



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



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KIIT School of Management
KIIT Deemed to be University
Campus-7, Bhubaneswar 751024
Odisha

Phone : +91 674 2725 713
+91 674 2725 007
+91 78944 60016
+91 99370 85344

Fax : +91 674 2725 278

Email : infodesk@ksom.ac.in /
admission@ksom.ac.in

Website : www.ksom.ac.in

NURTURE
YOUR DREAMS



what is **INSIDE** ▶

Messages from:

- The Founder
- Pro-Chancellor
- Vice Chancellor
- Director

The KIIT University

The KSOM Edge

Making of a Complete Manager

Professional Journey

Life in the Campus

Academics

Faculty

Mentoring and Assessment

Other Courses and Programmes

Alumni





25+
Years

4600+
Alumni

600+
Students

“Straight from college, we had no idea about the world of business. KIIT School of Management (KSOM) helped us to mould into confident Managers through high quality learning, innovative mentoring and vibrant environment for all round development.”

Can a management education be

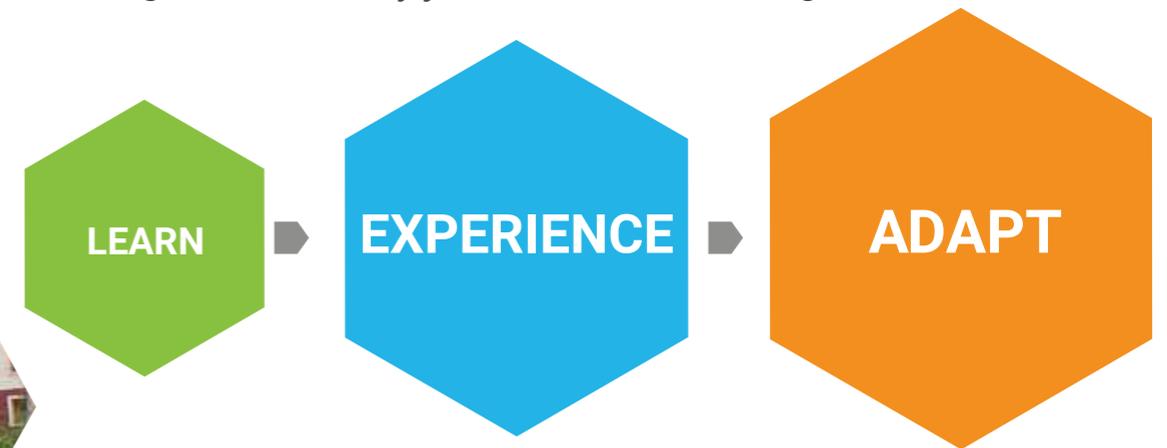
RADICALLY DIFFERENT?



**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.



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.



Dr. A. Samanta
Founder, KIIT & KISS

MESSAGE FROM THE **FOUNDER**

KIIT Deemed to be University is one of the leading institutes in the country, which provided seamless transition to virtual teaching-learning mode and helped every student graduate in time without any loss in Academic Year 2019-20 during Covid 19 lockdown.

Incorporated as a Deemed to be University in 2004, within a short span of 15 years, KIIT has grown into an Institution of Eminence (IOE), one among only 20 in India, and among the 10 in private sector. The University has 23 campuses, 28 schools, 2500 faculty, 25000 students from more than 45 countries, and 15 world-class Sports Complexes spread over 25 square kilometers of land.

Anticipating the Government announced India-wide lockdown, the KIIT University was proactive in sending home safely all the students giving comfort to their parents. Online classes registered 95% attendance from Day-1 demonstrated agility of both the faculty and students to adapt the technology for on-line working and learning.

Predicting the challenges that lay ahead, KIIT & KISS initiated an action plan to help the worst hit sections of the society. KIIT has been at the forefront a mission to provide the basic necessities to vulnerable communities across the State of Odisha. From starting the first COVID hospital in KIMS, distributing family survival packets to disadvantaged people in slums, delivering cooked food to police

personnel on duty, providing for the transgender community, to working with the Government of Odisha to provide support in the form of all its available resources – logistics, infrastructure, healthcare, human resources, the University has been fulfilling a social responsibility, alongside its academic responsibilities.

KSOM – One of the premier B Schools in India

KSOM has always been an institution that the University is proud to have in its fold. Having an illustrious legacy of 27 years, the school ranks among the top Business Schools in Eastern India and is one of the premier B-schools of the country. Many of its 5000+ distinguished Alumni are captains of Industry now - occupying senior management positions or as successful entrepreneurs.

Innovation and Internet are the two strands of the new DNA of leaders for the Post-Covid World. The faculty and students of KSOM have demonstrated exemplary agility and resilience by continuing teaching and learning through the Covid pandemic, seamlessly transiting from a physical classroom to a virtual classroom. The students at KSOM are getting the new DNA of continuous learning and innovation, implanted through a carefully crafted curriculum and rigorous pedagogy practiced by the highly accomplished Faculty.

