyderabad only, shall be deemed to be a university for the purposes of the aforesaid Act. The ICFAI Foundation for Higher Education should obtain accreditation in respect of all its academic programmes from the National Board of Accreditation (NBA) / National Assessment and Accreditation Council (NAAC) (as may be relevant) within a period of six months. ICFAI Foundation of Higher Education shall not also undertake franchising of higher education which is not permissible under any circumstances. ICFAI Foundation of Higher Education is also not permitted to affiliated any college(s) / institution(s).

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5. The declaration made in para 4 above is further subject to fulfillment/compliance of conditions mentioned at Sr. No.4 of the endorsement to this Notification.

6. Neither the Government of India nor the University Grants Commission shall provide any Plan and Non-Plan grant-in-aid to ICFAI Foundation for Higher Education or its constituent teaching unit.

(Sunil Kumar)
Joint Secretary to the Government of India

The Manager,
Government of India Press,
Faridabad (Haryana)

Copy forwarded to: -

1. The Secretary, University Grants Commission, Bahadurshah Zafar Marg, New Delhi - 110002

2. Director, Distance Education Council, Indira Gandhi National Open University, Maidan Garhi, New Delhi.

3. The Member Secretary, All India Council for Technical Education (AICTE), Indira Gandhi Stadium, I. P. Estate, New Delhi – 110002.

4. The Member, Board of Governors, The Institute of Chartered Financial Analysts of India, Plot No.19, Road No.3, Banjara Hills, Hyderabad, Andhra Pradesh – 500034. The declaration as made in para 4 of this Notification shall be further subject to the following conditions that:-

   (i) The management of the Society formed to manage 'ICFAI Foundation for Higher Education, Hyderabad, Andhra Pradesh and the management of ICFAI Business School, Hyderabad should be the same.

   (ii) The By-laws, Memorandum of Association and Rules of the ICFAI Foundation for Higher Education should also clearly specify the names of the ICFAI Business School.

   (iii) The management of ICFAI Foundation for Higher Education should take appropriate action to ensure that all the moveable and immovable assets, including that of the ICFAI Business School, are immediately transferred and vested with the Society that will be managing ICFAI Foundation for Higher Education, if not already done, in the interest of students, members of faculty,
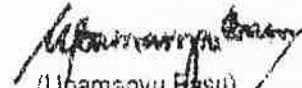
employees and for maintaining the standards of higher education. A report and undertaking for having complied with this condition along with a copy of a valid document in this respect should be submitted to the UGC.

(iv) The corpus fund created by the institution will be irrevocable in nature and necessary undertaking to this effect shall be given by the ICFAI Foundation for Higher Education. The ICFAI Foundation for Higher Education should submit copies of documents of the Corpus Fund to the UGC / the Ministry of Human Resource Development. The bank deposit maintained for this purpose should not be liquidated or closed without prior consent of the UGC.

(v) ICFAI Foundation for Higher Education and the Trust that will be managing it, should not undertake or engage in any activities that are of commercial and profit making in nature.

(vi) ICFAI Foundation for Higher Education should also comply with all the conditions stipulated by the AICTE in its Letter of Approval F.No.M&T-Icfai/BSHyd/2007 dated 22.10.2008.

(vii) The declaration as made above shall cover only those academic courses / programmes of the ICFAI Foundation for Higher Education that are approved by the AICTE.

(viii) The declaration as made in para 4 of this notification shall not extend to cover any other institution/college, including the ICFAI Institute of Science and Technology.

(ix) ICFAI Foundation for Higher Education should submit a legal undertaking as per the instructions of the UGC (in its circular No.F.6-1(II)/2006-CPP-I dated 13.09.2006) pertaining to the issues of earmarking of assets, non-diversion of assets without prior approval of the UGC and making a provision for the UGC to take control of assets, etc. in the event of winding up of or dissolution of the deemed-to-be-university.

(x) ICFAI Foundation for Higher Education or its constituent unit shall not start any academic programmes without obtaining prior approval of the relevant Statutory Councils such as the AICTE, UGC, National Council for Teacher Education (NCTE), etc., wherever necessary in accordance with the relevant norms and guidelines of these Councils.

(xi) The academic programmes offered or to be offered by ICFAI Foundation for Higher Education will conform to the norms and standards prescribed by the relevant Statutory Councils ICFAI Foundation for Higher Education shall not offer / award, as the case may be, any degrees that are not specified by the UGC. ICFAI Foundation for Higher Education shall also ensure that the nomenclatures of the degrees, etc. to be awarded by it are specified by the UGC under Section 22 of the UGC Act, 1956.

3

(xii) ICFAI Foundation for Higher Education shall award degrees in respect of the courses run by the institutions mentioned in para 4 of this notification only to those students who are admitted to these colleges subsequent to the date of this notification.

(xiii) All the prescribed norms and procedures of the relevant Statutory Councils and other authorities concerned in the matter of admission of students, intake capacity of students, starting of new courses/programmes, renewal of approval to the courses, etc. will continue to be in force, and shall be adhered to by the ICFAI Foundation for Higher Education and its constituent teaching unit.

(xiv) ICFAI Foundation for Higher Education shall not conduct any distance education programmes without prior approval of UGC and Distance Education Council (DEC). The guidelines issued by both the DEC and the UGC from time to time in the matter of imparting education through distance mode have to be complied with by it.

(xv) ICFAI Foundation for Higher Education shall not start and run any study centre / off-campus centre without obtaining the requisite prior approval of the UGC/ Government of India, as the case may be.

(xvi) Suggestions, if any, of the UGC's Expert Visiting Committee as made out in its respective report, should be followed by ICFAI Foundation for Higher Education so as to rectify deficiencies, if any, to bring about the recommended improvement.

(xvii) As and when necessary, the ICFAI Foundation for Higher Education shall suitably amend and update its MoA/Rules in consultation and in concurrence with the UGC.

(xviii) The instructions / guidelines issued by the UGC and AICTE from time to time, as are applicable to institutions declared as 'deemed to be universities', will apply to ICFAI Foundation for Higher Education and its constituent unit.

(xix) ICFAI will not open and run any off-campus / off-shore campus centres or establish new departments(s) / start new courses(s) other then allied to the courses already approved and being offered) without obtaining the specific prior approval of the UGC/Government of India. The requisite official approval to any off-campus or off-shore campus centre or new department / faculty / new course(s) will take only a prospective effect.

(xx) ICFAI shall not conduct any course(s) under distance mode without the specific prior approval of the Joint Committee of the UGC, AICTE and DEC.

(xxi) ICFAI Foundation for Higher Education, Hyderabad shall not create an impression in the mind of the general public that it has been 'established' under a Central Act. In order to ensure this, it shall, in all its advertisements, public notices, communications, etc., distinctly mention under its nomenclature

by inserting (within brackets) a line, which shall read: "*Declared as Deemed-to-be-University*' under *Section 3 of the UGC Act, 1956*" as distinct from any State Universities by that name.

5. The Principal Secretary to the Government of Andhra Pradesh, Department of Higher Education, Government of Andhra Pradesh, J-Block, Floor-4, Room No.407, Andhra Pradesh Secretariat, Hyderabad – 500022. Andhra Pradesh.

6. The Commission of Technical Education, Government of Andhra Pradesh, 5th Floor, BRKR Govt. Complex, Hyderabad – 530063.

7. Press Information Bureau, Shastri Bhawan, New Delhi-110001.

8. The Secretary-General, Association of Indian Universities, A.I.U. House, 16 Kotla Marg, New Delhi - 110002.

9. Joint Director(Planning) & Web Master, Department of Higher Education, Room No.523-'C' Wing, Shastri Bhawan, New Delhi with the request to issue necessary instructions to the CMIS Unit to display this notification on the website of Department of Higher Education.

10. Guard file / Notification file.

(Upamanyu Basu)
Director

Statutory Bodies Approval to offer the programs through ODL Mode

23 March, 2023

The following is an extract of the resolution passed in the meeting of the Academic Council of The ICFAI Foundation for Higher Education (IFHE), Hyderabad ("Deemed-to-be-University" under Section 3 of the UGC Act, 1956) held on **21st December 2018**:

"Resolved that the proposal to offer the BA (Economics), BBA, MA (Economics), and MBA with electives in Finance, Marketing, Human Resource Management and Operations & IT programs on distance learning mode was considered and recommended for submission to the Board of Management for consideration and approval."

Registrar

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

23 March, 2023

The following is an extract of the resolution passed in the meeting of the Board of Management of The ICFAI Foundation for Higher Education (IFHE), Hyderabad ("Deemed-to-be-University" under Section 3 of the UGC Act, 1956) held on **28th December 2018**:

"Resolved that the recommendation made by the Academic Council to offer BA (Economics), BBA, MA (Economics), and MBA with electives in Finance, Marketing, Human Resource Management and Operations & IT programs on distance learning mode was considered and approved."

Registrar

Regulatory Bodies Approval

AICTE approval for MBA program

All India Council for Technical Education

(A Statutory body under Ministry of Education, Govt. of India)

Nelson Mandela Marg,Vasant Kunj, New Delhi-110070 Website: www.aicte-india.org

APPROVAL PROCESS 2022-23

Extension of Approval (EoA)

To,

The Principal Secretary
(Higher Education) Govt. of Telangana,
D Block, 117 Telangana Secretariat,
Hyderabad

Sub: Extension of Approval for the Academic Year 2022-23

Ref: Application of the Institution for Extension of Approval for the Academic Year 2022-23

Sir/Madam,

In terms of the provisions under the All India Council for Technical Education (Grant of Approvals for Technical Institutions) Regulations, 2022 Notified on 4th February, 2022 and amended on 24th February 2022 and norms standards, procedures and conditions prescribed by the Council from time to time, I am directed to convey the approval to

Permanent Id	1-3766803731	Application Id	1-10968798881
Name of the Institution	THE ICFAI FOUNDATION FOR HIGHER EDUCATION	**Name of the Society/Trust**	ICFAI SOCIETY
Institution Address	DONTHANAPALLY, SHANKARAPALLI ROAD, HYDERABAD, TELANGANA, PIN 501 203, HYDERABAD;RANGA REDDY, RANGAREDDI, Telangana, 501203	**Society/Trust Address**	ICFAI SOCIETY, #52, NAGARJUNA HILLS, PUNJAGUTTA, HYDERABAD - 500082,HYDERABAD,HYDERABAD,Telangana,500082
Institution Type	Deemed to be University(Pvt)	**Region**	South-Central
Year of Establishment	2007		

To conduct following Courses with the Intake indicated below for the Academic Year 2022-23

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2021-22	Intake Approved for 2022-23	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	ARTIFICIAL INTELLIGENCE	NOT APPLICABLE	300	300	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	B.Tech	NOT APPLICABLE	60	30	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	Bachelor of Technology	NOT APPLICABLE	300	300	NA	NA

Level	Program	Course	Affiliating Body (University /Body)	Intake Approved for 2021-22	Intake Approved for 2022-23	NRI Approval Status	FN / Gulf quota/ OCI/ Approval Status
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	ELECTRONICS AND COMMUNICATION ENGINEERING	NOT APPLICABLE	0	30##	NA	NA
UNDER GRADUATE	ENGINEERING AND TECHNOLOGY	MECHANICAL & ELECTRONICS(MECHATRONIC SYSTEM)	NOT APPLICABLE	30	30	NA	NA
POST GRADUATE	MANAGEMENT	MBA	NOT APPLICABLE	1320	1320	NA	NA

Approved New Course(s)
 @ : The Intake and Course for the AY 2022 - 23 shall be as per PCI / CoA respectively.

Approved ODL Courses for 2022-23:

Sr.No.	Program	Name of the Course	Year Started	Intake Approved 2022-23
1.	MANAGEMENT	Masters In Business Administration	2020	10000
2.	MANAGEMENT	Masters In Business Administration	2020	1000

Approved Online Courses for 2022-23:

Sr.No.	Program	Name of the Course	Year Started	Intake Approved 2022-23
1.	Management	Masters In Business Administration	2020	10000

It is mandatory to comply with all the essential requirements as given in APH 2022-23 (Appendix 6)

Application No:1-10968798881   **ALL INDIA COUNCIL FOR TECHNICAL EDUCATION**   Page **2** of **4**
Note: This is a Computer generated Report. No signature is required.
Printed By : aict12666   Letter Printed On:14 July 2022

Important Instructions

1. The State Government/ UT/ Directorate of Technical Education/ Directorate of Medical Education shall ensure that 10% of reservation for Economically Weaker Section (EWS) as per the reservation policy for admission, operational from the Academic year 2019-20 is implemented without affecting the reservation percentages of SC/ ST/ OBC (NCL)/ General. However, this would not be applicable in the case of Minority Institutions referred to the Clause (1) of Article 30 of Constitution of India. Such Institution shall be permitted to increase in annual permitted strength over a maximum period of two years.

2. The Institution offering courses earlier in the Regular Shift, First Shift, Second Shift/Part Time are now amalgamated as total intake and shall have to fulfil all facilities such as Infrastructure, Faculty and other requirements as per the norms specified in the Approval Process Handbook 2022-23 for the Total Approved Intake. Further, the Institutions Deemed to be Universities/ Institutions having Accreditation/ Autonomy status shall have to maintain the Faculty: Student ratio as specified in the Approval Process Handbook. All such Institutions/ Universities shall have to create the necessary Faculty, Infrastructure and other facilities WITHIN 2 YEARS to fulfil the norms based on the Affidavit submitted to AICTE beginning with the Academic Year 2022-23

3. Strict compliance of Anti-Ragging Regulation, Establishment of Committee for SC/ ST, Establishment of Internal Complaint Committee (ICC), Establishment of Online Grievance Redressal Mechanism, Barrier Free Built Environment for disabled and elderly persons, Fire and Safety Certificate should be maintained as Approval Process Handbook and provisions made in AICTE Regulation notified from time to time.

4. In case of any differences in content in this Computer generated Extension of Approval Letter, the content/information as approved by the Executive Council / General Council as available on the record of AICTE shall be final and binding.

Pharmacy Institute: In compliance with the order dated 05.03.2020 passed by the Hon'ble Supreme Court of India in Transferred Petitions (CIVIL) No 87-101 of 2014, for the existing institutions offering courses in Pharmacy Programme, approval of Pharmacy Council of India (PCI) is mandatory and AICTE approval is NOT required. The requirements for running the Programme (Diploma / UG / PG) such as Land & Build-up Area, Student-faculty ratio, Intake etc. will be as per the respective regulatory body (PCI).
In case of any inconsistency in the course name and intake for EoA issued by AICTE and the approval by PCI, the approval of PCI shall prevail.

Architecture Institute: In compliance with the order dated 08.11.2019 passed by the Hon'ble Supreme Court of Indian CA No.364/ 2005, for the existing Institutions offering Courses in Architecture Programme, approval by the Council of Architecture (CoA) is mandatory and AICTE approval is NOT required. The requirements for running the Programme (Diploma / UG / PG) such as Land & Build-up Area, Student-faculty ratio, Intake etc. will be as per respective regulatory body (CoA). In case of any inconsistency in the course name and intake for EoA issued by AICTE and the approval by CoA, the approval of CoA shall prevail.

