



KIIT UNIVERSITY
KIIT School of Management

Bhubaneswar, Odisha, India
(Declared U/S 3 of UGC Act, 1956)



experience 360 degree
Transformation

KIIT SCHOOL OF MANAGEMENT | information brochure





23

years

4000

alumni

600+

MBA students in campus

“Straight from college, we had no idea about the world of business.

KIIT School of Management (KSOM) helped us gradually mould into confident managers through high quality **learning experience**, constant **mentoring** and a very **supportive environment** for allround development.”

Can a management education be

RADICALLY DIFFERENT?



**Out-of-classroom Learning . Simulation . Live Project .
Role play . Partnership . Club Activity . Student Research**



With businesses world over getting increasingly complex and learning curves shortening, management graduates are expected to be productive from day one. Businesses today expect that the new hires already have good understanding of *their* business and can start working with minimal in-house training.

Business schools therefore have to constantly innovate their course curriculum to ensure that students adapt quickly to the organization they join and start creating value.

LEARN > EXPERIENCE > ADAPT

KSOM's learn, experience and adapt structure ensures that students seamlessly fit into any role they are assigned on job.

This is achieved by a mix of out-of-classroom learning, role-plays, business simulation, live consultancy projects, seminar interaction with business leaders, a structured summer internship, regular workshops, club activities, research undertaken by students and jointly working with the industry through partnership and tie-ups.

Mentoring

Placement

Journey to
Professionalism

Faculty

what is

INSIDE

Life in
Campus

Industry
Exposure

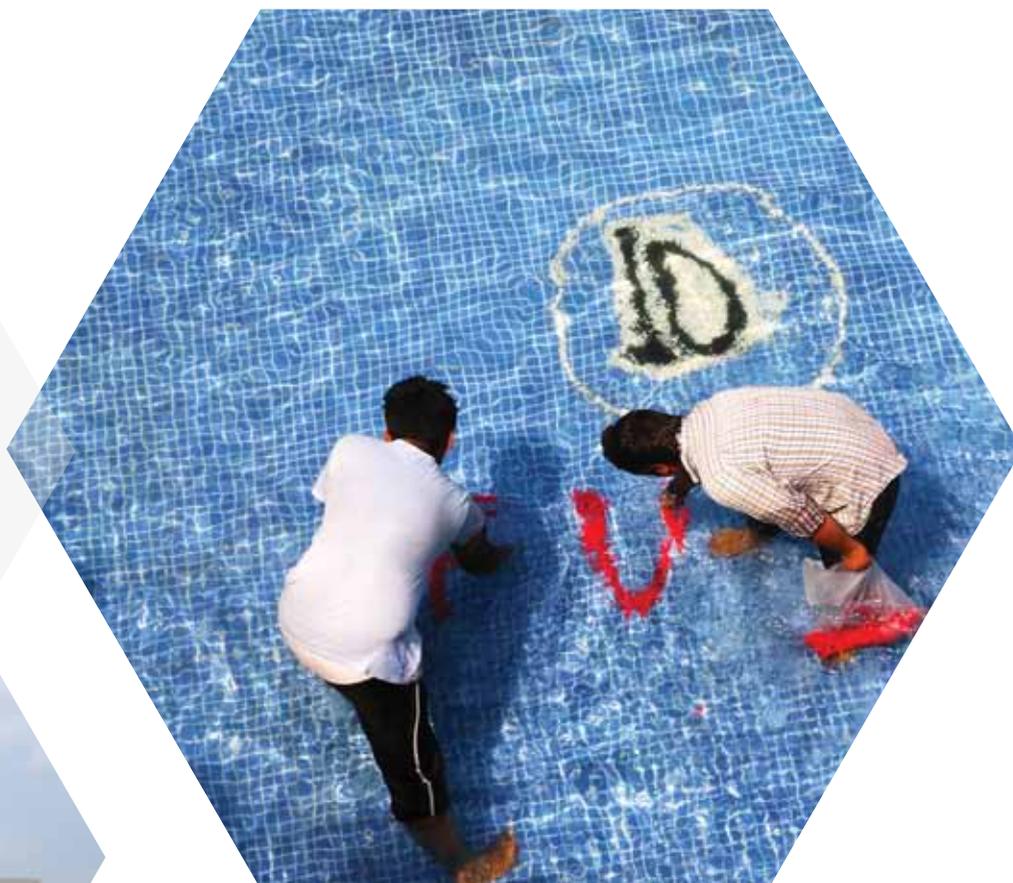
management

Organizational
Theory and

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sm

Program
Structure





Dr. A. **Samanta**

Founder, KIIT & KISS

At KSOM, students are prepared to be **allrounders**, comfortable with every area of business, not just in their chosen specialization.

MESSAGE FROM THE **FOUNDER**

Constant pursuit of knowledge has made KIIT what it is today; a sprawling University remarkable for its ability to constantly evaluate the direction education should take, and quickly adapt to the needs of the industry and the society at large.

KIIT, having grown rapidly from modest beginnings, today offers several undergraduate, postgraduate and doctoral programs from 28 different constituent schools. The synergies accruing from having so many programmes is immense and it is the endeavour of the University to leverage such synergies to constantly innovate and create new knowledge.

KSOM has always been an institution that the University is proud to have in its fold.

Having a long and illustrious legacy of 23 years, the school ranks among the top in Eastern India and is one of the premier B-schools of the country, producing capable managers, many among whom are either entrepreneurs or occupying senior management positions in the industry.

It's my great pleasure to invite you to visit and explore the institution, and be a partner in its quest for excellence.

KALINGA INSTITUTE OF SOCIAL SCIENCES (KISS)

Akin to a second Shantiniketan in India, the Kalinga Institute of Social Sciences (KISS), a novel and unique venture of the KIIT Group of Institutions, offers formal and vocational education to thousands of neglected and deprived children from tribal societies living in inaccessible and remote corners of the state.