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

KIIT Fights COVID 19

“I can do things you can't and you can do things I can't: Together we can do great things. And we will defeat Corona”

Provides holistic education from Kindergarten to Post graduation (KG to PG), vocational training, food, accommodation, health care and all other basic necessities of life to over 37,000 (27,000 existing students and 10,000 graduates) indigenous (tribal) children of the poorest of the poor background absolutely free. It is the largest residential tribal institute in the world.

Special Consultative Status with the Economic and Social Council (ECOSOC) since 2015- the highest recognition to a non-government organization from the United Nations.

Champion Level-Platinum Certification by GuideStar India for NGO Transparency (2016).

Among top 223 NGOs of the world and 10 best NGOs of India in the prestigious ranking of world NGOs published in 2016 by NGO Advisor, a Geneva-based independent media organization.

Programmes and activities aligned to Sustainable Development Goals (SDGs) of the UN and proactively working to achieve the goals.

Expansive self-contained eco-friendly campus

Plans to educate 2,00,000 indigenous (tribal) children over the next decade and in the process of setting up branches in 10 states, with the support of respective state governments, and all 30 districts of Odisha.

Students are high achievers in academics, co-curricular activities and national and international sports, making it a highly successful model of tribal empowerment through education.

Tie-ups with many world organizations including UNESCO, UNICEF, UNFPA, and US Federal Government.

Visited and appreciated by high dignitaries, including Heads of State, Ambassadors, from 70 countries.

12 Nobel Laureates have visited the Institute.

Widely covered in leading national and international media, including National Geographic, The Time, Wall Street Journal, South China Morning Post, Readers' Digest, Asia Post and Public Broadcasting Service (PBS)

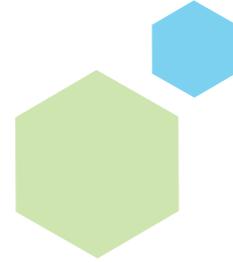
Kalinga Institute of Social Sciences (KISS)

www.kiss.ac.in

KISS has been declared a Deemed University (U/S 3 of UGC Act, 1956) by the Ministry of Human Resource Development, Govt. of India on August 25, 2017. With this it has become the first tribal university in India and in the entire world.

Organization in Special Consultative Status with the Economic and Social Council (ECOSOC) since 2015. NGO Associated with the United Nations Department of Public Information (UNDPI).

Kalinga Institute of Social Sciences (KISS), the largest tribal institute of the world, provides food, accommodation, health care and all the basic necessities of life absolutely free to 37,000 poorest of the poor tribal children to pursue their studies here from KG to PG as well as vocational training. KISS, as an unique experiment to eradicate poverty through education and use of education as a tool to empower the underprivileged section of the society and provide sustainable employment, is being hailed by statesmen, policy makers, planners, social workers from India and abroad.

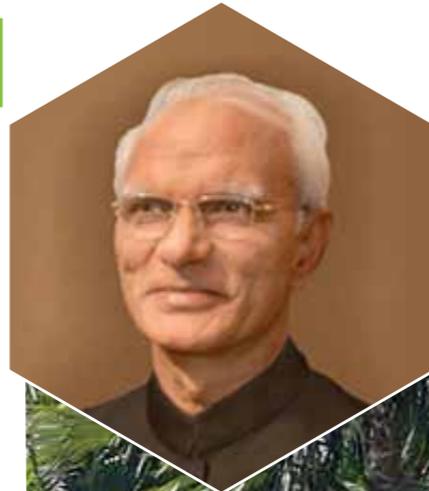


Prof. Ved Prakash

CHANCELLOR, KIIT Deemed to be University

Professor Ved Prakash is a former Chairman, University Grant Commission (UGC). He has the unique distinction of serving the UGC in all the three key positions as Secretary, Vice Chairman and Chairman. Professor Ved Prakash has also served as Adviser, Education, Planning Commission, Government of India, and as Professor and Head, Department of Educational Measurement and Evaluation in National Council of Educational Research & Training (NCERT).

He is a recipient of the US Fulbright Post-Doctoral Fellowship and has held a number of coveted positions in premier national and international organizations.



Prof. (Dr.) Subrata Kumar Acharya

PRO-CHANCELLOR, KIIT Deemed to be University

Padma Shri Prof. Acharya has formerly been Professor & Head of the Department, Gastroenterology as well as Dean, Research and Academics, AIIMS.

He has been honoured with the prestigious Samanta Chandrasekhar and J.C. Bose Awards & is also a recipient of Commonwealth Fellowship for research in liver ailments.



Prof. Hrushikesh Mohanty

VICE-CHANCELLOR, KIIT Deemed to be University

Hrushikesh Mohanty a multi dimensional persona is a seasoned campaigner in several fields. He is a scientist, academician and administrator par excellence. Prof.

