



**KIIT UNIVERSITY**  
**KIIT School of Management**

Bhubaneswar, Odisha, India  
(Declared U/S 3 of UGC Act, 1956)

Nurture your  
**DREAMS**



**KIIT School of Management**


**25**  
Years

**4600**  
Alumni

**1000+**  
Students







“Straight from college, we had no idea about the world of business.

KIIT School of Management (KSOM) helped us to mould into confident Managers through high quality learning, innovative mentoring and vibrant environment for all round development.”

Can a management education be

# **RADICALLY DIFFERENT?**



**Out-of-classroom Learning . Simulation . Live Project .  
Role play . Partnership . Club Activity . Student Research**



With businesses world over getting increasingly complex and learning curves shortening, management graduates are expected to be productive from day one. Businesses today expect that the new hires already have good understanding of their business and can start working with minimal in-house training.

Business schools therefore have to constantly innovate their course curriculum to ensure that students adapt quickly to the organization they join and start creating value.



KSOM's learn, experience and adapt structure ensures that students seamlessly fit into any role they are assigned on job.

This is achieved by a mix of out-of-classroom learning, role-plays, business simulation, live consultancy projects, seminar interaction with business leaders, a structured summer internship, regular workshops, club activities, research undertaken by students and jointly working with the industry through partnership and tie-ups.



what is  
**INSIDE** ▶







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**Dr. A. Samanta**

Founder, KIIT & KISS





# MESSAGE FROM THE **FOUNDER**

Constant pursuit of knowledge has made KIIT what it is today; a sprawling University remarkable for its ability to constantly evaluate the direction education should take, and quickly adapt to the needs of the industry and the society at large.

KIIT, having grown rapidly from modest beginnings, today offers several undergraduate, postgraduate and doctoral programs from 28 different constituent schools. The synergies accruing from having so many programmes is immense and it is the endeavour of the University to leverage such synergies to constantly innovate and create new knowledge.

KSOM has always been an institution that the University is proud to have in its fold.

Having a long and illustrious legacy of 25 years, the school ranks among the top in Eastern India and is one of the premier B-schools of the country, producing capable managers, many among whom are either entrepreneurs or occupying senior management positions in the industry.

It's my great pleasure to invite you to visit and explore the institution, and be a partner in its quest for excellence.

We need to rethink and development are hand. We have to add environment in which giving it back the care provides us all with are blessed to have and selfless creatures on the Earth with abundance, the trees. They supply us with everything that is required to survive. Every tree planted is a step towards protecting our children's future. Therefore we, at KIIT University, have created an eco-friendly lush green campus. The envelope besides this message carries seeds. Join the movement of creating a better World and commit to a 'Green' planet by planting these seeds.

how sustainability going to go hand in value to our we progress and start it deserves. Nature nourishments. We the most beautiful

– Dr. A. Samanta



Provides holistic education from Kindergarten to Postgraduation (KG to PG), vocational training, food, accommodation, health care and all other basic necessities of life to over 37,000 (27,000 existing students and 10,000 graduates) indigenous (tribal) children of the poorest of the poor background absolutely free. It is the largest residential tribal institute in the world.

Special Consultative Status with the Economic and Social Council (ECOSOC) since 2015 – the highest recognition to a non-government organization from the United Nations.

Champion Level-Platinum Certification by GuideStar India for NGO Transparency (2016)

Among top 223 NGOs of the world and 10 best NGOs of India in the prestigious ranking of world NGOs published in 2016 by NGO Advisor, a Geneva-based independent media organization.

Programmes and activities aligned to Sustainable Development Goals (SDGs) of the UN and proactively working to achieve the goals.

Expansive self-contained eco-friendly campus

Plans to educate 2,00,000 indigenous (tribal) children over the next decade and in the process of setting up branches in 10 states, with the support of respective state governments, and all 30 districts of Odisha.

