



DYNAMIC BUSINESS
EDUCATION TODAY
FOR DYNAMIC BUSINESS
LEADERS TOMORROW



KLE Society's
**College of Business
Administration-BBA**

Near IMSR, KLE Campus,
Vidyanagar, Hubli - 580 031

**AFFILIATED TO
KARNATAK UNIVERSITY DHARWAD**

www.klecbahubli.org

KLE SOCIETY'S COLLEGE OF BUSINESS ADMINISTRATION-BBA

K.L.E.S's CBA has a professional approach in imparting knowledge in every related field of management. The pedagogical techniques implemented are such that they necessitate student participation, resulting in increased student-faculty and student- student interactions. This has resulted in the overall personality and soft skill-set development that has enabled the students to evolve into dynamic professionals. In regard to this all round development of mind and body is brought about by organising management fests, sports tournaments and social initiatives. In short, every effort is made to ensure that students perform successfully and work to their fullest potential in a highly competitive environment.

Therefore, graduate study in the field of business is becoming more & more essential in today's competitive international business environment. If you are considering embarking on a career in business or interested in accelerating your career development, then the right course is Bachelor of Business Administration.

मंजिले उन्हीको मिलती है,
जिनके सपनों में जान होती है,
सिर्फ पंख होनेसे कुछ नहीं होता,
हौसलोसे उड़न होती है.

Our Philosophy

Give a man fish, feed him today.
Teach a man to fish, feed him for life.

FACULTY

TEACHING STAFF
THE FACILITATORS
THE CHANGE MAKERS

Prof. Ramakant Deogoji
Principal
M.Sc., MBA, P.G.D.C.G.



Prof. Basith Binna
(MBA, MCOM, KSET, NET)
(Exp. 14 Years)



Dr. Shobha Kyatanavar
(MBA, KSET, Ph.D)
(Exp. 22 Years)



Prof. Sridevi Arlikatti
(MBA, (Ph.D)
(Exp. 11 Years)



Prof. Basavaraj S.G.
(M.Com, MBA)
(Exp. 13 Years)



Prof. Steffi Bhasme
(MBA, KSET, (Ph.D)
(Exp. 10 Years)



Prof. Smeeta Kulkarni
(MBA, KSET)
(Exp. 9 Years)



Prof. Rajashri G. T.
(M.A. English)
(Exp. 12 Years)



Prof. Jasleen Kuraty
(MA, B.Ed)
(Exp. 4 Years)



Prof. Shilpa Savadatti
(MBA, (Ph.D)
(Exp. 6 Years)



Prof. Sania Herur
(M.Com)
(Exp. 2 Years)



Prof. Sushma Bundla
(MA, M.Phil)
(Exp. 12 Years)

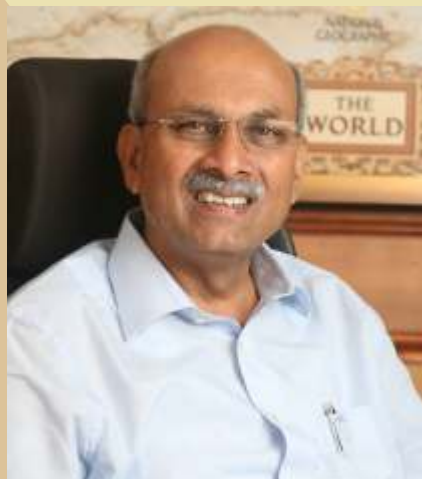


Prof. Manjunath Benni
(MBA, KSET)
(Exp. 8 Years)

CAREER BUILDING OPPORTUNITIES AFTER BBA

- Career in Hospitality Industry
- Career in Entertainment Industry
- Career in Management Institutions
- Can Start Own Enterprise
- Career in CA, CS
- Career in Armed Forces
- Career in Event Management
- Career in Purchasing Management
- Career in Real Estate Management
- Career in Party Planning
- Career in Quality Assurance
- Career in Disaster Management
- Career in Money Management
- Career in Market Research
- Career in Operations Management
- Career in Sales & Marketing
- Career in Construction Management
- Career in Logistics
- Career in Brand Management
- Career in Supply Chain Management
- Career in Civil Services (KAS/UPSC)

A Revered Doyen Who Never Ceases To Inspire Us



Dr. Prabhakar B. Kore
Chairman, KLE Society
Chancellor, KLE KAHER, Belagavi

Dr. Prabhakar Kore has pioneered the trailblazing progress of KLE in health sciences, education and research with diverse interests in the cooperative sector, politics and community building. Dr. Prabhakar Kore's unflinching commitment and invaluable contribution to healthcare and education has left an indelible mark on the State, National and International geographies. An individual whose life & efforts have been dedicated to "Transforming Lives through Education, Healthcare & Research". He has truly taken ahead and accomplished the dream of seven exceptional personalities, known as Saptarishis of KLE, who laid the foundation of KLE Society with aim of empowering and upskilling the youth of North Karnataka with latest education and contemporary employability skills. Today Dr. Kore is known as one of the global leaders in the realm of education whose tireless efforts and exceptional foresightedness have made KLE Society a preferred and trusted educational destination for millions of people across the nation.