Mohanty was awarded PhD from IIT Kharagpur and embarked on his career with ECIL Hyderabad. Having had this experience Prof. Mohanty moved to his passion and became a teacher.

He has held several doctoral and post doctoral fellowships from Universities all over the world. While serving the University of Hyderabad in various capacities Prof. Mohanty undertook many prestigious research projects.

A prolific writer, Prof. Mohanty has authored books in Odia while regularly contributing articles to the media. His interests include Sarala Mahabharata and computational social science.



Dr. SK Mahapatra

Director, KSOM

MA (Delhi), Ph.D. (Utkal) PGDBM from M.D.I, Gurgaon

Dawn of a New Digital Era

Friends, welcome to KIIT School of Management (KSOM), Bhubaneswar, a premier and top ranked b-school in India, known for its long academic track record (it's in fact one of the oldest b-schools of the country!), best-in-class placement, an excellent Industry-academia interface and a beautiful, eco-friendly campus with water bodies and stone sculptures made by a world-renowned artist.

However, beyond these visible marks of achievement, what truly sets the institution apart is its DNA for innovation and a penchant for adopting change quickly. Because MBA is not just about the courses on Marketing, Finance or IT. It's much bigger than that.

At KSOM, we take pride in the fact that we are able to transform our students, from aspiring young minds to confident, industry-ready professionals. And how does this happen? Via multiple levels of mentoring and hand-holding, exposing students to real MBA life via conclaves, guest lectures, workshops and live projects, teaching the art of management through a multitude of clubs such as Marketing, Cultural, Media and Sports, and constantly assessing the students on various skills the industry demands.

Today, as you already know, our lives have changed dramatically. The pandemic has changed lifestyles and consumption patterns. However, while wreaking havoc in many businesses, it has also created scope for new ideas to flourish. From online meeting to remote coaching in a variety of fields, it has spawned new businesses. This, coupled with rapid developments in fields such as Artificial Intelligence, Data Analytics, Computer vision and 3D printing, is fast altering the entire business landscape.

The question is, are you ready for this new world?

KSOM is not just trying to stay relevant, but also lead the change via constant updates to curriculum and teaching methods. We are ready to embrace the new order and move into this bold, new, technology-driven era.

I, therefore, invite you to come and learn more about us, and be our support in this journey.

Welcome aboard!

Creating innovators and original thinkers.

KIIT DEEMED TO BE UNIVERSITY



KIIT Deemed to be University, Bhubaneswar, has recently been awarded Institute of Eminence (IoE) tag from Ministry of Human Resource Development, Govt. of India. It has also been accredited by NAAC of UGC in 'A' Grade, underlining the excellence the University has brought about in the field of education.

In a landmark achievement, KIIT Deemed to be University, Bhubaneswar has been ranked No. 1 among self-financing institutions of the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), 2020 of the Ministry of Education, Govt. of India.

The University is spread over 25 sq. km. of land accommodating 23 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.

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 2500 academic and research staffs, many leaders in their fields with international reputation provide stimulating learning environment and excellent standards of teaching.

MEMBERSHIPS



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



Give your career the

KSOM EDGE



Accreditation and Ranks

Ranked 32nd in India, as per National Institution Ranking Framework (NIRF), MHRD, Government of India, 2020 B-School Rankings.

Ranked 2nd in India for the BBA program as per Times B school ranking 2020.



Placement

KSOM chooses mostly top Indian companies and MNCs for recruitment. Therefore, our Highest Salary: ₹17.33 LPA (International), ₹12.40 LPA (Indian) Average Salary: 7.33 LPA for MBA 2019-20 Batch (average per annum) are far better than most other private B-schools. **More than 80 recruiters pick up close to 300 students** each year.



Academics

The institution is known for its high quality academics. With a **teacher to student ratio of 1:10** and several faculties 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 a buzz with life. The campus has **world-class multimedia classrooms**, a 4 storied library block, **separate hostels** for boys and girls and much more.

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.



*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.

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.

"The two year long journey in KSOM has been the best part of my life. Now I can see a huge difference in myself starting from the day I took admission in the college till date. Those difference matrices not only evolve around my academic capabilities but also something beyond like personality development."



Mr. Susovon Mullick, Alumni - KSOM



"I feel so lucky to study in one of the best universities in India. KIIT University is the perfect place for those who are looking to gain knowledge, experience and holistic learning. The professors here treat us like everyone else and go that extra mile to make you understand in the class. I really feel comfortable in this beautiful campus surrounded by great friends and people."

Ms. Seba Hayel Kheirbk, Pursuing MBA, KSOM

"I will forever be thankful to KSOM and will always remember that I began my journey here. It provided me with a platform to realise my potential and make the best use of it. I am filled with pride and gratitude for being an alumna of KIIT School of Management, KIIT University."