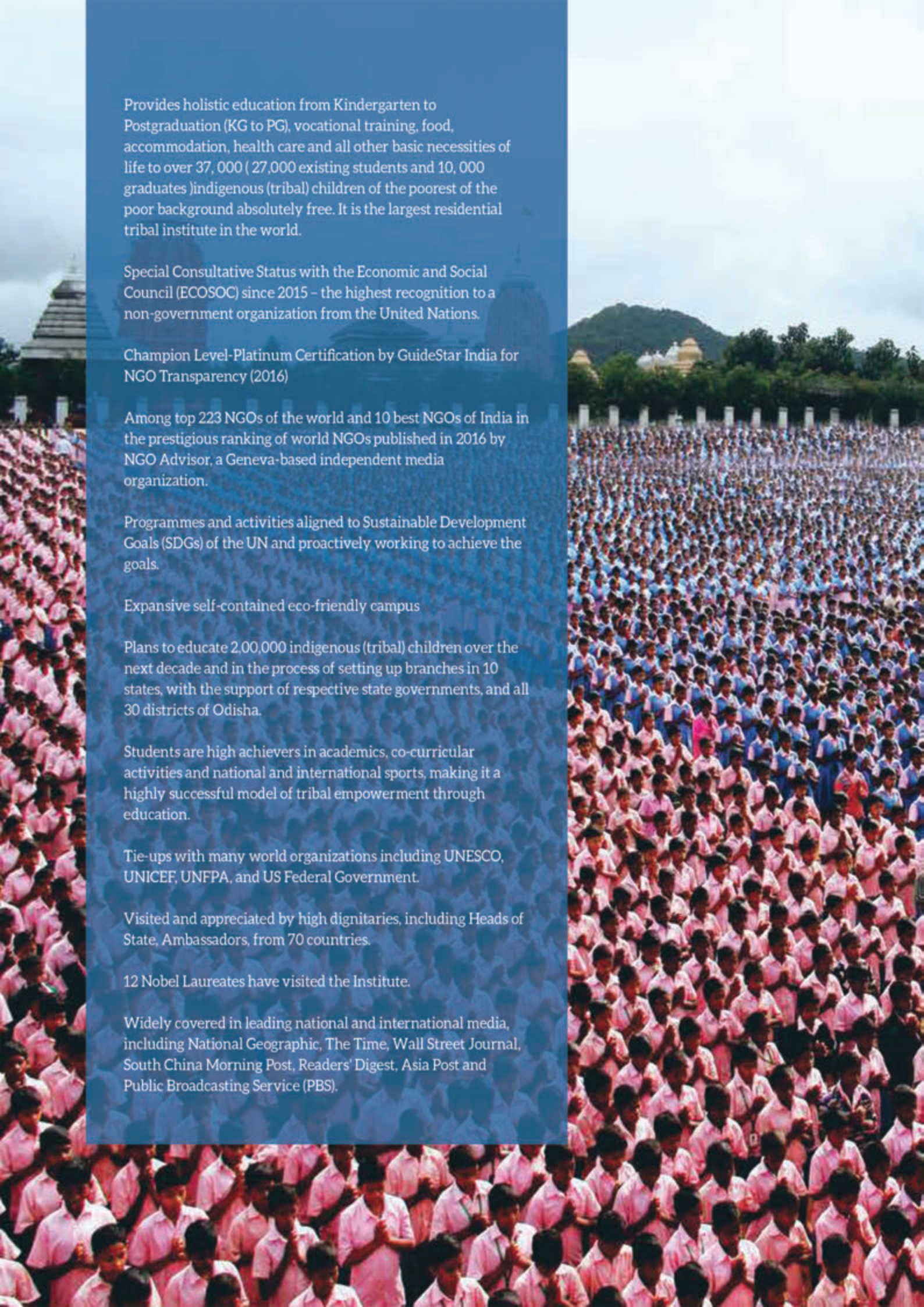
Students are high achievers in academics, co-curricular activities and national and international sports, making it a highly successful model of tribal empowerment through education.

Tie-ups with many world organizations including UNESCO, UNICEF, UNFPA, and US Federal Government.

Visited and appreciated by high dignitaries, including Heads of State, Ambassadors, from 70 countries.

12 Nobel Laureates have visited the Institute.

Widely covered in leading national and international media, including National Geographic, The Time, Wall Street Journal, South China Morning Post, Readers' Digest, Asia Post and Public Broadcasting Service (PBS).







# Kalinga Institute of Social Science (KISS)

[www.kiss.ac.in](http://www.kiss.ac.in)

KISS has been declared a Deemed University (U/S 3 of UGC Act, 1956) by the Ministry of Human Resource Development, Govt. of India on August 25, 2017. With this, it has become the first tribal university in India and in the entire world.