Being under the KIIT University, it offers technical and higher educational facilities, right from the KG to PG level.

A branch of KISS is now already functioning in New Delhi and several others are coming up in the state of Odisha and nearby states.

Creating an environment for equitable educational opportunities has always been a focus of the KISS Education and Livelihood Program. In this respect, KISS constantly strives to enrich the learning environment while also reserving the rich tribal cultural heritage.

UNIVERSITY MANAGEMENT



Prof. N.L. **Mitra** Chancellor, KIIT University

Prof. N. L. Mitra received his M.Com, LL.M. and Ph.D. from Calcutta University. He holds certificate in Human Rights from International Institute of Human Rights, Strasbourg, France. Prof. Mitra has been formerly the Vice-Chancellor of National Law School of India University (NLSIU), Bangalore (1997-2001) and National Law University (NLU), Jodhpur (2001-2004).

He has been the Chairman of several important Government of India Committees and has advised Reserve Bank of India and other important bodies. He is also member of NLU Odisha's Governing Council and Executive Council and thus supervises all their academic and administrative activities.

**Seasoned
academicians at
the helm of
affairs**

Prof. P.P. **Mathur** Vice-chancellor, KIIT University

Prof. Mathur is a seasoned academician with over 30 years of experience. He has held several visiting positions, including Visiting Scientist at the Rockefeller University, New York and Institute for Reproductive Medicine of the University, Münster, Germany. He has been an awardee of several national level awards including ICMR International Fellowship Award for Senior Indian Biomedical Scientist in 2009-10. He has been a member of several learned societies including American Society of Animal Science, American Association for the Advancement of Science and National Academy of Medical Sciences, India.

GET READY FOR A LIFE

exciting and exacting ►►

The ever-changing face of the Indian and global industry poses a formidable challenge for institutions of management education. At KIIT School of Management (KSOM), we are guided by the voice of our customers. Therefore, our programs are constantly upgraded according to industry requirements so as to stay relevant.

Life at KSOM is exciting and exacting at the same time. The curriculum provides a robust learning experience comprising of theory, practical and knowledge creation.

The MBA participant at KSOM undergoes extensive classroom and

field exposure during the learning process with the emphasis being on "learning" rather than mere teaching. This is in conjunction with the extra-curricular activities and events, leading to a healthy mind in a healthy body. Students get enough opportunities to display their creative sides and prove their managerial capabilities through clubs and societies.

For those who are serious about the quality of their MBA degree, KSOM, I believe, is a worthy alternative in a city slated to become the education hub of eastern India.

Prof. Anil Bajpai

Director, KSOM

PGDM, IIM Ahmedabad, BE (IISc, Bangalore), B.Sc. (St. Stephen's College, Delhi University)





Students from
22
countries

25000
Students

10 million
sq.ft. of built-up area

Creating innovators and original thinkers.

KIIT UNIVERSITY

The **KIIT University**, Bhubaneswar, has recently been accredited by NAAC of UGC in 'A' Grade (Highest CGPA among self-financing universities), underlining the excellence the University has brought about in the field of education.

The University is spread over 25 sq. km. of land accommodating 20 lush green sprawling campuses with a built-up area of 1,00,00,000 sq.ft. The university has 28 constituent schools offering more than 100 programs. High quality teaching and research make KIIT one of the most promising centres of excellence in India.

With more than 25,000 students pursuing undergraduate and postgraduate studies in Engineering, Computer Application, Management, Rural Management, Law, Bio-technology, MBBS, M.D., BDS, Nursing, Fashion Technology, Cinema & Media Studies and Language, KIIT stands out as one of the finest Universities of India declared under section 3 of the UGC Act of 1956.

MEMBERSHIPS

International Association of Universities (IAU)
Association of Indian Universities (AIU)
Association of Commonwealth Universities (ACU)
University Mobility in Asia and the Pacific (UMAP)
International Association of University Presidents (IAUP)
Association of Universities of Asia and the Pacific (AUAP)
European Association of International Education (EAIE)
International Institute of Education (IIE), New York
United Nations Academic Impact (UNAI)
Eurasian Silk Road Universities Consortium (ESRUC), Turkey

KIIT educational conglomerate is unique in offering a wide spectrum of academic programmes from Kindergarten to Postgraduate level, earning it a place in the Limca Book of Records.

The institute also has other recreational and intellectually stimulating facilities like Sculpture Park, Art Gallery, Tribal Art Gallery, Rose Garden, Medicinal Herbs garden, etc. More than 1800 academic and research staff, many leaders in their fields with international reputation provide stimulating learning environment and excellent standards of teaching.

*KIIT is one of
the **youngest**
institutions in the
country to be
given deemed
University
status.*

Give your career the
KSOM EDGE

Accreditation and Rank

KSOM's MBA program is approved by UGC and AICTE. It has been **rated in "A" grade** by NAAC, recognizing the high quality of education that the institution stands for. Most ranking agencies rank KSOM within the best 50 B-schools of India.

Placement

KSOM chooses mostly top Indian companies and MNCs for recruitment. Therefore, our salary levels at 4.8 lacs average per annum are far better than most other private B-schools. **More than 70 recruiters pick up close to 300 students** each year.

Optimum environment that is designed to nurture &

focus on creating new knowledge.

Our purpose is to **contribute significantly to the society** and specifically to the world of management education through **creating next-gen practitioners** of management and leadership and **creating new knowledge** to initiate, support and sustain new ways of managing.