Ms. Tanisha Biswas, Alumni - KSOM

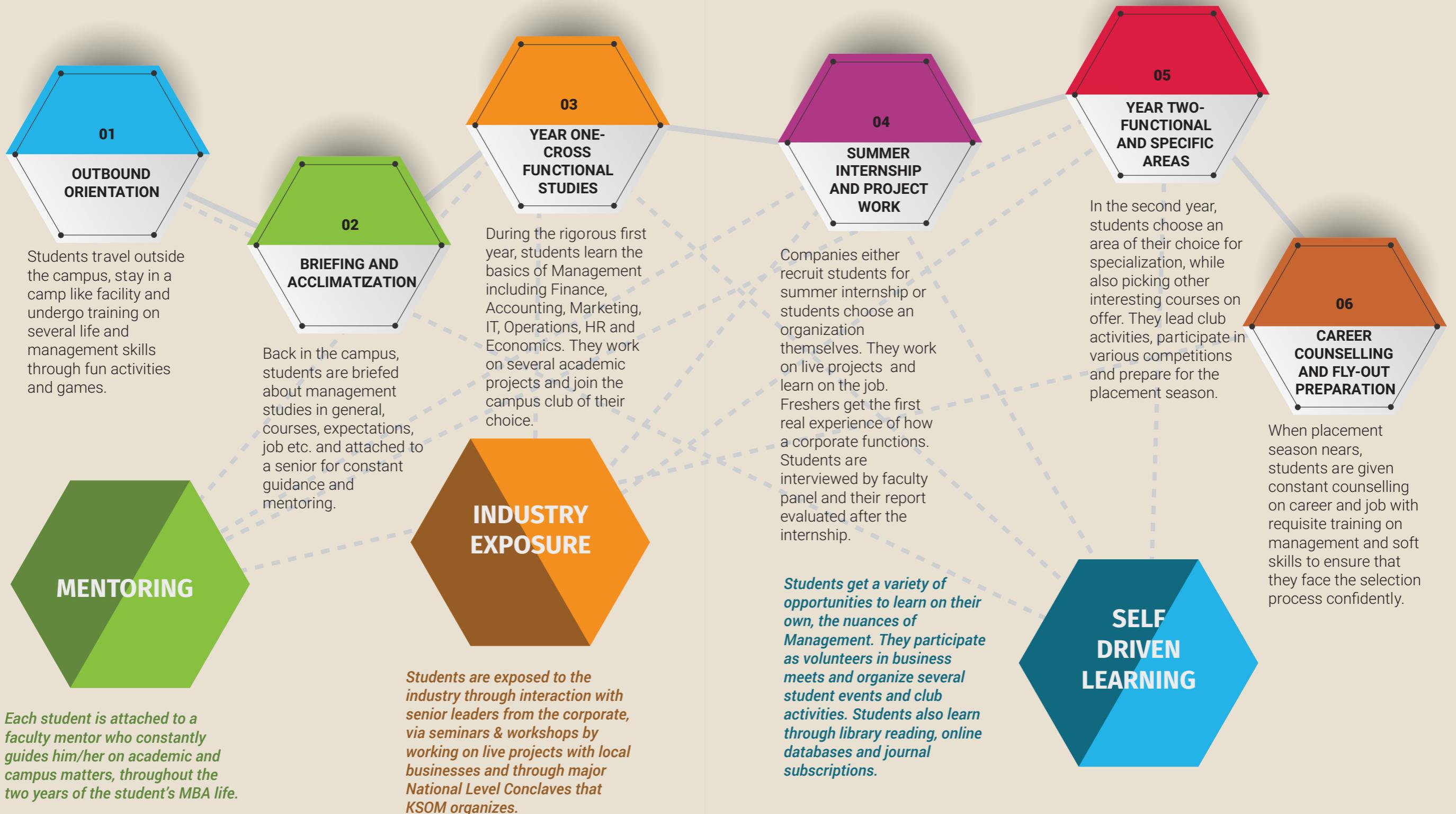


"I started my journey as a student, KSOM gave me the right platform to explore my true potential and guided me at every step to achieve my dream career. The corporate events helped me to learn beyond the classroom environment and opened the doorway to various opportunities. Thanks to the faculty for bringing out the best in me. The memories of this journey will be cherished forever."

Ms. Mriya Ray, Alumni - KSOM

Journey to thorough PROFESSIONALISM

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



A happening and lively **CAMPUS**



Beyond the classroom study hours, students learn the nuances of management through a host of clubs 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:

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

Pravah, the Magazine

Students, with active guidance of faculty members, bring out this bi-monthly magazine which contains articles on business and life along with photography and art work by faculty members and students.

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 culminating in a celebrity star performance.

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.

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 activities



One of the most exciting things about KSOM is 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. It also dramatically improves absorption & retention 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 for teaching and learning.