Organization in Special Consultative Status with the Economic and Social Council (ECOSOC) since 2015. NGO Associated with the United Nations Department of Public Information ( UNDP/PI).

*Kalinga Institute of Social Sciences (KISS), the largest tribal institute of the world, provides food, accommodation, health care and all the basic necessities of life absolutely free to 37,000 poorest of the poor tribal children to pursue their studies here from KG to PG as well as vocational training. KISS, as an unique experiment to eradicate poverty through education and use of education as a tool to empower the underprivileged section of the society and provide sustainable employment, is being hailed by statesmen, policy makers, planners, social workers from India and abroad.*



# UNIVERSITY MANAGEMENT



## Prof. (Dr.) Subrata Kumar Acharya PRO-CHANCELLOR, KIIT 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. Hrushikesh Mohanty Vice-chancellor, KIIT University

Hrushikesh Mohanty a multi dimensional persona is a seasoned campaigner in several fields. He is a scientist , academician and administrator par excellence .Prof

Mohanty was awarded PhD from IIT Kharagpur and embarked on his career with ECIL Hyderabad . Having had this experience Prof Mohanty moved to his passion and became a teacher .

He has held several doctoral and post doctoral fellowships from Universities all over the world

While serving the University of Hyderabad in various capacities Prof Mohanty undertook many prestigious research projects .

A prolific writer , Prof Mohanty has authored books in Odia while regularly contributing articles to the media. His interests include Sarala Mahabharata and computational social science





## Prof. Debasish Das

**Director, KSOM**

PGDM, XLRI Jamshedpur, B. E. NIT  
Rourkela



The ever-changing face of the Indian and global industry poses a formidable challenge for institutions of management education. At KIIT School of Management (KSOM), we are guided by the voice of our customers. Therefore, our programs are constantly upgraded according to industry requirements so as to stay relevant.

Life at KSOM is exciting and exacting at the same time. The curriculum provides a robust learning experience comprising of theory, practical and knowledge creation. The MBA participant at KSOM undergoes extensive classroom and field exposure during the learning process with the emphasis being on "learning" rather than mere teaching.

This is in conjunction with the extracurricular activities and events that lead to a healthy mind in a healthy body. Students get enough opportunities to display their creative sides and prove their managerial capabilities through clubs and societies. For those who are serious about the quality of their MBA degrees, KSOM is one of the best institutes in a smart-city which has emerged as the education hub of Eastern India.

Creating innovators and original thinkers.

# KIIT UNIVERSITY

**25000**  
Students

**10 million**  
sq.ft. of built-up area

Students from  
**22**  
countries





The **KIIT University**, Bhubaneswar, has recently been accredited by NAAC of UGC in 'A' Grade (Highest CGPA among self-financing universities), underlining the excellence the University has brought about in the field of education.

The University is spread over 25 sq. km. of land accommodating 20 lush green sprawling campuses with a built-up area of 1,00,00,000 sq.ft. The university has 28 constituent schools offering more than 100 programs. High quality teaching and research make KIIT one of the most promising centres of excellence in India.

With more than 25,000 students pursuing undergraduate and postgraduate studies in Engineering, Computer Application, Management, Rural Management, Law, Bio-technology, MBBS, M.D., BDS, Nursing, Fashion Technology, Cinema & Media Studies and Language, KIIT stands out as one of the finest Universities of India declared under section 3 of the UGC Act of 1956.

KIIT educational conglomerate is unique in offering a wide spectrum of academic programmes from Kindergarten to Postgraduate level, earning it a place in the Limca Book of Records.

The institute also has other recreational and intellectually stimulating facilities like Sculpture Park, Art Gallery, Tribal Art Gallery, Rose Garden, Medicinal Herbs Garden, etc. More than 1800 academic and research staffs, many leaders in their fields with international reputation provide stimulating learning environment and excellent standards of teaching.