FROM PRINCIPAL'S DESK

KLE CBA : *An abode of Transformation*

At K.L.E.S's College of Business Administration, Hubballi we have been offering value-based, student centric quality management education since last more than two decades. Its legacy is proven so far in equipping students and making them self-dependent either to initiate a career in entrepreneurship or find their niche in various industries. We put our best endeavors and extra efforts in developing students from multiple dimensions and nurture those essential traits in their personality which will be their lifelong companions and help them win and prepare them to rise again after experiencing failures. We also strive to make them self-sufficient and enable them to develop their consciences. The professionally designed curriculum and industry oriented contemporary subjects will let them gain the knowledge of varied fields. We also keep ourselves committed to add value in student's knowledge-gain process by letting them learn out of their syllabus and think for common things uncommonly. Action without discipline has got no value. While we talk about preparing students for life's challenges, we must not forget the importance of principles and discipline. Whatever we do in our institution, our fundamentals are based on discipline and decorum. We welcome you to K.L.E.S's College of Business Administration Hubballi. Here starts the real transformation in you.



Prof. Ramakant Deogoji
Principal

REASONS TO CHOOSE KLE CBA

- ✓ 26+ Years of Experience in Business Education
- ✓ 38 University Ranks Till Date
- ✓ Holistic Approach For Students' All Round Development
- ✓ Experienced and Competent Teaching Staff
- ✓ Focus on academically slow students
- ✓ Special focus on Skill Enhancement of Placement Registered Students
- ✓ Strong Alumni Association
- ✓ Mentor Based Guidance and Grievance Redressal
- ✓ Mentee (Student) - Mentor (Faculty Member) System
- ✓ Special Sessions on Students' Health and Wellness
- ✓ Seminars and Workshops on contemporary topics
- ✓ Illustrative Industrial Visits to understand application of knowledge
- ✓ Weekly Team Building Games
- ✓ Regular Updates to Parents on Curricular and Extra Curricular Activities
- ✓ Focus on developing basic and essential skills among students

OUR KUD RANK HOLDERS



Afra Nadaf
Gold Medalist



Vrushika Momaiya
III Rank



Rajesh Jain
VI Rank



Yash Laddha
VII Rank



Katta Manogna
X Rank



Nischay Asnotkar
III Rank



Niranaya Dinesh Pai
VI Rank



Neha Shareef
VIII Rank



Arbaz Samsi
IX Rank

and many other..

COURSE STRUCTURE & CURRICULUM

Duration

6 Semesters spread over 3 Years (Bachelor Degree)

8 semesters spread over 4 years (Honors Degree)

Eligibility

Minimum 50% in PUC-II (12th Std.)

(In Commerce / Science / Arts / Diploma) Preferably without gap in education.

Course Progression

1 Year Completion - Exit option with Certificate in Business Administration

2 Years Completion - Exit option with Diploma in Business Administration

3 Years Completion - Exit option with Bachelor Degree in Business Administration

4 Years Completion - Honors Degree in Business Administration (**OPTIONAL**)*

SEMESTER I

- Language - I (English) (3 Credits)
- Language - II (Hindi/Kannada) (3 Credits)
- Management Principles & Practice (4 Credits)
- Fundamentals of Business Accounting (4 Credits)
- Marketing Management (4 Credits)
- Health & Wellness/ Social & Emotional Learning (2 Credits)
- Digital Fluency (2 Credits)
- Business Organization / Office Organization and Management (3 Credits)

Total Marks = 750, Total Credits = 25

SEMESTER II

- Language - I (English) (3 Credits)
- Language - II (Hindi/Kannada) (3 Credits)
- Financial Accounting and Reporting (4 Credits)
- Human Resource Management (4 Credits)
- Business Environment/ Business Mathematics (4 Credits)
- Health & Wellness/ Social & Emotional Learning (2 Credits)
- Environmental Studies (2 Credits)
- People Management/ Retail Management (3 Credits)

Total Marks = 800, Total Credits = 25

SEMESTER III

- Language - I (English) (3 Credits)
- Language - II (Hindi/Kannada) (3 Credits)
- Cost Accounting (4 Credits)
- Organizational Behavior (4 Credits)
- Statistics for Business Decisions (4 Credits)
- Artificial Intelligence (2 Credits)
- Social Media Marketing/ Rural Marketing (3 Credits)
- Sports/ NCC/ NSS/ others (if any) (2 Credits)