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** to advise the school on matters of curriculum, pedagogy and relevant research work.

MBA CURRICULUM

02 years full time

04 semesters, 8 major exams

80 credits in total

Major Components

Core Courses, Elective Courses & Summer Internship

Specializations

a) Marketing b) Financial c) HR
d) Operations e) Analytics

“ KIIT School of Management (KSOM) has attained a reputation of such a center of excellence where young minds are provided the right balance of blended learning and practical exposure, which is emerging as a new normal. The school has a team of committed experts who have designed programs that are rated the best in the area of management. Concerted efforts are made by the faculty to ensure that every student seamlessly fits into any role that could possibly be assigned to her or him on the job. ”

Prof. Ved Prakash

CHANCELOR, KIIT Deemed to be University

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 21 core courses equivalent to 42 credits as well as 15 elective courses equivalent to 30 credits covering Five functional areas.

A minimum of 80 credits is required for successful completion of the program.

COURSES	CREDITS
Semester - I	
Marketing Management-I	2
Accounting for Managers	2
Organizational Behavior	2
Managerial Economics-I	2
Quantitative Techniques- I	2
Information Technology For Managers	2
Legal Aspects of Business	2
Business Communication	2
Organization Theory	2
Production and Operations Management-I	2
Total Credits	20
Semester - II	
Managerial Economics - II	2
Corporate Finance-I	2
Quantitative Techniques-II	2
Production and Operations Management -II	2
Business Research Methodology	2
Human Resource Management	2
Marketing Management - II	2
Cost and Management Accounting	2
Business Ethics and Corporate Social Responsibility	2
Managerial Skills for Effectiveness	2
Total Credits	20
Summer Internship	8
Semester - III	
Strategic Management	2
Sales & Distribution Management	2
Selective Courses (8 courses including 2 Core Elective Courses)	16
Total Credits	20
Semester - IV	
Elective Courses (6 courses)	12
Total Credits	12
Grand Total Program Credits	80



Marketing	<ul style="list-style-type: none"> Consumer Behaviour (Core Elective) Product and Brand Management (Core Elective) Services Marketing Retail Management 	<ul style="list-style-type: none"> B2B Marketing Real Estate Marketing Customer Relationship Management Integrated Marketing Communication 	<ul style="list-style-type: none"> Hospitality & Tourism Marketing Marketing Research Digital and Social Media Marketing Agency & Media Management
Finance	<ul style="list-style-type: none"> Corporate Finance-II (Core Elective) Security Analysis & Portfolio Management (Core Elective) International Financial Management Financial Reporting and Corporate Governance 	<ul style="list-style-type: none"> Banking Operations & Financial Services Mergers, Acquisitions & Corporate Restructuring Project & Infrastructure Finance Derivatives & Risk Management Corporate Tax Planning 	<ul style="list-style-type: none"> Business Analysis and Valuation Management Control System Financial Time Series & Analysis Risk Management in Banks Industrial Economics & Financing
Human Resources	<ul style="list-style-type: none"> Recruitment & Selection (Core Elective) Labour Laws (Core Elective) Manpower Planning Managerial Effectiveness Performance Management Systems Training & Development 	<ul style="list-style-type: none"> HR Systems, Design and Audit Compensation and Reward Management Leadership for Corporate Excellence Managing Employee Relations 	<ul style="list-style-type: none"> Competency Mapping Organization Development and Change
Operations	<ul style="list-style-type: none"> Supply Chain Management (Core Elective) Total Quality Management (Core Elective) IT Project Management Machine Learning & Artificial Intelligence 	<ul style="list-style-type: none"> E-Business Internet of Things Enterprise Resource Planning Systems Data Mining and Business Intelligence Managing Service Operations 	<ul style="list-style-type: none"> Project Management Product Design and Development Design Thinking for Product Lifecycle Management Digital Manufacturing and Virtual Factory Business Analytics
Analytics	<ul style="list-style-type: none"> Business Analytics Advanced Business Analytics Introduction to Marketing Analytics Supply Chain Analytics Analytics Toolbox 	<ul style="list-style-type: none"> Advanced Statistics and Probability for Data Science Machine Learning & Artificial Intelligence Data Mining and Business Intelligence 	

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 fo 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 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 frist 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 fo admission tests to various MBA programs. Semester VI will offer courses in specializaion areas such as Marketing, Finance & Human Resource Management.



The **COURSE** DESIGN

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. Major courses that are covered in the second year are Financial Management, Organizational Behaviour, Business Law, Human Resource Management and Business Research Methodology. The third year offers courses in the specialization areas of Marketing, Finance nd Human Resource Management in addition to critical subjects of Operations, Taxation, Entrepreneurship and E-Business Management.

