



**PREPARES  
YOU FOR  
TOMORROW**

**BBA at KSOM**

 [www.ksom.ac.in](http://www.ksom.ac.in)



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



## 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 & Semester VI commencing in the third year of the programme offers 4 core courses each and elective courses in specialization areas such as Human Resource Management, Marketing, Finance, Operations and International Business, all specifically designed to prepare students for admission tests to various MBA programs.

## COURSES

### First Year

The first year of the programme structure mainly focuses on the introductory courses in key areas including Economics, Financial Accounting, Statistics, Management, Marketing and Managerial Communication.

### 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 Human Resource Management, Marketing, Finance and International Business in addition to critical subjects of Operations, Taxation, Entrepreneurship and E- Business Management.

# BBA CURRICULUM

## THREE DIFFERENT COMPONENTS



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 establish a strong foundation in major functions of business viz. **business-environment, marketing, finance, human resources, communication, IT, operations and strategy.**



“ KSOM provided me a **Great Platform** to **Enhance my Knowledge** and **Nurture my Skills** through Effective Pedagogy. ”



# PROGRAMME STRUCTURE



## FIRST YEAR

Managerial Written Communication  
Business Economics-I  
Financial Accounting  
Psychology  
Business Computing  
Basic Mathematics  
Managerial Oral Communication [Sessional]  
Business Statistics-I  
Business Economics-II  
Cost & Management Accounting  
Principles & Practice of Management  
Marketing Management-I

## THIRD YEAR

Entrepreneurship  
Business Demography & Environmental Studies  
Taxation  
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.

**\*\*A faculty guided project is to be carried out by each student at the end of 2nd year during the summer vacation under selected faculties in respective domain areas.**

## SECOND YEAR

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

### Marketing Management

Consumer Behavior  
Sales and Distribution Management  
Product and Brand Management  
Services Marketing

### 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

### International Business

International HRM  
International Marketing  
International Finance  
Data Analysis

### Operations

Supply Chain Management  
ERP Systems  
Data Analysis  
Data Mining

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



## 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 01.07.2001

## FEE STRUCTURE

**Duration of the Programme:** 3 YEARS  
(6 semesters)

**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

### **Registration and Examination Fees:**

Registration Fees per Semester : ₹1,000  
(collected at the beginning of per 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](http://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

## Why Join KSOM

In India  
Ranked 2<sup>nd</sup>

Faculty from  
IIMs & IITs

Fully  
WiFi

Campus  
35 acres

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

[www.ksom.ac.in](http://www.ksom.ac.in)



# 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**  
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**SCHOOL OF MANAGEMENT**

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