



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



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KSOM
INFORMATION
BROCHURE



what is **INSIDE** ▶

Messages from:

- The Founder
- Dean

KIIT Deemed to be 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





31st
Rank
KSOM, NIRF 2021

30
Years
Legacy

8000+
Alumni

16th
Rank
KIIT DU, NIRF 2023

50+
Full Time
Faculty

KIIT School of Management (KSOM) helped us develop into confident managers through high quality learning, innovative mentoring and a vibrant environment for all-round development."

Can 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 the 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. Achyuta Samanta

Founder, KIIT & KISS

MESSAGE FROM THE **FOUNDER**

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

Incorporated as a Deemed to be University in 2004, within a short span of 15 years, KIIT has 25 campuses, 28 schools, 3000+ faculty, 40000+ students from more than 60 countries, and 18 world-class Sports Complexes with Swimming Pools spread over 36 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 the agility of both the faculty and students to adapt the technology for online 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 30 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 8000+ 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.

The institute, which started with only 125 tribal students in a rented house, has spiraled into the world's largest and only institute providing free education from Kindergarten to Post-Graduation and Doctoral Programmes with vocational and extracurricular training, free lodging and boarding, state-of-the-art facilities and indigenously controlled pedagogies exclusively to more than 80,000 indigenous students. 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 Embassy India.

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 (UN DPI).

Kalinga Institute of Social Sciences (KISS), the largest tribal institute of the world, provides free education, accommodation, food and healthcare to over 30,000 indigenous students currently studying in Bhubaneswar. We are currently 40,000 alumni strong. We serve an additional 10,000 students across our satellite centers.

KISS, as a 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.

UNIVERSITY LEADERSHIP

Mr. Ashok Kumar Parija

CHANCELLOR, KIIT Deemed to be University

Shri Ashok Kumar Parija, has a strong body of knowledge in Law and a distinguished experience in litigation. In 2019, he was appointed as the advocate general for the state of Odisha. He has also engaged to appear before the Supreme Court of India, as well as the High Courts of Delhi besides statutory bodies like Central Electricity Regulatory Commission, the National Consumer Forum, and the Mines Tribunal at New Delhi. He was appointment as arbitrator by the Supreme Court of India. He has also engaged to appear in arbitrations conducted under the auspices of the International Chamber of Commerce, the Singapore Chamber of International Arbitration, renowned PSUs and many corporate groups. In 2011 – 2012, Shri Parija was elected as Chairman of the Bar Council of India, He is also a member of the Bar Council of India delegations to the United Kingdom and Australia.



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. Sasmitarani Samanta

VICE CHANCELLOR
KIIT Deemed to be University

Dr. Sasmita Samanta is a Ph.D. in Human Resource Management. She began her career in 1996 and has held various leadership positions in KIIT. An astute academic administrator, she has also been officiating as Director, Admission since 2004. She has received 25+ awards from different national and international organizations for her outstanding contribution to the field of education and leadership. She is a perceptive academician and popular teacher in the field of OB and Leadership.



Dr. Sumita Mishra

DEAN, KSOM

MSW (TISS), FPM (MDI Gurgaon)

MESSAGE FROM THE DEAN

"Diverse mix of voices leads to better discussions, decisions, and outcomes for everyone"

- Sunder Pichai, CEO Alphabet Inc. & Google

The premise of diversity is interwoven into the fabric of the management discipline with its simultaneous thrust on multiple specializations and utilization of knowledge from associated domains. This diversity is also imperative to holistic understanding of business issues and adapting to changing environments rapidly. Hence, management schools as learning hubs refining the mind, career aspirations and competencies of future managers need to embody diversity in every facet of their educational process. KIIT School of Management (KSOM) is among those elite schools which successfully navigated the threat of the COVID19 pandemic and demonstrated tremendous resilience in imparting education and learning in the virtual mode. In the aftermath of the pandemic, equal tenacity was evident in bringing students back to the classrooms. The pandemic provided great learning in understanding the breadth of technology in augmenting educational practices. The art of teaching and learning spearheaded by a group of eclectic faculties at KSOM from diverse disciplines is an amalgamation of best practices of co-located and e-learning. All curricular and co-curricular activities of the school coagulate in making

students "future ready". Annual conclaves on topical themes, corporate mentoring forums, classroom interaction with academic and industry stalwarts help our students appreciate business problems from diverse perspectives. Great emphasis is provided not only on the technical aspects of the curriculum but also in helping students appreciate the nuances of working in both the physical and virtual work environments.

Given the enabling force of diversity in making workplaces successful, KSOM not only has a perfect blend of students in terms of diversity of geographical representation, age, gender, under-graduate education, work-experience, but also in terms of their hobbies, interests and career aspirations which is reflected in their choice of electives – Business Analytics, Finance, HR, IT, Operations & Marketing. Students have experienced the benefits of diversity through working in teams for class projects and assignments throughout their journey with us here. Besides, keeping in mind the overarching outcome of management education, they are trained to contribute to the bigger good of the society.