Deemed to be University: Institutions Deemed to be Universities (Running Technical Education Programmes), it is mandatory to have AICTE approval from the Academic Year 2018-19 in compliance of the Hon'ble Supreme Court Order dated 03-11-2017 passed in CA No.17869- 17870 /2017.

Prof.Rajive Kumar
Member Secretary, AICTE

Copy to:
   1.   **The Director Of Technical Education**, Telangana**

   2.   **The Registrar**,**
        Not Applicable

   3.   **The Principal / Director,**
        THE ICFAI FOUNDATION FOR HIGHER EDUCATION
        Donthanapally, Shankarapalli Road, Hyderabad, Telangana, Pin 501 203,
        Hyderabad;Ranga Reddy,Rangareddi,
        Telangana,501203

   4.   **The Secretary / Chairman,**
        ICFAI SOCIETY, #52, NAGARJUNA HILLS, PUNJAGUTTA, HYDERABAD - 500082
        HYDERABAD,HYDERABAD
        Telangana,500082

   5.   **The Regional Officer,**
        All India Council for Technical Education
        First Floor, old BICARD Building

Jawaharlal Nehru Technological University
Masab Tank, Hyderabad-500076

6. **Guard File(AICTE)**

Note: Validity of the Course details may be verified at http://www.aicte-india.org/

** Individual Approval letter copy will not be communicated through Post/Email. However, consolidated list of Approved Institutions(bulk) will be shared through official Email Address to the concerned Authorities mentioned above.

This is a computer generated Statement. No signature Required

Statutory Bodies Approval of PPR's

23 March, 2023

The following is an extract of the resolution passed in the meeting of the Academic Council of The ICFAI Foundation for Higher Education (IFHE), Hyderabad ("Deemed-to-be-University" under Section 3 of the UGC Act, 1956) held on **October 6th 2021**:

Point 34.10 of Minutes of the 34th Meeting of the Academic Council held on October 6th, 2021

> *"Program Project Reports (PPRs) of MBA and BBA Programs in ODL mode were reviewed as per UGC (ODL and Online) programs regulations 2020. The Council approved the Program Project Reports (PPRs) of MBA and BBA Programs in ODL mode. Also suggested updated SLM Material of the Programs for review in the 35th Academic council meeting scheduled on October 22nd at 3PM."*

P. Vijayalakshmi

Registrar

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

Enclosures:

1. Copy of Minutes of the 34th Meeting of the Academic Council held on October 6th, 2021

2. Program Project Reports (PPRs) of MBA and BBA Programs

The ICFAI Foundation for Higher Education

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

Minutes of the 34th Meeting of the Academic Council held on October 6th, 2021
Part – A
(Statutory Items)

34.01   The 34th Meeting of the Academic Council was held through online mode on October 6th, 2021 in which the following members were present:

1. Dr. J Mahender Reddy – Vice Chancellor, Chairman
2. Dr. R Vaidyanathan
3. Dr. P Krishna Deva Rao
4. Dr. V VBhanojiRao
5. Dr. M S Shunmugam
6. Dr. A VedPurishwar
7. Dr. S Vijayalakshmi, Registrar
8. Dr. M Srinivasa Reddy
9. Dr. A V NarsimhaRao
10. Prof. SrinivasCheedi
11. Dr. Sanjay Fuloria
12. Dr. R Prasad
13. Dr.G.Muralidhara
14. Dr. C S Shylajan
15. Dr.Vadivel
16. Prof. T Ramakrishna Rao
17. Dr. K S VenuGopalRao
18. Dr. T Koti Reddy
19. Dr. D Satish
20. Dr. SamyadipChakraborty
21. Dr. NasinaJigeesh
22. Dr. Venkat P
23. Dr. Y Pratap Reddy
24. Prof. C Anita
25. Dr. G Geethanjali
26. Dr. L Shridharan
27. Dr. VN Reddy
28. Dr. K Pratap Reddy

29. Dr. G S Mohan Reddy
30. Dr. H Sudheer
31. Prof. I V Sharma
32. Dr. R Balamurali
33. Dr. ShakeelHashmi
34. Prof. Syed QuadirMoinuddin
35. Dr. Raj Gopal
36. Prof.VighneshwaraSwamy.

Invitees:

1. Dr.V.Pandurangarao
2. Dr. Haragopal Reddy
3. Prof.SanjibDutta
4. Dr.Veena
5. Dr.GP.Girish
6. Dr. ChakravarthiKoundinya
7. Dr. Shahikala P
8. Dr. P N Sindhuja
9. Dr. Radha Mohan
10. Prof. MadhaviGarikaparthi
11. Prof. Mahesh Kumar Soma
12. Dr. M BhaskaraRao
13. Dr. PrernaChetri
14. Dr.S.V.Damodar Reddy
15. Dr. Revendranath
16. Dr. Vishal Mishra
17. Prof. P Lakshmi Narayana

Prof. J Mahender Reddy, Vice Chancellor, presided over the meeting and the following items of business were transacted:

34.02   Grant of leave of absence, if any

Dr. S Raghunath, Prof. Sitamma, Prof. K Neelima, Prof. C Padmavathi, Prof. Shailendra Singh Bisht and Prof.Anil Kumar could not attend the meeting. Leave of absence was granted.
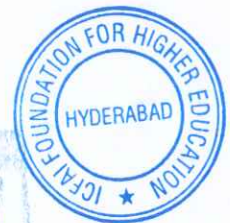
**34.03 The Minutes of the 34th Meeting of the Academic Council held on October, 6th 2021.**

The Minutes of the 34th Meeting of the Academic Council held on Oct 6, 2021 were given below

1. It was suggested to have a **common template of almanac for all the four schools** for the AY 2021-22 and submit the revised almanac which includes the date of commencement of results, date of announcement of results in the 98th SMC meeting scheduled on October 19th at 11 AM.(Prof C S Shylajan as Committee Chair and Dr. M S Reddy, Dr. A V N Rao, Prof. Neelima as Members of the Committee to finalize.)

2. It was suggested to give due importance to Deeksharambh and prepare plan of action for implementation. The heads of the four schools were suggested to go through the circular of UGC and include in the Almanac, the duration of Deeksharambh its objective, key features and its significance and submit the revised version by October 19th at 11 AM .(Heads of four schools-IFHE)

3. It was suggested to mention the name of institutions offering Swayam Courses mentioned by Faculty of Management. It was mentioned that so far 53 students have been enrolled for two SWAYAM courses namely - Managing Innovation and Strategy and the Sustainable Enterprise which were offered by IIM,Bangalore– **Prof.C.S.Shylajan**

4. It was suggested to make gender wise analysis of performance (program wise CGPA analysis) and present in the next meeting. (Controller of Examinations).

5. For Faculty of Law, it was suggested that in addition to the courses mentioned under Swayam (**Access to Justice** by DrBharati, National Law Univeristy, Delhi, **Intellectual Property Rights**byYogeshPais, National Law University, Delhi, **Legal Theory and Law Relating to Women** by G B Reddy, Osmania Univerity, Hyderabad, **Law and Justice in Globalized Era**by Prof P Krishna Deva Rao, Vice Chancellor, National Law Univerisity, Delhi. It was suggested to add three more courses- (**Prof.AVNRao**)

    5.1 *"Corporate Law"* by Prof.HarpreetKaur from National Law Univeristy,Delhi as (Compulsory Course)

    5.2 *"Constitutional Law"* by Prof.AnupamaGoel, from National Law Univeristy, Delhi as (Compulsory Course)

    5.3 *"Human Rights"* by Prof.YSR Murthy, Vice Chancellor of RV University, Bangalore.

6. **The Council approved the following courses**

    6.1 Talent Acquisition and Retention – As an elective in Dept. of HR in third semester, MBA

    6.2 Employer Branding – As an elective in the Dept. of HR in third semester, MBA

    6.3 Marketing Data Science as a new elective in the Dept. of Marketing in third semester, MBA

    6.4 Block chain & Machine Learning" as a new elective in the Dept. of Operations and IT,MBA

    6.5 LLM –Insolvency and Bankruptcy Law&LLM- Criminal Law as per UGC,
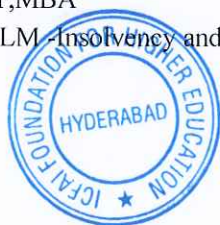
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ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

7. MA (Economics) for 2022-23 Batch is approved. The Head of Dept. is requested to prepare the syllabus as suggested in 33rd Academic council meeting and get approval in the next the Board of Studies Meeting and present the same in the 36th Academic council meeting. (Prof.T.KotiReddy)

8. It was suggested that Class Participation component should not exceed 10% Weightage of the overall evaluation for BBA program. 20% Weightage is for Mid-Term Exam and 40% Weightage is for End-Term exam. 30% Weightage is for other components such as *tests, projects, assignments, presentations, quiz etc as decided by faculty. It was suggested to follow the same pattern of evaluation of IFHE, Hyderabad in Off-Campus, Bengulru also. (Off-Campus,Banguluru)*

9. It was suggested to avoid overlap with MBA courses to the extent possible. [ex: Marketing related courses overdose in MBA curriculum should not be repeated in BBA]

10. It was suggested to introduce liberal arts related courses, Indian Economic and Political History, Indian Society etc. courses. (*Off-Campus,Banguluru*)

11. The council appreciated the focus of the ***Integrated BBA-MBA Program of*** IBS Bangalore, Off-Campus Centre of IFHE program on enhancing Students Analytical Skills and IT skills.

12. The Council advised IBS Bangalore, Off-Campus Centre of IFHE to ensure that Continuous Evaluation is carried so that Students know their performance by the end of 14th Week and have their feedbacks before writing the end term exams in 16th Week. It was suggested to announce the grades within one week of the completion of the examinations as per the University Policy. (*Off-Campus,Banglore*)

13. The Council advised IBS Bangalore, Off-Campus Centre of IFHE to ensure that Final results are announced as per Almanac. It was suggested to include the *duration of Deeksharambh, its objective, key features and its significance as suggested by UGC. (Off-Campus,Banglore)*

14. Academic Council approved Integrated BBA-MBA Program at IBS Bangalore, Off-Campus Centre of IFHE.

P. Vijayalakshmi

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(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

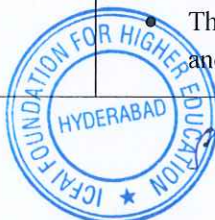| S #	Title of the Course	Suggestions
	Integrated BBA-MBA Program at IBS Bangalore, Off-Campus Centre of IFHE	
i)	**Business Statistics**	It was suggested to: • Rename Basic and Advanced Statistics to Business Statistics 1 and 2.They were requested to consult Prof.Nargireddy
ii)	**Business Mathematics**	• The council explained therelevance of Business Mathematics course at UG level the relevance and importance of knowing and understanding basics of Mathematics and Calculus was highlighted. • It was suggested to include both differential and integral which help students develop a mindset for ML better. • Academic Council Members suggested exclusion of Unit 3 - Time Series analysis from Business Mathematics 2 course. • It was suggested to introduce Software and/or Software Packages for Business Mathematics/Business Statistics courses [Lab session] to enhance skills of the students and ensure practical learning.They were requested to consult Prof.Nargireddy
iii)	**Indian Economic and Political History**	• It was suggested that due weightage to be given to political history units while delivering the course by the faculty. • It was suggested to include growth patterns in economic change, logic of economic reforms - liberalization globalization and privatization 1991.
IV)	**Life Skills Lab**	• Faculty delivering the course should ensure that business communication content overlap should be minimized and the focus should be more on thinking skills, decision-making skills and universal human values. • It was suggested to rename Unit 1 as Self Awareness and Self Analysis

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ICFAI FOUNDATION FOR HIGHER EDUCATION
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V)	**Marketing** *Management:*	- It was suggested to avoid the overlap with MBA courses to a large extent possible. [Ex: Marketing related courses overdose in MBA curriculum should not be repeated in BBA]. - It was suggested to keep remaining syllabus by re-naming if required.
VI)	**Indian Society**	- The Council suggested that as it is not a pure Sociology course, the orientation of the course should be in the direction of implication to Business. - Suggestion was made to include in Unit 5 at least 2 Census data and analyse all contemporary issues. - Books such as Caste as Social Capital and Modern Indian Capitalist were suggested as additional reading materials along with consideration of NSSO Survey, concept of HUF(Hindu Undivided Family) - Inter-Generational gaps and SDGs could be introduced in Contemporary issues as a topic. - It was suggested to give Case Study as a test component linking contributions by great leaders to Indian society.
VII)	**Organizational Psychology**	- It was observed that current Syllabus has a major overlap with Introduction to Psychology. - The Council suggest that the orientation of the course should be from Organizational Behaviour perspective and the contents should be revamped and focus should be on application of psychology in business setting
VIII)	**Lessons from Great Leaders:**	- The Council highly appreciated the introduction of this course. - It was suggested that this course should be introduced across all Schools in the campus as it will be very helpful for Students to learn from Politics, Sports, Society and Business Leaders. - It was suggested to have specific biographies and also focus on Unicorns and New-age Leaders/Entrepreneurs. - The Council opined that sessions by these Great Leaders will add more value to the course - The focus should be on making it less intellectual and more Practical.

IX)	Data Structure and Algorithms:	• The Council suggested that Units are to be delivered in the following sequence • Unit 1: Introduction to data Structures, • Unit 2: Linear Data Structures Unit • Unit 3: Linked Lists and Unit • Unit 4: Introduction to Object Oriented Programming. • All content and concepts should be delivered and oriented from Introductory Level for BBA Students.

The Dean, IBS, Hyd.Prof.Shylajan is requested to incorporate the revised changes suggested and present the same in 35th Academic council meeting scheduled on 22nd October, 2021 at 3 PM.

34.04 Follow up action on the Minutes of the 34th Meeting of the Academic Council

Noted for implementation.

34.05 Review of Operations

To consider the reports presented on the activities of constituents of the University. The Academic Council noted the reports on the academic progress, placements and other activities of (1) IBS, (2) Faculty of Science and Technology (FST) (3) Faculty of Law(FoL) and (4) School of Architecture (SoA).

IBS Hyderabad, Faculty of Management

The Council noted the information on the results furnished for MBA, BBA, Ph.D., BBA admissions, Research Activities/Webinars/Seminars/Workshops/Conferences Conducted by IBS and also number of students placed. The Council also noted the information presented by Case Research Centre.

Faculty of Science and Technology

The council noted the information on Students' Admissions, research activities, webinars, seminars, workshops, conferences conducted by Faculty of Science and Technology.

Faculty of Law

The Council noted the admission calendar for the year 2021-22, academic status, examinations, internship program, Innovations, MoUs, faculty achievements, activities of centres of excellence, research activities/Webinars/Seminars/conferences conducted, and placement status of Faculty of Law.

ICFAI School of Architecture

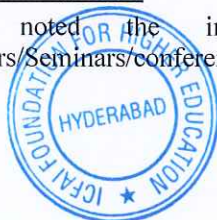The council noted the information on student's admissions, research activities/Webinars/Seminars/conferences conducted by faculty of School of Architecture.