## MEMBERSHIPS

International Association of Universities (IAU)  
Association of Indian Universities (AIU)  
Association of Commonwealth Universities (ACU)  
University Mobility of Asia and the Pacific (UMAP)  
International Association of University Presidents (IAUP)  
Association of Universities of Asia and the Pacific (AUAP)  
European Association of International Education (EAIE)  
International Institute of Education (IIE), New York  
United Nations Academic Impact (UNAI)  
Eurasian Silk Road Universities Consortium (ESRUC), Turkey



*KIIT is one of the  
**youngest** institutions  
in the country to be  
given deemed University  
status.*



Give your career the

# KSOM EDGE



## Accreditation and Rank

KSOM's MBA program is approved by UGC and AICTE. It has been **rated in "A" grade** by NAAC and has been ranked as the **22nd best Management School** of India by NIRF, MHRD, Govt. of India.



## Academics

The institution is known for its high quality academics. With a **teacher to student ratio of 1:10** and several faculties being drawn from IIMs and other premium B-schools, few MBA institutions match KSOM in the quality of faculty.



## Placement

KSOM chooses mostly top Indian companies and MNCs for recruitment. Therefore, our salary levels at 5.11 lacs average per annum are far better than most other private B-schools. **More than 80 recruiters pick up close to 300 students** each year.



## Campus Life and Facilities

Our students are highly enthusiastic, conducting some or the other club activity each day, making the campus a buzz with life. The campus has **world-class multimedia classrooms**, a 4 storied library block, **separate hostels** for boys and girls and much more.



Optimum environment  
that is designed to nurture &

## focus on creating new knowledge.

Our purpose is to **contribute significantly to the society** and specifically to the world of management education through **creating next-gen practitioners** of management and leadership and **creating new knowledge** to initiate, support and sustain new ways of managing.



The expansive campus of KSOM contains large **playgrounds, cafes, pools, fountains, open air amphitheatre, rock garden, auditorium, gallery classrooms, various play courts, variety of indoor games, seminar and conference rooms.**

The school provides 24x7 medical facilities through KIMS multi-speciality hospital. Hostels rooms are spacious having T.V. lounge, indoor games room, with print and xerox facilities close by.



# Being the COMPLETE MANAGER



The classroom **case simulations**, **numerous study tours**, **club events**, **group assignment** and **live projects** at KSOM ensure that students develop a multiplicity of skill sets vital to survive and grow in today's borderless complex business environment.

“With the best mentors from both college and corporate, the journey at KSOM has been amazing and full of learning.”

**Sindhuja Rashmi**

Placed at Manipal Global Education  
Batch 2015-17



“ I never felt so close to the world of business as I do in KSOM. The pedagogy at KSOM is based on real life work situations.”

**Moses Itodo Agada**

Makurdi, Benue State, Nigeria  
Batch 2016-18

“My decision to join here proved to be a game changer for me. Thanks to KSOM, I have the drive to excel in whatever I choose to do.”

**Siddhant Mohapatra**

Placed in Reliance Jio  
Batch 2015-17



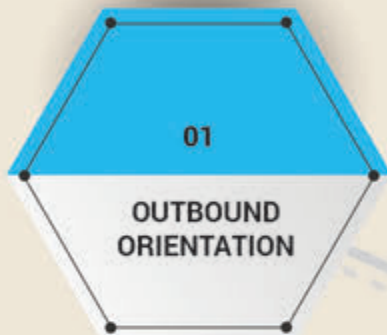
“ KSOM is giving me the right platform for overall personality development as well as global corporate exposure.”

**Kherlen Batbataar**

Ulaanbaatar, Mongolia  
Batch 2016-18



# Journey to thorough **PROFESSIONALISM**



Students travel outside the campus, stay in a camp like facility and undergo training on several life and management skills through fun activities and games.



Back in the campus, students are briefed about management studies in general, courses, expectations, job etc. and attached to a senior for constant guidance and mentoring.



During the rigorous first year, students learn the basics of Management including Finance, Accounting, Marketing, IT, Operations, HR and Economics. They work on several academic projects and join the campus club of their choice.