BBA CURRICULUM

- 03** years full time
- 06** semesters, **12** major exams
- 108** credits in total
- 15** contact hours per credit
- 60** minutes each class

Major Components

Core Courses, Elective Courses & Faculty Guided Projects

Specializations

- a) Human Resource Management
- b) Accouting and Finance Management
- c) Marketing Management



Ms. Sreyashi Dutta
Alumni - BBA

“My three years stint at KSOM has been excellent and a memory to cherish for a lifetime. The Mentor-Mentee system here is one of the best in the country and delivers great help to many students. KSOM manages to strike the right balance among studies, fun and co-curriculum. I feel grateful to stay under the guidance of our highly knowledgeable faculty.”

COURSES

Semester - I

Breakthrough English (Language)
 Business Economics-I
 Financial Accounting
 Psychology Business
 Computing Basic Mathematics

Semester - III

Organizational Behavior
 Financial Management - I
 Marketing Management - II
 Indian Economic Analysis
 Functional English
 Business Statistics - II

Semester - V

Taxation
 Entrepreneurship
 Foreign Language - I (French)
 Production & Operations Management
 Specialization-I (HR/Mktg/Finance)
 Specialization-II (HR/Mktg/Finance)

Semester - II

Breakthrough English (Oral)
 Business Statistics-I
 Business Economics-II
 Cost & Management Accounting
 Principles & Practice of Management
 Marketing Management-I

Semester - IV

Basic Business English
 Business Law
 Financial Management-II
 Introduction to Management Information System
 Business Research Methodology
 Human Resource Management

Semester - VI

Business Policy
 Foreign Language-II (French)
 Business Ethics
 Culture & Sociology
 Specialization-III (HR/Mktg/Finance)
 Specialization-IV (HR/Mktg/Finance)

**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.



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

Human Resource Management	<ul style="list-style-type: none"> • Performance Management • Employee Relations • Leadership in Organization • Training & Development
Accounting & Financial Management	<ul style="list-style-type: none"> • Corporate Accounting • Indian Financial System • Banking & Insurance • Security Analysis & Portfolio Management
Marketing Management	<ul style="list-style-type: none"> • Consumer Behavior • Sales and Distribution Management • Product and Brand Management • Services Marketing

“ Today KIIT School of Management (KSOM) ranks among the best Business Schools in India and its reputation as a Global Business School has been steadily growing with many students from overseas showing interest, trusting and joining KSOM for building their future. The curriculum of the B-School is most advanced drawing timely inputs from hundreds of Corporate Leaders who visit the Campus, and interact with Faculties and Students throughout the year.

The MBA class of 2019 at KSOM will be graduating in 2021 has the unique experience of learning in virtual medium and working with a class diversity which is ideal for working, managing and leading in a new global environment. They have the mindset of 'technology' and are at ease with having a new identity, the netizens - citizens of the world on internet, ready to lead the Future of Business. ”

Prof. **Hrushikesh Mohanty**, VICE-CHANCELLOR, KIIT Deemed to be University



Motivated, high calibre
FACULTY

40+ full time,
25+ 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.

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.

BUSINESS ENVIRONMENT/ECONOMICS

S.N. Misra

Ph.D. (Economics), MA (Applied Economics), IES, IDAS
Experience: Academic - 6 years, GOI Service - 36 years
Areas: Macro's Economics, International Relations, Constitutional Law, Defence Procurement and International authority on Defence Offset policy

Shikta Singh

M.A (Economics), M.Phil (A&A Economics), Ph.D.
Experience: Academic-7 years
Areas: Industrial economics, Rural Economy & Regional Disparity, Gender Disparity & Women Empowerment, Economic & Social Impact of AIDS, Poverty & Unemployment in the state of Odisha.

OPERATIONS

Kaushik Sahu

Ph.D. (University of Massachusetts, Amherst), M.Tech. (R.E.C. Rourkela), B.Sc. (Engg.) (U.C.E. Burla)
Experience: Academic-31 years
Areas: Design for Sustainability, Design Technology Management, Product Design and Development, Product Lifecycle Management, Supply Chain Management, Total Quality Management.

Brajaballav Kar

B.Tech (CET, BBSR), PGDM (XIMB), Ph.D.
Experience: Academic-6 years, Corporate-17 years
Areas: Quantitative Technique & Quantitative Methods, Production & Operation Mgmt, TQM Project Mgmt, Entrepreneurship

Manoj Kumar Jena

M.Tech. (IIT Bombay), PGDBM (IIM Calcutta)
Experience: Corporate-10 years, Academic -3 years
Areas: Data Analytics and Machine Learning, Operations Management, Logistics and Supply Chain Management and Analytics

Piyusa P Das

B.Tech (CET Bhubaneswar), PGDM (IIM Lucknow), PMP® Certified
Experience: 10 years
Areas: Global Program Management, Strategic Marketing & Research, Business Development and Project Procurement

