



KLE SOCIETY'S



INSTITUTE OF BUSINESS MANAGEMENT (BBA)

Affiliated to Bengaluru City University | UGC Recognised

BENGALURU

SHAPING
A BETTER
TOMORROW

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A century of sharing **K N O W L E D G E**

With great satisfaction on the completion of a century of service in education & furthering the dreams of KLE Society's founders self-less dedication, i look back with joy at the extent of all that has been achieved. I am humbled too for, I am the torchbearer of an illustrious tradition of knowledge dissemination that has made a positive difference to the lives of countless thousands.

The KLE Society began in a humble way with the establishment of a single institution in the educationally backward North Karnataka region in 1916. Over the years it has grown into a virtual knowledge movement with over 262 institutions in its fold. Each of these institutions, like the honey bee, sources knowledge from far & wide and converts it into an educational curriculum that benefits knowledge seekers, in the society at large to make a world of difference!

What the KLE Society is today, is the result of the cumulative effort and selfless striving of many over the decades. But it was the spark lit by the founders and the visionaries around them that enabled all that followed – a beacon of hope that lights up the educational landscape.

Being at the helm, at this proud moment in the KLE Society's history, I continue to draw inspiration from the original spark, in the commitment to spread the light even further.

Dr. PRABHAKAR B KORE

Chairman, KLE Society, Belagavi

Chancellor, KLE University, Belagavi

Former Member of Parliament (Rajyasabha)

CLARITY OF GOAL

Dear Students

If one casts a look at the academic, professional and service oriented careers across the world then one would definitely find management education and management profession as the most important and equally challenging techno-scientific revolution in view of globalization needs. We have been members of a 'global family' where competition, research challenges and continuous abreasting with the changing trends are the salient features of the new global academic culture. Such being the scenario, naturally the students and the parents interested in management education would scout for such academic bodies that would ensure great treasure of knowledge, teaching fraternity who strive hard to quench the knowledge thirst of students, an infrastructure which is unique and inspiring with a welcoming campus, in addition to exclusive hostel for boys and girls with canteen facilities.

We, in the KLE Society BBA Programme promise all these and much more.

Our academic canvas glitters with the most brilliant colours.

BE A PART OF IT, JOIN US



Wi-fi enabled AV CLASSROOMS



Srikrupa

Recruitment Specialist
Talent GPS, ALUMNI

KLE BBA is the place for those who dream big; it offers a whole package, which includes studies, events, career, entertainment and most importantly industrial visits. Industrial visits provided us a real world experience of the corporate. My academic accomplishments is dedicated to all my professors. I am humbled by their motivation and support to me at KLE BBA.

ACADEMIC FEATURES

- BBA Degree & Honor (Bengaluru City University)
- Guest Lectures by Experts
- Industrial Visit
- Executive Seminar Programme
- Sports Activities
- Industry Relevant Curriculum
- Vast Library
- Opportunities in Intra and Inter Collegiate Competitions
- Counselling & Mentoring
- Coaching and Remedial Classes
- Aptitude and Behavioural Skill Development
- Personality Development Programme
- 100% Placement Assistance



Rohan Kawake

Societe Generale
ALUMNI

My skills of leadership and analytical thinking were honed at KLE BBA. I amassed immense knowledge at frequent ESPs, Executive talks from the industry resource persons. The pooled information triggered me to start my career as Business Analyst.



Highly equipped ICT enabled COMPUTER LAB



Naveen T M

CA Practitioner
ALUMNI

Despite being a science student I was able to score 86% (aggregate) in BBA course. The credit goes to all the professors at KLE BBA. The placement training helped me to receive offer letters from best three companies. With the encouragement & motivation from my professor, i was able to participate in National level competition & also win "Student of the year" award.