*Each student is attached to a faculty mentor who constantly guides him/her on academic and campus matters, throughout the two years of the student's MBA life.*



*Students are exposed to the industry through interaction with senior leaders from the corporate, via seminars & workshops by working on live projects with local businesses and through major National Level Conclaves that KSOM organizes.*

# Creating socially responsible future leaders out of students, step by step.

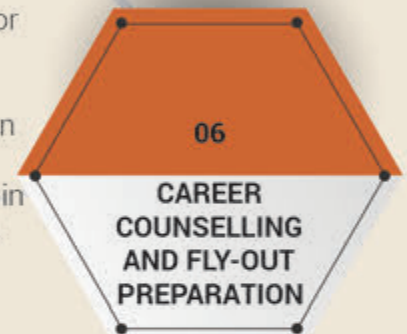


Companies either recruit students for summer internship or students choose an organization themselves. They work on live projects and learn on the job. Freshers get the first real experience of how a corporate functions. Students are interviewed by faculty panel and their report evaluated after the internship.

*Students get a variety of opportunities to learn on their own, the nuances of Management. They participate as volunteers in business meets and organize several student events and club activities. Students also learn through library reading, online databases and journal subscriptions.*



In the second year, students choose an area of their choice for specialization, while also picking other interesting courses on offer. They lead club activities, participate in various competitions and prepare for the placement season.



When placement season nears, students are given constant counselling on career and job with requisite training on management and soft skills to ensure that they face the selection process confidently.





# A happening and lively **CAMPUS**



Beyond the classroom study hours, students learn the nuances of management through a host of clubs and special interest groups.

## **Student Clubs**

The club work involves group decision making, leadership skills, creativity, time and conflict management and general camaraderie among others in an entertaining way. The clubs are:

- Matricks, Marketing Club
- Exchequer, Finance Club
- Synergy, HR Club
- Opession, Technology and Operation
- Aequitas, Sports Club
- Management Club
- FirstCut, Creative and General Mgmt. Club
- Sanskriti, Cultural Club
- Impresario, Entrepreneurship Club

## **Pravah, the Magazine**

Students, with active guidance of faculty members, bring out this bi-monthly magazine which contains articles on business and life along with photography and art work by faculty members and students.

## **Kolosseum, the B-school Fest**

Kolosseum is the mega annual B-school festival of KSOM. Spread over three days, the event witnesses various management, cultural and creative games culminating in a celebrity star performance.

## **National Service Scheme (NSS)**

KSOM NSS wing was started during the Youth Week of 12-19 January, 2011 to usher the students on a path of social service and community development activities. Since then, NSS has been constantly involved in a variety of social work around the campus.



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Whether it's Kolosseum, the mega annual B-school fest, social work by groups such as NSS, club activities such as debate, ad-mad, stock-trading or quiz competition, the **campus is always buzzing** with activity.





*One of the most exciting things about KSOM is academics. The institution's constant endeavour has been to ensure that learning is both rigorous and fun at the same time.*

making  
**LEARNING**  
A PASSION

Emphasis is laid on **understanding the fundamentals** rather than just learning by rote and scoring marks in the examination. Every concept taught in the class is used by students in their own way, either while doing their group assignment, field work, industry visit or just arguing with friends in the class. This clarifies the concept and the students develop an ability to clearly apply what they have learnt to real life situations. It also dramatically improves absorption & retention of learning and make our students mature in their outlook.

### ***Pedagogy***

The school uses a mix of classroom instruction, case discussion, student group assignment & presentation, project work, individual research work, demonstrations, workshops, outbound learning, industry visits, simulations and management games for teaching and learning.



## The **COURSE** DESIGN

Today, globalization, aided by rapid adoption of technology has been bringing new insights and swift changes in management practices across workplaces that any B-school hoping to stay in the forefront must quickly include in its curriculum. KSOM conducts a rigorous annual exercise to completely review its curriculum and drop, change or add courses as demanded by the industry.

To stay not just relevant, but at the cutting edge of management education, the school has constituted an **eminent industry advisory board consisting of MDs, CEOs, owners and senior managers of businesses** to advise the school on matters of curriculum, pedagogy and relevant research work.

## MBA CURRICULUM

**2** years full time  
**4** semesters, 8 major exams  
**94** credits in total  
**15** contact hours per credit  
**90** minutes each class  
**1290** hr. minimum contact

### Major Components

Core Courses, Elective Courses & Summer Internship

### Specializations

a) Marketing b) IT c) Financial d) HR  
e) Technology and Operations Mgmt.

At KSOM, we firmly believe **management is not just for engineers or commerce students**, but for everyone.