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34.06   **Accreditations, Ratings and Rankings**

1. The Council noted the extension of approval (EoA) from All India Council for Technical Education on July 8th 2021.
2. The Council noted the information on NIRF Rankings 2021 for IBS and Faculty of Law (FoL)

34.07   **11th Convocation of the ICFAI Foundation for Higher Education**

The council noted the information on 11th convocation of the ICFAI Foundation for Higher Education scheduled on October 8, 2021.

34.08   **Approval of the list of the Graduating students**

The Council approved the list of students who have successfully completed the academic requirements at the end of the academic year 2021 and have become eligible for the award of degrees of Ph.D, MBA, Executive MBA, MMS, BBA, B.Tech, BA/BBA-LLB (Hons) and LLM.

34.09   **Other Information items**

The Council noted the information on the programs conducted by ICFAI staff College during July-Sep 2021. The Council also noted the activities conducted by the students of four schools during the period July-Sept.

34.10   **Any other item with the permission of the chair**

Program Project Reports (PPRs) of MBA and BBA Programs in ODL mode were reviewed as per UGC (ODL and Online) programs regulations 2020. The Council approved the Program Project Reports (PPRs) of MBA and BBA Programs in ODL mode. Also suggested updated SLM Material of the Programs for review in the 35th Academic council meeting scheduled on October 22nd at 3PM.s

34.11   **Date for the next meeting**

The 35th Academic Council Meeting will be held on 22nd October, 2021at 3PM

The meeting concluded with a vote of thanks to the Chair

S. Vijayalakshmi

Dr. S.Vijaya Lakshmi
Registrar

Centre for Distance and Online Education (CDOE)

The ICFAI Foundation for Higher Education

(Declared as Deemed-to-be-University under section 3 of the UGC Act, 1956)

Programme Project Report (PPR)

for

Master of Business Administration

(MBA)

The ICFAI foundation for Higher Education (IFHE), Hyderabad is declared as Deemed-to-be-University under section 3 of UGC Act, 1956.

Centre for Distance and Online Education (CDOE): Based on the recommendations of the Academic Council, Board of Management has approved to establish the Centre for Distance and Online Education (CDOE) and to offer the programs on distance and online learning mode.

Mission of the University: The mission of the University is 'Learning for Leadership'. It aims at developing a cadre of professionals possessing specialized skills having a sense of social and moral responsibility and the ability to address problems from a broader perspective.

a) **Programme's mission & objectives**

Creating career-oriented management professionals with specialized knowledge in core areas like finance, marketing, human resource management, operations and information technology through flexible and innovative learning pedagogy.

b) **Relevance of the program with HEI's Mission and Goals :**

The management program through distance mode is structured to develop and impart the requisite professional and leadership skills for the current and futuristic business needs through innovative pedagogical learning tools and media.

c) **Nature of prospective target group of learners:**

The prospective target learners are highly career oriented with access to information through various web portals and social media. They are ambitious, intelligent and versatile. The pedagogical need has to be aligned to meet the intellectual curiosity of the student in streamlining the above in a structured format for corporate performance and excellence.

d) **Appropriateness of the programme to be conducted in open and distance learning and online mode to acquire specific skills and competence:**

The specialized subjects offered require primary academic knowledge and application skills, analytical analysis of corporate situations, strategic decision and innovative managerial execution process to achieve the corporate goals.

e) Instructional design:

The duration of the program is for two years and medium of instruction is English. The program consists of 22 subjects including Project work divided into 4 semesters. The program offers flexibility to students to choose elective subjects of their choice. A student can opt 5 subjects of choice from the pool of 4 functional streams. The four functional streams are Finance, Marketing, Human Resource Management and Operation & IT. The structure and credit framework is placed as annexure.

The delivery of program under Distance Learning mode will be through printed material consisting of SLM's, Learning Aids and periodical assignments. Students may be given online study material and interactive faculty sessions.

f) Procedure for Admissions, curriculum transaction and evaluation:

The Eligibility for taking admission into the program is Graduation (any discipline). Applications received from the candidates are checked for the basic eligibility criteria and the eligible students are enrolled into the program. Total Fee for the program shall be Rs. 75,000. The fee can be paid lump sum or year wise or semester wise.

The admissions into the program will be taken semester wise i.e. July or January or as per the UGC notices issues time to time. The information related to the activities of Distance Learning program like admit card, counseling session schedule and registrations, schedule for examination registration, feedback on assignments, examination results etc. will be intimated to the students through email, placing the information on website or SMS.

Evaluation of the student is based on the Internal/Continuous assessment (30%) and the End-Semester examination (70%). Internal/Continuous assessment shall be done through submission of assignments and End-Semester exam will be a proctored examination as per guidelines of the UGC. End-Semester examinations are conducted twice in a year i.e in January and July. However for convenience and progression of the students Supplementary examinations may be conducted twice in a year during April and October.

Candidates are issued with the certificate and transcript after completion of the program.

P. Vijayalakshmi

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ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

g) Staff Requirement:

The Program shall be offered by the Centre for Distance and Online Education (CDOE). The services of the Director, office staff is common with other programs.

The Program needs 2 Associate / Assistant professors to coordinate in preparing SLM's, monitoring admission process, scheduling and conducting Counseling classes, monitoring and coordinating the evaluation process of assignments and End-Semester examinations.

Further, Counseling classes to be organized at the study center. The services of the coordinator and other staff shall be used common for all the programs. For this program, Counseling for 15 common subjects totaling 70 credits requires 210 hours. 20 elective subjects amounting to 80 credits will also be counseled for 240 hours. The total counseling classes for this program (including all specializations) will be 450 hours. It requires minimum of 10 counselors for conducting counseling classes at one study center.

h) Requirement of the laboratory support and library Resources:

The program proposed to be offered does not require any laboratory support.

A separate space should be created in the main library of the campus exclusively for ODL students. This will be consisting of all the SLM books, related reference books, Journals, national and international magazines on Distance Education. Also provision for accessing the books from the main library should be provided. SLM books, related reference books, Journals and magazines are also available at Study Centre.

i) Cost estimate of the program and the provisions:

Approx Rs. 4,20,00,000*

(These cost include cost of Faculty & other staff, Self Learning Material cost, E-Learning Material, Learning Management System maintenance cost, Promotional Activities cost, conduct of counselling ,examination and evaluation)

*The cost estimate may vary depending upon the no. of students enrolled.

j) Quality assurance mechanism and expected program outcomes:

Centre for Internal Quality Assurance (CIQA) will be established to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes in the Open and Distance Learning mode and Online mode being

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implemented of acceptable quality and further improved on continuous basis. They will meet once in a quarter and evaluate the following.

i.   Quality of the SLM.

ii. Delivery of Study Material.

iii. Quality of the assignment administration and evaluation.

iv. Monitoring the counseling sessions and performance of the study centers.

v.   Review of feedbacks received from the students and other members and decision on implementation.

vi. Prepare a quarterly report covering all the above as applicable and circulate to the concern for action as required.

S.Vijayalakshi

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MBA Program

Semester I	Credits	Semester 2	Credits
Management and Organization Behavior	5	Economics for Business	5
Quantitative Methods	5	Operations Management	5
Foundations of Accounting and Finance	5	Human Resource Management	5
Business Environment	5	Marketing Management	5
IT for Managers	5	Business Communication	5
Semester 3	**Credits**	**Semester 4**	**Credits**
Business Policy and Strategy	4	Management Control Systems	4
International Business	4	Business Ethics and Corporate Governance	4
Leadership and Change Management	4	Elective IV	4
Elective I	4	Elective V	4
Elective II	4	Elective VI	4
Elective III	4	Project Work	4

Semester III Elective Options (Students can opt for 3 electives from the following 10 options)

Financial Management (compulsory elective for those opting for Finance electives)	Sales and Distribution Management
Global Financial Markets	Recruitment, Training and Development
Strategic Finance and Corporate Restructuring	Performance Management and Reward Systems
Services Marketing	SMACS Technologies for Business
Strategic Marketing Management	Services Operations Management

Semester IV Elective Options (Students can opt for 3 electives from the following 10 options)

Financial Services	Strategic Human Resource Management
International Finance	Organization Development
International Marketing	Human Resource Planning and Audit
Integrated Marketing Communications	Big Data and Analytics
Retail Management	Supply Chain Management

Program Project Report (PPR)

Centre for Distance and Online Education (CDOE)

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The duration of the program is for two years and medium of instruction is English. The program consists of 22 subjects including Project work divided into 4 semesters. The program offers flexibility to students to choose elective subjects of their choice. A student can opt 5 subjects of choice from the pool of 4 functional streams. The four functional streams are Finance, Marketing, Human Resource Management and Operation & IT. The structure and credit framework is placed as annexure.

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S.Vijayalakshmi

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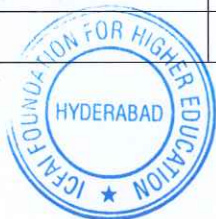(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

Statutory Bodies Approval of SLM's

ICFAI Foundation for Higher Education

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

23 March, 2023

The following is an extract of the resolution passed in the meeting of the Academic Council of The ICFAI Foundation for Higher Education (IFHE), Hyderabad ("Deemed-to-be-University" under Section 3 of the UGC Act, 1956) held on **October 22nd 2021:**

Point 35.04 of Minutes of the 35th Meeting of the Academic Council held on October 22nd, 2021

> *"The updated Self Learning Material (SLMs) of the MBA First year and BBA First year and BBA Second year programs are reviewed as per UGC (ODL and Online) programs regulations 2020 and approved by the Council."*

Link for Self Learning Material (SLMs):

https://www.ifheindia.org/dlp/selflearningmaterial2021/

Registrar

Enclosures:

1. *Copy of Minutes of the 35th Meeting of the Academic Council held on October 22nd, 2021*

The ICFAI Foundation for Higher Education

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

Donthanapally, Shankarapalli Road, Hyderabad

Minutes of the 35th Meeting of the Academic Council held on October 22nd, 2021
Part – A
(Statutory Items)

35.01   The 35th Meeting of the Academic Council was held through online mode on October 22nd, 2021 in which the following members were present:

1. Dr. J Mahender Reddy – Vice Chancellor, Chairman

2. Dr. R Vaidyanathan

3. Dr. S Raghunath

4. Dr. V VBhanoji Rao

5. Dr. M S Shunmugam

6. Dr. A VedPurishwar

7. Dr. S Vijayalakshmi, Registrar

8. Dr. M Srinivasa Reddy

9. Prof. SrinivasCheedi

10. Dr. Sanjay Fuloria

11. Dr. R Prasad

12. Dr.G. Muralidhara

13. Dr. C S Shylajan

14. Dr.Vadivel

15. Prof. T Ramakrishna Rao

16. Dr. K S VenuGopal Rao

17. Dr. T Koti Reddy

18.	Dr. D Satish
19.	Dr. M Sitamma
20.	Dr. NasinaJigeesh
21.	Dr. Venkat P
22.	Dr. Y Pratap Reddy
23.	Prof. C Anita
24.	Dr. G Geethanjali
25.	Dr. L Shridharan
26.	Dr. VN Reddy
27.	Dr. K Pratap Reddy
28.	Dr. G S Mohan Reddy
29.	Dr. H Sudheer
30.	Prof. I V Sharma
31.	Dr. R Balamurali
32.	Dr. Shakeel Hashmi
33.	Prof. Syed QuadirMoinuddin
34.	Dr. Raj Gopal
35.	Dr. V Hemlata Devi
36.	Dr. Nishit Srivastava

Invitees:

1.	Dr.V.Pandurangarao
2.	Dr. Haragopal Reddy
3.	Prof.Sanjib Dutta
4.	Dr.Veena
5.	Dr.GP.Girish

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6.   Dr. ChakravarthiKoundinya

7.   Dr. Shahikala P

8.   Dr. P N Sindhuja

9.   Dr. Radha Mohan

10.   Prof. MadhaviGarikaparthi

11.   Prof. Mahesh Kumar Soma

12.   Dr. M Bhaskara Rao

13.   Dr. PrernaChetri

14.   Dr.S.V.Damodar Reddy

15.   Dr. Revendranath

16.   Dr. Vishal Mishra

17.   Prof. P Lakshmi Narayana

Prof. J Mahender Reddy, Vice Chancellor, presided over the meeting and the following items were discussed:

35.02   **Grant of leave of absence, if any**

Dr. P Krishna Deva Rao, Dr. A V Narsimha Rao, Dr. Samyadip Chakraborty and Prof. Vighneshwara Swamy could not attend the meeting. Leave of absence was granted

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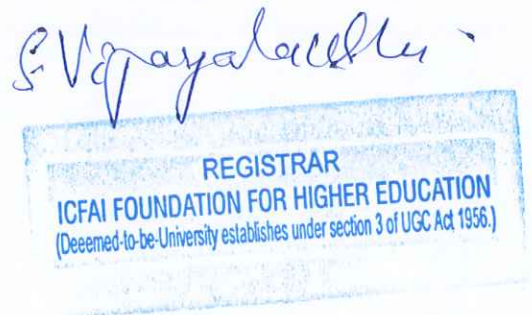
35.03 The Minutes of the 34th Meeting of the Academic Council held on October, 6th 2021.

1. It was suggested to have a **common template of almanac for all the four schools** for the AY 2021-22 and submit the revised almanac which includes the date of commencement and announcement of results by November 8th, 2021.

   (Prof C S Shylajan as Committee Convenor and Dr. M S Reddy, Dr. A V N Rao, Prof. Neelima as Members of the Committee to finalize.)

2. The Council approved First Year Syllabus of Integrated BBA-MBA Program at IBS Bangalore, Off- Campus Centre of IFHE in principle and suggested to submit the revised syllabus after incorporating the suggestions made by the Council by November 25th 2021. (Prof C S Shylajan and Dr. G P Girish)

35.04 The updated Self Learning Material (SLMs) of the MBA First year and BBA First year and BBA Second year programs are reviewed as per UGC (ODL and Online) programs Regulations 2020 and approved by the Council.

35.05 Syllabus for 9th and 10th Semester courses of B Arch program were approved subject to the submission of revised syllabus after incorporating the suggested changes by the Council Members by Nov.25th 2021 (Prof.K.Neelima, Pro.Anil Kumar).

- The 36th Academic council meeting will be held on January 8th 2020.
- BoS meetings of respective schools should be conducted by January 1st 2020.
- Information related to the Agenda papers to be submitted to the Registrar by January 1st 2020.
- Registrar should send the Agenda papers for 36th Academic council meeting to all the members by January 20th 2020.

The meeting concluded with a vote of thanks to the Chair.

Dr. S. Vijaya Lakshmi

Registrar

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

ICFAI Foundation for Higher Education

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

23 March, 2023

The following is an extract of the resolution passed in the meeting of the Academic Council of The ICFAI Foundation for Higher Education (IFHE), Hyderabad ("Deemed-to-be-University" under Section 3 of the UGC Act, 1956) held on **December 22nd 2022:**

Point 37.B.02.IBS (g) of Minutes of the 37th Meeting of the Academic Council held on December 22nd, 2022

"The Council approved the Self-Learning Material (SLMs) of Semester III & Semester IV of ODL MBA program which is prepared in line with UGC (ODL and Online) programs regulations, 2020."