Creating innovators and original thinkers.

KIIT DEEMED TO BE UNIVERSITY



KIIT Deemed to be University, Bhubaneswar, has 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 36 sq. km. of land accommodating 25 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 40,000 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 3000 academic and research staffs, many leaders in their fields with international reputation provide a stimulating learning environment and excellent standards of teaching.

MEMBERSHIPS



The Association of Commonwealth Universities

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

KSOM **Ranked 31st** in India, NIRF - 2021 B School Rankings.

KIIT **Ranked 16th** in India, NIRF - 2023 University Rankings.

Ranked 2nd in India, for the **BBA program** as per Times B School ranking 2021.



Placement

KSOM chooses mostly top Indian companies and MNCs for recruitment. Therefore, our Highest Salary: ₹23 LPA
Minimum Salary: ₹7.00 LPA
Average Salary: 9.00 LPA for MBA 2022-23 Batch (average per annum) are far better than most other private B Schools. **More than 130+ 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 members of the 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 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 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.

KSOM takes pride in moving to online mode of learning quickly and efficiently. The institute boasts of online library full of educational resources that could be remotely accessed by students as well as faculty. All the learning resources have moved to e-learning resources using LMS as platform.

*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.***

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Being the COMPLETE MANAGER



The class room **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 same form of learning has continued seamlessly in the virtual education environment as well.

“ The knowledge gained from the learned faculty helped me get out of my comfort zone and groomed me well for my placements at HUL. KSOM is a platform that shapes the students to become the best versions of themselves. ”



Ms. Nazia Firdaus

Placed - Hindustan Unilever Ltd.



“ The right mix of faculty with industry experience and teaching experience adds to the list of what someone would like to look for while choosing a B School. ”

Ms. Medha Bhattacharya

Placed - Ericsson

“ The teachers were not just helpful but also equally supportive. The assignments and activities included in the curriculum were beneficial for a 360-degree preparation of the corporate world. ”



Mr. Bipul Bose

Placed - MRF



“ At KSOM, we had the provision of placement training sessions which included mock group discussions, mock tests, personal interviews and training classes which helped me bag a dream job at Deloitte. ”

Ms. Gargi Dastidar

Placed - Deloitte Advisory & Audit

Journey to thorough PROFESSIONALISM

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



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.



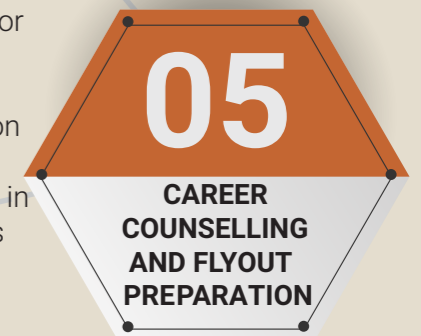
During the rigorous first year, students learn the basics of Management including Finance, Accounting, Marketing, IT, Operations, HR and Economics. They work on several academic projects and join the campus club of their choice.



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



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 various competitions and prepare for the placement season.



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



Each student is assigned a faculty mentor who works with the student closely for personal and professional guidance.



Students are exposed to the industry through interaction with senior leaders from the corporate, via seminars & workshops by working on live projects with local businesses and through major National Level Conclaves that KSOM organizes.



Each student is attached to a corporate mentor through a program named "Konfidant" where mentors from various leadership positions in the corporate world guide them on the required skills and attitude for making a mark in the professional world.

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



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
Optix – IT & Operations Club
FirstCut, Media Club
Aequitas, Sports Club
Sanskriti, Cultural Club
Book Hive, Literary Club
NSS, Rotaract Club
Kongregate, Alumni Club

Kuriocity

An innovative platform for conducting research and analyzing behaviours of individuals and how those impact business processes. It is a research fair that deals with market research problems – advertisement responsiveness, consumer behavior, blind testing, market opportunities, product performance, brand recognition, subliminal perception and much more in the form of games.

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, Kuriocity, the research fair, club activities such as ad-mad, stock-trading or competitions, the campus is always buzzing with activities.

