



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

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

SCHOOL OF MANAGEMENT



# BBA

## INFORMATION BROCHURE

**BBA at  
KSOM**

Apply at  
 [ksom.ac.in/bba](http://ksom.ac.in/bba)

# 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. 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. (Dr.) Raju K.D**

PRO-VICE CHANCELLOR, KIIT Deemed to be University

Professor Raju K.D. served as a Professor of Law at the Rajiv Gandhi School of Intellectual Property Law, IIT, Kharagpur. He was awarded the prestigious Fulbright Scholarship by the United States Education Foundation in India (USEFI) to pursue his doctoral studies at the University of Illinois, Urbana-Champaign. In 2011, he received the Microsoft Outstanding Young Faculty Award for his research on Intellectual Property and Competition Law. Professor Raju's expertise spans International Law, WTO, Trade and Economic Law, and Intellectual Property Law.



**Prof. (Dr.) Saranjit Singh**

VICE CHANCELLOR, KIIT Deemed to be University

Prof. (Dr.) Saranjit Singh completed his Ph.D. (Production Engg.) from BIT Mesra, Ranchi and M.Tech. (Production Engg.) from IIT Varanasi. He has guided 5 Ph.D. scholars and 25 Master's Dissertation and has published / presented more than 100 research articles in the international & national journals, conferences and seminars. He has published 3 books in the area of material processing technologies and is also Fellow of Institution of Engineers (India).



**Prof. (Dr.) Jnyana Ranjan Mohanty**

REGISTRAR, KIIT Deemed to be University

Prof. (Dr.) Jnyana Ranjan Mohanty has more than 28 years of teaching experience (UG & PG levels). He is actively engaged in research work and has a number of Ph.D. scholars under his guidance. He has authored books and has to his credit innumerable publications in reputed International Scopus/ SCI indexed journals and in International Conference proceedings. His research interests include Queuing Theory, Computational Intelligence, and Cloud Computing.



# MESSAGE FROM THE **DIRECTOR**



Prof. (Dr.) **Kumar Mohanty**  
**DIRECTOR - KSOM**

B.Tech., PGDM (XIMB), Ph.D.

KIIT School of Management (KSOM) has been a leading player in management education in eastern India and has created a impact on the national scene too with its unique pedagogy blended with industry; faculty with a rich academic, research & corporate background; events with corporate leaders in all domains deliberating on contemporary and futuristic themes ; industry based mentoring in addition to a strong faculty mentoring; continuous career assessment and counselling ; rigorous internships in corporates and live projects & case studies. KSOM stands out as a institute with holistic education immersed in empathy and wellness of it's faculty and students with keen focus on industry academia collaboration. Our flagship conclaves and corporate mentoring programs are testament to this endeavour.

# MESSAGE FROM THE **DEAN**

With a legacy of over 31 years in imparting high-quality management education, KSOM stands as a beacon of academic excellence, innovation, and integrity. At KSOM, we focus on updated and innovative pedagogies that emphasize practical learning, case-based discussions, industry interaction, and holistic development. Our students are provided with ample opportunities to engage with corporate giants, thriving start-ups, and developmental organizations, nurturing a strong entrepreneurial spirit. KSOM's robust alumni network, cutting-edge research, and strong industry-academia linkages help maintain a dynamic talent pipeline and ensure that our graduates are ready to contribute meaningfully to the evolving global business landscape. We welcome you to explore, engage, and grow with us as part of the vibrant KSOM community.



Prof. (Dr.) **Arvind Tripathy**  
**DEAN - KSOM**

MBA, Ph.D. (Management)  
FDP (IIM Ahmedabad)

# PROGRAMME OVERVIEW



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

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The four-year Bachelor of Business Administration course 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, case discussions, seminars, presentations and industry visits. A course will be covered in 45 sessions of 60 minutes each, spread over 4.5 months. The duration of the BBA program is four academic years split into eight semesters with a total of 164 credits.

## COURSES

The undergraduate programme shall extend over 4 academic years (eight semesters) with multiple entry and exit options. The students can exit of a course in a discipline or with a field with the following:

- Certificate Course- One academic years (First and Semesters and a Summer/ Vocational Course and Community Work)
- Diploma Course -Two academic years (First, Second, Third & Four Semesters and a Summer/ Vocational Course and Community Work).
- Three Year Degree Course with Specialization
- Four Year Honours without Research
- Four Year Honours with Research

# Why Join KSOM ▶

**In India**  
**Ranked 2<sup>nd</sup>**  
by TIMES BBA Education  
Ranking Survey 2024

**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)



“ 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  
Sports and Yoga (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 and Environmental Studies  
Public Administration  
Production & Operations

Management  
Specialization Elective-I  
Specialization Elective-II  
Specialization Elective-III

## Semester-VI

Business Policy  
E-Business Management  
Business Ethics  
Culture & Sociology  
Specialization Elective-IV  
Specialization Elective-V  
\*Course of independent study (Specialization) [Sessional]

## Semester-VII (Honours With Research)

Classical Theories of Management  
Philosophy of Research  
Domain-Specific Advanced Courses#  
Review of Literature  
Research Design  
Research workshop

## Semester-VII (Honours)

Classical Theories of Management  
Advanced HR Practices for Business Leaders  
Market Research  
Derivative & Risk Management  
Business Analysis & Valuation  
Data Science  
Supply Chain Analytics

## Semester-VIII (Honours with Research)

Advanced Tools in Research  
Design Thinking  
Scientific & Technical Communications  
Research project

## Semester-VIII (Honours)

Research Dissertation  
Design Thinking  
Scientific and Technical Communications

## Specialization Groups & Courses

### Marketing

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

### Finance

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

### Human Resource Management

Performance Management  
Employee Relations  
Managing 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 Operations, International Business and Analytics Areas*

### #DOMAIN-SPECIFIC ADVANCED COURSES

HR: Advanced HR Practices for Business Leaders  
Marketing: Market Research  
Finance: Derivative & Risk Management  
Finance: Business Analysis & Valuation  
IT & Analytics: Data Science  
Operations & SCM: Supply Chain Analytics

*The Specialization is offered in the 3rd year of the program. The students need to choose any one of the specialization areas. Each specialization area consists of five theory courses and 1 Course of Independent Study (CIS). CIS is like a Student Dissertation that will allow the student to research on any independent topic associated with their specialization of choice. The course is sessional in nature.*

\* 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.

\* Four years leads to Hons / Research

## 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)

## FEE STRUCTURE

### Duration of the Programme:

3/4 YEARS (Six/Eight 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.

## HOSTEL FEES (Optional)

- ▶ AC Hostel: Two bedded  
₹70,000/- per semester
- ▶ AC Hostel: Three bedded  
₹60,000/- per semester
- Hostel admission & other fees  
₹15,000/- (one time)

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

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

## BBA CURRICULUM

### THREE DIFFERENT COMPONENTS



**Core  
Courses**



**Elective  
Courses**

The BBA Curriculum consists of three different components - Core courses, Elective courses and Corporate exposure through talks and conclaves. 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.**

# SNIPPETS OF ACTIVITIES



The BBA students put up a spectacular show in **Kuriosity** - 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.



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Campus 7, Patia, Bhubaneswar - 751 024

**Prof-in-charge, Admissions**  
Email: saroj@ksom.ac.in  
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**Admission Office, KSOM**  
Email: admission@ksom.ac.in  
Mobile: +91 76080 08731

Apply at [ksom.ac.in/bba](http://ksom.ac.in/bba)

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