Link for Self Learning Material (SLMs):

https://www.ifheindia.org/dlp/selflearningmaterial2021/

P. Vijayalakshmi

Registrar

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Enclosures:

1. Copy of Minutes of the 37th Meeting of the Academic Council held on December 22nd, 2022

The ICFAI Foundation for Higher Education
(Deemed-to-be University under section 3 of the UGC Act, 1956)
Donthanapalli, Shankarapalli Road, Hyderabad.

Minutes of the 37th Meeting of the Academic Council of the ICFAI Foundation for Higher Education held through blended mode on December 22, 2022 from 11.00 hrs..

Part A
(Statutory Items)

Members present:

1.	Prof. J. Mahender Reddy	Former Vice Chancellor
2.	Prof. M. S. Shunmugum	Member
3.	Prof. Bhanoji Rao	Member
4.	Prof. R. Vaidyanathan	Member
5.	Prof. Krishna Deva Rao	Member
6.	Prof. U. B. Desai	Member
7.	Prof. Haragopal Reddy	Member
8.	Prof. K. Pratap Reddy	Member
9.	Prof. A. V. Vedpurishwar	Member
10.	Prof. A. V. N. Rao	Member
11.	Prof. K. L. Narayana	Member
12.	Prof. C. S. Shylajan	Member
13.	Prof. Cheedi Srinivas	Member
14.	Prof. Sanjay Fuloria	Member
15.	Prof. T S. R. K. Rao	Member
16.	Prof. Sanjib Dutta	Member
17.	Prof. Munavar Pasha	Member
18.	Prof. Vighneshwara Swamy P M	Member
19.	Prof. T. Koti Reddy	Member
20.	Prof. P. N. Sivaprasad	Member
21.	Prof. K. S. Venu Gopal Rao	Member
22.	Prof. D. Satish	Member
23.	Prof. M. Bhaskara Rao	Member
24.	Prof. Sashikala. P.	Member
25.	Prof. P. N. Sinduja	Member
26.	Prof. G. Madhavi	Member
27.	Prof. S. Mahesh Kumar.	Member
28.	Prof. C. Radha Mohan	Member
29.	Prof. J. S. K. Chakravarthy	Member
30.	Prof. Leela Chelikani	Member
31.	Prof. Anajana Matta	Member
32.	Prof. M. L. Pavan Kishore	Member
33.	Prof. Akhendra	Member
34.	Prof. R. Balamurali	Member
35.	Dr. Sandeep Kumar Panda	Member
36.	Prof. B. Madhavi	Member
37.	Prof. Elizabeth Zacharias	Member
38.	Prof. Jyothiranjan Nayak	Member
39.	Prof. Gouri S. Brahma	Member
40.	Prof. Nasina Jigeesh	Member
41.	Prof. Vishal Mishra	Member
42.	Prof. C. Padmavathi	Member
43.	Prof. C. Anitha	Member
44.	Prof. A. Chandrasekhar	Member
45.	Prof. V. Hemalatha Devi	Invitee
46.	Prof. V. Nagi Reddy	Invitee

47. Prof. G. V. Muralidhara .... Invitee
48. Prof. G. P. Girish .... Invitee
49. Prof. V. Srilalitha .... Invitee
50. Prof. Prerna Chhetri .... Invitee
51. Prof. G. Suresh Kumar .... Invitee
52. Prof. Veena .... Invitee
53. Prof. G. Geethanjali .... Invitee
54. Prof. S Vijayalakshmi... Registrar, Ex-officio Member

37.A.01 Grant of leave of absence, if any

Dr. L S Ganesh (Vice Chancellor), Prof. Bidyut Bhattacharyya (Pro Vice Chancellor), *and Prof. S. Raghunath (Member),* Prof. Sanjib Dutta, Prof. R. Prasad, Prof. Raj Gopal, and Prof. Sitamma, *could not attend the meeting. Leave of absence was granted.*

37.A.02 To confirm the Minutes of the 36th Meeting of the Academic Council

The Minutes of the 36th Meeting of the Academic held on March 11, 2022, were examined and confirmed.

37.A.03 Follow-up Action on the Minutes of the Previous Meeting.

This was noted.

Part B
(Approval / Review Items)

37.B.01 General Suggestions

1. Professor Mahender Reddy, former Vice Chancellor, welcomed all the External and Internal members of the Academic Council and invited the members of the Academic Council to the 12th Convocation of IFHE at Hitex Convention Centre Hall 2, Hyderabad, to be held on 24th December 2022.

2. It is suggested to the Heads of four schools, to design the credit transfer policy of the Swayam Courses, and submit the details of the students registered in Swayam Courses in the next AC meeting. (Heads of four Schools). The relevant headings to be used and presented in a tabular form are given below.
   a) Sl. No.
   b) Student Name.
   c) Course Title.
   d) Course Curriculum Link.
   e) Course Credits.
   f) Host Institute.
   g) Mentor (Host Institute).
   h) Duration.
   i) Grade awarded (by Host Institute).
   j) Equivalent Grade awarded (by IFHE).
   k) Academic Discipline.
   l) Remarks (if any).

3. It is suggested to introduce **"Design Thinking"** as an elective in the Engineering, Architecture and Law Programs. (Heads of Four Schools)

4. The Academic Council members appreciated the entire CRC team for the international awards and recognition bestowed on the Center.

5. It is suggested to have a departmental secretary in every department to take care of all the administrative work related to the faculty members.

6. It is suggested to prepare the respective guidelines on the eligibility criteria for Regular MBA, Week-End MBA, Online MBA, Distance MBA, and Executive-MBA. It is also suggested to mention the type of degree on the certificate.

7. It is proposed to conduct school-wise IQAC meetings by constituting school-wise IQAC Committees under the coordination of the Chief Coordinator, IQAC.

8. It is suggested to conduct Academic Council Meetings quarterly and report the quarterly activities/achievements/publications, etc., achieved during those meetings. (Jan to Mar – Q1, Apr to Jun – Q2, July to Sep – Q3, and Oct to Dec – Q4).

37.B.02.IBS   Faculty of Management

a) **Proposed Course: Emerging Technologies for Effective Managers**
The Council approved the Structure of proposed Course: Emerging Technologies for Effective Managers made by the Faculty of Management in the BBA Program.

b) **Proposed Changes - BBA – Summer Internship Program**
The Council approved the proposal of introducing the concept of Sustainability in Summer Internship-I starting from the Batch of 2022-25.

c) **Proposed required number of electives for BBA Semester VI, Class of 2020-23**
The Council approved the proposal of the Faculty of Management in BBA Program concerning the required number of electives for the BBA Semester VI, Class of 2020-23.

d) **MBA (Weekend Program): 2022-24**
The Council approved the MBA (Weekend Program) 2022-24 proposed by the Faculty of Management.

e) **Introduction of New Course in MBA (Weekend Program/Executive MBA): 2022-24**
The Council approved the introduction of a New Course Titled: "Communication & Behavioral Skills for Managerial Effectiveness" as an elective in the MBA (Weekend Program/Executive MBA) 2022-24.

f) **Proposal for additional SWAYAM Courses for CDOE**
The Council approved the proposal of introducing 12 additional SWAYAM Courses for both online and Distance Education (CDOE).

g) **Self-Learning Material (SLMs) of ODL MBA Program**
The Council approved the Self-Learning Material (SLMs) of Semester III & Semester IV of ODL MBA program which is prepared in line with UGC (ODL and Online) programs regulations, 2020.

37.B.02.FoSaT   Faculty of Science and Technology

a) **Proposed Curriculum for the to-be-newly-introduced Under Graduate Programs in –**
  i. *Bachelor of Science (BSc) – Computer Science (CS).*
  ii. *Bachelor of Computer Applications (BCA).*
  iii. *Bachelor of Technology (BTech) Artificial Intelligence.*
  iv. *Bachelor of Technology (BTech) Artificial Intelligence and Machine Learning.*

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     v.   *Bachelor of Technology (BTech) Information Technology.*
     vi.   *Bachelor of Technology (BTech) Mechanical Engineering.*

b) Proposed Curriculum for the to-be-newly introduced Post Graduate Programs in

    i.   *Master of Science (MSc) Physics.*
    ii. *Master of Science (MSc) Chemistry.*
    iii. *Master of Technology (MTech) – Digital Electronics & Communication Systems*

c) Courses for Doctoral Programs in

    i.   *Mathematics.*
    ii. *Civil Engineering.*
    iii. *Electronics and Communication Engineering.*
    iv. *Mechanical Engineering.*

d) Lateral Entry and Bridge Courses

Providing Lateral entry admission opportunities for Engineering Diploma holders into the BTech programs.

Bridge course is an audit course that will be offered to students who join in the lateral entry mode. No credits will be applicable.

The Council approved the proposed curriculum for the to-be-newly-introduced UG and PG Programs, Courses in Doctoral Programs, Lateral entry admissions and Lateral Entry Bridge Courses for Lateral entry students.

e) Revision in existing Curriculum of Under Graduate programs:

  i. BSc (Physics) program

- Semester IV – PH206 Classical Electrodynamics is retitled and replaced with PH206 Electricity and Magnetism.

  ii. BSc (Data Analytics) program

- Semester II – ME126 Thermodynamics is replaced with CH102 Environment Sciences.

  iii. BTech (Computer Science & Engineering) program

- Semester IV – CS206 Database Management Systems credit change from L T P C 3 0 0 3 to 2 0 2 3.
- CH101 Chemistry shifted from semester II to semester I, and DS101 Introduction to Data Science and Artificial Intelligence is moved from semester I to semester II.
- Semester III – Retitling of MG201 Economics for Engineers to MG201 Engineering Economics and Management.

  iv. BTech (Data Science & Artificial Intelligence) program

- CH101 Chemistry shifted from semester II to semester I, and DS101 Introduction to Data Science and Artificial Intelligence is moved from semester I to semester II.
- Semester III – Retitling of MG201 Economics for Engineers to MG201 Engineering Economics and Management.

    v.   **BTech (Electronics & Communication Engineering) program**
- Semester III – EC204 Electronic Devices credit change from L T P C 3 0 0 3 to 2 0 2 3.
- CH101 Chemistry shifted from semester II to semester I, and DS101 Introduction to Data Science and Artificial Intelligence is moved from semester I to semester II.
- Semester III – Retitling of MG201 Economics for Engineers to MG201 Engineering Economics and Management.

    vi.   **BTech (Mechatronics Engineering) program**
- CH101 Chemistry shifted from semester II to semester I, and DS101 Introduction to Data Science and Artificial Intelligence is moved from semester I to semester II.
- Semester III – Retitling of MG201 Economics for Engineers to MG201 Engineering Economics and Management.
- Introduction of ME201 Engineering Mechanics in semester II in place of EC124 Fundamental of Signal Processing.
- MT208 Engineering Materials moved from semester IV to semester III.
- Retitling of MT204 Strength of Materials to Mechanics of Solids, and moved from semester IV to semester III.
- MT203 Kinematics and Dynamics of Machinery moved from semester III to semester IV.

    vii.   **BTech (Civil Engineering) program**
- CH101 Chemistry shifted from semester II to semester I, and DS101 Introduction to Data Science and Artificial Intelligence is moved from semester I to semester II.
- Semester III – Retitling of MG201 Economics for Engineers to MG201 Engineering Economics and Management.

f) Post Graduate Programs
    Retitling of Master of Technology (MTech) 'Robotics' to 'Robotics & Automation', as per AICTE nomenclature.

The Council approved the Revisions in the existing curriculum for Under Graduates and Post Graduates, proposed by the Faculty of Science and Technology (FoSaT).

37.B.02.SoArch   **School of Architecture**

    A. Review of the minutes of the previous (7th) BoS meeting of the ICFAI School of Architecture

    B. Review of the changes proposed in course contents of the courses AR1.3PC, AR2.1PC, AR2.3PC, AR3.85E and AR7.EE

    C. Review of the changes proposed in the Examination policy.
- Changes proposed in promotion criteria (Open elective).
- Changes proposed in the section of "Re-registration of Course and Supplementary Examination".
- Changes proposed in the attendance policy.
- Addition of the sections on malpractice and others.

D. Removal of 'Maximum number of Sessions for courses from the syllabus document.

The Council approved the proposals made by the School of Architecture regarding the (a) Review of changes proposed in the contents of the courses AR1.3PC, AR2.1PC, AR2.3PC, AR3.85E, and AR7.EE, (b) Review of the Examination Policy, (c) and Removal of Maximum number of Sessions for courses from the syllabus document

37.B.03   Review of Operations

The Board reviewed and noted the activities of (1) IBS (Faculty of Management), (2) Faculty of Science & Technology (FST), (3) Faculty of Law (FOL) and (4) School of Architecture and suggested the following:

1. *The Council suggested to all the HODs to use a **Common Reporting Proforma** for all the four schools and present the data of the Review Operations related to items like Research (Journal Articles, Books & Book Chapters in terms of quantity and quality), Conferences Hosted, Conferences attended, Creation of Learning Resources, Patents, External Research Projects, Seed Money, Case Studies, Faculty Seminars, Consulting Projects, FDP's, MDP's Placements, Distinguished Visitors, Innovation & Incubation activities, adaption of SWAYAM/MOOCs Courses, Student Activities, Miscellaneous etc. (Heads of Four Schools)*

2. *It is suggested to the Faculty members of IFHE, to publish papers on Sustainability Development Goals (SDG) to get more points during NAAC, UGC and NIRF Rankings. It is also suggested, to showcase the work done on Sustainability Development Goals (SDG) by creating an icon on the IFHE website. The Heads of Four Schools are requested to review/Monitor regularly the website and submit a report in the Academic Council Meetings. (Heads Four Schools).*

37.B.04   Implementation of 4-Year UG Honors Program in line with UGC Curriculum and Credit Framework for Undergraduate Programmes

The Council suggested to the Heads of Four Schools, to constitute their respective Committees and discuss the same in their respective Board of Studies regarding the modalities for the introduction of their respective 4-year Undergraduate Programs by 15th February 2023, and get it approved in the 38th Special Academic Council Meeting tentatively scheduled on 17th February 2023.

It is suggested to introduce at least one course on Research Methodology with 1 or 2 credits, as per the guidelines of the UGC Curriculum and Credit Framework for Undergraduate Programmes (Heads of Four Schools).

37.B.05   Adoption of University Grants Commission (Minimum Standards and Procedures for Award of Ph.D. Degree) Regulations, 2022

The Council suggested that the Research Committee Members should discuss ways and means to adopt the minimum research standards and procedures in awarding our own Ph.D. Degrees as per the relevant UGC Regulations 2022, from the Academic year 2023-24, and submit the recommendations by 15th February 2023 and get the same approved in the 38th Special Academic Council Meeting tentatively scheduled on 17th February 2023 (Prof. P. N. Sindhuja).

