

# IFHE

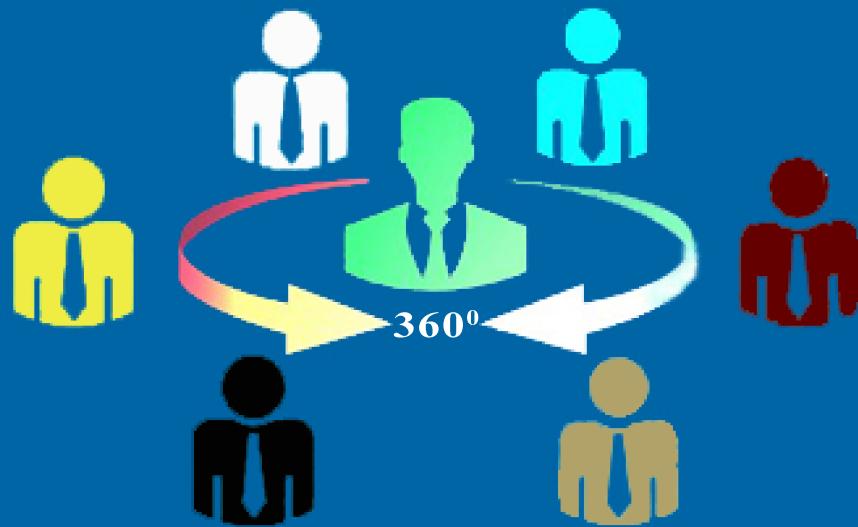
The ICFAI Foundation for Higher Education, Hyderabad  
(Deemed-to-be University under Section 3 of the UGC Act, 1956)



## Distance Learning

# MBA

Master of Business Administration

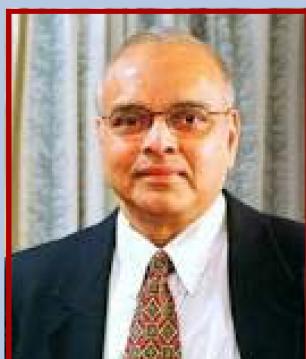


January 2023

CDOE

CENTER for DISTANCE and ONLINE EDUCATION

**Sri. N J Yasaswy**



(1950 - 2011)

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

# **ICFAI Foundation for Higher Education**

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

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

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

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

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

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

## **The CENTRE for DISTANCE and ONLINE EDUCATION (CDOE)**

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

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

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

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

## ODL MBA PROGRAM

The Distance Learning MBA Program brings together the legacy of over 3 decades of academic excellence in Management education and contemporary technological tools that aim to equip the students with skills for the 21<sup>st</sup> century workplace. Managers and future managers who, in addition to their existing skills want to acquire business management skills, assert their leadership, and propel their aspirations in a dynamic business environment will benefit from the program.

- The syllabus has been exclusively designed by experienced faculty to enable a structured academic progression and to gain edge in professional advancement.
- The program provides students an opportunity to develop cognitive and analytical skills for understanding the business environment to facilitate business excellence and personal accomplishment. It aims to prepare students for a balanced work and life roles and enable financial independence.
- Students are required to successfully complete 21 subjects + 1 project work totalling 98 credits spread over 4 semesters to qualify for the degree.

### CERTIFICATION

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

<b>PROGRAM STRUCTURE</b>	
<b>Semester I</b>	<b>Semester II</b>
<b>Subjects</b>	<b>Subjects</b>
Management and Organization Behavior	Economics for Business
Quantitative Methods	Operations Management
Foundations of Accounting and Finance	Human Resource Management
Business Environment	Marketing Management
IT for Managers	Business Communication
<b>Semester III</b>	<b>Semester IV</b>
<b>Subjects</b>	<b>Subjects</b>
Business Policy and Strategy	Management Control Systems
International Business	Business Ethics & Corporate Governance
Leadership and Change Management	Elective IV
Elective I	Elective V
Elective II	Elective VI
Elective III	* Project Work
<b>Elective Subjects</b>	
<b>Semester - III Elective Subjects</b> (Students can opt for 3 subjects from the following 10 options)	<b>Semester - IV Elective Subjects</b> (Students can opt for 3 subjects from the following 10 options)
<b>Subjects</b>	<b>Subjects</b>
Financial Management	Financial Services
Global Financial Markets	International Finance
Strategic Finance and Corporate Restructuring	International Marketing
Services Marketing	Integrated Marketing Communications
Strategic Marketing Management	Retail Management
Sales and Distribution Management	Strategic Human Resource Management
Recruitment, Training and Development	Organization Development
Performance Management and Reward Systems	Human Resource Planning and Audit
SMACS Technologies for Business	Big Data and Analytics
Services Operations Management	Supply Chain Management