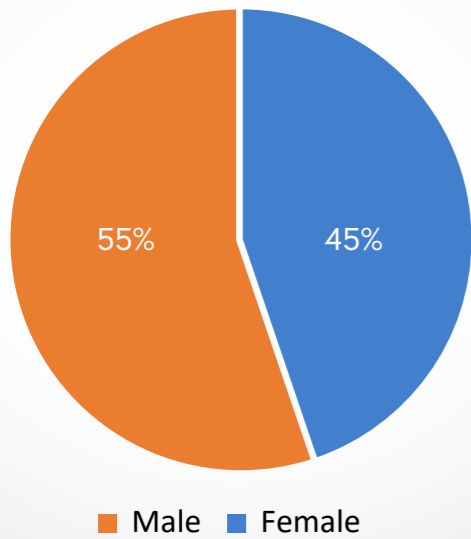


Konversations, the eNewsletter

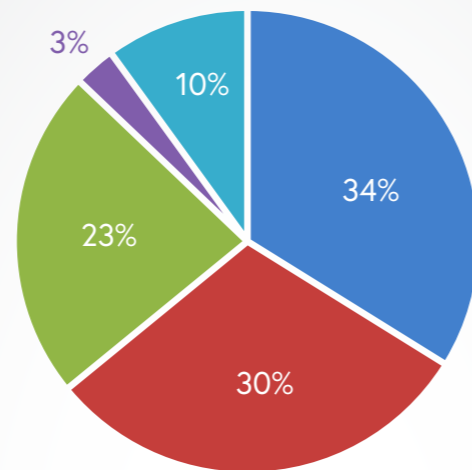
KSOM launched Konversations – The bi-monthly E-Magazine of the B School. It is designed by our own team of faculty and students. Konversations is an endeavor that contains events of KSOM along with achievements, awards, recognitions and creative musings of the students and faculty. This provides a platform to everyone in KSOM to showcase their talent and express opinions on relevant issues.

MBA Batch Portfolio (2022-24)

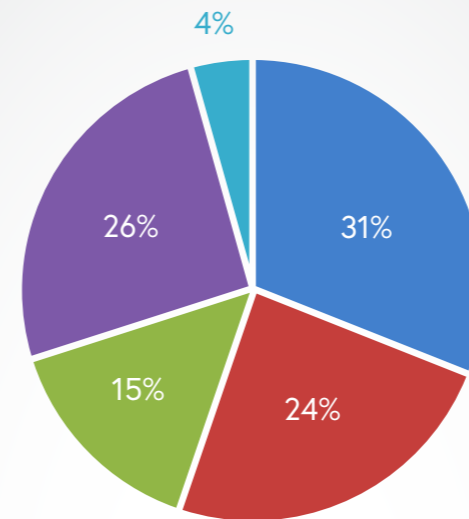
Gender Distribution



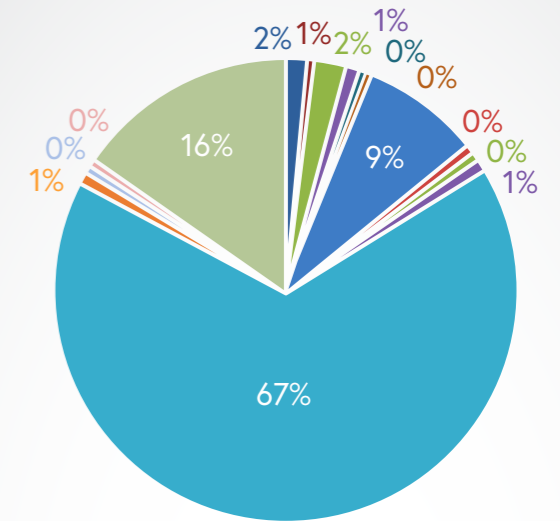
Specialization MBA



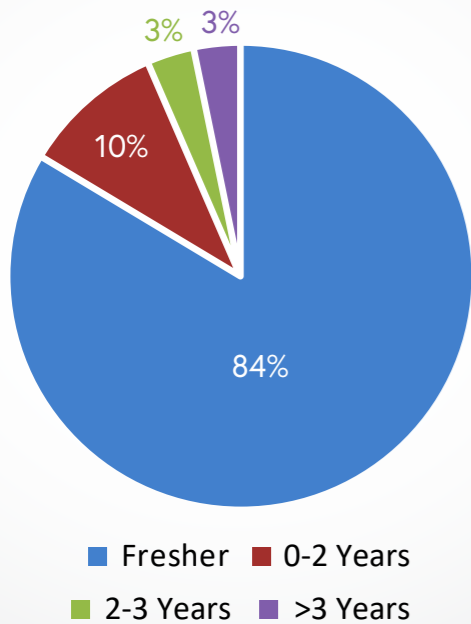
Educational Background



Statewise Segregation



Work Experience Duration



- Marketing Management
- Financial Management
- Human Resource Management
- Operation & Supply Chain Management
- Business Analytics

- Economics & Commerce Graduates [B.Com/B.A (Economics as a subject)]
- Graduate Engineers (All B.Tech Streams together including B.Arch and Bio Tech)
- Science & Computer Application Graduates (All B.Sc / M.Sc / BCA / MCA)
- BBA
- Arts, Social Science & Other Graduates

- Assam
- Nepal
- Bihar
- Chhattisgarh
- Chhattisgarh
- Delhi
- Jharkhand
- Madhya Pradesh
- Karnataka
- Maharashtra
- Odisha
- Uttar Pradesh
- Telangana
- Tripura
- West Bengal

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

79 credits in total
each credit is 30 hours
of classroom contact

MAJOR COMPONENTS

Core Courses, Elective Courses & Summer Internship

SPECIALIZATIONS

- a) Business Analytics
- b) Marketing
- c) Finance
- d) Human Resources
- e) Operations & Supply Chain

Ko-Educate

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across all specializations will be co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses.



