

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

THIRD YEAR

Business Demography & Environmental Studies

Taxation

Entrepreneurship

Production & Operations Management

Specialization-I

Specialization-II

Business Policy

E-Business Management

Business Ethics

Culture & Sociology

Specialization-III

Specialization-IV

Specialization is offered in 3rd year of the program. The students need 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

Sales and Distribution Management

Product and Brand Management

Services Marketing

Accounting & Financial Management

Corporate Accounting

Indian Financial System

Financial Statement Analysis

Security Analysis & Portfolio Management

Human Resource Management

Performance Management

Employee Relations

Leadership in Organization

Training & Development

Operation Management

Supply Chain Management

ERP Systems

Data Analysis

Data Mining

International Business Management

International Human Resource Management

International Marketing

International Finance

Data Analysis

SNIPPETS OF ACTIVITIES



The BBA students put up a spectacular show in Kuriocity - India's first Business Research Fair by KSOM.

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



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT

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SCHOOL OF MANAGEMENT

** A Faculty-Guided Project is to be carried out by each student after the course work of 4th Semester during the summer vacation under selected faculties in respective domain areas.

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

P: +91 78944 60016 | **E:** admission@ksom.ac.in

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.

BBA CURRICULUM THREE DIFFERENT COMPONENTS

01
Core 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.

02
Faculty Guided Project

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.**

05
Elective Courses

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 is 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 Behaviour, Business Law, Human Resource Management and Business Research Methodology.

Third Year

The third year offers courses in the specialization areas of Marketing, Accounting & Financial, Human Resource, Operation, International Business Management in addition to critical subjects of Operations, Taxation, Entrepreneurship and E-Business Management.



RADHIKA TIBREWAL
BBA (2016-19 batch)

“ Faculty here are very friendly and take a keen interest in nurturing and guiding students to realize their future goals ”

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 born on or after 01.07.1998.

FEE STRUCTURE

Duration of the Programme: 3 YEARS
(6 semester)

Fees per Semester: ₹1,40,000/-

In addition to the fees mentioned above, ₹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 : ₹1,000
(collected at the beginning of each Semester)

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

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

Student availing extra facilities in hostel like attached toilet / premium facilities has to pay extra ₹10000/- (per semester)

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

Hostel Fee:

- ▶ Hostel admission & other fees ₹15,000/- (one time)
- ▶ AC Hostel: Single bedded ₹65,000/- per semester
- ▶ AC Hostel: Two bedded ₹60,000/- per semester
- ▶ AC Hostel: Three bedded ₹50,000/- per semester
- ▶ Non-AC Hostel: Three bedded ₹28,000/- per semester
- ▶ Non-AC Hostel: Two bedded ₹40,000/- per semester

BBA @ KSOM

35 Acre Campus

50 Corporate Interaction Events

04 National Conclaves

50 Full-time Faculty

Great student life with loads of clubs & ample opportunities for career development

www.ksom.ac.in