CONFIDENCE IN REACHING THE GOAL

Every organization today is operating in a competitive and dynamic market. Professionals across various fields are facing new and unexpected challenges. The need of the hour is of a workforce that is up to date and in tune with emerging trends. Among all the preferred career courses, Bachelor of Business Administration is perhaps the most sought after. Successful completion of BBA course leads to a career that can take you to the new heights. A career in management, however, also demands great amount of dedication and good character.

Your takeaway in 4 years...

I_SEMESTER

1. Language -I & II
2. Management Principles & Practice
3. Fundamentals of Accounting
4. Marketing Management
5. Digital Fluency
6. Any one of the following:
 - a. Business Organization
 - b. Office Organization & Management
7. Yoga
8. Health & Wellness

V-SEMESTER

1. Production And Operations Management/ International Business
2. Income Tax
3. Elective-1 (Paper -1)
4. Elective-2 (Paper -2)
5. Information Technology for Managers
6. Cyber Security or some other
7. Internship -1
8. Sports
9. NCC/NSS/R&R(S&G)/ Cultural

II-SEMESTER

1. Language -I & II
2. Financial Accounting & Reporting
3. Human Resource Management
4. Business Environment / Business Mathematics
5. Environmental Studies
6. Any one of the following:
 - a. People Management
 - b. Public Administration & Business
7. Sports
8. NCC/NSS/R&R(S&G)/ Cultural

VI-SEMESTER

1. Business Laws
2. Entrepreneurship & Start-up Management
3. Elective-1 (PAPER 2)
4. Elective-2(PAPER 2)
5. Goods and Services tax (GST)
6. Professional Communication
7. Internship -2
8. Sports
9. NCC/NSS/R&R(S&G)/ Cultural

III-SEMESTER

1. Language -I & II
2. Cost Accounting
3. Organizational Behaviour
4. Statistics for Business Decisions
5. Artificial Intelligence
6. Any one of the following:
 - a. Social Media Marketing
 - b. Rural Marketing
 - c. Advertising Skills
 - d. Entrepreneurship Skills
7. Sports
8. NCC/NSS/R&R(S&G)/ Cultural

VII-SEMESTER

1. Business Ethics & Corporate Governance
2. E-Commerce
3. Advance Statistics for Business Research
4. One Course from the Selected Elective Group
5. Vocational-3 Application of Statistical Software (Any one Statistical Software)
6. Research Methodology

IV-SEMESTER

1. Language -I & II
2. Management Accounting
3. Business Analytics/ Financial Markets & Services
4. Financial Management
5. Constitution of India
6. Any one of the following:
 - a. Business Leadership Skills
 - b. Personal Wealth Management
 - c. Creativity & Innovation
 - d. Sustainable Development
7. Sports
8. NCC/NSS/R&R(S&G)/ Cultural