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, analytics, 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 22 core courses equivalent to 43 credits, 8 credits of Summer Internship as well as 14 elective courses equivalent to 28 credits covering Five functional areas.

A minimum of 79 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
Business Communication	2
Legal Aspects of Business	2
Human Resource Management	2
Production and Operations Management-I	2
Total Credits	20
Semester - II	
Marketing Management – II	2
Cost and Management Accounting	2
Managerial Economics – II	2
Corporate Finance – I	2
Organization Theory	2
Production and Operations Management – II	2
Business Research Methods	2
Quantitative Techniques – II	2
Business Ethics and Corporate Social Responsibility	2
Business Analytics	2
Yoga	1
Total Credits	21
On-the-job Training	8
Semester - III	
Strategic Management	2
Total Core Subject Credits	2
The semester will also have 16 credits in 8 elective courses	
Total Credits	18
Semester - IV	
There will be no core courses in the semester and 12 credits in 6 elective courses	
Total Credits	12

Electives ▶

Business Analytics	<ul style="list-style-type: none"> Data Analytics Using R Advanced Business Analytics Introduction to Marketing Analytics Supply Chain Analytics Analytics Toolbox 	<ul style="list-style-type: none"> HR Analytics Credit Risk Analytics Advanced Statistics & Probability for Data Science Machine Learning & Artificial Intelligence using Python Data Mining & Business Intelligence 	<ul style="list-style-type: none"> Multivariate Data Analysis Predictive Analytics using SAS Text Mining & Analytics Python for Data Science
Marketing Management	<ul style="list-style-type: none"> Consumer Behaviour Product & Brand Management Services Marketing Retail Management B2B Marketing Real Estate Marketing 	<ul style="list-style-type: none"> Customer Relationship Management Integrated Marketing Communication Hospitality & Tourism Marketing Marketing Research Digital & Social Media Marketing 	<ul style="list-style-type: none"> Agency & Media Management Pricing Management Sales & Distribution Management Digital Marketing Analytics
Financial Management	<ul style="list-style-type: none"> Corporate Finance-II Security Analysis & Portfolio Management International Financial Management Financial Reporting & Corporate Governance Banking & Financial Services 	<ul style="list-style-type: none"> Mergers, Acquisitions & Corporate Restructuring Project & Infrastructure Finance Derivatives & Risk Management Business Analysis & Valuation Management Control System Behavioural Finance 	<ul style="list-style-type: none"> Financial Time Series & Analysis Risk Management in Banks Fixed Income & Alternative Investment Financial Markets & Regulation Quantitative Finance Using R Pricing Management
Operations & Supply Chain Management	<ul style="list-style-type: none"> Total Quality Management Procurement Management Warehouse Management Logistics Management Managing Service Operations Project Management 	<ul style="list-style-type: none"> Supply Chain Analytics Supply Chain Management E-Business Blockchain Applications in Business Enterprise Resource Planning Systems 	<ul style="list-style-type: none"> Legal Aspects in Supply Chain Management
Human Resource Management	<ul style="list-style-type: none"> HR Planning & Selection Labor Laws & Industrial Relations Performance Management Systems HR Analytics Compensation & Reward Management 	<ul style="list-style-type: none"> Managerial Effectiveness Leadership for Corporate Excellence Organization Development and Change HR Accounting & HR Audit Managing Diversity, Equity, & Inclusion 	<ul style="list-style-type: none"> Human Resource Development (T&D) Strategic Human Resource Management Competency Mapping & Building the Talent Pipeline Managing Employee Engagement

SUPER MBA



2 years
Super-specialized
Programs



MBA in
Business
Analytics



MBA in
Operations &
Supply Chain
Management



MAKE A CAREER IN THE FUTURE OF MANAGEMENT

MBA in Business Analytics

A 2 years 'Super Specialized' MBA Program.

WHY MBA IN BUSINESS ANALYTICS?



Today's market requires skills in big data technologies, advanced statistics, machine learning, data security, cloud application development, and innovative thinking. From ordering food to entertainment to autonomous vehicles, each of us will be engulfed by more data than we are neurologically equipped to handle. The scale and ubiquity of data are already forcing corporations to find ingenious ways to analyze, track, and leverage data for strategy, and operations.