Total Marks = 750, Total Credits = 25

SEMESTER IV

- Language - I (English) (3 Credits)
- Language - II (Hindi/Kannada) (3 Credits)
- Management Accounting (4 Credits)
- Business Analytics/ Financial Markets & Services (4 Credits)
- Financial Management (4 Credits)
- India and Indian Constitution (2 Credits)
- Sports/ NCC/ NSS/ others (if any) (2 Credits)
- Business Leadership Skills/ Personal Wealth Management (3 Credits)

Total Marks = 800, Total Credits = 25

SEMESTER V

- Production And Operations Management/ International Business (4 Credits)
- Income Tax (4 Credits)
- Elective-1(PAPER 1) (4 Credits)
- Elective-2 (PAPER1) (4 Credits)
- Information Technology for Managers (3 Credits)
- Cyber Security/ Ethics & Self-Awareness (2 Credits)

Total Marks = 600, Total Credits = 21

SEMESTER VI

- Business Laws (4 Credits)
- Entrepreneurship & Startup Management (4 Credits)
- Elective-1(PAPER2) (4 Credits)
- Elective-2(PAPER2) (4 Credits)
- Goods & Services Tax (GST) (3 Credits)
- Professional Communication (2 Credits)

Total Marks = 600, Total Credits = 21

Semester VII (Optional)*

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

Total Marks = 600, Total Credits = 21

Semester VIII (Optional)*

- Strategic Management (4 Credits)
- Operations Research and Quantitative Techniques (4 Credits)
- Project Management (4 Credits)
- Digital Marketing (3 Credits)
- Research Projects/ Internship with Viva-voce (6 Credits) OR
- Elective Paper (Two Courses from the Selected Elective Group) (6 Credits)

Total Marks = 600, Total Credits = 21



ELECTIVES



FINANCE

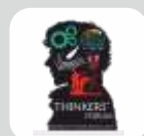


HRM



MARKETING

STUDENTS' FORUMS
Cradle of Events & Activities



BY THE STUDENTS. FOR THE STUDENTS.

Alumni Speaks



When I dropped from engineering I wasn't sure where my career was heading, but joining KLECBA was one of the best decisions of my life. KLECBA's excellent course design, faculty and academic facilities helped me gain industry oriented knowledge.

Mr. Hemant Angadi,
Student of 2020 Batch
Presently: Business Analyst, Morgan Stanley, USA



This college is by far the best investment I've ever made. I was given an amazing opportunity to lead many events and activities in this college and it has left me with profound life experience and leadership skills.

Mr. Gaurav Shah
Student of 2008 Batch
Presently: Co-founder and Partner, Seven Beans Restaurant Chain in Karnataka



KLE CBA imbibed the sense of 'out of box' thinking into me. I am grateful to what KLE has transformed me into. They always taught the trick of becoming the best personality of yourself through various activities we were involved into.

Ms. Jinal Nagda
Student of 2018 Batch
Presently: Associate Consultant Moe's-art Communications, Bangalore



KLES CBA is one of the best colleges in North Karnataka, especially for Bachelor's in Business Administration. It has got one of the best in class infrastructures, faculties with broad industry experience and the study environment. In true way my college had prepared me to be industry ready and made me a sellable product in the market.

Mr. Sridhar Kubasad
Student of 2007 Batch
Presently: Associate Vice President, Institutional Operations, Australia New Zealand Bank, Bangalore

Events & Activities



Workshop on Design Thinking
by Ms. Shilka Agarwal, Delhi



Workshop on GD & PI
by Mr. Ramani Venkat, Corp. Trainer, Bangalore



Seminar on Time Management
by Mr. Kiran Bedre, TIME Institute, Hubli



Seminar on Financial Planning by
Mr. Sridhar Kubsad, AVP, ANZ Bank, Bangalore



"Samhiti"
The Flea Market Event



"Rotaract Club"
Social Awareness Activity



"CBA's Got Talent"
The Cultural Event



"Utkarsh"
The Induction Program



Interaction
with Notable Alumni



Equinox
The Intercollege Event



Cultural Competition

And many more...