VIII-SEMESTER

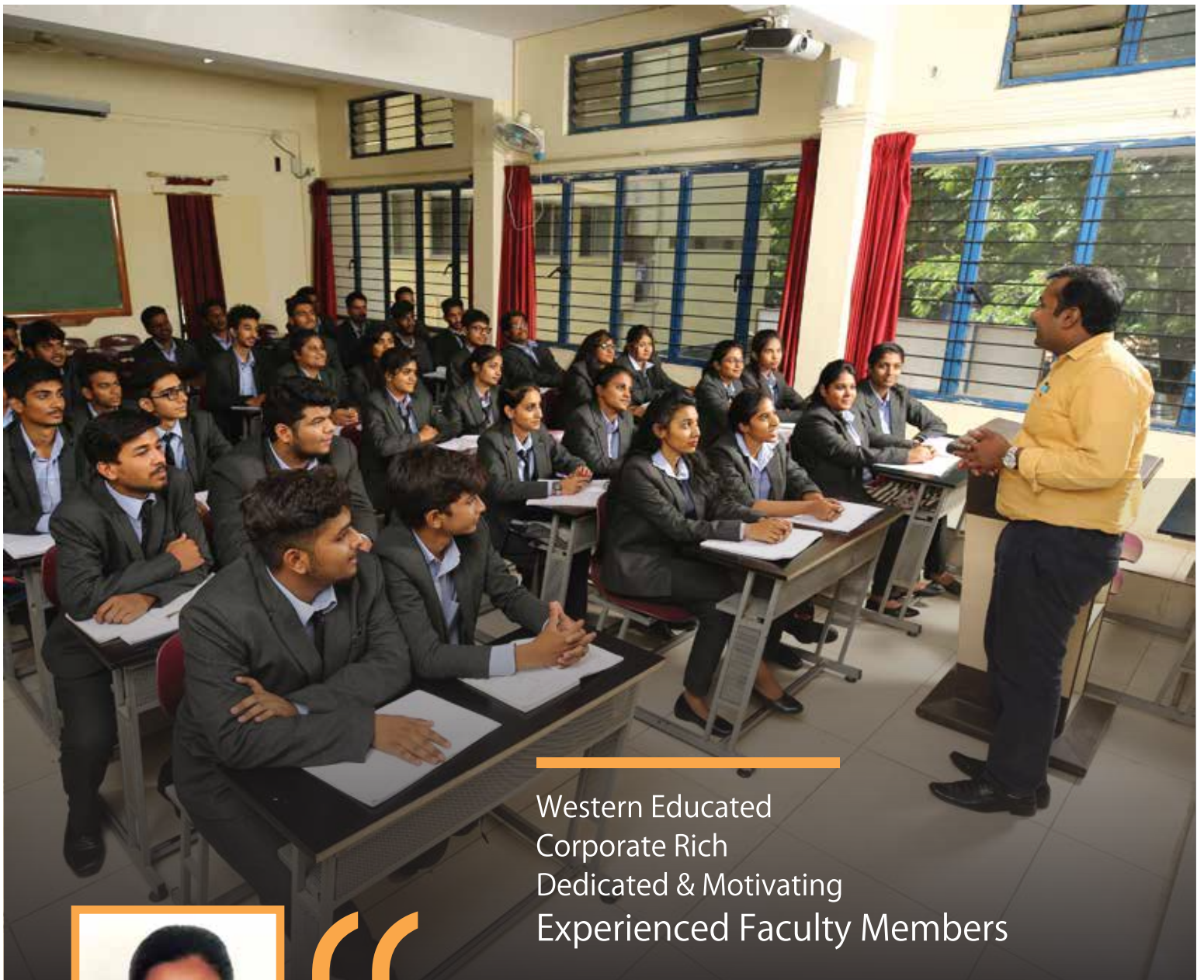
1. Strategic Management
2. Operations Research and Quantitative Techniques
3. Project Management
4. Digital Marketing
5. Research Projects/Internship with Viva – voce OR Elective Paper (Two Courses from the Selected Elective Group)



Pooja V

Financial Analyst
Northern Trust, ALUMNI

Though I was good in my studies, my interpersonal skills needed some fine tuning. Co-curricular events and perennial support from my professors and pre-placement training took me to newer heights; the company, Northern Trust where I am working as Financial Analyst is the reward to my three years academic stay at KLE BBA.



Western Educated
Corporate Rich
Dedicated & Motivating
Experienced Faculty Members



Arpita V
HDFC
ALUMNI

KLE BBA provided me ample opportunities to grow professionally. College environment & Industrial visits to various sectors at every semester enlightened me about the practical aspects of administration & management. I am grateful to all my professors whose enthusiastic, motivating & friendly approach helped me to develop intra & interpersonal skills, which is of great use at my organization.