Academics

The institution is known for its high quality academics. With a **teacher to student ratio of 1:10** and several faculty being drawn from IIMs and other premium B-schools, few MBA institutions match KSOM in the quality of faculty

Campus Life and Facilities

Our students are highly enthusiastic, conducting some or the other club activity each day, making the campus buzz with life. The campus has **world-class multimedia classrooms, a 4 storied library block, separate hostels** for boys and girls and much more.



The expansive campus of KSOM contains large **playgrounds, cafes, pools, fountains, open air amphitheatre, rock garden, auditorium, gallery classrooms, various play courts, variety of indoor games, seminar and conference rooms.**

The school provides 24x7 medical facilities through KIMS multi-speciality hospital. Hostels rooms are spacious having T.V. lounge, indoor games room, with print and xerox facilities close by.

35

rank in the country in
NHRDN-People
Matters B-school
Survey 2015

3

rank in Eastern
India - Careers360
B-school survey
2015

9

rank in India in
Infrastructure -
Outlook Drшти
B-school survey 2014

KSOM has **50+ regular and 20+ visiting faculty** members, both among the **highest** across B-schools in India.



13.5

lacs highest salary
offered in the
placement season
2014-15

95%

or more students
are placed
consistently each
year

70+

recruiters, mostly top
Indian businesses and
MNCs visiting campus for
recruitment

With a **faculty:student ratio of 1:10**
and **60%** of the faculty holding
doctoral degrees, KSOM boasts of one
of the best faculties in the country.



Spread over an area of 35 acres, KSOM is an architectural masterpiece that weaves lush greenery with the modernity today's education demands, to create an environment that has few equals in the Indian private B-school space.

Being the COMPLETE MANAGER



The classroom **case simulations**, numerous **study tours**, **club events**, **group assignment** and **live projects** at KSOM ensure that students develop a multiplicity of skill sets vital to survive and grow in today's borderless complex business environment.

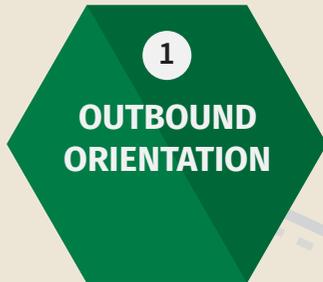
I am not afraid of
PUBLIC SPEAKING anymore.

“The endless presentations and grilling by the professors and my classmates alike ensured that I develop my speaking abilities and grow confident each day. The classroom discussions helped me immensely during internship while presenting my findings to the manager. A very solid grounding of business at KSOM will, I am sure, keep me in good stead in my career”

- Karamjeet Singh, MBA II



Journey to thorough **PROFESSIONALISM**



Students travel outside the campus, stay in a camp like facility and undergo training on several life and management skills through fun activities and games.



Back in the campus, students are briefed about management studies in general, courses, expectations, job etc. and attached to a senior for constant guidance and mentoring.



During the rigorous first year, students learn the basics of management including finance, accounting, marketing, IT, operations, HR and economics. They work on several academic projects and join the campus club of their choice.



Each student is attached to a faculty mentor who constantly guides him/her on academic and campus matters, throughout the two years of the student's MBA study.



Students are exposed to the industry through interaction with senior leaders from the Corporate, workshops, working on live assignment with local businesses and the major national level conclaves that KSOM organizes.

Creating socially responsible future leaders out of students, step by step.

4 SUMMER INTERNSHIP AND PROJECT WORK

Companies either recruit students for summer internship or students choose an organization themselves. They work on live projects, learn on the job. Freshers get the first real experience of how a corporation functions. Students are interviewed by faculty panel and their report evaluated after the internship.

Students get a variety of opportunities to learn on their own the nuances of management. They participate as volunteers in business meets, they organize several student events and club activities. Students also learn through library reading, online databases and subscriptions.

5 YEAR TWO- FUNCTIONAL AND SPECIFIC AREAS

In the second year, students choose an area of their choice for specialization, while also picking other interesting courses on offer. They lead club activities, participate in competitions and prepare for the placement season.

6 CAREER COUNSELLING AND FLY-OUT PREPARATION

When placement season nears, students are given constant counselling on career and job, requisite training on management and soft skills to ensure that they face the selection process confidently.

SELF DRIVEN LEARNING

A photograph of a man with glasses, wearing a dark suit jacket over a light blue shirt, speaking at a wooden podium. The background is a blurred, warm-toned setting, possibly a stage or conference room.

Bringing the **INDUSTRY** to the campus

50+
corporate connection
events annually

In addition to the three **major national conclaves** in the areas of Marketing, Finance and HR, KSOM organizes several events in a year, including seminar talks, workshops, guest lectures and industry visits for unparalleled access to business, the key to success for any management education.

Shri Anil Agarwal, Chairman, Vedanta Limited
addressing KSOM students.

Past visitors to KSOM include RBI Deputy Governor, Heads of TCS, HDFC Bank and Mother Dairy, Senior Editor of Economic Times, Noted Ad and Film personality, IIM professors, authors, and many senior managers.



Seminars

To foster multi-dimensional knowledge acquisition that goes beyond classroom learning, KSOM organizes regular seminars under two broad themes:

- Corporate Seminar
- Knowledge Seminar

While industry professionals come and interact with students for Corporate seminar, the Knowledge seminar is delivered by achievers from several walks of life; from authors to sportspersons, entrepreneurs to social workers.

Guest Lectures

At KSOM, a certain minimum number of classes for each subject has to be taken by an expert from the industry. This immensely

helps the students get a direct input on how the industry operates and exposes them to the practical challenges faced by managers.

Conclaves and Convention

The school organizes three national level conclaves in the areas of marketing, finance and HR comprising of keynote speeches by CEO/CFOs and VPs of reputed national and global corporations, workshops and student competitions.

The National Management Convention is a research paper presentation event, which exposes practitioners, students and researchers to the need and value of original research.