QUANTITATIVE METHODS AND DECISION SCIENCES

R. N. Subudhi

MA, M.Phil. (Stat.), Ph.D. (Management), FDPM
Experience: Academic-31 years
Areas: Operations Management, Decision Sciences

FINANCE AND ACCOUNTING MANAGEMENT

B.C.M Patnaik

M.Com., LL.B, Ph.D.
Experience: Academic-19 years, Corporate-6 years
Areas: Financial Accounting, Corporate Accounting and Financial Management, Cost Accounting

Saroj Kumar Routray

M.Com., Ph.D, ICWAI, MBA
Experience: Academic-18 years, Corporate-4 years
Areas: Accounts for Business Managers, Strategic Cost Management, MCS, SAPM

Koustubh Kanti ray

M.Com., PGDBM, Ph.D (Utkal)
Experience: Academic-16 years
Areas: Corporate Finance, M&A, Financial Market

Chandrabhanu Das

MBA, Ph.D
Experience: Academic-1 year, Corporate-14 years
Areas: Corporate Finance, Financial Market, Banking

Praveen Mohanty

MA (PMIR), M.Phil. (PMIR), LLB, Ph.D.
Experience: Corporate-20 years
Areas: Financial Risk Management in banks & FIs; Financial Sector Regulatory System; Infrastructure Finance – Issues and Challenges (including PPP); and Corporate Bankruptcy Law and Banking NPL

Faculty

“At KSOM, faculty are constantly encouraged and supported for completing their doctoral program. Consequently a large percentage of the faculty here are doctorates.

The environment in the college fosters exchange of ideas, joint projects, expansion of intellectual property through publishing, participating in conferences and paper presentations.



HR MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

SK Mahapatra

MA(Delhi), Ph.D.(Utkal), PGDM M.D.I, Gurgaon
Experience: Academic-8 years & Corporate-30 years
Areas: Strategic Human Resource Management, Organizational Behaviour, Organizational Structure and Design

Jitendra Mohanty

MA, LL.B., PGDM (XIMB), CAIIB & Ph.D.
Experience: Academic-15 years, Corporate-25 years
Areas: Organizational Behaviour, Organizational Structure and Design, Organizational Change & Development, Leadership

Iipseeta Satpathy

MA, M.Phil. (JNU), Ph.D., D.Litt.
Experience: Academic-15 years, Corporate-1 year
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence

Debi Prasad Das

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

Isa Mishra

MA (PMIR), M.Phil. (PMIR), LLB, Ph.D.
Experience: Academic-2 years, Corporate-18 years
Areas: Strategic and Operational HR & Administration; Lead role in wage rationalization, Merger & Acquisition

Sumita Mishra

MSW (TISS), FPM (MDI, Gurgaon)
Experience: Academic-8 years, Corporate-3 years
Areas: Organisational Culture, Group Culture, Strategic Human Resource Management, Social Psychology and Organization Design

Shradha Padhi

LL.B, LL.M, Ph.D.
Experience: Academic-5 years, Corporate-17 years
Areas: Leadership Development, Customer Relations, Diversity Management, Team Building, Instructional Design, Mentoring & Coaching, Organizational Behaviour, ADC

Gargi Banerjee

MBA (Calcutta University)
Experience: Corporate-4 years
Areas: Human Resource Management, Organizational Behaviour

MARKETING MANAGEMENT

Kumar Mohanty

B.Tech., MBA (XIMB), Ph.D., Director-Corporate Relations
Experience: Academic-6 years, Corporate-14 years
Areas: Sales and Distribution, Educational Products Marketing

Biswajit Das

MA (English), MBA, LL.B, MA (Pub. Admn.) & Ph.D.
Experience: Academic-24 years, Corporate-7 years
Areas: Marketing Management, Real Estate Marketing, Business Communication, Integrated Marketing Communication

Arvind Tripathy

MBA, Ph.D.
Experience: Academic-18 years, Corporate-7 years
Areas: Brand Management, Integrated Marketing Communication

Priti Ranjan Sahoo

MBA & MTM (Tourism)
Experience: Academic-12 years, Corporate-9 years
Areas: Marketing Management, Tourism & Hospitality Management, Services Marketing

Joydeep Biswas

B. Tech (IIT – BHU, Varanasi), PGDM (XLRI Jamshedpur)
Experience: Academic-4 years, Corporate-8 years
Area: Marketing Management

Biswajeet Patnaik

BE (E&TC), MBA
Experience: Academic-8 years, Corporate-6 years
Areas: Consumer Behaviour, Entrepreneurship

Bhuwandeeep

PGDBM, IIM Bangalore, B.Tech (Hons) IIT Kharagpur
Experience: Corporate - 6 years
Areas: Sales, Marketing, Business development, Project planning and execution and Plant operations

Ritika Sharma

B.E. Food Tech (Panjab University)
PGD-ABM (IIM Lucknow)
Experience: Corporate - 4 years
Areas: Sales and distribution, Key account management and business development