MASTER THE DISTRIBUTION NETWORK

**MBA in Operations &
Supply Chain Management**

**A 2 years 'Super Specialized'
MBA Program.**

WHY MBA IN OPERATIONS & SUPPLY CHAIN MANAGEMENT?



India has been experiencing a major boom in logistics and supply chain in the last few years. The demand in this field was initially not met with an adequate response as we did not have enough skilled workforce that specialized in this area. As a result, there is much demand for qualified professionals especially decision - makers in supply chain management. Due to technology changes in this ever-evolving market, job growth is on the rise. Therefore an MBA in Operations & Supply chain Management has become a much sought-after MBA specialization.

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 for 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 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.



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, Human Resource Management and International Business 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) Finance Management
- c) Marketing Management
- d) International Business
- e) Operations f) Analytics



Ridhi Bhattacharya
BBA (2020-23 Batch)
Alumni - KSOM

“Being a part of KSOM has been an enthralling experience. Not only have I been enriched academically but also been developed personally. In short, choosing KSOM will remain as one of those decisions in my life which I would not regret when I look back.”

COURSES

Semester - I

Managerial Written Communication
Business Economics-I
Financial Accounting
Psychology
Business Computing
Basic Mathematics

Semester - III

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

Semester - V

Entrepreneurship
Business Demography and
Environmental Studies
Taxation
Production & Operations Management

Specialization Groups & Courses – Marketing

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

Specialization Groups & Courses – Finance

Corporate Accounting
Financial Statement Analysis
Indian Financial System
Security Analysis & Portfolio Management

Specialization Groups & Courses – International Business

International Human Resource Management
International Marketing
International Finance
Data Analysis*

*Offered in both Operations & International Business Are

Semester - II

Managerial Oral Communication [Sessional]
Business Statistics - I
Business Economics-II
Cost & Management Accounting
Principles & Practice of Management
Marketing Management-I

Semester - IV

Literary and Creative English
Business Law
Financial Management-II
Introduction to Management Information System
Business Research Methodology
Human Resource Management

Semester - VI

Business Policy
E-Business Management
Business Ethics
Culture & Sociology

Specialization Groups & Courses – Human Resource Management

Performance Management
Employee Relations
Leadership in Organization
Training & Development

Specialization Groups & Courses – Operations

Supply Chain Management
ERP Systems | Data Analysis* | TQM

Specialization Groups & Courses – Analytics

Business Analytics
HR Analytics | Marketing Analytics
Data Mining

**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.

Electives

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.

Analytics	<ul style="list-style-type: none"> • Analytics • Business Analytics • HR Analytics • Marketing Analytics • Data Mining
Human Resource	<ul style="list-style-type: none"> • Performance Management • Employee Relations • Leadership in Organization • Training & Development
Finance	<ul style="list-style-type: none"> • Corporate Accounting • Financial Statement Analysis • Indian Financial System • Security Analysis & Portfolio Management
Marketing	<ul style="list-style-type: none"> • Consumer Behavior • Sales and Distribution Management • Product and Brand Management • Services Marketing
Operations	<ul style="list-style-type: none"> • Supply Chain Management • ERP Systems • Data Analysis* • TQM
International Business	<ul style="list-style-type: none"> • International Human Resource Management • International Marketing • International Finance • Data Analysis*



Motivated, high calibre
FACULTY

50+ full time,
35+ 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, IITs, 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-10 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- 12 years
Areas: Industrial economics, Rural Economy & Regional Disparity, Gender Disparity & Women Empowerment, Economic & Social Impact of AIDS, Poverty & Unemployment in the state of Odisha.

FINANCIAL MANAGEMENT

Ayushi Raichoudhury

MBA (Finance), Ph.D.
Experience: Academic-9 years
Areas: Corporate Finance and Indian Financial System

B.C.M Patnaik

M.Com., LL.B, Ph.D.
Experience: Academic-36 years, Corporate-6 years
Areas: Financial Accounting, Corporate Accounting and Financial Management, Cost Accounting

Koustubh Kanti Ray

M.Com., PGDBM, Ph.D (Utkal)
Experience: Academic-21 years
Areas: Corporate Finance, M&A, Financial Market

Praveen Mohanty

Ph.D. (Economics, USC), MA (Economics, JNU)
Experience: Academic-8 years, Corporate-23 years
Areas: Microeconomics, Public Policy, Risk Management, Financial Strategy

Saroj Kumar Routray

M.Com., Ph.D., ICWAI, MBA
Experience: Academic-21 years, Corporate-3 years
Areas: Accounts for Business Managers, Strategic Cost Management, MCS, SAPM

HUMAN RESOURCE MANAGEMENT

Debi Prasad Das

MBA, Ph.D.
Experience: Academic-10 years, Corporate-8 years
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence, Labour Laws