37.B.06   NAAC Accreditation – 3rd Cycle

The Council appreciated the Institution for securing the coveted A++ Grade awarded by NAAC with a CGPA of 3.59 out of 4, which is an improvement over the second cycle grade of A+ with a CGPA of 3.43 out of 4. The Council impressed upon the need to maintain high quality from all perspectives and prepare an action plan accordingly.

37.B.07   12th Convocation of the ICFAI Foundation for Higher Education

The Council approved the award of degrees at the 12th Convocation of the ICFAI Foundation for Higher Education, to those who have successfully completed the academic requirements at the end of the academic year 2021-22 and have become eligible for the award of Degrees of the University.

37.B.08   Approval of the List of Graduating Students

The Council approved the list of Graduating Students, who have successfully completed the academic requirements at the end of the academic year 2021-22 and have become eligible for the award of Degrees of the University.

Part C
(Information Items)

37.11 Any other item with the permission of the Chair
Nil.

37.13 Date of the next meeting
It will be informed.

The meeting concluded with a vote of thanks to the Chair.

S. Vijayalakshmi
S. Vijayalakshmi
Registrar

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be University establishes under section 3 of UGC Act 1956.)

Sample SLM (Only Content Pages)

– MBA Program

Management and Organizational Behavior

Course Components

BLOCK I	Fundamentals of Management
Unit 1	Management: An Overview
Unit 2	Evolution of Management Thought
Unit 3	Managerial Functions
Unit 4	Social and Ethical Responsibilities of Management
BLOCK II	Fundamentals of Organizational Behavior
Unit 5	Understanding Organizational Behavior
Unit 6	Foundations of Human Behavior, Human Relations and Organizational Behavior
Unit 7	Diversity and Ethics
Unit 8	Managing Communication
BLOCK III	Individual Behavior in Organizations
Unit 9	Personality and Attitudes
Unit 10	Motivation
Unit 11	Perception
Unit 12	Learning
BLOCK IV	Dynamics of Organizational Behavior
Unit 13	Leadership
Unit 14	Empowerment and Participation
Unit 15	Conflict, Negotiations and Inter Group Behavior
Unit 16	Foundations of Group Behavior
Unit 17	Understanding Work Teams
Unit 18	Informal Organizations
BLOCK V	The Organization System and Development
Unit 19	Foundations of Organizational Structure
Unit 20	Decision Making
Unit 21	Power and Politics
Unit 22	Organizational Culture
Unit 23	Organizational Change and Development
Unit 24	Future of Organizational Development

Quantitative Methods

Foundations of Accounting & Finance

Course Components

I	FUNDAMENTALS OF FINANCIAL ACCOUNTING
	1. Introduction to Financial Statements
	2. Conceptual Framework of Financial Accounting
	3. Elements of Financial Statements
II	FINANCIAL STATEMENTS AND ANALYSIS
	4. Financial Statements of Companies
	5. Introduction to Financial Statement Analysis
	6. Financial Ratio Analysis
III	MANAGEMENT ACCOUNTING
	7. Basic Cost Terms and Concepts
	8. Cost Analysis and Decision Making
IV	FINANCIAL MANAGEMENT
	9. Introduction to Financial Management
	10. Financial Management Process
	11. Financial System – Indian and International Scenario
	12. Time Value of Money
	13. Sources of Short Term and Long Term Finance
	14. Basics of International Trade and Finance

Business Environment and Law

Course Components

BLOCK I	The Socio-Political Environment of Business
Unit 1	Business Environment: An Introduction
Unit 2	Demographic and Social Environment
Unit 3	Cultural Environment
Unit 4	Political Environment
BLOCK II	**The Economic and Technological Environment of Business**
Unit 5	Economic Environment
Unit 6	Financial Environment
Unit 7	Trade Environment
Unit 8	Technological Environment
BLOCK III	**The Legal and Ethical Environment of Business**
Unit 9	Legal and Regulatory Environment
Unit 10	Tax Environment
Unit 11	Ethical Environment
BLOCK IV	**Business Contracts**
Unit 12	Law of Contracts
Unit 13	Special Contracts
BLOCK V	**Law Relating to Corporate Business Entities**
Unit 14	Formation and Organization of Companies
Unit 15	Company Management and Winding Up
BLOCK VI	**Tax Laws**
Unit 16	Direct Taxes
Unit 17	Indirect Taxes

IT & Systems

Course Components

BLOCK I	**Introduction to Information Technology and Systems**
Unit 1	Computer Systems – An Overview
Unit 2	Operating Systems
Unit 3	Fundamentals of Information Systems
BLOCK II	**Applications of Information Technology in Business**
Unit 4	Personal Productivity Software
Unit 5	Enterprise Collaboration Systems
Unit 6	Management Information Systems
BLOCK III	**Software and Database Concepts, and Networks**
Unit 7	Program Design and Programming Languages
Unit 8	Database Management
Unit 9	Computer Networks
Unit 10	Telecommunication Networks
BLOCK IV	**Management of MIS**
Unit 11	MIS – Planning and Design
Unit 12	MIS – Implementation, Evaluation, and Maintenance
Unit 13	Information Resources Management and IT Governance
Unit 14	Global IT Management
Unit 15	MIS in Specialized Areas
BLOCK V	**Enterprise Functions and E-Business**
Unit 16	Basics of E-Business and Enterprise Application Integration
Unit 17	Supply Chain Management and E-Business
Unit 18	Enterprise Resource Planning
Unit 19	CRM and E-Business
BLOCK VI	**Advanced Topics in IT**
Unit 20	Cloud Computing
Unit 21	Business Intelligence and Big Data
Unit 22	Current Trends in Software Design and Architecture
Unit 23	Mobile and Social Technologies
Unit 24	IT and Business Process Management

Economics for Managers

Course Components

BLOCK I	Microeconomics – I
Unit 1	Introduction to Microeconomics
Unit 2	Theory of Demand and Supply
Unit 3	Consumer Behavior
Unit 4	Production Function
Unit 5	Analysis of Costs
BLOCK II	**Microeconomics – II**
Unit 6	Perfect Competition
Unit 7	Imperfect Competition
Unit 8	Rent and Wages
Unit 9	Interest and Profit
Unit 10	Forecasting and Decision-Making
BLOCK III	**Macroeconomics – I**
Unit 11	Introduction to Macroeconomics
Unit 12	National Income
Unit 13	Consumption and Investment Function
Unit 14	Classical and Keynesian Economics
Unit 15	Fiscal Policy and Budget Deficit
Unit 16	Banking and Money Supply
BLOCK IV	**Macroeconomics – II**
Unit 17	Monetary Policy
Unit 18	Inflation
Unit 19	International Trade and Balance of Payments
Unit 20	Economic Indicators
Unit 21	Business Cycles
Unit 22	Economic Growth, Development and Planning

Project & Operations Management

Course Components

BLOCK I	Project Management – An Overview
Unit 1	Introduction to Project Management
Unit 2	Project Idea Generation and Screening
Unit 3	Market and Technical Analysis of Projects
Unit 4	Financial Analysis of Projects
Unit 5	Project Selection
BLOCK II	**Project Planning and Control**
Unit 6	Management of Project Scope
Unit 7	Identifying Project Activities
Unit 8	Activities: Sequencing, Estimating Duration, and Scheduling
Unit 9	Project Review
Unit 10	Project Control
BLOCK III	**Project Implementation and Closing**
Unit 11	Project Cost Management
Unit 12	Project Risk Management
Unit 13	Project Quality Management
Unit 14	Project Auditing
Unit 15	Project Closing
BLOCK IV	**Introduction to Operations Management**
Unit 16	Operations Management and Operations Strategy
Unit 17	Forecasting Demand
Unit 18	Allocating Resources to Strategic Alternatives
Unit 19	Design of Production Processes
BLOCK V	**Design of Facilities and Operations Planning**
Unit 20	Facility Location and Layout
Unit 21	Aggregate Planning and Capacity Planning
Unit 22	Fundamentals of Inventory Control
Unit 23	Purchase Management
Unit 24	Materials Management
BLOCK VI	**Operations Control**
Unit 25	Operations Scheduling
Unit 26	Enterprise Resource Planning
Unit 27	Supply Chain Management
Unit 28	Just-In-Time (JIT) Manufacturing System
Unit 29	Productivity and Quality Management
Unit 30	Facilities and Maintenance Management
BLOCK VII	**Current Trends in Operations Management**
Unit 31	Trends in Operations Technology
Unit 32	Globalization and Operations Management
Unit 33	Sustainability and Operations Management

Human Resource Management

Course Components

BLOCK I	**Overview of Human Resource Management**
Unit 1	Introduction to HRM
Unit 2	Organizational Structure and HRM
Unit 3	International Human Resource Management
BLOCK II	**Employment of Human Resources**
Unit 4	Human Resource Planning
Unit 5	Job Analysis and Design
Unit 6	Recruitment
Unit 7	Selection
Unit 8	Socialization
BLOCK III	**Management and Development of Human Resources**
Unit 9	Managing Careers
Unit 10	Performance Appraisal
Unit 11	Employee Training and Management Development
Unit 12	Compensation Management
Unit 13	Occupational Safety and Health
BLOCK IV	**Employee Relations**
Unit 14	Grievance Handling
Unit 15	Disciplinary Action
Unit 16	Trade Unions
Unit 17	Industrial Relations, Collective Bargaining, and Workers' Participation in Management
Unit 18	Quality of Work Life
Unit 19	Quality Circles
Unit 20	Emerging Challenges of HRM

Marketing Management

Course Components

BLOCK I	Understanding Marketing Management and Buyer Behavior
Unit 1	Marketing: The Development of a Concept
Unit 2	Delivering Customer Values and Satisfaction
Unit 3	Marketing Environment
Unit 4	Marketing Budgets and Costs
Unit 5	Understanding Consumer Buying Behavior
Unit 6	Organizational Markets and Organizational Buying Behavior
BLOCK II	**Market Analysis and Marketing Strategies**
Unit 7	Marketing Research, MkIS, and Demand Forecasting
Unit 8	Market Segmentation and Market Targeting
Unit 9	Strategic Planning Process in Marketing
Unit 10	Marketing and Competitive Strategies
BLOCK III	**The Marketing Mix – I**
Unit 11	Product and Product Portfolio
Unit 12	Product Differentiation and Positioning
Unit 13	New Product Development
Unit 14	Branding and Packaging
Unit 15	Pricing and Marketing
BLOCK IV	**The Marketing Mix – II**
Unit 16	Channels of Marketing
Unit 17	Logistics and Wholesaling
Unit 18	Retailing
Unit 19	Communication Mix in Marketing
Unit 20	Advertising, Sales Promotion and Public Relations
Unit 21	Personal Selling and Sales Force Management
BLOCK V	**Additional Topics in Marketing Management**
Unit 22	Developing and Managing Holistic Marketing Organization
Unit 23	Global Marketing Strategies
Unit 24	Direct and Digital Marketing
Unit 25	Marketing of Services
Unit 26	Marketing of Organizations, Individuals, Places, and Ideas
Unit 27	Marketing Management: Ethical and Social Dimensions
Unit 28	Green and Sustainable Marketing
Unit 29	Marketing Analytics

Business Communication & Soft Skills

Course Structure

Block 1: Non-Verbal, Oral, and Group Communications	
Unit 1	Fundamentals of Communication
Unit 2	Nonverbal Communication
Unit 3	Listening
Unit 4	Negotiations
Unit 5	Interviewing
Unit 6	Group Communication
Unit 7	Making Presentations – Getting Started
Unit 8	Organizing and Presenting the Speech
Block 2: Written Communication	
Unit 9	Letter Writing: Writing about the Routine and the Pleasant
Unit 10	Writing about the Unpleasant
Unit 11	Writing to Persuade
Unit 12	Communication for Employment – Resume
Unit 13	Communication for Employment – Application Letter
Unit 14	Writing Effective Memos
Unit 15	Structure and Layout of Letters
Unit 16	The Framework of a Report
Unit 17	Writing Business Proposals and Business Plans
Unit 18	Writing the Report
Unit 19	Managing Data and Using Graphics
Unit 20	Review of Writing Skills
Block 3: Managing the Self	
Unit 21	Tools for Professional Development
Unit 22	Business Etiquette
Unit 23	Managerial Effectiveness – A Conceptual Framework
Unit 24	Stress Management
Unit 25	Creativity in Management
Block 4: Managing People	
Unit 26	Emotional Intelligence in Management
Unit 27	Interpersonal Skills
Unit 28	Leadership and Change Management Skills
Unit 29	Multi-cultural Communication Skills

Business Policy & Strategy

Course Structure

BLOCK ONE Overview of Strategic Management	
Unit 1	Introduction to Strategy
Unit 2	Strategic Management
Unit 3	Vision, Mission, and Social Responsibility

BLOCK TWO Strategic Analysis and Strategy Formulation	
Unit 4	External Environment Analysis
Unit 5	Internal Environment Analysis
Unit 6	Objectives, Grand Strategies, and Functional Strategies
Unit 7	Generic Competitive Strategies
Unit 8	Strategic Analysis and Choice

BLOCK THREE Strategy Execution And Control	
Unit 9	The Value Chain and Competitive Scope
Unit 10	The Value Chain and Generic Strategies
Unit 11	Strategy and Structure
Unit 12	Strategy Execution and Organizational Culture
Unit 13	Strategic and Operational Control
Unit 14	Organizational Roles in Strategic Management

BLOCK FOUR Strategic Change	
Unit 15	Corporate Restructuring – An Overview
Unit 16	Joint Ventures and Strategic Alliances
Unit 17	Mergers and Acquisitions
Unit 18	Divestitures and Anti-Takeover Defense
Unit 19	Managing Strategic Change
Unit 20	Challenges for the 21st Century

International Business

Course Components

BLOCK I	An Overview of International Business
Unit 1	International Business and Globalization
Unit 2	International Trade Theories and Application
Unit 3	Country Differences
BLOCK II	**Global Markets and Institutions**
Unit 4	International Monetary System
Unit 5	Foreign Exchange Markets
Unit 6	International Economic Integration and Institutions
BLOCK III	**International Business Strategy and Structure**
Unit 7	The Strategy of International Business
Unit 8	The Organization of International Business
Unit 9	Entry Strategies and Strategic Alliances
BLOCK IV	**Functional Areas in International Business**
Unit 10	Global Research and Development
Unit 11	Global Human Resource Management
Unit 12	Global Marketing and Supply Chain
Unit 13	Accounting in the International Business
Unit 14	Financial Management in International Business
BLOCK V	**Implementation in International Business and Emerging Issues in International Business**
Unit 15	Implementation and Control in International Business
Unit 16	Global Internet and e-Commerce
Unit 17	Ethics in International Business

Leadership and Change Management

Course Structure

Block I: The Mystique of Leadership	
Unit 1	Understanding Leadership
Unit 2	Leadership Styles
Unit 3	Leadership Skills and Tactics
Unit 4	The Making of a Leader
Block II: Path to Leadership	
Unit 5	Leading a Learning Organization
Unit 6	Coaching Leaders
Unit 6	Developing Performing Teams
Unit 8	Leadership Succession
Block III: Leadership Culmination	
Unit 9	Level 5 Leadership
Unit 10	Narcissistic Leaders
Unit 11	Leadership Challenges
Block IV: Change Mastery	
Unit 12	Understanding Change
Unit 13	Implementing Change
Unit 14	Change Agents
Unit 15	Disruptive Innovation

