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PREPARES YOU FOR TOMORROW

BBA in 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 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.

COURSES

First Year

The first year of the programme structure mainly focuses on the introductory courses in four key subjects – Economics, Financial Accounting, Statistics and Management. The first two semesters is designed to acquaint the students with the basic concepts of English, Computer and Mathematics.

Second Year

Major courses that are covered in the second year are Financial Management, Organizational Behaviour, Business Law, Human Resource Management and Business Research Methodology.

Third Year

The third year offers courses in the specialization areas of Marketing, Finance and Human Resource Management 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 in the first two years establish a strong foundation in major functions of business viz. **business environment, marketing, finance, human resources, communication, IT, operations and strategy.**



RITIKA SINGH

BBA

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



PROGRAMME STRUCTURE

FIRST YEAR

Break Through English (Language)
Business Economics-I
Financial Accounting
Psychology
Business Computing
Basic Mathematics
Break Through English (Oral)
Business Statistics-I
Business Economics-II
Cost & Management Accounting
Principles & Practice of Management
Marketing Management-I

SECOND YEAR

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

** 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.

THIRD YEAR

Business Demography and 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.

Marketing Management

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

Accounting and Financial Management

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

Human Resource Management

Performance Management
Employee Relations
Leadership in Organization
Training & Development

* 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 01.07.1998.

FEE STRUCTURE

Duration of the Programme: 3 YEARS
(6 semester)

Fees per Semester: ₹1,40,000/-

In addition to the fees mentioned above, ₹75,000/- is to be paid (one time) at the time of admission towards counselling, Registration, Admission Kit, Laptop & Blazer)

Registration and Examination Fees:

Registration Fees per Semester : ₹1,000
(collected at the beginning of each Semester)

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

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

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

SELECTION

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

For more detailed information regarding admission, eligibility criteria and application procedure, candidates are requested to visit www.ksom.ac.in/bba

Hostel Fee:

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

Why Join KSOM

In India

Ranked 3rd

Institution of

Eminence

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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