*Therefore the school lays special emphasis on guiding and nurturing students from science, arts and humanities backgrounds to ensure that they become successful managers. The school also provides make up classes in Mathematics, Computer skills etc. so that students weaker in these areas can catch up.*



The core courses in the first year establish a strong foundation in major functions of business viz. business environment, marketing, finance, human resources, business communication, IT and quantitative methods. This input helps students acquire basic skills and builds their confidence to undertake advanced courses during the second year.

Depending on the specialization opted for, a student has to choose electives in the second year, given on the next page.

There are 20 core courses equivalent to 54 credits as well as 16 elective courses equivalent to 32 credits covering Five functional areas.

A minimum of 94 credits is required for successful completion of the program.

<b>COURSES</b>	<b>CREDITS</b>
<b>Semester - I</b>	
Marketing Management - I	2
Financial Accounting	2
Organizational Behavior and Structure	4
Managerial Economics – I	2
Quantitative Techniques	4
Information Technology for Managers	2
Business Communication	4
Business Round-up - I	2
Legal Aspects of Business	2
<b>Total Credits</b>	<b>24</b>
<b>Semester - II</b>	
Marketing Management - II	2
Cost and Management Accounting	2
Managerial Economics – II	4
Corporate Finance	4
Human Resource Management	2
Production and Operations Management	4
Business Research Methods	2
Enterprise Information Systems	2
Business Round-up - II	2
Business Ethics & CSR	2
<b>Total Credits</b>	<b>26</b>
<b>Summer Internship</b>	<b>8</b>
<b>Semester - III</b>	
Strategic Management	4
8 Electives (2 credit each)	16
<b>Total Credits</b>	<b>20</b>
<b>Semester - IV</b>	
8 Electives (2 credit each)	16
<b>Total Credits</b>	<b>16+</b>
<b>Grand Total Program Credits</b>	<b>94</b>

**Electives** ▶

## Marketing

- Consumer Behaviour
- Product and Brand Mgmt.
- Services Marketing
- Sales and Distribution Management
- Retail Management
- B2B Marketing
- Real Estate Marketing
- Customer Relationship Management
- Integrated Marketing Communications
- Hospitality and Tourism Marketing
- Digital and Social Media Marketing
- Marketing Research
- Agency and Media Management
- Business Analytics

## Information Technology

- Data Mining and Business Intelligence
- Information Security and Risk Management
- Software Project Management
- IT Infra Management
- ERPS
- Implementing IT Strategy
- Service Oriented Architecture and Web Services
- Cyber Law and Ethics in IT
- E Business
- Business by Design
- Business Analytics

## Finance

- Security Analysis and Portfolio Mgmt.
- Banking Operations and Regulations
- Derivatives and Risk Management
- Project Finance
- Financial Services
- Business Analytics
- International Financial Management
- Corporate Tax Planning
- Mergers and Acquisitions
- Corporate Governance
- Infrastructure Development and Financing
- Business Analysis and Valuation

## Human Resources

- Labour Laws
- Performance and Compensation Mgmt.
- Training and Development
- Assessment
- Development Centre
- Managerial Effectiveness
- Organisational Development and Change
- Leadership for Corporate Excellence
- Managing Employee Relations
- Recruitment & Selection
- Manpower Planning
- Business Analytics

## Technology & Operations

- Fundamentals of Product Lifecycle Management
- Product Design and Development
- Digital Manufacturing and Virtual Factory
- Customer Response to Manufactured Products
- ERPS
- Service Oriented Architecture and Web Services
- Total Quality Management
- Supply Chain Management
- Project Management
- Business by Design
- Business Analytics



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.

making  
**LEARNING**  
A PASSION

### ***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.





# The **COURSE** DESIGN

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 are designed to acquaint the students with the basic concepts of English, Computer and Mathematics. Major courses that are covered in the second year are Financial Management, Organizational Behaviour, Business Law, Human Resource Management and Business Research Methodology. 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-BusinessManagement.