Ipseeta Satpathy

MA, M.Phil. (JNU), Ph.D., D.Litt.
Experience: Academic-23 years
Areas: Organizational Behavior & Leadership

Isa Mishra

MA (PMIR), M.Phil. (PMIR), LLB, Ph.D.
Experience: Academic-7 years, Corporate-20 years
Areas: Strategic and Operational HR & Administration; Lead role in wage rationalization, Merger & Acquisition

Jitendra Mohanty

M.A, LL.B., PGDM (XIMB), CAIIB & Ph.D.
Experience: Academic-17 years, Corporate-25 years
Areas: Organisational Behaviour and Organisational Structure and Design, Organizational Change & Development, Leadership

Malabika Sahoo

Ph.D (Management)
MA (Applied Economics), MBA (HR)
Experience: Academic-8 Years, Training- 16 Years
Areas: Human Resource Management, Training and Development, HR Analytics, Research Methods etc.

Sasmita Mishra

M.A, M. Phil. (Utakal), Ph. D. (IIT KGP)
Experience: Academic-12 years
Areas: Organisational Behaviour and Human Resource Management

Sumita Mishra

DEAN, KSOM
MSW (TISS), FPM (MDI, Gurgaon)
Experience: Academic-16 years
Areas: Organization Design, Theory, HR Analytics and L&D

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.



BUSINESS ANALYTICS

Ashutosh Kar

B.Tech. (NIT Rourkela), MBA (IIM Ahmedabad)
Experience: Academic-12 years, Corporate-9 years
Areas: Information Technology Security and Governance, Electronic Commerce, Evolving trends in Information Technology, Excel Modelling

Bhuwandeep

Ph.D. (Management), MBA (IIM Bangalore), B.Tech (IIT Kharagpur)
Experience: Academic-5 years, Corporate-6 years
Areas: Consumer Behavior, Marketing Analytics, Business Research

Jyoti Ranjan Hota

BE Comp. Sc. & Engg (NIT Rourkela), PGDBM(XIMB), Ph.D.
Experience: Academic-19 years, Industry-6 years
Areas: Technology Adoption, Analytics and Emerging Areas of IT

Manoj Kumar Jena

M.Tech. (IIT Bombay), PGDBM (IIM Calcutta)
Experience: Corporate-14 years, Academic - 7 years
Areas: Data Analytics and Machine Learning, Operations Management, Logistics and Supply Chain Management and Analytics

Mohar Banerjee Biswas

Master in Information Technology, Symbiosis Pune
Experience: Academic-6 years, IBM - 13 years
Areas: Python, Database, E- Business, ERP

Piyusa P Das

B. Tech(CET BBSR), PGDM (IIM Lucknow), Ph.D. (KIIT)
Experience: Academic-5 years, Corporate-10 years
Areas: Data Analytics and Visualization

R. N. Subudhi

MA (Stat), MPhil, Ph.D. (Management), FDPM (IIM-A)
Experience: Academic-35 years
Areas: Quantitative Techniques, Research Methodology

MARKETING MANAGEMENT

Abhishek Kumar

MBA, Ph.D.
Experience: Academic-9 years, Corporate-8 years
Areas: Retail Management

Arvind Tripathy

MBA, Ph.D.
Experience: Academic-20 years, Corporate-7 years
Areas: Brand Management, Integrated Marketing Communication

Bhuwandeep

Ph.D. (Management), MBA (IIM Bangalore),
B.Tech (IIT Kharagpur)
Experience: Academic-5 years, Corporate-6 years
Areas: Consumer Behavior, Marketing Analytics, Business Research

Biswajeet Patnaik

BE (E&TC), MBA
Experience: Academic-10 years, Corporate-6 years
Areas: Consumer Behaviour, Entrepreneurship

Joydeep Biswas

PGDBM
Experience: Academic-9 years, Corporate-8 years
Areas: Sales and Distribution Management, Tourism Management, Brand Management

Kumar Mohanty

B.Tech., MBA (XIMB), Ph.D., Director-Corporate Relations
Experience: Academic-10 years, Corporate-14 years
Areas: Sales and Distribution, Educational Products Marketing

Priti Ranjan Sahoo

Ph.D., FDPM (IIMA), MBA, MTM (Tourism)
Experience: Academic-20 years, Corporate-9 years
Areas: Marketing Management, Tourism & Hospitality Management, Services Marketing

Ritika Sharma

B.E, PGPABM (IIM L)
Experience: Academic-7 years, Corporate - 4 years
Areas: Marketing, Brand Management, Digital Marketing, Entrepreneurship, Data Analysis

Sugato Tripathy

B.Tech., MBA (ICFAI Hyderabad), UGC NET
Experience: Academics-9 years, Corporate-5 years
Areas: Product & Brand Management, Smart Tourism, Business Ethics

