



**PREPARES
YOU FOR
TOMORROW**

BBA at KSOM

 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, Analytics, 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, Analytics 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 like **marketing, finance, human resources, analytics, communication, IT, operations and strategy.**



“ Studying in KSOM has been really interesting and fun. My teachers have been helpful and supportive, which has made a big difference. ”



KRISHNA MAITY
BBA (2022-25 Batch)



TARANPREET KAUR BEDI
BBA (2021-24 Batch)

“ Choosing KSOM has been the wisest decision I've made in my academic journey. Faculty here are very supportive and contributed greatly to my personal development. ”

“ I'm grateful to professors for their guidance and mentorship. The program equipped me with valuable business skills and honed my communication abilities. ”



SHASHANK SHEKHAR
BBA (2021-24 Batch)



PRIYANKA RATH
BBA (2020-23 Batch)

“ KSOM has provided me with an unparalleled educational experience that helps its students emerge as industry leaders. The curriculum is challenging yet rewarding, and the faculty is knowledgeable and passionate about their subject matter. I'm grateful for the invaluable lessons and lifelong connections that I gained. ”



PROGRAMME STRUCTURE



Semester-I

Managerial Written Communication
Business Economics-I
Financial Accounting
Psychology
Business Computing
Basic Mathematics
Yoga and Human Consciousness (sessional)

Semester-II

Managerial Oral Communication (sessional)
Business Statistics - I
Business Economics - II
Cost & Management Accounting
Principles & Practice of Management
Marketing Management-I
Life Skills for Personality Development (sessional)

Semester-III

Functional English (sessional)
Financial Management-I
Business Statistics-II
Indian Economic Analysis
Marketing Management-II
Organizational Behavior
Spreadsheet Modeling (sessional)

Semester-IV

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

Semester-V

Entrepreneurship
Business Demography & Environmental Studies
Public Administration
Production & Operations Management

Semester-VI

Business Policy
E-Business Management
Business Ethics
Culture & Sociology

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.

Specialization Groups & Courses

Marketing Management

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

Finance Management

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

Human Resource Management

Performance Management
Employee Relations
Managing DEI: Diversity, Equity and Inclusion
Leadership in Organization
Training & Development

Operations

Supply Chain Management
ERP Systems
Project Management
Data Analysis*
Total Quality Management (TQM)

International Business

International Human Resource Management
International Marketing
Cross Cultural Management
International Finance
Data Analysis*

Analytics

Business Analytics
HR Analytics
Marketing Analytics
Data Mining
Data Analysis*

**Offered in both Operations & International Business and Analytics Specialization*

****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.**

* 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 in aggregate and having Mathematics / Business Mathematics / Economics / Statistics as one of the subjects in 10+2 level.

FEE STRUCTURE

Duration of the Programme: 3 YEARS
(Six Semesters)

Fees per Semester: ₹1,75,000/-

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: ₹1000/-

Examination Fees per Semester: ₹1000/-

Registration Fees for the 1st semester will be collected at the time of counselling and for the rest of the semesters, the registration fees will be collected at the beginning of each semester. Examination Fees will be collected during the Form Fill up for the Semester Examination.

SELECTION

Interested candidates can apply by filling in the application form made available on the KSOM website.

For more detailed information regarding admission, eligibility criteria and application procedure, candidates are requested to visit -

www.ksom.ac.in/bba

Hostel Fee: (Optional)

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

N.B: Student availing premium facilities in hostel like attached toilet has to pay extra ₹10000/- per semester

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

Why Join KSOM

In India
Ranked 2nd
by Times B School

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



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



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

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