

PROGRAMME STRUCTURE

FIRST YEAR

Break Through English (Language)
 Business Economics-I
 Financial Accounting
 Psychology
 Business Computing
 Basic Mathematics
 Break Through English (Oral)
 Business Statistics-I
 Business Economics-II
 Cost & Management Accounting
 Principles & Practice of Management
 Marketing Management-I

SECOND YEAR

Functional English
 Financial Management-I
 Business Statistics-II
 Indian Economic Analysis
 Marketing Management-II
 Organizational Behavior
 Basic Business English
 Business Law
 Financial Management-II
 Introduction to Management Information System
 Business Research Methodology
 Human Resource Management

** A Faculty-Guided Project (a non-credit course) is to be conducted after the course work of 4th Semester is over during the summer vacation under each faculty.

* The above mentioned structure may be subjected to change depending on academic requirements

THIRD YEAR

Entrepreneurship
 Foreign Language-I (French)
 Taxation
 Production & Operations Management
 Specialization-I
 Specialization-II
 Business Policy
 Foreign Language-II (French)
 Business Ethics
 Culture & Sociology
 Specialization-III
 Specialization-IV

Specialization is offered in 3rd year of the program. The students are to choose any one of the following specialization areas. Each specialization area consists of four courses. A student can opt for four courses in any specialization area.

Marketing Management

Consumer Behavior
 Marketing Channel Management
 Brand Management
 Services Marketing

Accounting and Financial Management

Corporate Accounting
 Indian Financial System
 Banking & Insurance
 Security Analysis & Portfolio Management

Human Resource Management

Performance Management
 Employee Relations
 Leadership in Organization
 Training & Development

Information Technology

Web Technologies
 Operating Systems Concept with LINUX
 Software Engineering Concepts
 RDBMS Concepts with Oracle

SNIPPETS OF ACTIVITIES

KSOM student attends summer school at the King's College, London. The course was on "Strategic Management"



Big Bazaar "Exchange Offer" is put to best use by students who buy study materials for slum kids living near the campus.

Students regularly organize Blood Donation Camps that witnesses large turnout of donors. Giving back to the society is ingrained in KSOM culture.



Admission Contact

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“ Education is not preparation for life; education is life itself

BBA IN KSOM



PROGRAMME OVERVIEW

The three-year Bachelor of Business Administration programme is designed with the objective of making students corporate-ready, either to become entrepreneurs, junior level executives in the industry, or to pursue higher education, by equipping them with a holistic view of the business environment, basic business functions and their interrelationships. The structure of the program is planned to equip the students with requisite knowledge and management skills. This program also lays a concrete foundation for students who may want to pursue higher education in India or abroad.

PEDAGOGY

The pedagogy will include lecture sessions, practicals, case discussions, seminars, and presentations. A course will be covered in 45 sessions of 60 minutes each, spread over 4.5 months. The importance of each course is defined in terms of credits attached to it. Semesters I to IV during the first two years of the programme consist of core courses. Semester V commencing in the third year of the programme offers 6 courses all specifically designed to prepare students for admission tests to various MBA programs. Semester VI will offer courses in specialization areas such as Marketing, Finance, Human Resource Management, Information Technology and Banking and Insurance.

COURSES

First Year

The first year of the programme structure mainly focuses on the introductory courses in four key subjects – Economics, Financial Accounting, Statistics and Management. The first two semesters are designed to acquaint the students with the basic concepts of English, Computer and Mathematics.

Second Year

Major courses that are covered in the second year are Financial Management, Organizational Behavior, Business Law, Human Resource Management and Business Research Methodology.

Third Year

The third year offers courses in the specialization areas of Marketing, Finance and Human Resource Management in addition to critical subjects of Operations, Banking & Insurance, Taxation, Entrepreneurship and Foreign Language.

BBA CURRICULUM

THREE DIFFERENT COMPONENTS



Core Courses



Faculty Guided Project



Elective Courses

The BBA Curriculum consists of three different components - Core courses, Elective courses and Field experience in the form of Faculty Guided Project (FGP). The core and elective courses are delivered over 6 semesters.

The core courses in the first two years establish a strong foundation in major functions of business viz. **business environment, marketing, finance, human resources, communication, IT, operations and strategy.**



UPAMANYU BANERJEE
BBA-III Year

Selecting **(KSOM)** for pursuing BBA was the best decision that I have taken for my graduation. Here I got the opportunity to witness best-in-class faculties guiding us through different aspects of management education required for excelling in the corporate world.

The education system which is followed in KSOM, along with the extra-curricular activities provided me great exposure and helped in my holistic development, thereby making me more sincere, responsible and dedicated.

ELIGIBILITY:

- Pass in 10+2 in any stream with at least 50% marks and having Mathematics/Business Mathematics/Economics/Statistics as one of the subjects in 10+2 level.
- Should have been born on or after 01.07.1994.

SELECTION

Interested candidates can apply by filling in the application form made available on the KSOM website. For more detailed information regarding admission, eligibility criteria and application procedure, candidates are requested to visit www.ksom.ac.in/bba

FEE STRUCTURE

Duration of the Programme: 3 YEARS (6 SEMESTERS)

Fees per Semester: Rs.1,17,000/-

In addition to the fees mentioned above, Rs.75,000/- is to be paid (one time) at the time of admission towards counselling, Registration, Admission Kit, Laptop & Blazer)

Registration and Examination Fees:

Registration Fees per Semester : Rs.1,000 (collected at the beginning of each Semester)

Examination Fee per Semester : Rs.1,000 (collected during form fill-up for the Semester Examination)

Hostel Fee:

Hostel admission & other fees Rs.15,500/- (one time)

AC Hostel: Single bedded Rs. 65,000/- per semester
AC Hostel: Two bedded Rs. 50,000/- per semester
AC Hostel: Three bedded Rs. 40,000/- per semester
Non -AC Hostel: Three bedded Rs. 27,000/- per semester
Non -AC Hostel: Two bedded Rs. 21,000/- per semester

* The above hostel fee doesn't include mess charges.

BBA @ KSOM

35
acre campus

50
corporate interaction events

4
national conclaves

50
full-time faculty