Management Control Systems

Course Structure

Ethics and Governance

Course Structure

Block I: Business Ethics	
Unit 1	Business Ethics – An Overview
Unit 2	Importance of Ethics in Business
Unit 3	The Ethical Organization and its Corporate Code
Unit 4	Ethics and Rule of Law
Unit 5	Business Ethics and Environment
Block II: Management and Ethics – I	
Unit 6	Ethical Issues in Strategic Management
Unit 7	Ethical Issues in Marketing Management
Unit 8	Ethical Issues in Operations Management
Unit 9	Ethical Issues in Purchase Management
Block III: Management and Ethics – II	
Unit 10	Ethical Issues in Human Resources Management
Unit 11	Ethical Issues in Finance
Unit 12	Ethical Issues in Accounting and Other Functions
Unit 13	Ethical Dilemmas at Workplace
Unit 14	Ethical Issues in Global Business
Block IV: Corporate Social Responsibility	
Unit 15	Corporate Social Responsibility – A Historical Perspective
Unit 16	Corporate Responsibility – Stakeholders
Unit 17	The Role of Business in Society
Block V: Corporate Governance	
Unit 18	Corporation – An overview
Unit 19	Corporate Governance – An overview
Unit 20	Corporate Governance – Board Structures and Styles
Unit 21	Corporate Governance – Roles and Responsibility of Board of Directors
Unit 22	Corporate Governance – Codes and Laws

Financial Management

Course Structure

Block 1: Basics of Financial Management	
Unit 1	Introduction to Financial Management
Unit 2	Indian Financial System
Unit 3	Time Value of Money
Unit 4	Risk and Return
Unit 5	Leverage
Block 2: Corporate Financial Management	
Unit 6	Valuation of Securities
Unit 7	Sources of Long term Finance
Unit 8	Cost of Capital and Capital Structure Theories
Unit 9	Capital Expenditure Decisions
Unit 10	Dividend Policy
Unit 11	Financial Forecasting
Block 3: Working Capital Management	
Unit 12	Working Capital Management
Unit 13	Financing Current Assets
Unit 14	Inventory Management
Unit 15	Receivables Management
Unit 16	Cash Management
Block 4: International Finance and Risk Management	
Unit 17	International Project Appraisal
Unit 18	International Trade: Theories and Practices
Unit 19	Financial Risk Management

Global Financial Markets

Course Structure

Block 1: Overview of Global Financial Markets	
Unit 1	Introduction to Global Markets
Unit 2	Macro Issues Impacting Global Markets
Unit 3	Multilateral Institutions
Block 2: Components and Instruments in Global Financial Markets	
Unit 4	Valuation of Securities
Unit 5	Global Bond Markets
Unit 6	Mortgage and Mortgage Instruments
Unit 7	Global Stock Markets
Unit 8	Global Perspective of Money Markets and Commodities Markets
Unit 9	Global Derivative Markets and Instruments
Block 3: Global Financial Institutions	
Unit 10	Banking: An International Perspective
Unit 11	Thrift Institutions: Operational Issues and Regulatory Issues
Unit 12	Investment Banks
Unit 13	Pension Funds
Unit 14	Mutual Funds, Hedge Funds and Sovereign Wealth Funds
Block 4: Managing Risk in Global Financial Markets	
Unit 15	Understanding Subprime Mortgage Loans (2007) & Brexit (2016): Their Impact on Financial Markets
Unit 16	Credit Rating & Sovereign Risk
Unit 17	Dealing Room Operations
Unit 18	Regulatory Aspects and Corporate Governance in Global Financial Markets

Strategic Finance and Corporate Restructuring

Block	Unit No.	Unit Title
I		**STRATEGIC FINANCIAL MANAGEMENT**
	1.	Strategic Financial Management: An Overview
	2.	Capital Structure
	3.	Dividend Policy
	4.	Allocating Capital and Corporate Strategy
II		**ADVANCED CORPORATE FINANCE**
	5.	Decision Support Models
	6.	Financial Distress and Restructuring
	7.	Real Options
	8.	Working Capital Management
	9.	Strategic Cost Management
III		**MERGERS AND ACQUISITIONS**
	10.	Mergers and Acquisitions: An Overview
	11.	Mergers and Acquisitions: Different Forms
	12	Theories of Mergers
	13.	Methods of Valuation of Firms
IV		**TECHNIQUES OF CORPORATE RESTRUCTURING**
	14.	Sell Offs and Divestitures
	15.	Joint Ventures
	16.	Going Private and Leveraged Buyouts
	17.	ESOPs and MLPs
	18.	Buy-back of Shares and Exchange Offers
	19.	Takeover Defenses

Services Marketing

Course Structure

Block 1: Introduction to Services Marketing	
Unit 1	Service Economy Trends in National and Global Scenario
Unit 2	Understanding Services
Unit 3	The Nature of Services Marketing
Unit 4	Consumer Behavior
Unit 5	Customer Expectations and Perceptions
Unit 6	Listening to Customers
Block 2: Strategic Issues in Services Marketing	
Unit 7	Market Segmentation and Targeting
Unit 8	Positioning and Differentiation of Services
Unit 9	Managing Demand and Capacity
Unit 10	Role of Technology in Services
Block 3:Services and the Marketing Mix – I	
Unit 11	The Marketing Mix Elements
Unit 12	Product: Packaging the Service
Unit 13	Pricing Services
Unit 14	Promotion and Communication of Services
Block 4: Services and the Marketing Mix – II	
Unit 15	Place in Services
Unit 16	People in Services
Unit 17	Process in Services
Unit 18	Physical Evidence
Unit 19	The Service Setting
Block 5: Maximizing Service Potential and Challenges for Senior Management	
Unit 20	Internal Marketing
Unit 21	Service Failures and Service Recovery
Unit 22	Customer Relationship Management (CRM)
Unit 23	Developing and Managing the Customer Service Function
Unit 24	Globalization of Services

Strategic Marketing Management

Course Structure

Block 1: Strategic Marketing and its Environment	
Unit 1	Strategic Marketing Management - An Introduction
Unit 2	Marketing Strategy and Planning
Unit 3	Business Strategy and Competitive Advantage
Unit 4	Marketing Audit and SWOT Analysis
Unit 5	Marketing Costs and Financial Analysis
Unit 6	Market and Environmental Analysis
Block 2: Strategic Marketing Choices	
Unit 7	Competitor Analysis
Unit 8	Customer Analysis
Unit 9	Segmenting Markets
Unit 10	Targeting and Positioning Strategies
Unit 11	Relationship Strategies
Unit 12	Generic Strategies
Block 3: Strategic Marketing and the Marketing Mix	
Unit 13	Planning for New Products
Unit 14	Product Branding and Customer Service Strategies
Unit 15	Pricing Strategy
Unit 16	Advertising and Sales Promotion Strategies
Unit 17	Public Relations and Direct Marketing Strategies
Unit 18	Sales Force Strategies
Unit 19	Distribution Strategy
Block 4:Organizational Effectiveness and Control in Strategic Marketing	
Unit 20	Strategic Issues in Marketing
Unit 21	Designing an Effective Marketing Organization
Unit 22	Marketing Strategy Implementation and Control
Unit 23	Learning in Marketing Organization
Block 5:New Age Strategic Marketing Management	
Unit 24	Relationship Marketing Strategies
Unit 25	Online Marketing Strategies
Unit 26	Social Media Marketing Strategies
Unit 27	Emerging Trends in Strategic Marketing
Unit 28	Integrated Marketing Communication Strategies

Course Structure

Sales & Distribution Management

Block 1	The Sales Perspective
Unit 1	Introduction to Sales Management
Unit 2	The Sales Organization
Unit 3	Sales Functions and Policies
Unit 4	Personal Selling
Block 2	**Planning the Sales Effort**
Unit 5	Sales Planning
Unit 6	Sales Territories
Unit 7	Sales Budget
Unit 8	Estimating Market Potential and Forecasting Sales
Unit 9	Sales Quotas
Unit 10	Sales and Cost Analysis
Block 3	**Organizing and Directing the Sales Efforts**
Unit 11	Profiling and Recruiting Sales Personnel
Unit 12	Developing, Delivering and Reinforcing a Sales Training Program
Unit 13	Time and Territory Management
Unit 14	Compensating Sales Personnel
Unit 15	Motivating the Sales Force
Unit 16	Sales Force Expenses and Transportation
Unit 17	Leading the Sales Force
Unit 18	Evaluating Sales Force Performance
Unit 19	Ethical and Legal Responsibilities of a Sales Manager
Block 4	**Distribution Management**
Unit 20	Marketing Logistics & C&F Agents
Unit 21	Marketing Channels
Unit 22	Channel Integration
Unit 23	Channel Management
Block 5	**Channel Control and Institutions**
Unit 24	Evaluating Channel Performance
Unit 25	Managing Channel Conflicts
Unit 26	Channel Information Systems
Unit 27	Wholesaling
Unit 28	Retailing and E-Retailing

Recruitment, Training and Development
Course Structure

BLOCK 1: Recruitment	
Unit 1	Recruitment: An Overview
Unit 2	Recruitment Process
Unit 3	Sources and Techniques of Recruitment
Unit 4	Hiring Trends
BLOCK 2: Selection, Placement and Induction	
Unit 5	Selection Process: An Overview
Unit 6	Modern Employee Selection Procedures
Unit 7	New Employee Induction Trends
BLOCK 3: Training	
Unit 8	Introduction to Employee Training
Unit 9	Training Needs Assessment
Unit 10	Learning and Program Design
Unit 11	Training Methods
Unit 12	Trainers' Aid: Bloom's Taxonomy
BLOCK 4: Development Aspects of Employees and Management	
Unit 13	Career Planning, Development and Management
Unit 14	Employee Development
Unit 15	Management Development
BLOCK 5: Trainer and the Future of Training and Development	
Unit 16	Training Evaluation
Unit 17	The Role of a Trainer
Unit 18	The Future of Training and Development

Performance Management and Reward Systems

Course Components

BLOCK I	Foundations of Performance Management
Unit 1	Introduction to Performance Management
Unit 2	Performance Appraisals
Unit 3	360^0 Feedback
BLOCK II	Performance Management Framework
Unit 4	Developing the Performance Management Framework
Unit 5	Designing and Launching the Performance Management System
Unit 6	Evaluation and Maintenance of Performance Management
BLOCK III	Performance Measurement of Individuals, Teams and Organizations
Unit 7	Measuring Individual Performance
Unit 8	Measuring Team Performance
Unit 9	Measuring Organizational Performance
BLOCK IV	Compensation and Reward Management
Unit 10	Rewards and Recognition
Unit 11	Reward Management
Unit 12	Performance Management and Compensation
Unit 13	Job Evaluation and Pay Structure
Unit 14	Performance Competence and Skill Based Pay
BLOCK V	Performance Development
Unit 15	Performance Management and Employee Development
Unit 16	Motivation and Performance Improvement
Unit 17	Emerging Trends in Performance Management

SMACS (Social, Mobile, Analytics, Cloud and Security) Technologies for Business

Course Structure
Block 1: Introduction to Digitization
Unit 1   Introduction to SMACS (Social, Mobile, Analytics, Cloud and Security) Technologies
Unit 2   Social Networking Platforms and Stakeholders
Unit 3   Product Development Using Social Media
Unit 4   Customer Relationships through Social Media
Block 2: Mobile Technologies for Business
Unit 5   Mobile Devices and Platforms
Unit 6   Mobile Operating Systems
Unit 7   Mobile Apps for Business Organizations
Unit 8   Mobile BPM
Block 3: Business Analytics
Unit 9   Decision Making Using Big Data
Unit 10 Handling Unstructured Data
Unit 11 Data Analytics for Top Management Decision Making
Unit 12 Business and Marketing Intelligence Using Analytics
Block 4: Cloud for Business
Unit 13 Cloud Architectures and Services
Unit 14 Enterprise Systems Development Using Cloud Technologies
Unit 15 Clouds for Social Marketing
Block 5: Security Technologies for Business
Unit 16 Data Security in Organizations
Unit 17 Network Security in Organizations
Unit 18 Information Security in Cloud Environment
Block 6: Applications of SMACS
Unit 19 SMACS Applications to Top Management
Unit 20 SMACS for Marketing
Unit 21 SMACS for Operations

Services Operations Management

Course Structure

Block 1: Understanding Service Operations	
Unit 1	Introduction to Service Operations
Unit 2	Inter-dependence of Service Industries
Unit 3	Virtual Value Chain and Profit Chain
Block 2: Strategy Formulation	
Unit 4	Business Strategy
Unit 5	Customer Retention Strategies
Unit 6	Global Service Strategy
Block 3: Designing Service Operations	
Unit 7	Design and Development
Unit 8	Innovation and Service Development
Unit 9	Services Process Design
Unit 10	Designing a Service Delivery System
Unit 11	Front Office- Back Office Interface
Block 4: Monitoring Service Operations Performance	
Unit 12	Performance Measurement and Monitoring Service Industry
Unit 13	I.T. As An Enabler For Service Excellence
Unit 14	Quality Management in Services
Unit 15	Meeting Global Standards of Quality
Unit 16	Real Assets - Real Estate
Unit 17	Lean Management Concepts
Unit 18	Tools for Managing Services
Unit 19	Managing Service Projects
Unit 20	Managing Service Projects

Financial Services

Course Structure

Block 1: **Financial Services – An Overview**	
Unit 1	Introduction to Financial Services
Unit 2	Financial Engineering: New Products and Services
Unit 3	Sources of Finance and Regulatory Environment of Financial Services
Unit 4	Credit Rating
Block 2: **Leasing and Hire Purchase**	
Unit 5	An Introduction to Equipment Leasing
Unit 6	Leasing in Indian Context
Unit 7	Legal Aspects of Leasing
Unit 8	Tax Aspects of Leasing
Unit 9	Lease Evaluation: The Lessee's Angle
Unit 10	Lease Evaluation: The Lessor's Angle
Unit 11	Lease Accounting and Reporting
Unit 12	Hire Purchase
Block 3: **Fund Based Services**	
Unit 13	Consumer Credit
Unit 14	Bill Discounting
Unit 15	Factoring and Forfaiting
Unit 16	Housing Finance in India
Unit 17	Mortgages and Mortgage Instruments
Unit 18	Real Estate Financing: Risk and Return
Unit 19	Securitization
Block 4: **Other Financial Services**	
Unit 20	Insurance
Unit 21	Plastic Money
Unit 22	Virtual Money
Unit 23	Venture Capital