**Industry
PARTNERS**



shaping **DREAMS** & nurturing career **ASPIRATIONS.**



Though a campus placement job is just one part of a long career in management, we understand it's an important one.

KSOM has an impeccable placement track record, consistently placing more than 95% students each year. Students who are not placed either for inadequate academic or placement performance are provided constant support and mentoring to help them get placed quickly.

Following is a list of companies that have regularly visited KSOM for recruitment.

ABBOTT LABS
ACC LTD.
ACUBE PRO
ADANI
AFCONS
AIRTEL
ANAND RATHI
AROHANA DAIRY
ASAHI INDIA AUTO GLASS
ASIAN PAINTS
AXIS BANK
BAJAJ CAPITAL
BANDHAN FINANCE
BARCLAYS
BERGER PAINTS
BHARATI AXA
BIRLA SUNLIFE
BNP PARIBAS
CAPGEMINI
CASTROL
CII
CITI FINANCIAL
COCA-COLA
COLGATE- PALMOLIVE
DABUR
DAIKIN INDUSTRIES
DASSAULT SYSTEMES
DELOITTE

DHFL
DR.REDDY'S LAB
ELI LILLY
EMP. FED. OF INDIA
ESSPL
ESSAR SHIPPING
ESSEL MINING
ETV
EUREKA FORBES
EXILANT TECH
FACT SET
FENESTA
FLIP
FROST & SULLIVAN
FUTURE GROUP
FUTURESTEP
GET IT
GODREJ & BOYCE
GODREJ INFOTECH
GRASIM CEMENT
GLAXO SMITHKLINE
GUPTA POWER
HAVELLS
HCL INFOSYSTEMS
HCL TECHNOLOGIES
HDFC ASSET MGMT
HDFC BANK
HINDUSTAN UNILEVER

HUGHES COMM.
IBM
ICICI BANK
ICICI DIRECT.COM
ICICI LOMBARD
ICICI SECURITIES
IDEA CELLUAR
IIIT,BHUBANESWAR
INDEPAY NETWORKS
INDIACAN EDUCATION
INFO EDGE INDIA
INFOSYS
INTELLIGENCE BUREAU
IPL
ISPAT INDUSTRIES
ITC LTD.
JINDAL STEEL & POWER
KALPATARU
KARE4U HEALTHCARE
KARUR VYSYA BANK
KARVY
KHIMJI RAMDAS
KIRLOSKAR
KOTAK SECURITIES
KURLON
L&T ECC
L&T FINANCE
L&T IES

LIC LIFE PLUS
LINDE
MAHASHAKTI CEMENTS
MAHINDRA GROUP
MANIPAL GROUP
MANPOWER RESOURCES
MANYA FOUNDATION
METAFRIQUE
METHODEX
METLIFE
METRO CASH & CARRY
MIDCO
MOTHER DAIRY
MOTILAL OSWAL
NESTLE
NOKIA
NOMURA
NSE
OCL
OXYLANE NETWORKS
P C SOLUTIONS
PANTALOONS
PARLE
PBCNET
PCS
PEARSON EDUCATION
PEPSICO
PLATINUM PLASTER LTD

PUNJ LLOYD
 PWC
 RAMKY GROUP
 RECKITT BENCKISER
 REDINGTON
 RELIANCE ADA GROUP
 RELIANCE INDUSTRIES
 RELIANCE JIO
 SAMSUNG
 SANDHAR TECH.
 SAMRIDDHI
 SBI LIFE INSURANCE
 SHRIRAM TRANSPORT FIN.
 SIDBI
 SOLID WORKS
 SPANDANA MICROFINANCE
 SPARC PVT. LTD.
 SPENCER'S RETAIL
 SREI INFRASTRUCTURE FIN.
 SUN NETWORK
 SUNRISE FOODS LIMITED
 SUZLON
 SYNTEL
 TATA METALIKS
 TATA NYK
 TATA TELESERVICES
 TCS
 TECH MAHINDRA
 THRIVENI EARTHMOVERS
 TNT EXPRESS
 TORRENT PHARMACEUTICAL
 UCO BANK
 UNITED BANK OF INDIA
 UTI SECURITIES
 VEDANTA ALUMINIUM LTD.
 VIDEOCON
 VISA STEEL
 VODAFONE
 VOLTAS
 WEP PERIPHERALS
 WIPRO SPECTRAMIND
 XL DYNAMICS
 XLRI JAMSHEDPUR

Statistics 2015

4.8 lacs

average salary

13.5 lacs

highest salary

About **80 recruiters** came to campus to offer positions to **300+ students**.

The industries represented included banking and financial services, educational services, IT and ITES, FMCG, Healthcare, Consultancy, Telecom, Power, Home Appliances and Retail.

Recruiters today demand students who are comfortable in uncertain situations and can think on their feet, with minimal instruction or supervision. We have been able to cater to this requirement to a good extent by constantly grooming and exposing students to similar situations during their studies through simulation and live projects.



Prof. J. Mohanty
 Chairperson, Placements



A happening and lively **CAMPUS**

Beyond the classroom study hours, students learn the nuances of management through a host of clubs, both academic and non-academic, and special interest groups.

Student Clubs

The club work involves group decision making, leadership skills, creativity, time and conflict management and general camaraderie among others in an entertaining way. The clubs are:

- Exchequer, Finance Club
- OpSession, Technology and Operation Management Club
- Matricks, Marketing Club
- Aequitas, Sports Club
- Synergy, HR Club
- FirstCut, Creative and General Mgmt. Club
- Impresario, Entrepreneurship Club
- Sanskriti, Cultural Club

Pravah, the Magazine

Students, with active guidance of faculty members, take out the bi-monthly magazine containing articles on business and life including photography and art work by faculty members and students.