Suvasis Ghosh

MA (Eng), MBA - IIFT
Experience: Corporate-20 years
Areas: Digital and Social Media Marketing, CRM

OPERATION & SUPPLY CHAIN MANAGEMENT

Brajaballav Kar

B.Tech (CET, BBSR), PGDM (XIMB), Ph.D.
Experience: Academic-8 years, Corporate-17 years
Areas: Quantitative Technique & Quantitative Methods, Production & Operation Mgmt, TQM Project Mgmt, Entrepreneurship

Deepak Kumar Sahu

B.Tech (NIT, Calicut), PGDIE (NITIE, Mumbai), Ph.D. (IIM Sambalpur- Pursuing)
Experience: Industry - 11 Years
Areas: Green Supply Chain, Circular Economy, Industry 4.0

Satyajit Kamila

B.Tech (Mechanical Engineering), M.Tech (Manufacturing Management), Ph.D. (Pursuing)
Experience: Industry - 11 Years
Areas: Supply Chain, Project Management

STRATEGIC AND GENERAL MANAGEMENT

Ashok Kumar Sar

PGDM (XIMB), Ph.D.
Experience: Academic-17 years, Corporate-20 years
Areas: Strategic Management Business Ethics & Sustainability

Biswajit Das

MBA, MA (Eng), MA (Pub. Admin), LLB, Ph.D.
Experience: Academic-28 years, Corporate-7 years
Areas: Marketing Communication and Promotion

Ipsita Nayak

MA, MPhil (Ravenshaw), Ph.D.
Experience: Academic-18 years
Areas: Language and communication, Cultural Studies, Gender Studies, World Literature, Postcolonial Literature

Saptorshi Das

MA, BA, Ph.D., all English
Experience: Academic-13 years
Areas: Business Communication and English Language/Literature

INFORMATION TECHNOLOGY MANAGEMENT

Ashutosh Kar

B.Tech. (NIT Rourkela), MBA (IIM Ahmedabad)
Experience: Academic-12 years, Corporate-9 years
Areas: Information Technology Security and Governance, Electronic Commerce, Evolving trends in Information Technology, Excel Modelling

Jyoti Ranjan Hota

BE Comp. Sc. & Engg (NIT Rourkela), PGDBM(XIMB), Ph.D.
Experience: Academic-19 years, Industry-6 years
Areas: Technology Adoption, Analytics and Emerging Areas of IT

Mohar Banerjee Biswas

Master in Information Technology, Symbiosis Pune
Experience: Academic-6 years, IBM - 13 years
Areas: Python, Database, E- Business, ERP



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, discuss with them their academic and campus life, and record the same to keep a track of progress on a monthly basis.

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.

Corporate Mentoring (Konfidant)

Each student is attached to a corporate mentor through a program named "Konfidant" where mentors from various leadership positions in the corporate world guide them on the required skills and attitude for making a mark in the professional world. This way, students are exposed to the industry through such interaction with senior leaders from the corporate which also results in a lifetime bond.



KAREER SCHOOL

The Career School under takes extensive instructional and evaluation measures at KIIT School of management. It adopts an in-depth training and tuning regimen over 18 months bracketed by relevant assessments like baselining, practice and progress tests. During the skill development module these tests lead to creation of individual profiles with key ability indicators on the university LMS platform.

This gives insights into domain fitment factors in individual candidates and aids in career counselling. The qualitative grooming through business ideation and SIP review helps Career School provide finishing touches to blooming managers adept in numbers and strategies.

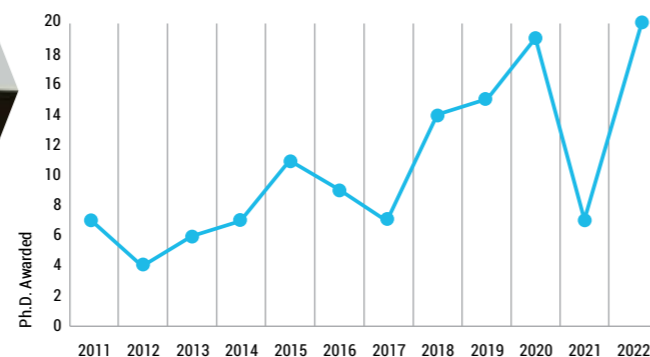
Important INSTITUTIONAL PROGRAMS & ACTIVITIES



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.



Management Research

Faculty and Student Research Committee is responsible for the formulation of the overall policies governing the Institute's research and publications activities. The Committee facilitates development of research activities at the Institute, including case research. The objective of the committee is to take initiative to stimulate research amongst the faculty, formulate and implement research policy, locate and negotiate with sponsors of research projects, develop research facilities, and plan budgets for research.

'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.