## BBA CURRICULUM

**3** years full time  
**6** semesters, **12** major exams  
**108** credits in total  
**15** contact hours per credit  
**60** minutes each class

### Major Components

Core Courses, Elective Courses & Faculty Guided Projects

### Specializations

- Human Resource Management
- Accounting and Financial Management
- Accounting and Financial Management



**ANISH P. CHOUDHURY**  
BBA-III Year

Deciding to take admission into KSOM is like paying for an exclusive world tour. The University comprises of different people from different nationalities which makes it a global community for diverse learning. It has a wonderful campus life, modern classroom amenities and the most supportive faculty members. Here the academic course focuses on the development of presentationskills and analytical skills through various case studies. Apart fromacademics, extra-curricular activities have also helped me to developed my professional skills. It has been a wonderful experience for me in the University. Here potentials are harnessed, skills are developed, confidence is build and dreams are realized.



## **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

## **THIRD YEAR**

Entrepreneurship  
Taxation  
Production & Operations Management  
Specialization-I  
Specialization-II  
Business Policy  
E-Business Management  
Business Ethics  
Culture & Sociology  
Specialization-III  
Specialization-IV  
Business Demography & Environmental Studies

## **SECOND YEAR**

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

\*\* 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.

**Electives**



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.

### Human Resource Management

Performance Management  
Employee Relations  
Leadership in Organization  
Training & Development

### Accounting & Financial Management

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

### Marketing Management

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





**40+** full time,  
**20+** visiting faculty

*The faculty at KSOM is a healthy mix of young and old, the academically seasoned and the corporate experienced. Faculty members regularly get involved with students beyond academics through mentoring and club activities.*



motivated, high calibre

**FACULTY**

**40% drawn from IIMs, XLRI, MDI, TISS and foreign Universities**

*In addition to the regular class schedule, faculty members conduct workshops for students and judge student activities. KSOM fosters a very healthy interaction between the faculty and students.*



## QUANTITATIVE METHODS AND DECISION SCIENCES

### R. N. Subudhi

MA, M.Phil. (Stat.), Ph.D. (Management)  
Experience: Academic-28 years  
Areas: Operations Management, Decision Sciences

### Sasmita Mishra

M.A, M. Phil. (Utkal), Ph.D. (IIT KGP)  
Experience: Academic-12 years  
Areas: Business Research Methods, OB, HRM, Performance Management System, Training and Development, Environmental Psychology

## TECHNOLOGY AND OPERATIONS MANAGEMENT

### Kaushik Sahu

Ph.D. (University of Massachusetts, Amherst), M.Tech. (R.E.C. Rourkela), B.Sc. (Engg.) (U.C.E. Burla)  
Experience: Academic-31 years  
Areas: Design for Sustainability, Design Technology Management, Product Design and Development, Product Lifecycle Management, Supply Chain Management, Total Quality Management.

### Subrat Sarangi

B.Tech. (Govt. College of Engg., Trivandrum, Kerala University), PGDM (XIMB)  
Experience: Academic-5 years, Corporate-15 years  
Areas: Corporate Strategy, Process Optimization and Performance Improvement, Business due diligence & Outsourcing Assessment

### Brajaballav Kar

PGDM (XIMB), Ph.D.  
Experience: Academic-3 years, Corporate-16 years  
Areas: Quantitative Technique & Quantitative Methods

### Manoj Kumar Jena

M.Tech. (IIT Bombay), PGDBM (IIM Calcutta)  
Experience: Corporate-10 years, Academic -3 years  
Areas: Data Analytics and Machine Learning, Operations Management, Logistics and Supply Chain Management and Analytics

## BUSINESS ENVIRONMENT/ECONOMICS

### S.N. Misra

Ph.D. (Economics), MA (Applied Economics)  
Experience: Academic - 5 years, GOI Service - 36 years  
Areas: Macro's economics, International Relations, Constitutional Law, Defence Procurement and Spending, International authority on Defence O' set policy

### Bandana Dash

MA (C.U., Hyderabad), MBA  
Experience: Academic- 6 years, Corporate-3 years  
Areas: Macro Economics, Economic Analysis and Planning

### Shikta Singh

M.A (Economics), M.Phil (A&A Economics), Ph.D.  
Experience: Academic-7 years  
Areas: Industrial economics, Rural Economy & Regional Disparity, Gender Disparity & Women Empowerment, Economic & Social Impact of AIDS, Poverty & Unemployment in the state of Odisha.