National Service Scheme (NSS)

KSOM NSS wing was started during the Youth Week of 12-19 January, 2011 to usher the students on a path of social service and community development activities. Since then NSS has been constantly involved in a variety of social work around the campus.

Kolosseum, the B-school Fest

Kolosseum is the mega annual B-school festival of KSOM. Spread over three days, the event witnesses various management, cultural and creative games and Bollywood star performances.

Whether it's Kolosseum, the mega annual B-school fest, social work by groups such as NSS, club activities such as debate, ad-mad, stock-trading or quiz competition, the **campus is always buzzing** with activity.



One of the most exciting things about KSOM is the academics. The institution's constant endeavour has been to ensure that learning is both rigorous and fun at the same time.

making **LEARNING** A PASSION

Emphasis is laid on **understanding the fundamentals** rather than just learning by rote and scoring marks in the examination. Every concept taught in the class is used by students in their own way, either while doing their group assignment, field work, industry visit or just arguing with friends in the class. This clarifies the concept and the students develop an ability to clearly apply what they have learnt to real life situations and weigh the pros and cons. It also dramatically improves absorption of learning and make our students mature in their outlook.

Pedagogy

The school uses a mix of classroom instruction, case discussion, student group assignment & presentation, project work, individual research work, demonstrations, workshops, outbound learning, industry visits, simulations and management games



The **COURSE** DESIGN

Today, globalization, aided by rapid adoption of technology has been bringing new insights and swift changes in management practices across workplaces that any B-school hoping to stay in the forefront must quickly include in its curriculum. KSOM conducts a rigorous annual exercise to completely review its curriculum and drop, change or add courses as demanded by the industry.

To stay not just relevant, but at the cutting edge of management education, the school has constituted an **eminent industry advisory board consisting of MDs, CEOs, owners and senior managers of businesses**, virtually a corporate who-is-who to advise the school on matters of curriculum, pedagogy and relevant research work.

MBA CURRICULUM

2 years full time
4 semesters, 8 major exams.
94 credits in total
15 classes per credit
60 minutes each class
1290 hr. minimum class contact

Major Components

Core Courses, Elective Courses & Summer Internship

Specializations

a) Marketing, b) Accounting and Financial Mgmt., c) HR, d) IT and e) Technology and Operations.

*At KSOM, we firmly believe **management is not just for engineers or commerce students**, but for everyone.*

Therefore the school lays special emphasis on guiding and nurturing students from science, arts and humanities backgrounds to ensure that they become successful managers. The school provides make up classes in Mathematics, Computer skills etc. so that students weaker in these areas can catch up.

The core courses in the first year establish a strong foundation in major functions of business viz. business environment, marketing, finance, human resources, business communication, IT and quantitative methods. This input helps students acquire basic skills and builds their confidence to undertake advanced courses during the second year.

Depending on the specialization opted for, a student has to choose electives in the second year, given on the next page.

There are 20 core courses equivalent to 54 credits as well as 16 elective courses equivalent to 32 credits covering six functional areas.

A minimum 94 credits is required for successful completion of the program.

COURSES	CREDITS
Semester - I	
Marketing Management - I	2
Financial Accounting	2
Organizational Behavior and Structure	4
Managerial Economics – I	2
Quantitative Techniques	4
Information Technology for Managers	2
Business Communication	4
Business Round-up - I	2
Total Credits	22
Semester - II	
Marketing Management - II	2
Cost and Management Accounting	2
Managerial Economics – II	4
Corporate Finance	4
Human Resource Management	2
Production and Operations Management	4
Business Research Methods	2
Enterprise Information Systems	2
Business Round-up - II	2
Total Credits	24
Summer Internship	8
Semester - III	
Strategic Management	4
8 Electives (2 credit each)	16
Total Credits	20
Semester - IV	
Legal Aspects of Business	2
Business Ethics & CSR	2
8 Electives (2 credit each)	16
Total Credits	20
Grand Total Program Credits	94

Electives 

Marketing

- Consumer Behaviour
- Product and Brand Mgmt.
- Services Marketing
- Sales and Distribution Management
- Retail Management
- B2B Marketing
- Real Estate Marketing
- Customer Relationship Management
- Integrated Marketing Communications
- Hospitality and Tourism Marketing
- Digital and Social Media Marketing
- Marketing Research
- Agency and Media Management

Information Technology

- Data Mining and Business Intelligence
- Information Security and Risk Management
- Software Project Management
- IT Infra Management
- ERPS
- Implementing IT Strategy
- Service Oriented Architecture and Web Services
- Cyber Law and Ethics in IT
- E Business

Finance

- Security Analysis and Portfolio Mgmt.
- Banking Operations and Regulations
- Derivatives and Risk Management
- Project Finance
- Financial Services
- International Financial Management
- Corporate Tax Planning
- Mergers and Acquisitions
- Corporate Governance
- Infra. Dev and Financing
- Business Analysis and Valuation

Human Resources

- Labour Laws
- Performance and Compensation Mgmt.
- Training and Development
- Assessment Development Centre
- Managerial Effectiveness
- Organisational Development and Change
- Leadership for Corporate Excellence
- Managing Employee Relations
- Recruitment & Selection
- Manpower Planning

Technology & Operations

- Fundamentals of Product Lifecycle Management
- Product Design and Development
- Digital Manufacturing and Virtual Factory
- Customer Response to Manufactured Products
- Enterprise Resource Planning Systems
- Service Oriented Architecture and Web Services
- Total Quality Management
- Supply Chain Management
- Project Management
- Business by Design



50+ full time, 20+ visiting faculty

The faculty at KSOM is a healthy mix of young and old, the academically seasoned and the corporate experienced. Faculty members regularly get involved with students beyond academics through mentoring and club activities.



motivated, high calibre

FACULTY

40% drawn from IIMs, XLRI, MDI, TISS and foreign Universities

In addition to the regular class schedule, faculty members conduct workshops for students and judge student activities. KSOM fosters a very healthy interaction between the faculty and students.

