



# BACHELOR OF BUSINESS ADMINISTRATION

(3 YEAR INTEGRATED PROGRAM)



Transforming Ambitious Students into Successful Healthcare Executives





## A better educated generation, a better future for our nation.

The **Camford Institute of Management** is a leading private educational institution in Kerala, provides a robust, distinctive educational experience for its students.

Our diverse range of courses caters to all levels of workforce. As an accredited **FIVE STAR RATING NSDC Govt. of India** training centre of the **Ministry of Skill Development and Entrepreneurship, Govt. of India**, approved training organisation of the **Pradhan Mantri Koushal Vikas Yojana - Govt. of India, JainX - Jain University, Bangalore** and **Bharat Sevak Samaj (BSS)** Promoted by Planning Commission, **Govt of India**, we conduct a wide range of management courses. We are also an **C-DAC Govt. of India** authorised training centre conducting advanced IT training programmes.



## WHY CHOOSE US? QUALITY EDUCATION FOR OVER 20 YEARS



**Excellence in Education:**  
Helping students achieve new heights and empower their future



**A Modern Training Offer:**  
Provides the best mix of practice and theory to ensure students success



**Leadership Skills:**  
Help students to understand and develop their leadership potential



**Career Development:**  
Transforming education to unlock lifelong opportunity

## OUR ACCREDITATION & AFFILIATION



CENTER FOR SKILLS



KANGAROO  
CENTRE FOR EXCELLENCE  
AUSTRALIA





## HEALTHCARE MANAGEMENT - THE MOST EXCITING CAREER

Healthcare sector can offer some of the most exciting career to management professionals. There are a variety of roles under which HCM graduates are employed.

Some of the entry level roles that gets offered to students in hospital and healthcare are:

- ❖ Medical Office Administrator
- ❖ Patient Relations Executive
- ❖ Document / Records Controller
- ❖ Human Resources Manager
- ❖ Medical Executive Assistant
- ❖ Assistant Manager/Manager
- ❖ Administrative Executive
- ❖ Procurement Officer / Business Lead
- ❖ Hospital Operations Executive
- ❖ Community Service Manager
- ❖ Quality Management Assistant
- ❖ Project Manager / Co-ordinator
- ❖ Health Insurance Executive



The fastest growing sector in India and worldwide, because of which there is a high demand of managerial skills in this sector.



There is no limit to where your dreams and ambitions can take you in the exciting and fascinating world of hospital management and administration.



# BBA INTEGRATED HOSPITAL ADMINISTRATION & HEALTHCARE MANAGEMENT

**3 YEAR BBA PROGRAM**  
**DDE - PONDICHERRY UNIVERSITY**

The Bachelor of Business Administration (BBA) program at Camford Institute of Management is a distance degree program in regular stream designed to prepare students for success in a wide range of careers in management.

The digital revolution is affecting our entire society, including the business world. In our program, you will turn management and administration skills into readily available assets for your future career.

## BE TALENTED IN MULTIPLE AREAS



Our 3 Year UG Program offers students a broad base of knowledge in business and management. You'll learn the basics across all specialties and develop skills that can be applied to many practice areas in almost any industry.

The program will help you develop a global mindset and build the skills crucial to fast-track your career growth in a challenging business environment. The program curriculum provides a flexible approach to learning and is designed for maximum career impact.

## ELIGIBILITY CRITERIA

A Recognised +2 / HSS or Equivalent

**Course Fee: ₹ 2,40,000/-**

First Year

Fee: ₹ 80,000/-

Second Year

Fee: ₹ 80,000/-

Third Year

Fee: ₹ 80,000/-

\*Extra:- Registration Fee: Rs. 5000, Uniform cost to be paid by student.

# BBA INTEGRATED

WE OFFER 3 PROFESSIONAL  
SKILL DIPLOMA CERTIFICATIONS WITH BBA



## DIPLOMA IN HOSPITAL ADMINISTRATION



## DIPLOMA IN OFFICE AUTOMATION



KCE AUSTRALIA

## DIPLOMA IN ENGLISH FOR BUSINESS



International Standards of  
Excellence, Ensuring Quality  
Education & Professional Growth



Globally Recognised  
Professional Qualifications  
and Certifications



Industry Experienced  
and Highly Qualified  
Multi-disciplinary Faculty



Course Modules Include  
Workshops, GDs, Case Studies  
and Student Led Presentations



Course Curriculum  
Updated by Industry  
Experts Regularly



Excellent Placement  
Support Nationally and  
Internationally



# JOB PLACEMENT

## READY, SET... HIRED!

### A PROMISING CAREER IN A HIGH-DEMAND INDUSTRY

Placement Support Upon Successful Course Completion

#### How do we place our students?

- ❖ We have JOB Alerts system where we send out all the information about vacancies
- ❖ Every student is a part of JOB Alerts distribution list
- ❖ We get referral job information from the industry
- ❖ We have tie ups with leading consultancies and companies who recruit fresher and laterals
- ❖ We have placed our students in UAE, Qatar, Oman, Delhi, Mumbai, Bangalore, Chennai etc.



**Get a Job,  
Keep a Job**



#### PLACEMENT PROCESS





## DISCOVERING AND CREATING NEW POSSIBILITIES

At CIM, we pride ourselves as being at the forefront of educational innovation and we have implemented a range of initiatives to prepare our students for the future.



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### DISCLAIMER

The institute reserves the right to alter information including requirements and fees and to cancel at any time a program, course, or program major or option; to change the location and/or term in which a program or course is offered; to change the program curriculum as necessary to meet current competencies in the job market or for budgetary reasons; or to withdraw an offer of admission both prior to and after its acceptance by an applicant or student because of insufficient applications or registrations, over-acceptance of offers of admission, budgetary constraints, or for other such reasons. In the event the institute exercises such a right, the institute's sole liability will be the return of monies paid by the applicant or student to the institute. Also, we do not claim or guarantee our students that by joining our training programmes you will find a job, position or new industry.