International Finance

Course Structure

Block 1: Fundamentals of International Finance	
Unit 1	Introduction to International Finance
Unit 2	Theories of International Trade
Unit 3	International Trade Finance in India
Unit 4	Balance of Payments
Block 2: Foreign Exchange Transactions	
Unit 5	International Monetary System
Unit 6	The Foreign Exchange Market
Unit 7	Exchange Rate Determination
Unit 8	Exchange Rate Forecasting
Block 3: Exchange Risk Management	
Unit 9	Introduction to Exchange Risk
Unit 10	Management of Exchange Risk
Unit 11	International Project Appraisal
Block 4: International Financial Management	
Unit 12	International Financial Markets and Instruments
Unit 13	International Equity Investments
Unit 14	Short Term Financial Management
Unit 15	International Accounting and Taxation
Block 5: International Trade	
Unit 16	Trade Blocks
Unit 17	Foreign Trade Policy
Unit 18	Documentary Credits
Unit 19	Export Finance and Exchange Control Regulations Governing Exports
Unit 20	Import Finance and Exchange Control Regulations Relating to Import Finance

International Marketing

Course Structure

Block 1: Basic Perspective on International Marketing	
Unit 1	Basics of International Marketing
Unit 2	International Marketing Environment
Unit 3	International Consumer Behavior
Unit 4	International Marketing Opportunities in Emerging Markets
Block 2: International Marketing Strategy	
Unit 5	Entry Strategies in International Markets
Unit 6	Marketing Information System and Research
Unit 7	Segmentation, Targeting and Positioning
Unit 8	Planning Process
Block 3: International Marketing Mix	
Unit 9	Product Decisions
Unit 10	International Branding
Unit 11	International Marketing of Services
Unit 12	Pricing in International Marketing
Unit 13	Marketing Channel and Place Decisions
Unit 14	Promotional Decisions
Block 4: Other Issues in International Marketing	
Unit 15	Leading, Organizing and Controlling
Unit 16	Marketing in the Internet Environment
Unit 17	Ethics and Social Responsibility
Unit 18	Future Trends in International Marketing

Retail Management

Course Structure

Block 1: Introduction to Retailing	
Unit 1	Retailing: An Overview
Unit 2	Retail Institutions
Unit 3	Understanding the Retail Customer
Block 2: Retail Strategy	
Unit 4	Retail Market Strategy
Unit 5	Financial Strategy
Unit 6	Store Location and Site Evaluation
Unit 7	Retail Organization and Management
Block 3: Merchandise Management	
Unit 8	Merchandise Assortment Planning
Unit 9	Purchasing Systems
Unit 10	Merchandise Planning
Block 4: Managing the Retail Store	
Unit 11	Store Management
Unit 12	Store Layout, Design and Visual Merchandizing
Unit 13	Customer Service
Unit 14	Retail Selling
Unit 15	Information Systems and Logistics
Block 5: Retail Marketing	
Unit 16	Retail Marketing Mix
Unit 17	Retail Pricing
Unit 18	Retail Promotion Mix
Unit 19	Application of IT in Retailing
Unit 20	International Retailing
Unit 21	The Future of Retailing
Block 6: Contemporary Issues in Retailing	
Unit 22	Ethical and Legal Issues in Retailing
Unit 23	Careers in Retailing

Marketing Communications
Course Components

BLOCK I	Introduction to Marketing Communications
Unit 1	Basics of Marketing Communications
Unit 2	Marketing Communications Models
Unit 3	Consumer Buying Behavior
BLOCK II	Marketing Communications Strategy and Planning
Unit 4	Marketing Communications Planning Process
Unit 5	Marketing Communications Research
Unit 6	Advertising Objectives and Planning
Unit 7	Budgeting for Marketing Communications
BLOCK III	Marketing Communications Execution
Unit 8	Message and Creative Strategy
Unit 9	Media Planning and Strategy
Unit 10	Mass Media and Outdoor Advertising
Unit 11	Measurement and Evaluation of Marketing Communications
BLOCK IV	Marketing Communications Mix
Unit 12	Sales Promotion
Unit 13	Personal Selling
Unit 14	Public Relations, Sponsorship, Publicity and Corporate Advertising
Unit 15	Direct Marketing
Unit 16	Digital Marketing
BLOCK V	Dynamics of Marketing Communications
Unit 17	Branding and Marketing Communications
Unit 18	Internal Marketing Communications
Unit 19	International Marketing Communications
Unit 20	Ethics in Marketing Communications
Unit 21	Future Trends of Marketing Communications

Strategic Human Resource Management

Course Components

Block 1: Strategy and Human Resource Management	
Unit 1	Strategic Human Resource Management - An Overview
Unit 2	Importance of Aligning Human Resources to Strategy
Unit 3	Strategic Aspects in International Human Resource Management
Unit 4	Evidence based Human Resources and Human Resources Information System
Block 2: Strategic Human Resources Management - Implications for Organizations	
Unit 5	Redesigning Work Systems
Unit 6	Human Resource Forecasting
Unit 7	Strategic Acquisition of Human Resources
Unit 8	Strategic Implications of Training and Development
Unit 9	Performance Management and Evaluation
Unit 10	Compensation and Strategic Human Resources Management
Unit 11	Strategic Challenges for Leadership
Block 3: Strategic Maintenance of Human Resources	
Unit 12	Strategic Issues in Employee Safety, Health and Labor Relations
Unit 13	Career Management
Unit 14	Employee Separation and Downsizing
Block 4: Emerging Trends and Challenges for Human Resources	
Unit 15	Mergers and Acquisitions (M&A)
Unit 16	Outsourcing and Legal Implications
Unit 17	Ethical issues in Strategic Human Resources Management
Unit 18	Strategic Human Resources Challenges

Organization Development

Course Components

BLOCK I	**Introduction to Organization Development**
Unit 1	Nature and Definition of Organization Development
Unit 2	Historical Overview of Organization Development
Unit 3	Values, Assumptions and Beliefs of Organization Development
BLOCK II	**Foundations and Process of Organization Development**
Unit 4	Foundations of Organization Development
Unit 5	Managing Organization Development Process
Unit 6	Action Research and Organization Development
BLOCK III	**Organization Development Interventions**
Unit 7	An overview of Organization Development Interventions
Unit 8	Human Process Interventions
Unit 9	Comprehensive Interventions
BLOCK IV	**Structural and Strategic Interventions**
Unit 10	Techno-Structural Interventions
Unit 11	Strategic Interventions
Unit 12	Strategic Change Interventions
BLOCK V	**Recent Trends in Organization Development**
Unit 13	Role and Competence of Organization Development Practitioner
Unit 14	Power, Politics and Organization Development
Unit 15	New Dimensions of Organization Development
Unit 16	Future of Organization Development

Human Resource Planning and Audit

Course Structure

Block 1: Human Resource Planning	
Unit 1	Challenges and Paradigm Shifts in HR Department
Unit 2	Basics of Human Resource Planning
Unit 3	Arriving at Effective Human Resource Planning
Block 2: Strategic HR Planning	
Unit 4	Basics of Strategic Planning
Unit 5	Strategic Manpower Planning
Unit 6	Strategic Planning in HR Core Areas
Unit 7	Strategic Issues in Succession Planning
Unit 8	HR Planning Issues in Restructuring Organizations
Unit 9	Measuring Human Resource Effectiveness
Unit 10	HR Analytics in HR Planning
Block 3: Human Resource Auditing	
Unit 11	Introduction to HR Audit
Unit 12	Human Resource Audit: Competencies, Strategies, Systems, and Structure
Unit 13	Audit of HR Functions
Block 4: Effective Auditing and Audit Report Writing	
Unit 14	Conducting Effective HR Audit
Unit 15	Writing an HR Audit Report

Big Data and Analytics

Course Structure

Block 1: Introduction and Application of Big Data	
Unit 1	What is Big Data?
Unit 2	Why Big Data is Important
Unit 3	Big Data in Marketing and Advertising
Unit 4	Big Data in Healthcare
Block 2: Big Data Technology & Analytics	
Unit 5	Big Data Technologies-I
Unit 6	Big Data Technologies-II
Unit 7	Information Management
Unit 8	Business Analytics-I
Unit 9	Business Analytics-II
Block 3: Managing Talent	
Unit 10	Talent Management-I
Unit 11	Talent Management-II
Unit 12	Data Privacy and Ethics

Supply Chain Management

Course Structure

Block 1: Principles of Supply Chain Management	
Unit 1	Supply Chain Management-An Overview
Block 2: Supply Chain Planning & Design	
Unit 2	Supply Chain Integration
Unit 3	Demand Forecasting in a Supply Chain
Unit 4	Managing Demand and Supply in a Supply Chain
Unit 5	Facility Network Design
Block 3: Supply Chain Processes	
Unit 6	Purchasing and Supply Chain Management
Unit 7	Manufacturing in a Supply Chain Context
Unit 8	Inventory Management
Unit 9	Managing Transportation in a Supply Chain
Unit 10	Warehousing in a Supply Chain
Unit 11	Returns Management and Supply Chain
Unit 12	Customer Service in a Supply Chain
Unit 13	Order Fulfilment and Supply Chain
Block 4: Supply Chain Coordination	
Unit 14	Cooperation and Coordination in a Supply Chain
Unit 15	Role of Outsourcing in a Supply Chain
Unit 16	Measuring Supply Chain Performance
Block 5: Contemporary Issues in Supply Chain Management	
Unit 17	Information technology in Supply Chain
Unit 18	E-Business and the Supply Chain
Unit 19	Financial Flow in Supply Chain
Unit 20	Emerging trends in Supply Chain Management

MHRD approval for Off-Campus Centre at Bengaluru

(TO BE PUBLISHED IN THE GAZETTE OF INDIA PART-I SECTION-1)

No.F.10-5/2019-U3(A)
Government of India
Ministry of Human Resource Development
Department of Higher Education
ICR Division

Shastri Bhawan, New Delhi
Dated: 6th June, 2021

<u>**NOTIFICATION**</u>

Whereas, the Central Government is empowered under Section 3 of the University Grants Commission (UGC) Act, 1956 to declare, on the advice of the UGC, an institution of higher learning as an Institution deemed-to-be-university.

2. **And whereas,** in exercise of the powers conferred by Section 3 of the UGC Act, 1956, the Central Government, vide its Notification No. F. 9-54/2006-U.3 dated 16th December, 2008, on the advice of UGC, had declared ICFAI Foundation for Higher Education, Hyderabad (Telangana) as an Institution Deemed to be University.

3. **And further whereas,** ICFAI Society submitted an application on 11th July, 2019 for starting off-campus centre of ICFAI Foundation for Higher Education (Deemed to be University), Hyderabad (Telangana) at Bengaluru. The application was forwarded to UGC for examination and advice under UGC (Institutions Deemed to be Universities) Regulations, 2019.

4. **And whereas**, the UGC vide their letter No.F.41-4/2019(CPP-I/DU) dated 10th June 2020 communicated that "The Commission had considered the report of the UGC Expert Visiting Committee and recommended starting off campus centre at Bengaluru (Karnataka) by ICFAI Foundation for Higher Education (Deemed to be University), Hyderabad (Telangana)."

5. **Now, therefore**, in exercise of the powers conferred by Section 3 of the UGC Act, 1956, the Central Government, on the advice of the UGC, do hereby permit ICFAI Foundation for Higher Education (Deemed to be University), Hyderabad (Telangana) to start an Off-Campus Centre at Bengaluru, with effect from the issuance of this Notification.

6. This permission is subject to the compliance of the UGC (Institutions Deemed to be Universities) Regulations, 2019 and other relevant Norms / Rules / Regulations /

Directions issued by the Central Government, UGC and other Statutory Councils, from time to time.

(Kamini Chauhan Ratan)
Joint Secretary to the Government of India
Tel:23385162

The Manager,
Government of India Press,
Minto Road, New Delhi – 110002.

Copy forwarded to: -

1. The Secretary, University Grants Commission, Bahadurshah Zafar Marg, New Delhi.

2. The Member Secretary, All India Council for Technical Education (AICTE), Nelson Mandela Marg, Vasant Kunj, New Delhi-110070.

3. The Additional Chief Secretary (Higher Education Department), Government of Karnataka, Bengaluru.

4. The Principal Secretary (Higher Education), Government of Telangana, Telangana Secretariat, Khairatabad, Hyderabad, Telangana.

5. The Vice-Chancellor, ICFAI Foundation for Higher Education (Deemed to be University), Donthanapally, Shankarapalli Road, Hyderabad (Telangana).

6. Press Information Bureau, Shastri Bhawan, New Delhi.

7. The Secretary General, Association of Indian Universities, AIU House, 16, Kotla Marg, New Delhi-2.

8. Web Master, Department of Higher Education, Shastri Bhavan, New Delhi. It is requested that CMIS Unit may kindly be instructed to display the Notification on the website (Home site) of the Department.

9. Guard file / Notification file.

(Bherav Dutt) 6/6/2021
Deputy Secretary to the Government of India

फा.सं.10-5/2019-यू3(ए)

भारत सरकार

शिक्षा मंत्रालय

उच्चतर शिक्षा विभाग

आई.सी.आर. प्रभाग

शास्त्री भवन, नई दिल्ली

दिनांक: 6 जून 2021

अधिसूचना

जबकि, केंद्र सरकार को, विश्वविद्यालय अनुदान आयोग (यूजीसी) अधिनियम, 1956 की धारा 3 के तहत, यूजीसी के की सलाह से किसी उच्चतर शिक्षण संस्था को सम विश्वविद्यालय संस्था के रुप में घोषित करने की शक्ति प्राप्त है।

2.   **और जबकि,** केंद्र सरकार ने, विश्वविद्यालय अनुदान आयोग अधिनियम, 1956 की धारा 3 में प्रदत्त शक्तियों का प्रयोग करते हुए, यूजीसी की सलाह पर दिनांक 16 दिसंबर 2008 को अपनी अधिसूचना सं.एफ. 9-54/2006-यू.3 के जरिए आई.सी.एफ.ए.आई. उच्च शिक्षा फाउण्डेशन, हैदराबाद(तेलंगाना) को सम विश्वविद्यालय संस्था घोषित किया था।

3.   **और इसके अतिरिक्त जबकि,** आई.सी.एफ.ए.आई. सोसाइटी ने 11 जुलाई 2019 को बेंगलुरु में आई.सी.एफ.ए.आई. उच्च शिक्षा फाउण्डेशन (सम विश्वविद्यालय), हैदराबाद(तेलंगाना) का ऑफ-कैम्पस केंद्र शुरु करने के लिए एक आवेदन प्रस्तुत किया था। इस आवेदन को यू.जी.सी (सम विश्वविद्यालय संस्थाएं) विनियम 2019 के अंतर्गत जांच एवं परामर्श हेतु विश्वविद्यालय अनुदान आयोग को अग्रेषित किया गया था।

4.   **और जबकि,** विश्वविद्यालय अनुदान आयोग ने दिनांक 10 जून 2020 के अपने पत्र सं. एफ.41-4/2019(सीपीपी-I/डीयू) के माध्यम से सूचित किया कि "आयोग ने यू.जी.सी. विशेषज्ञ दौरा समिति की रिपोर्ट पर विचार किया था और आई.सी.एफ.ए.आई. उच्च शिक्षा फाउण्डेशन (सम विश्वविद्यालय), हैदराबाद (तेलंगाना) को बेंगलुरु (कर्नाटक) में ऑफ-कैम्पस केंद्र शुरु करने की सिफ़ारिश की थी।