QUANTITATIVE METHODS AND DECISION SCIENCES

R. N. Subudhi

MA, M.Phil. (Stat.), Ph.D. (Management)
Experience: Academic-27 years
Areas: Operations Management, Decision Sciences

Sasmita Mishra

M.A, M. Phil. (Utkal), Ph.D. (IIT KGP)
Experience: Academic-11 years
Areas: Business Research Methods, OB, HRM, Performance Management System, Training and Development, Environmental Psychology

TECHNOLOGY AND OPERATIONS MANAGEMENT

Kaushik Sahu

Ph.D. (University of Massachusetts, Amherst), M.Tech. (R.E.C. Rourkela), B.Sc. (Engg.) (U.C.E. Burla)
Experience: Academic-30 years
Areas: Design for Sustainability, Design Technology Management, Product Design and Development, Product Lifecycle Management, Supply Chain Management, Total Quality Management.

Subrat Sarangi

B.Tech. (Govt. College of Engg., Trivandrum, Kerala University), PGDM (XIMB)
Experience: Academic-4 years, Corporate-15 years
Areas: Corporate Strategy, Process Optimization and Performance Improvement, Business due diligence & Outsourcing Assessment

Brajaballav Kar

PGDM (XIMB)
Experience: Academic-2 years, Corporate-16 years
Areas: Quantitative Technique & Quantitative Methods

BUSINESS ENVIRONMENT/ECONOMICS

Snigdha Tripathy

MA, M.Phil., Ph.D.
Experience: Academic-22 years
Areas: Managerial Economics, Econometrics, Public Choice and Gain Analysis

Bandana Dash

MA (C.U., Hyderabad), MBA
Experience: Academic-5 years, Corporate-3 years
Areas: Macro Economics, Economic Analysis and Planning

Shikta Singh

M.A (Economics), M.Phil (A&A Economics), Ph.D.
Experience: Academic-6 years
Areas: Industrial economics, Rural Economy & Regional Disparity, Gender Disparity & Women Empowerment, Economic & Social Impact of AIDS, Poverty & Unemployment in the state of Odisha.

FINANCE AND ACCOUNTING MANAGEMENT

Rabindra Nath Swain

FCS, MBA, M.Com., LLB
Experience: Academic-15 years, Corporate-23 years
Areas: Legal Aspects of Business, Business Ethics and CSR

Jyotirmay Mohanty

MA, Ph.D.
Experience: Academic-7 years, Corporate-29 years
Areas: Banking Operation and Regulation

Sashi Bhusan Mishra

M.Com., PGDM (XIMB), Ph.D.
Experience: Academic-10 years, Corporate-13 years
Areas: IBFS, Financial Institutions and Markets

Biranchi Narayan Panigrahi

B.Tech (NIT Rourkela), PGDM (IIM Kozhikode)
Experience: Academic-2 years, Corporate-7 years
Area: Government reform & policy advisory, Infrastructure development & financing and Financial Modeling

B.C.M Patnaik

M.Com., LL.B, Ph.D.
Experience: Academic-18 years, Corporate-6 years
Areas: Financial Accounting, Corporate Accounting and Financial Management

Jogendra Behera

PGDBM (IIM Ahmedabad)
Experience: Academic-4 years, Corporate-11 years
Areas: Public Utilities and Regulation, Infrastructure Development and Financing, Corporate Restructuring, and International Finance

Anandadeep Mandal

BE, MBA & M.Sc. (UK)
Experience: Academic-9 years, Corporate-3 years
Areas: SAPM, Derivatives and Risk management

“Faculty at KSOM get constant encouragement to register for a doctoral program, reason why such a high percentage of the faculty here are doctorates. The environment fosters exchange of ideas, joint projects, expansion of intellectual property through publishing, participating in conferences and paper presentations.



Satyajeet Mishra

ACA, PGDM (XIMB)

Experience: Academic-4 years, Corporate-6 years
Areas: Security Analysis & Portfolio Management, Value Investing and Behavioral Finance.

Saroj Kumar Routray

M.Com., ICWAI, MBA

Experience: Academic-12 years, Corporate-4 years
Areas: Accounts for Business Managers, Strategic Cost Management, Financial Management

Chandrakanta Sahoo

CA, MBA

Experience: Academic-7 years, Corporate-5 years
Areas: Project Finance, M&A, Debt Syndication

Prithvi Ranjan Parhi

MCom, FCA, DISA (ICAI)

Experience: Academic-6 years, Corporate-6 years
Areas: Accounting, Auditing

Priti Rachayeeta

MBA, LLB & CS (Inter)

Experience: Academic-6 years, Corporate-4 years
Areas: Industrial & Commercial Laws, Taxation

Arun Patra

MBA (Rotman School of Management, University of Toronto), FRM (Global Association of Risk Professionals), MCA, B.Sc.

Experience: Academic-1 year, Corporate-18 years
Areas: Financial Risk Management, Capital Measurement and Regulatory Reporting

HR MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

P. S. Sengupta

MA (DU), PGPM & IR (XLRI)

Experience: Academic-12 years, Corporate-31 years
Areas: Organizational Behaviour, Organizational Structure & Design, Managerial Effectiveness

Jitendra Mohanty

MA, LL.B., PGDM (XIMB), CAIIB & Ph.D.

Experience: Academic-13 years, Corporate-24 years
Areas: Organizational Behaviour, Organizational Structure and Design, Organizational Change & Development, Leadership

Debjani Ghosh

M.Com., PGDM, Ph.D.