Faculty Development Program (FDP)



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

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 Development Program (MDP)



KSOM conducts regular MDPs for both young and middle level executives for various private and public sector organizations.

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

International Conference on Management Research (ICMR)

KSOM organizes an international conference on management research where more than 350 delegates attend the conference from 15 countries. The conference has parallel sessions taken by eminent resource persons, while a total of 200+ abstracts from researchers from 15 different countries are received.





31st
Rank
KSOM, NIRF 2021

16th
Rank
NIRF, KIIT

Best
B School of Odisha
Times Business Awards
2020

8000+
Alumni

04
National Conclaves
Annually

130+
Recruiters
Annually

KSOM has **50+ regular and 35+ visiting faculty** members, both among the **highest** across B Schools in India.

FINAL PLACEMENT - MBA

Our Recruiters

Following is a list of organizations that have recruited students from KSOM. They range anywhere between Fortune 500 companies to new age Indian startups.

3SC SOLUTIONS	HELMERICH & PAYNE	QUADRANT SOLUTIONS
ABB	HEVO DATA	RBL BANK
ADANI WILMAR	HUL	RE SUSTAINABILITY LTD.
ABFRL	ICICI BANK	REHLAT
ADITYA BIRLA PAINTS	ICICI LOMBARD	RELIANCE BP MOBILITY LTD.
AFCONS	ICICI PRUDENTIAL AMC	SAINT GOBAIN
AGELIX CONSULTING	ICRA	SBI CARDS
ALIEN GROUP	IDBI BANK	SCHNEIDER ELECTRIC
ANNAPURNA FINANCE	IDFC FIRST BANK	SEEDS FINCORP
APPKNOX	IFFCO	SIGNIFY
ASIAN PAINTS	INDEGENE	SIMPLOTEL
AXIS BANK	INDIAMART INTERMESH	SPARC
BAJAJ FINSERV	JINDAL STAINLESS LTD.	SPARK MINDA
BANDHAN BANK	JINDAL STEEL & POWER LTD.	SUNSTONE
BENNETT COLEMAN	JSW STEEL LTD.	SUPREME FACILITY MGT. (LV SHINDE GROUP)
BERKADIA	JUSPAY	SYNCHRONY
BIRA91	KFINTECH	TATA AIG
BLEND 360	KGK GROUP	TATA CAPITAL
BLUE STAR	KHIMJI RAMDAS LLC	TATA COMMUNICATION
BRANDSCAPES WORLDWIDE	KIMBERLY CLARK	TATA PLAY
BRANE ENTERPRISES	L&T FINANCE	TATA POWER
BREMBO	LAVA INTERNATIONAL	TATA STEEL
CGI	LEADSQUARED	TCS
CLOUDTHAT	LOREAL INDIA	TECHWISH
CME GROUP	LUMINOUS POWER TECH. PVT. LTD.	THE HACKETT GROUP
COFFEE DAY BEVERAGES	MACLEODS PHARMA	THE SMART CUBE
COLLEGEDUNIA	MANIPAL	THE SOUTH INDIAN BANK
CONDE NAST	MERCEDES BENZ	TITAGARH WRAGON LTD.
CROMPTON GREAVES	MIQ DIGITAL INDIA PVT. LTD.	TPSODL
DECIMAL POINT ANALYTICS	MONDELEZ INDIA	TRINAMIX
DELOITTE	MORE RETAIL	TVS MOTORS
DRAUP	MRF	ULTRATECH CEMENT
EGOVERNANCE	NESTLE	UTKARSH SMALL FINANCE BANK
EMAMI	NIELSEN IQ	VE COMMERCIAL VECHICLES LTD.
ENGATI	NITARA GORMALONE LLP	VERITY KNOWLEDGE SOLUTION
EVALUESERVE	PALLADIUM CONSULTING INDIA	VERSA NETWORK
EXIDE INDUSTRIES	PANASONIC	VISION MECHATRONICS
EXTRAA	PEOPLE FORUM	WIPRO
EY	PEOPLESTRONG	WORKMATES CORE2CLOUD
EY GDS	PERFETTI VAN MALLE	YES BANK
GLENMARK LIFESCIENCES	PERNOD RICARD	ZOMATO
GREAT CAPITAL	POLYCAB INDIA LTD.	
HALDIRAM	PORTER.IN	
HALEON	PRADAAN	
HDFC AMC	PRODAPT	
HDFC BANK	PROTIVITI	



₹23

LPA (Indian)
highest salary offered
in the placement
season 2021-22

₹09

LPA (Indian)
average salary
for MBA
2021-22 Batch

130+

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

Spread over an area of 36 acres, KSOM is an architectural masterpiece amidst lush greenery. The fully WiFi enabled campus with a magnificent 3 storey library building creates an environment that has few equals in the Indian private B School space.

