

# ICFAI Foundation for Higher Education

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

Category I Autonomous Institution • Accredited by NAAC with 'A++' Grade

**Center for Distance and Online Education (CDOE)**



**Open & Distance Learning Program**

# BBA

3 Years Program

UGC Recognized

**Information Booklet**

January 2024 Admissions

**ICFAI**<sup>®</sup>  
GROUP

• 11 Universities • 9 B-Schools • 9 Law Schools • 7 Tech Schools • 3 Decades in Flexible Learning



**N J Yasaswy**  
(1950-2011)  
Founder, ICFAI Group

## ICFAI Group

ICFAI was established in 1984 and has made a significant mark in the educational field with a pan-Indian network and presence. It has established 11 Universities and 9 B-Schools across India including The ICFAI Foundation for Higher Education (IFHE), which is a deemed-to-be-University.

The alumni of the University are working in renowned companies worldwide. Sri N J Yasaswy, the founder of the ICFAI Group was a charismatic visionary, institutional builder and a pioneer in promoting higher education in the private sector.



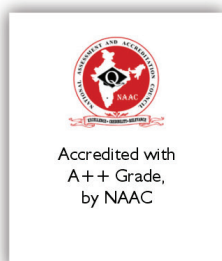
## The ICFAI Foundation for Higher Education (IFHE), Hyderabad

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

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

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

### Accreditations, Recognitions, Rankings and Memberships



## The Center for Distance and Online Education (CDOE)

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

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

## The Bachelor of Business Administration (BBA) Program

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

### Our Legacy & Experience

The BBA Program brings together:

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

### Program Structure

	Semester I	Semester II
Year - I	<ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Marketing Management - I</li> <li>• Introduction to Information Technology</li> <li>• Business Communication</li> <li>• Business Economics</li> <li>• Financial Accounting - I</li> <li>• Business Statistics</li> <li>• Environmental Studies</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Psychology</li> <li>• Marketing Management - II</li> <li>• Database Management System</li> <li>• Business Report Writing</li> <li>• Macro Economics</li> <li>• Financial Accounting - II</li> <li>• Disaster Management</li> <li>• Introduction to Entrepreneurship and Family Business Management</li> </ul>
	Semester III	Semester IV
Year - II	<ul style="list-style-type: none"> <li>• Human Values and Professional Ethics</li> <li>• Indian Financial System</li> <li>• Soft Skills</li> <li>• Financial Management - I</li> <li>• Organizational Behavior</li> <li>• Mercantile Law</li> <li>• Business Research Methods</li> <li>• Quantitative Business Modelling</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resource Management</li> <li>• Operations Management</li> <li>• Project Management</li> <li>• Financial Management - II</li> <li>• Quality and Productivity Management</li> <li>• Management Accounting</li> <li>• Company Law and Taxation</li> <li>• Business Strategy</li> </ul>
	Semester V	Semester VI
Year - III	<ul style="list-style-type: none"> <li>• Principles and Practices of Banking</li> <li>• Financial Markets and Services</li> <li>• Advertising and Sales Promotion</li> <li>• Sales and Distribution Management</li> <li>• Leadership and Change Management</li> <li>• Training and Development</li> <li>• Project Work</li> </ul>	<ul style="list-style-type: none"> <li>• Supply Chain Management</li> <li>• Derivatives and Risk Management</li> <li>• Security Analysis and Portfolio Management</li> <li>• Digital Marketing</li> <li>• Services Marketing</li> <li>• Recruitment and Selection</li> <li>• Compensation Management</li> </ul>

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

### Project Work:

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



## Learning Methodology

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

## Eligibility

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

## Duration & Validity

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

## Academic Evaluation

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

## Award of Degree

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

## Admission Process

**[A] Submission of Application Form:** Candidates are required to fill the application and fee remittance form provided in the Program Prospectus, enclosing the copies of following documents (**self-attested in blue ink along with date**):

1. Copy of latest Passport size photograph with signature across the photo to be pasted on the application form in the space provided.
2. Copy of latest Passport size photograph without signature
3. X Class Certificate
4. XII Class Certificate
5. Aadhar / ABC Id (Academic Bank of Credit)

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

## Fee Structure & Payment Options

Payment Options		Amount in ₹	
<b>A) Year Wise Fee Payment</b>		<b>B) Semester Wise Fee Payment</b>	
Admission Fee	5,000*	Admission Fee	5,000*
Program Fee - 1 <sup>st</sup> Year	20,000	Program Fee - 1 <sup>st</sup> Semester	10,500
		Program Fee - 2 <sup>nd</sup> Semester	10,500
Program Fee - 2 <sup>nd</sup> Year	20,000	Program Fee - 3 <sup>rd</sup> Semester	10,500
		Program Fee - 4 <sup>th</sup> Semester	10,500
Program Fee - 3 <sup>rd</sup> Year	20,000	Program Fee - 5 <sup>th</sup> Semester	10,500
		Program Fee - 6 <sup>th</sup> Semester	10,500
<b>Total</b>	<b>65,000</b>	<b>Total</b>	<b>68,000</b>

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

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

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

**Remittance Information:** Students can pay the fee through:

### A) Online Mode:

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

### B) Bank Demand Draft:

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

## Refund Policy

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

## Pre Enrolment and Admission Services

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

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

**Center for Distance and Online Education,**  
**The ICFAI Foundation for Higher Education Campus, Donthanapally,**  
**Shankarapalli Road, Hyderabad - 501 203.**  
**Ph: 08069-123-124**

**Email id: [enrol.cdoe@ifheindia.org](mailto:enrol.cdoe@ifheindia.org) | <https://www.ifheindia.org/odl>**







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**Campus**

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

[www.ifheindia.org/odl](http://www.ifheindia.org/odl)