Experience: Academic-11 years
Areas: HRM, Manpower Planning, Recruitment and Selection

Ipseeta Satpathy

MA, M.Phil. (JNU), Ph.D., D.Litt.

Experience: Academic-14 years, Corporate-1 year
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence

Debi Prasad Das

MBA

Experience: Academic-4 years, Corporate-8 years
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence, Labour Laws

Sumita Mishra

MSW (TISS), FPM (MDI, Gurgaon)
Experience: Academic-7 years, Corporate-3 years
Areas: Organisational Culture, Group Culture, Strategic Human Resource Management, Social Psychology and Organization Design

Arindam Banerjee

BA (Hons.), PGDPM - XLRI
Experience: Academic-9 years, Corporate-7 years
Areas: Recruitment, Compensation, Training and Appraisal

Shradha Padhi

LL.B., LL.M
Experience: Academic-4 years, Corporate-17 years
Areas: Leadership Development, Customer Relations, Diversity Management, Team Building, Instructional Design, mentoring and coaching, Organization Behaviour, Assessment Development Centre

INFORMATION TECHNOLOGY MANAGEMENT

Srikant Das

BE, M.Tech., PGDCA, MISTE, Ph.D.
Experience: Academic-9 years, Corporate-15 years
Areas: IT Infrastructure Management and Call Centre Management, Corporate Social Responsibility

Ashutosh Kar

B.E. Electrical (NIT), PGDBM (IIM Ahmedabad)
Experience: Academic-5 years, Corporate-10 years
Areas: Strategic Account Planning, IT Presales / Business Development, IT Strategy, Emerging Technologies

Bijay Kandel

MBA, PGCERT (UK)
Experience: Academic-7 years, Corporate-11 years
Areas: Information System Management

Nihar Ranjan Beura

B. Sc (Engg.), M. Tech (IIT, KGP), PGDIE (AIP, NPC), SAP certified Associate
Experience: Academic-5 years, Corporate-22 years
Areas: SAP R/3, Project Management, Process Management, Benchmarking, Industrial Engineering and Management.

Ruchi Sharma

B.Tech., MBA
Experience: Academic-6 years, Corporate-4 years
Areas: Management Information Systems, Knowledge Management, Software Project Management

Jyoti Ranjan Hota

B.E. (NIT), PGDBM (XIMB)
Experience: Academic-10 years, Corporate-9 years
Areas: MIS, ERP, Business Intelligence, IT for Management

MARKETING MANAGEMENT

L.K. Vaswani

M.Sc., Ph.D.
Experience: Academic-26 years, Corporate-2 years
Areas: Rural Marketing, Marketing Management

Kumar Mohanty

B.Tech., MBA (XIMB)
Experience: Academic-5 years, Corporate-14 years
Areas: Sales and Distribution, Educational Products Marketing

M.A. Manoj

BE, PGDM
Experience: Academic-7 years, Corporate-19 years
Area: CRM

Biswajit Das

MA (English), MBA, LL.B, MA (Pub. Admn.) & Ph.D.
Experience: Academic-23 years, Corporate-7 years
Areas: Marketing Management, Real Estate Marketing, Business Communication, Integrated Marketing Communication

Suva Kanta Mohanty

MBA (University of Wisconsin, USA)
Experience: Academic-10 years, Corporate-7 years
Areas: Marketing Research, Services Marketing, Retail Marketing

Arvind Tripathy

MBA, Ph.D.
Experience: Academic-17 years, Corporate-4 years
Areas: Brand Management, Integrated Marketing Communication

Priti Ranjan Sahoo

MBA & MTM (Tourism), Ph. D (Continuing)
Experience: Academic-11 years, Corporate-9 years
Areas: Marketing Management, Tourism & Hospitality Management, Services Marketing

Joydeep Biswas

B. Tech (IIT – BHU, Varanasi), PGDM (XLRI Jamshedpur)
Experience: Academic-2 years, Corporate-8 years
Area: Marketing Management

Biswajeet Patnaik

BE (E&TC), MBA

Experience: Academic-7 years, Corporate-6 years

Areas: Consumer Behaviour, Entrepreneurship

Rajesh Panda

BE (NIT, Rourkela), PGDM (S.P.Jain, Mumbai)

Experience: Academic-7 years, Corporate-12 years

Areas: Customer Interaction Management, Sales and Distribution

Indirah Indibara

B.Tech. (CET), PGDM (IIM Kozhikode)

Experience: Academic-5 years, Corporate-1 year

Areas: Consumer Behaviour, Game Theory

Surya Narayan Mishra

B.Arch. (IIT Kharagpur), PGDM (IIM Lucknow)

Experience: Academics-4 years, Corporate-3 years

Areas: Advanced Marketing Research, Sales & Distribution

Sugato Tripathy

B.Tech., MBA (ICFAI Hyderabad)

Experience: Academics-3 years, Corporate-5 years

Areas: Product & Brand Management

Abhishek Kumar

MBA, Ph.D.

Experience: Academic-2 years, Corporate-8 years

Areas: Retail Management

Ramakanta Mishra

M.Sc., FPM (IIM Ahmedabad)

Experience: Academic-2 years, Corporate-32 years

Areas: Marketing Management

S. Natarajan

BE, PGDM (IIM Ahmedabad), Ph.D.

Experience: Academic-16 years, Corporate- 20 Years

Area: Sales and Distribution Management

Kamesh Venkata Chivukula

PGDM (XIMB)

Experience: Academic-7 years, Corporate- 15 years

Area: Marketing Management

Buddhaditya Padhi

PGDM-AdCom, MBA (Marketing)

Experience: Academic-7 years,

Corporate-5 years

Areas: Advertising, Product and Brand Management

STRATEGIC AND GENERAL MANAGEMENT

Anil Bajpai

PGDM, IIM Ahmedabad, BE (IISc, Bangalore), B.Sc. (St.