ELECTIVE GROUPS

Discipline Specific Electives – V

SEMESTER – PAPER 1

- **Finance** - Advanced Corporate Financial Management
- **Marketing** - Consumer Behavior
- **Human Resource Management** - Compensation and Performance Management
- **Data Analytics** - Financial Analytics
- **Retailing** - Retail Operations Management
- **Logistics and Supply Chain Management** - Freight Transport Management

Discipline Specific Electives – VII

SEMESTER – PAPER 3

- **Finance** - Strategic Financial Management
- **Marketing** - Brand Management / Rural Marketing
- **Human Resource Management** – Labor Laws & IR
- **Data Analytics** – Human Resource Analytics
- **Retailing** - Merchandising Planning and Buying
- **Logistics and Supply Chain Management** - Managing Procurement contract and relationship

Discipline Specific Electives – VI

SEMESTER – PAPER 2

- **Finance** - Security Analysis and Portfolio Management
- **Marketing** - Advertising Management & Sales promotion
- **Human Resource Management** - Employee Welfare & Social Security
- **Data Analytics** - Marketing Analytics
- **Retailing** - Strategic Brand Management
- **Logistics and Supply Chain Management** - Sourcing for Logistics and SCM

Discipline Specific Electives – VIII

SEMESTER – PAPER 4 & 5

- **Finance – Paper 4:** Derivatives and Risk Management, **Paper 5:** International Financial Management
- **Marketing – Paper 4:** B to B Marketing (Industrial Marketing), **Paper 5:** Sales & Distribution Management
- **Human Resource Management** – Paper 4: HRD, **Paper 5:** International HRM
- **Data Analytics – Paper 4:** Web and Social Intelligence, **Paper 5:** Machine Learning in Business
- **Retailing – Paper 4:** IT applications in Retail Business, **Paper 5:** Visual Merchandising
- **Logistics and Supply Chain Management – Paper 4:** Global Environment for Supply chain Management, **Paper 5:** International Supply Chain



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Likitha

Gallagher
ALUMNI

It has been a life-changing opportunity for me. The exposure provided to students prepares them to be future managers, and the college consistently increases the educational bar by providing 360-degree exposure that enables them to succeed in life.



Technologically Advanced AUDITORIUM & AMPHITHEATRE

for skill development activities, events & much more



Ankit Bhattad

Entrepreneur
ALUMNI

The unconditional support provided by the institution and teachers at every stage of my academics helped me to reach great heights in my scholastic records. All the co-curricular activities moulded me into a strong individual ready to face the corporate world.

HOW TO REACH YOUR BEST

One of the best institutes with high quality placement cell and an active entity that provides career guidance, training opportunities and campus recruitment programs. The institute supports the growth of students through workshops on Entrepreneurship Awareness, Personality Development Programs and Communication Skills Enhancement Training sessions. Our Placement cell is registered with over 300 companies and 85 companies have visited in the year 2018-19. The institute holds the pride of placing its students in the following reputed companies.

FEW COMPANIES

- TCS
- SOCIETE GENERALE
- HP
- MPHASIS
- ADVENT GLOBAL
- AMAZON
- CAPGEMINI
- HDFC LIFE
- CONCENTRIX
- ACT
- IBM INDIA
- ICICI PRUDENTIAL
- FIRST AMERICAN INDIA PRIVATE LTD.
- VEE TECHNOLOGIES
- JUST DIAL
- INFOSYS
- STATE STREET
- NORTHERN TRUST
- GALLAGHER
- AXIS BANK



Shравan Kumar G

Gallagher
ALUMNI

I am very glad to share a positive journey of BBA at KLE IBM. Here atmosphere is full of motivation & innovation. All faculties are enthusiastic & they are always ready to mentor/guide. Because of blessings of parents & support of training and placement cell I got an opportunity to apply and get selected at Gallagher as Analyst.

Vast Books & Digital Library



Mukesh

TCS
ALUMNI

KLE IBM not only academically prepared me for a successful profession in management, but it also established a comprehensive personality in me. College professors assisted me in channelling my potential for good and giving me "HOPE" for a better life.

CONSISTENT & FOCUSED EFFORTS

The institute strives to ensure that its students are well placed in the corporate world. To achieve this, it provides Pre-placement Training on interview selection process to meet the corporate expectations which serves the students well in preparing themselves to join corporate of their choice and perform on a bigger stage.