The Project Work under Semester IV is an integral part of the program. It provides the opportunity for an immersive learning experience as students are expected to integrate their knowledge learnt in various subjects and be able to understand the general decision making dynamics of a corporate in a leadership role to facilitate successful business outcomes.

- Successful completion of project work will equip students with an ability to handle large datasets and conduct expert data analysis, resulting in enhanced research and analytical skills.
- Help the student develop ability to apply multi disciplinary concepts, tools and techniques to solve business challenges as it involves data collection, situational analysis of both internal and external environment.
- Improve interpersonal communication skills with the ability to work independently and through teamwork.
- Time Management.
- The project may be preferably from any area of elective subjects opted by the student.
- Necessary guidelines required by the students for the process of project work will be provided by the University.

## Learning Methodology

- Distance Learning Programs are primarily based on self study.
- The University facilitates the learning process by providing Self Learning Material (SLMs) in form of books.
- Regular academic support through interactive sessions between faculty and students.
- Attendance in Scheduled Counselling Sessions is mandatory.



### The SLM Advantage

#### Self-motivating

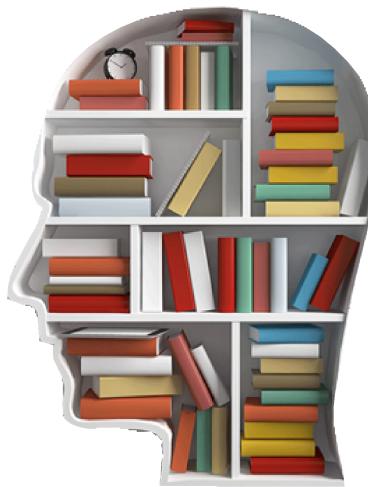
Curiosity-arousing, Solution-oriented, link to real-time situations

#### Self-learning

Going from known to unknown, simple to interlinked, aided by illustrations, examples and scenarios

#### Self-explanatory

Ordered structure, clear concepts, well-structured to facilitate self learning



#### Self-paced

Learning at own pace for the busy individual, modular structure of content

#### Self-directed

Self-contained, all additional reading, references and hints provided in each unit

#### Self-evaluating

Testing the progress at regular intervals within the unit and end of unit, objective and subjective pattern questions with answers for self-assessment

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

The Academic Calendar for each semester will be placed on the website [www.ifheindia.org/dlp](http://www.ifheindia.org/dlp)

### EVALUATION

- Evaluation will be based on continuous and term end examination with 30 : 70 weightage.
- Performance in the examination is indicated in grades.
- **The End Semester Examinations are organized and conducted at designated test centres at Head Quarters of the University in Hyderabad only.**



**Center for Distance and Online Education  
The ICFAI Foundation for Higher Education Campus,  
Donthanapally, Shankarapalli Road, Hyderabad - 501 203**

Pre Enrolment and Admission Services:	Learner Support Services:
 <b>E-mail:</b> <a href="mailto:enrol.odl@ifheindia.org">enrol.odl@ifheindia.org</a>   <b>9052021201 / 9052021204</b>	 <b>E-mail:</b> <a href="mailto:odl.ssd@ifheindia.org">odl.ssd@ifheindia.org</a>   <b>Help Desk Numbers:</b> <a href="tel:9052021201">9052021201</a> / <a href="tel:9052021204">9052021204</a>