OUR STUDENTS' PLACEMENTS



NIKITA MANJUNATH
(Moodbidri)
Tech Mahindra
(Package 2.5 LPA)



ASHRAVI R.
(Chitradurga)
Concentrix, Ventura
(Package 3 LPA)



HARSHITHA B.S.
(Udupi)
Concentrix, Gallagher
(Package 3 LPA)



NAGASHREE B. D.
(Hospet)
Just Dial, Concentrix, Rentomozo
Teamlease, Chola Insurance
(Package 3.8 LPA)



BHARTATH GODAVARTHI
(Hubli)
Chola Insurance
(Package 3 LPA)



RAMYA R. P.
(Hubli)
Concentrix, Rentomozo Intelnet,
Teamlease
(Package 3 LPA)



ABHISHEK M
(Hubli)
Infosys
(Package 3 LPA)



AKSHATA P.
(Dharwad)
Infosys
(Package 3 LPA)



AYESHA S.
(Dharwad)
Infosys
(Package 3 LPA)



BHARATH S.
(Hubli)
Infosys
(Package 3 LPA)



BHAVYA M.
(Hoovinhadgali)
Kotak Life Insurance
(Package 2.5 LPA)
Infosys
(Package 3 LPA)



BHOOMIKA P.
(Dharwad)
Infosys
(Package 3 LPA)



DIPALI L.
(Hubli)
Infosys
(Package 3 LPA)



KAVYA B.
(Dharwad)
Infosys
(Package 3 LPA)



MEENU D.
(Hubli)
Infosys
(Package 3 LPA)



MRUTHYUNJAYA M.
(Hubli)
Infosys
(Package 3 LPA)
TCS
(Package 2.5 LPA)



NUPUR M.
(Hubli)
Infosys (Package 3 LPA)
Northern Trust Corporation
(Package 3.06 LPA)



POORVI N.
(Yediyur)
Northern Trust Corporation
(Package 3.06 LPA)



PRASANNA M.
(Hubli)
Infosys
(Package 3 LPA)



PREETI B.
(Dharwad)
Northern Trust Corporation
(Package 3.06 LPA)

OUR STUDENTS' PLACEMENTS



SUFİYAN S.

(Hubli)
MAP Developers
(Package 9 LPA)
Kotak Life Insurance
(Package 2.5 LPA)



UMME ARFA

(Moodbidri)
HP, Concentrix
(Package 3 LPA)



WESLEY

(Hubli)
Pixeldust, Triya Solutions
(Package 2.5 LPA)



JAI R. MAJETHIA

(Hubli)
Aditya Birla Capital
(Package 3 LPA)



HARSHITHA REVANKAR

(Udupi)
Wipro, Genpact, Concentrix
(Package 3 LPA)



RAKESH L.

(Sirsi)
Infosys
(Package 3 LPA)



SABAH K.

(Goa)
Infosys
(Package 3 LPA)



SAMPREETA K.

(Hubli)
Infosys
(Package 3 LPA)



SAUBHAGYA I.

(Hubli)
Infosys
(Package 3 LPA)



SHERYA K.

(Gangawati)
Infosys
(Package 3 LPA)



SHIFA T.

(Hospet)
Infosys
(Package 3 LPA)



SIMRAN D.

(Dharwad)
Northern Trust Corporation
(Package 3.06 LPA)



SNEHA M.

(Bagalkot)
Infosys
(Package 3 LPA)



BASAVARAJ D.

(Hubli)
Chola People Marketing Services,
Gallagher
(Package 3 LPA)



TANIYA L.

(Hubli)
Northern Trust Corporation
(Package 3.06 LPA)



VEERANNA H.

(Bailhongal)
Northern Trust Corporation
(Package 3.06 LPA)
Byju's
(Package 7 LPA)



VEERESH W.

(Hubli)
Infosys
(Package 3 LPA)



VIBHAV B.

(Hubli)
Infosys
(Package 3.06 LPA)



VIKAS M.

(Haveri)
Infosys
(Package 3 LPA)



YASHASWINI D.

(Hubli)
Infosys
(Package 3 LPA)
TCS
(Package 2.5 LPA)

INDUSTRIAL VISITS



Tata Motors, Dharwad Plant



Embee Agro Foods, Davangere
(India's 3rd Largest Rice Mill)



Big Mishra Plant,
Dharwad



Laxmi Coffee, Coorg



Akshaypatra
(Karnataka's Largest Kitchen)



Parle-G (World's Largest
Selling Biscuit Brand)



VRL, Varur (Asia's Largest
Logistic Company)



Yamaha Outlet, Hubli

"IN EVERY SUCCESSFUL STORY
YOU WILL ALWAYS FIND SOMEONE
WHO HAS MADE A COURAGEOUS DECISION"

**CHOOSE THE PATH LESS TRAVELLED.
MAKE A COURAGEOUS DECISION.
CREATE YOUR OWN IDENTITY.**



WANT TO KNOW
ABOUT OUR ALUMNI ?
SCAN THE CODE



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FOR ENQUIRY CALL US ON: **+91-0836-2371301**

9538045098 & 9538045974

<http://www.klecbahubli.org>

FOLLOW US ON     

KLE Society, College Road
Belagavi - 590 001, Karnataka - INDIA