Industries visited by the students

- Toyota Kirloskar, Bengaluru
- Unibic, Bengaluru
- KMF, Bengaluru
- ISRO, Bengaluru
- SEBI, Bengaluru
- Volvo, Bengaluru
- Coca-Cola Beverages Pvt Ltd. Bengaluru
- Volkswagon - China
- Bue Steel company - Hongkong
- Newater Purification center - Singapore
- Royal Selangor Tin Factory – Malaysia
- Gems and Malaysian Chocolate factory - Malaysia
- Triveni Aeronautics, Bengaluru
- Yakult, Malaysia
- And many more...



Naveen

Gallagher
ALUMNI

KLE IBM is a bunch of people. This is the location where you may live, laugh, and learn all at the same time. The campus itself is capable of instilling enthusiasm and positive vibes in anyone's head, and the best part is that I never felt homesick during my entire BBA career. I was unsure about the placement when I initially started at IBM, but IBM has proven me wrong. I appreciate my professor's and the colleges' complete faculty's unwavering support, motivation, and encouragement.



The Credit Requirements Are As Follows

EXIT WITH	Min. Credits Requirement*	NSQF Level
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Program	48	5
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Program	96	6
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Program	140	7
Bachelor Degree with Honours in a Discipline at the Successful Completion of the Four Years (Eight Semesters) Multidisciplinary Undergraduate Degree Program	180	8



Harsha

Empower
Retirement
ALUMNI

During my two years at IBM, I met a variety of people from diverse states & cultures. Thanks to my ever-inspiring mentors who helped me discover the talented part of myself, I had a lot of possibilities to groom myself. No doubt, the college is new & is striving for quality, but it has already established some academic benchmarks & is working tirelessly to reach new heights in providing a world-class education. Thank you, IBM, for helping me become a successful individual.



Education is about Academic Excellence & Cultural Diversity



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Chethan

Altruist
ALUMINI

During my two years at IBM, I met a variety of people from diverse states & cultures. Thanks to my ever-inspiring mentors who helped me discover the talented part of myself, I had a lot of possibilities to groom myself. No doubt, the college is new & is striving for quality, but it has already established some academic benchmarks & is working tirelessly to reach new heights in providing a world-class education. Thank you, IBM, for helping me become a successful individual.

WE ENABLE GROWTH IN EVERY SENSE

Gaining education cannot happen in the classrooms alone. To facilitate learning on a broader level we have established facilities that sustains body, mind and soul which enables students to gain insights into shared responsibility, teamwork and more.

The management and staff at the institute are aware of the fact that learning needs an environment that is conducive in all respects. Consequently the aim has been to create an ambience in which the students thrive. Exclusive hostel facilities for boys and girls with canteen facilities are also available which tends to become a home away from home to the students.

The Institute encourages participation in sporting activities and provides facilities for both outdoor and indoor games. Cultural activities also find a place in the agenda with clubs encouraging a range of pursuits. The institute supports student's participation in cultural programs, competitions, fests and many other youth festivals.



A CITY THAT WELCOME

Counted among the best Indian cities to live in, Bengaluru is a cosmopolitan metropolis that attracts people from all over. Known as the Garden city and the IT capital of India, it is a gracious blend of the old and new. Bengaluru's excellent climate, greenery and opportunities for education and careers has seen an influx of people from all over the country and every one who comes has been welcomed with open arms.

The royal city of Mysuru is less than three hours away from Bengaluru. With a host of historical sites, this city is an international tourism destination with the Mysuru Palace drawing more visitors than Buckingham Palace in London. Other destinations close at hand from Bengaluru include Halebidu, Beluru, Sharavanabelagola as well as wildlife sanctuaries for nature lovers.



KLE INSTITUTE OF BUSINESS MANAGEMENT (BBA)

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