## PROGRAM ELIGIBILITY, DURATION & VALIDITY

<b>Eligibility</b>	Graduation in any discipline from a recognized University with English as medium of instruction.
<b>Minimum Duration</b>	2 Years
<b>Semesters</b>	4
<b>Maximum Validity Period of Enrolment</b>	4 Years
<b>Medium of Instruction</b>	English

### Fee Structure & Payment Options

Payment Options		Amount in ₹
<b>A) Full Fee</b>		
Admission Fee		10,000 *
Program Fee		65,000
<b>Total</b>		<b>75,000</b>
<b>B) Year Wise Fee Payment</b>		
Admission Fee		10,000 *
Program Fee - 1st Year		35,000
Program Fee - 2nd Year		35,000
<b>Total</b>		<b>80,000</b>
<b>C) Semester Wise Fee Payment</b>		
Admission Fee		10,000 *
Program Fee - 1st Semester		18,000
Program Fee - 2nd Semester		18,000
Program Fee - 3rd Semester		18,000
Program Fee - 4th Semester		18,000
<b>Total</b>		<b>82,000</b>

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

### Admission Process

#### [A] Submission of Application:

- 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 Photograph with Signature across the Photo to be pasted on the application form in the space provided.\*
  2. Copy of latest Photograph without signature.\*
  3. X Class Certificate \*
  4. XII Class Certificate \*
  5. Degree Certificate \*
  6. Aadhar / PAN / Passport / Voter ID (any one) \*

#### [B] Fee Payment:

- Please fill up the payment details in the fee remittance form, based on the payment option selected and attach the supporting payment details/ instruments.

Application complete in all respects should be submitted to the Admission Office for completing the enrolment process.

#### [C] ● Application can also be filled and submitted online on the website [www.ifheindia.org/dlp](http://www.ifheindia.org/dlp)

### A) Online Mode:

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

### B) Bank Demand Draft:

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

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



**MBA**  
**Standout with Skills and Knowledge**

# *Gateway to Opportunities*



Accelerate your career towards Success  
With  
**Distance Learning MBA**

from

**IFHE**

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

# ICFAI Foundation for Higher Education

(Deemed-to-be-University Under Section 3 of UGC Act 1956)  
Accredited by NAAC with 'A+' Grade

Application No.

2301

## Center for Distance and Online Education

### Application Form

### Distance Learning MBA Program

#### 1. PERSONAL DETAILS

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

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

SSC / 10<sup>th</sup> Class  XII Class  Graduation  Others

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

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

#### 4. CURRENT EMPLOYMENT DETAILS (If Employed)

Name of the Company with Address	Designation	Date of Joining
<input type="text"/>	<input type="text"/>	<input type="text"/>

#### 5. DECLARATION

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

Date:

Place:

Signature of the Applicant

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# **ICFAI** Foundation for Higher Education

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## **Fee Remittance Form**

**To be submitted along with the Application Form for Enrollment**

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

**A. Full Fee:**

Amount Paid (₹): \_\_\_\_\_

- Online (Order no: \_\_\_\_\_)  
 Demand Draft (DD No and Name of the Bank: \_\_\_\_\_)  
 Credit / Debit Card (Enclose Charge Slip)

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

**B. Year Wise Fee:**

Amount Paid (₹): \_\_\_\_\_

- Online (Order no:) \_\_\_\_\_  
 Demand Draft (DD No and Name of the Bank: \_\_\_\_\_)  
 Credit / Debit Card (Enclose Charge Slip)

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

**C. Semester wise Fee:**

Amount Paid (₹): \_\_\_\_\_

- Online (Order no: \_\_\_\_\_)  
 Demand Draft (DD No and Name of the Bank: \_\_\_\_\_)  
 Credit / Debit Card (Enclose Charge Slip)

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

**D. Payment by person other than student:**

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

Dt. \_\_\_\_\_ for ₹ \_\_\_\_\_ drawn on \_\_\_\_\_ favouring the

above student Name of the individual/ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Pincode: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

\*PAN: \_\_\_\_\_ \*Aadhar: \_\_\_\_\_

Date:

**Signature/Seal of the person making Payment**

I have selected \_\_\_\_\_ payment option and attached the supporting payment documents.

**Signature of the Applicant**





# ICFAI Foundation for Higher Education

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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**