5.   **अत: अब,** यूजीसी अधिनियम, 1956 की धारा 3 द्वारा प्रदत्त शक्तियों का प्रयोग करते हुए, यूजीसी की सलाह पर, केन्द्र सरकार एतद द्वारा आई.सी.एफ.ए.आई. उच्च शिक्षा फाउण्डेशन (सम विश्वविद्यालय), हैदराबाद(तेलंगाना) को इस अधिसूचना के जारी होने की तारीख से बेंगलुरु में एक ऑफ-कैम्पस केंद्र शुरु करने की अनुमति प्रदान करती है।

6. यह अनुमति यूजीसी (सम विश्वविद्यालय संस्थाएं) विनियम, 2019 और केन्द्र सरकार, यूजीसी और अन्य संविधिक परिषदों द्वारा समय-समय पर जारी संगत मानकों/नियमों/विनियमों/निदेशों के अनुपालन के अध्याधीन है।

(कामिनी चौहान रतन)
संयुक्त सचिव, भारत सरकार
दूरभाष: 23385162

प्रबंधक,

भारत सरकार मुद्रणालय,
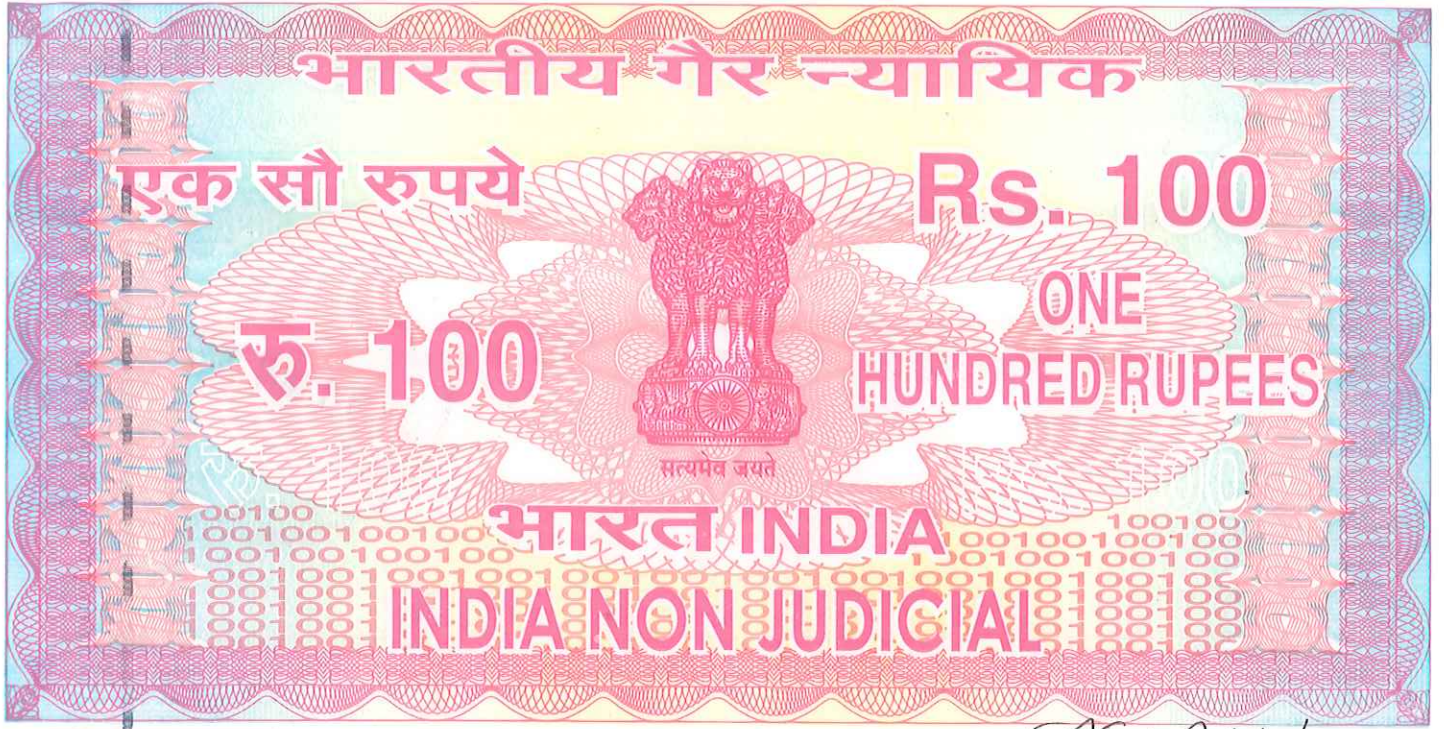मिंटो रोड, नई दिल्ली- 110002

प्रतिलिपि अग्रेषित:-

1. सचिव, विश्वविद्यालय अनुदान आयोग, बहादुरशाह जफर मार्ग, नई दिल्ली।
2. सदस्य सचिव, अखिल भारतीय तकनीकी शिक्षा परिषद (एआईसीटीई), नेल्सन मण्डेला मार्ग, वसंत कुंज, नई दिल्ली-110070
3. अपर मुख्य सचिव(उच्चतर शिक्षा विभाग), कर्नाटक सरकार, बेंगलुरु।
4. मुख्य सचिव(उच्चतर शिक्षा), तेलंगाना सरकार, तेलंगाना सचिवालय, खैरताबाद, हैदराबाद, तेलंगाना।
5. कुलपति, आई.सी.एफ.ए.आई. उच्च शिक्षा फाउण्डेशन (सम विश्वविद्यालय), डोंथनपल्ली, शंकरपल्ली रोड, हैदराबाद (तेलंगाना)।
6. पत्र सूचना कार्यालय, शास्त्री भवन, नई दिल्ली।
7. महासचिव, भारतीय विश्वविद्यालय संघ, एआईयू हाउस, 16, कोटला मार्ग, नई दिल्ली-2 ।
8. वेब मास्टर, उच्चतर शिक्षा विभाग, शास्त्री भवन, नई दिल्ली। यह अनुरोध किया जाता है कि वे सीएमआईएस इकाई को उच्चतर शिक्षा विभाग की वेबसाइट (होम साइट) पर यह अधिसूचना प्रदर्शित करने के लिए आवश्यक निदेश दें।
9. गार्ड फाइल/अधिसूचना फाइल।

(भैरव दत्त)
उप सचिव, भारत सरकार

Affidavit

తెలంగాణ तेलंगाना TELANGANA

AT 230243

Sl. No: 1648 Date: 23/3/2023

Sold To: Sahadev

S/o. W/o. D/o.: Narasimha

For Whom: IFHE

K. N. LAL BABU
Licenced Stamp Vendor
Licence No. 16-07-086/2012
R.L. No. 16-07-019/2021
H. No: 3-5-948/91/A, Himayath Nagar,
HYDERABAD DISTRICT
PHONE NO. 9492424379.

Affidavit

The ICFAI Foundation for Higher Education (Deemed-to-be University under Section 3 of UGC Act 1956), Donthanapalli, Shankarpalli Road, Hyderabad-501203, undertakes to abide by the following terms and conditions duly approved by the statutory bodies of the university;

And accordingly

We, Dr. S. Vijayalakshmi, Registrar and Dr. Sanjay Fuloria, Director, Centre for Distance & Online Education of The ICFAI Foundation for Higher Education (Deemed-to-be University under Section 3 of UGC Act 1956), do hereby solemnly affirm and declare as under:

1. That this Higher Educational Institution namely The ICFAI Foundation for Higher Education (Deemed-to-be University under Section 3 of UGC Act 1956) wishes to apply for the recognition of Open and

Page 1 of 4

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deemed-to-be-University establishes under section 3 of UGC Act 1956.)
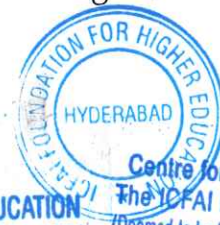
Director
Centre for Distance and Online Education
The ICFAI Foundation For Higher Education
(Deemed-to-be-University under Section 3 of the UGC Act 1956)
Hyderabad.

Distance Learning Programmes to be offered under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments from the academic session 2023-2024.

2. That the deponents have fully understood all clauses, all terms and conditions as stipulated in the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

3. That the Higher Educational Institution is eligible in all respect to apply for offering programmes through Open and Distance Learning (ODL) mode as per University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

4. That the Higher Educational Institution after getting programme wise recognition shall scrupulously abide by all the terms and conditions as stipulated under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments along with compliance to all the provisions regarding;

   a) Centre for Internal Quality Assurance (CIQA): Annexure-I

   b) Conduct of Examination and Minimum Standards for Examination Centres: Annexure-II

   c) Territorial Jurisdiction and Regulating Provisions for different types of Higher Educational Institutions: Annexure-III

   d) Human Resource and Infrastructural Requirements: Annexure-IV

   e) Guidelines on Programme Project Report (PPR) : Annexure-V

   f) Quality Assurance Guidelines of Learning Material in Multiple Media and Curriculum and Pedagogy: Annexure-VI

   g) Guidelines on Self-Learning Material and E-Learning Material: Annexure-VII

   h) Learner Support Centres : Annexure-VIII

   i) Assessment Criteria for offering Online Programmes through Non-Swayam Learning Platform: Annexure IX

   j) Grievance Redress Mechanism: Annexure X

5. That the Higher Educational Institution shall adhere to various directives issued by the Commission from time to time.

6. That the Higher Educational Institution shall not offer prohibited programmes i.e. programmes not permitted to be offered in Open and Distance Learning Mode and Online mode in Higher Education as
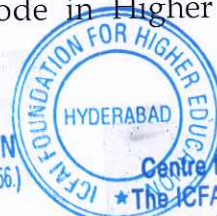
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Director
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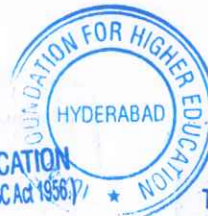(Deemed-to-be-University under Section 3 of the UGC Act 1956).
Hyderabad.

mentioned in clause (z) of regulation 2 of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 and its amendments.

7. That the Higher Education Institution shall ensure compliance to other relevant UGC Regulations and norms issued by the relevant statutory/regulatory bodies from time to time.

8. That, for the programmes falling under the ambit of a statutory or regulatory authority or regulatory council, the Higher Educational Institution has the approval or recommendations of the respective statutory or regulatory authority or regulatory council for offering the programmes in Open and Distance Learning mode or Online mode, as applicable; and has also submitted the same to UGC along with the application.

9. That the Higher Educational Institution shall ensure to provide all such information asked by UGC and display the same information as per mandatory disclosure of information as stipulated under regulation 9 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

10. That the Higher Educational Institution shall not offer any Open and Distance Learning (ODL) Programmes and Online Programmes and admit students thereto unless it has been granted recognition by the Commission and admission shall not be made in anticipation of the recognition.

11. That the Higher Educational Institution undertakes to upload admission details on the portal within the stipulated time as decided by the Commission from time to time.

12. That the Higher Educational Institution shall ensure the readiness/availability of E- Learning Material for all years/semesters of proposed ODL/Online programme as applicable. In case of Online programmes, Higher Educational Institution shall ensure its uploading on the learning platform before the start of academic session and information about the same shall be intimated to UGC in timely manner as per Annexure-VII of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

13. That all the information given by the Higher Education Institution in the proposal submitted to UGC is complete, true and correct and the deponents are fully aware of the consequences mentioned in relevant clauses, if the Higher Education Institution fails to abide by University

S. Vijayalakshmi
REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deeemed-to-be-University establishes under section 3 of UGC Act 1956.)

Director Fuloria
Centre for Distance and Online Education
The ICFAI Foundation For Higher Education
(Deemed-to-be-University under Section 3 of the UGC Act 1956)
Hyderabad.

S. Laxmi Narayana
Hyderabad
Regd. No 17134
NOTARY
GOVT OF INDIA

Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

14. That the deponents are fully aware that in case any information, documentary evidence submitted/produced by the Higher Educational Institution is found to be false or fake at a later stage or in case of any violation, UGC shall take punitive measures as mentioned in Regulation 7 of University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 which includes withdrawal of the recognition of Open and Distance Learning (ODL) Programmes and Online Programmes and may also refer the matter to the Central or State Government as applicable for withdrawal of Higher Educational Institution status. It is the sole responsibility of the Higher Educational Institution for the career consequences of students, if any, arising out of the same.

Sanjay Fuloria

Director
Centre for Distance and Online Education
The ICFAI Foundation For Higher Education
(Deemed-to-be-University under Section 3 of the UGC Act 1956)
Hyderabad.

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
Deeemed-to-be-University establishes under section 3 of UGC Act 1956.) DEPONENT(S)

Verification:

We, the above-named deponents, do hereby verify on 23.03.2023 at Hyderabad that the contents mentioned above are correct and true statements.
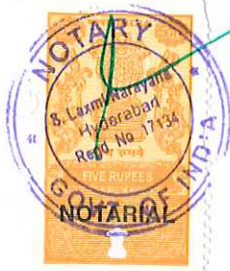
Sanjay Fuloria
Director
Centre for Distance and Online Education
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Hyderabad.

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
Deeemed-to-be-University establishes under section 3 of UGC Act 1956.) DEPONENT(S)

ATTESTED

S. LAXMI NARAYANA
B.Com, LL B
NOTARY
Flat No.204, Lumbin, Towers,
6-3-666/A/204, panjagutta, Hyd 8
(Appointed by Govt. of India)

2 4 MAR 2023

Undertaking cum Declaration by the University

UNDERTAKING CUM DECLARATION

We, Dr. S. Vijayalakshmi Registrar and Dr. Sanjay Fuloria Director, Centre for Distance and Online Education/Center for Online Education of The ICFAI Foundation for Higher Education (Deemed-to-be University under Section 3 of UGC Act 1956), Donthanapalli, Shankarpalli Road, Hyderabad-501203, do hereby take on auth that:

1. Our Higher Educational Institution namely The ICFAI Foundation for Higher Education (Deemed-to-be University under Section 3 of UGC Act 1956) applied for the recognition of Open and Distance Learning Programmes to be offered under University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 from the academic year 2023-24, academic session beginning from July-August 2023 and onwards.

2. We hereby undertake that the contents of duly notarized affidavit submitted by us with the application, are same as per the prescribed format of affidavit notified by the DEB, UGC and nothing has been changed thereof.

3. Further undertake that in case any violation is noticed in the format of affidavit at any stage and any information, documentary evidence submitted/produced by the Higher Educational Institution is found to be false or fake at a later stage or in case of any violation, UGC shall take punitive measures as mentioned in University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. It is the sole responsibility of the Higher Educational Institution for the career consequences of students, if any, arising out of the same.

Signature with seal
Registrar

REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deemed-to-be University establishes under section 3 of UGC Act 1956.)

Email ID: registrar@ifheindia.org
Mobile No.: 84980 55682

Director
Centre for Distance and Signature with seal
The ICFAI Foundation For Higher Education CDOE
(Deemed-to-be-University under Section 3 of the UGC Act 1956)
Hyderabad.

Email ID: sanjay.fuloria@ifheindia.org
Mobile No.: 98850 01554