Stephen's College, Delhi University)

Experience: Academic-1 year, Corporate-30 years

Areas: Strategic Management

Ashok Kumar Sar

PGDM (XIMB), Ph.D.

Experience: Academic-15 years, Corporate-20 years

Areas: Strategic Management, Systems Dynamics

Surbhi Kapur

MA, Ph.D.

Experience: Academic-21 years

Areas: Business Communication

Pooja Mohanty

MA (Utkal University)

Experience: Academic-9 years

Areas: Business Communication

**A team of Passionate
and enthusiastic individuals**



Faculty Mentoring

KSOM attaches significant importance to mentoring, which over the years has matured and evolved to play a vital role in the life of a KSOMian. A group of 7 to 10 students from both the years of MBA is attached to each faculty.

Mentees regularly interact with the mentor and discuss with them their academic and campus life, and issues if any.

Giving students a hand to **HELP &** ears to **LISTEN**

MENTORING & ASSESSMENT

*Mentoring at KSOM contributes significantly to the **academic and emotional wellbeing** of a student. A student, attached to a faculty mentor for two years develops a **special bond** with the faculty, resulting in greater exchange of ideas and improved career guidance.*

To make the mentoring rigorous and value adding, faculty members keep a detailed record of the mentee and track his/her performance and attendance regularly.

A monthly mentoring report is created by the faculty and overall mentoring effectiveness is monitored regularly by the management.

Student Mentoring

In addition to faculty members, second year students are attached to first years as mentors to help the new students especially during the initial days.

From written and unwritten rules of the college to local cuisine, senior mentors come in handy in a variety of situations.

ASSESSMENT CENTRE

Assessment centre helps students identify their weak areas and work on strengthening them. Each student is carefully tested on various areas – it includes both soft and academic skills – and then scored. Each scorecard is shared with the respective mentor so that the student can get focused attention.



How it's done

For students going into their second year, it's important to identify their strong and weak areas so that they know where to focus their effort. Based on scientific testing methodologies, the school carries out an assessment where a student is judged on parameters such as communication skills, team work, logical thinking, numerical

skills, leadership skills etc. Each student is scored and provided with an individual feedback.

The score is then shared with the mentor so that appropriate advice can be given to the student. The student's improvement is tracked over time and any intervention required is done.

Important INSTITUTIONAL PROGRAMS & ACTIVITIES

Doctoral Program

The Doctoral Program aims to pursue contemporary problems in management that requires critical and out-of-the-box thinking. The program awards Ph.D. in Management from the KIIT University.

Since 2005, the institute has been enrolling scholars from India and abroad for their doctoral research in management. Participants undergo a rigorous selection process including multi-disciplinary interviews before being selected for the program.

Mgmt. Development Program (MDP)

KSOM conducts regular MDPs for both young and middle level executives for various private and public sector organizations. While such programs disseminate management education among a far wider and diverse audience, they also enrich KSOM through the rich experience and exposure such an audience brings on board.

In the recent past, KSOM has conducted MDPs for Indian Oil, IndiaPost, NALCO, L&T, Jindal Steel and Power and Odisha Hydropower Corporation Ltd.

Management Research

For going beyond existing management theories and producing new knowledge instead through cutting-edge research, the school is honoured to have Prof. Rajen K. Gupta, a distinguished professor from the MDI, Gurgaon, as its "Research Advisor". Prof. Gupta is a B.Tech from IIT, Kanpur and a Fellow from IIM Ahmedabad.

The school has a robust Research infrastructure, including publishing a bi-annual research journal and organizing several research workshops and conventions. Faculty members regularly write books and publish research articles in reputed national and international journals.



‘Parikalpana’ Research Journal

KSOM’s in-house journal encourages faculty members and students to go beyond the traditional focus areas of management and explore innovative and creative ways of carrying out business. The journal is a peer-reviewed biannual publication and has rapidly gained popularity in the last few years.

Contents of the journal include case studies, articles (research or otherwise) and high-quality project work by students or faculty members.

Faculty Development Program (FDP)

The faculty at KSOM regularly conducts FDPs for it’s own or outside faculty members.

The program leverages KSOM’s several years of experience in using case studies while teaching and carrying out research in the various areas of management.

Every year, at the beginning of the academic year, KSOM conducts a major FDP exercise to train newly inducted faculty members as well as engage the old, not just for academic development, but also for institutional development.



ALUMNI

Several of KSOM's alumni have secured high corporate positions and many have turned entrepreneurs, a testimony to the quality of education received at the institute.

YUVRAJ MEHTA (1995 batch), VP & Group Head, Reliance Infrastructure Ltd.

AYASKANT MOHANTY (1996), Managing Director, Tatwa Technologies

PRADIPTA PANIGRAHI (1996), Director, Gayatri Solar Pvt. Ltd.

AMIT SHARMA (1996), VP (Marketing), SREI Infrastructure Finance Ltd.

ABHIJIT SEN (1997), Joint Director, Sharpmind Education

AKASHDEEP GIRI (1998), VP, Secure Finmart

MANORANJAN PADHY (1998), Assistant General Manager, RBI

AY THOMAS LOUIES (1998), Managing Director, LEO

DEBJANI NANDY (1999), AVP - Insti. Sales, Reliance Life Insurance

SANJEEV SINGH (1999), Associate Vice President, IMRB International

LOKNATH AGARWALA (1999), AVP, HDFC Asset Management Co. Ltd.

SHRAWANTI SAHA (2000), AVP, IDFC Asset Management Co.

VISHAL PATHAK (2004) Director, Ecolux Lighting Private Ltd.

JYOTIRMAYA BEHERA (2006), VP, India Bulls Securities Ltd.

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Patia, Bhubaneswar – 751024, Odisha

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