Surya Narayan Mishra

B.Arch. (IIT Kharagpur), PGDM (IIM Lucknow)
Experience: Academics-7 years, Corporate-3 years
Areas: Sales & Distribution, Digital and Social Media Marketing, Branding, Tourism

Sugato Tripathy

B.Tech., MBA (ICFAI Hyderabad), UGC NET
Experience: Academics-5 years, Corporate-5 years
Areas: Product & Brand Management, Business Ethics

Abhishek Kumar

MBA, Ph.D.
Experience: Academic-3 years, Corporate-8 years
Areas: Retail Management

STRATEGIC AND GENERAL MANAGEMENT

Ashok Kumar Sar

PGDM (XIMB), Ph.D.
Experience: Academic-16 years, Corporate-20 years
Areas: Strategic Management Business Ethics & Sustainability

Ipsita Nayak

MA, MPhil (Ravenshaw)
Experience: Academic-13 years
Areas: Business Communication

Saptorshi Das

Postdoc (Oxford), Ph.D.(NIT)
Experience: Academic- 6 years
Areas: Business Communication, Training Placement

INFORMATION TECHNOLOGY MANAGEMENT

S.C. Das

BE, M.Tech., PGDCA, MISTE, Ph.D.
Experience: Academic-23 years, Corporate-3 years
Areas: IT Infrastructure Management and IOT, IT Project Management

Ashutosh Kar

B.E. Electrical (NIT), PGDBM (IIM Ahmedabad)
Experience: Academic-6 years, Corporate-10 years
Areas: Strategic Account Planning, IT Presales / Business Development, IT Strategy, Emerging Technologies

Jyoti Ranjan Hota

B.E. (NIT), PGDBM (XIMB)
Experience: Academic-11 years, Corporate-9 years
Areas: MIS, ERP, Business Intelligence, IT for Management

Mohar Banerjee Biswas

BCA (BIT, Mesra), Masters Program in Information Technology (Symbiosis, Pune)
Experience: Academic-1.5 years, Corporate-12 years
Areas: Business Analysis, E Business, Business Computing, Database Management



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 relevant faculty members keep a detailed record of the mentee and track his/her academic 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.

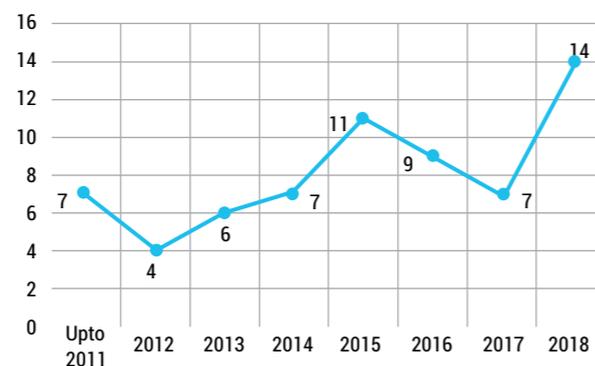
Important INSTITUTIONAL PROGRAMS & ACTIVITIES



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 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.



Faculty Development Program (FDP)



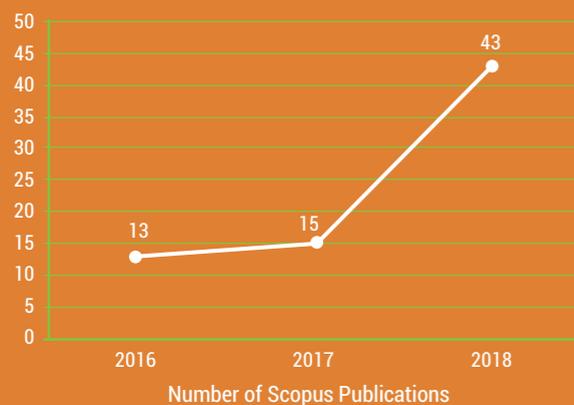
The faculty at KSOM regularly conducts FDPs for its own or outside faculty members.

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.

Management Research

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 UGC approved 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.

Management 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.



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in India, as per
NIRF, MHRD,
Govt. of India,
2020

5

MINT-MBA
Universe.com
B-School Ranking
2018 - 19

4

in Eastern
India - Times
of India B-School
Ranking, 2018

₹17.33

LPA (International)
highest salary
offered in
the placement
season 2019-20

₹12.40

LPA (Indian)
highest salary
offered in
the placement
season 2019-20

₹7.33

LPA (Indian)
average salary
for MBA
2019-20 Batch

80+

recruiters,
mostly top Indian
businesses & MNCs
visited the campus
for recruitment

KSOM has **40+ regular and 25+ visiting faculty** members, both among the **highest** across B-schools in India.

Spread over an area of 35 acres, KSOM is an architectural masterpiece that weaves lush greenery with the demands of current management education and thus, creates an environment that has few equals in the Indian private B-school space.