### Prasun Bhatta Mishra

B.E. (BITS Pilani), MA (Gokhale Institute of Politics and Economics), UGC NET Qualified  
Experience: Academic- 2 years, Corporate-1.4 years  
Areas: Health Economics, Development Economics

## FINANCE AND ACCOUNTING MANAGEMENT

### B.C.M Patnaik

M.Com., LL.B, Ph.D.  
Experience: Academic-19 years, Corporate-6 years  
Areas: Financial Accounting, Corporate Accounting and Financial Management

### Jogendra Behera

PGDBM (IIM Ahmedabad)  
Experience: Academic-5 years, Corporate-11 years  
Areas: Public Utilities and Regulation, Infrastructure Development and Financing, Corporate Restructuring, and International Finance

### Satya Sahoo

BE Marine (Jadavpur University, Kolkata), M Sc Shipping Management (Sweden), Ph D Finance (pursuing – Henley Business School, UK)  
Experience: Academic-3 years, Corporate-2 years  
Area: Derivatives and Risk Management, Investment Banking, Econometrics, Big Data Analysis

# Faculty

“*At KSOM, faculties are constantly encouraged and supported for completing their doctoral program. Consequently a large percentage of the faculty here are doctorates. The environment in the college fosters exchange of ideas, joint projects, expansion of intellectual property through publishing, participating in conferences and paper presentations.*”



## Manvinder Singh

B.Tech (IIT Kanpur), MS (National University of Singapore), MBA (Melbourne Business School)  
Experience: Corporate-22 years, Academic -1 year  
Areas: Merger and Acquisitions, Corporate Finance

## Saroj Kumar Routray

M.Com., ICWAI, MBA  
Experience: Academic-13 years, Corporate-4 years  
Areas: Accounts for Business Managers, Strategic Cost Management, Financial Management

## Arun Patra

MBA (Rotman School of Management, University of Toronto), FRM (Global Association of Risk Professionals), MCA, B.Sc.  
Experience: Academic-2 years, Corporate-18 years  
Areas: Financial Risk Management, Capital Measurement and Regulatory Reporting

## Koustubh Kanti Ray

M.Com, PGDBM, Ph.D. (Utkal)  
Experience: Academic-16 years  
Areas: Corporate Finance, M&A, Financial Market

## Chandrabhanu Das

MBA, Ph.D.  
Experience: Academic-1 year, Corporate-14 years  
Areas: Corporate Finance, Financial Market, Banking

## HR MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

### Jitendra Mohanty

MA, LL.B., PGDM (XIMB), CAIIB & Ph.D.  
Experience: Academic-14 years, Corporate-24 years  
Areas: Organizational Behaviour, Organizational Structure and Design, Organizational Change & Development, Leadership

### Ipseeta Satpathy

MA, M.Phil. (JNU), Ph.D., D.Litt.  
Experience: Academic-15 years, Corporate-1 year  
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence

### Debi Prasad Das

MBA, Ph.D.  
Experience: Academic-4 years, Corporate-8 years  
Areas: Organizational Behaviour & Structure, Leadership for Corporate Excellence, Labour Laws

### Dr. Isa Mishra

MA (PMIR), M.Phil. (PMIR), LLB, Ph.D.  
Experience: Academic-2 years, Corporate-18 years  
Areas: Strategic and Operational HR & Administration; lead role in wage rationalization, Merger & Acquisition



### **Sumita Mishra**

MSW (TISS), FPM (MDI, Gurgaon)  
Experience: Academic-8 years, Corporate-3 years  
Areas: Organisational Culture, Group Culture, Strategic Human Resource Management, Social Psychology and Organization Design

### **Shradha Padhi**

LL.B., LL.M, Ph.D.  
Experience: Academic-5 years, Corporate-17 years  
Areas: Leadership Development, Customer Relations, Diversity Management, Team Building, Instructional Design, mentoring and coaching, Organization Behaviour, Assessment Development Centre

### **Gargi Banerjee**

MBA (Calcutta University)  
Experience: Corporate-4 years  
Areas: Human Resource Management, Organisational Behaviour

## **INFORMATION TECHNOLOGY MANAGEMENT**

### **Srikant Das**

BE, M.Tech., PGDCA, MISTE, Ph.D.  
Experience: Academic-10 years, Corporate-15 years  
Areas: IT Infrastructure Management and Call Centre Management, Corporate Social Responsibility

### **Ashutosh Kar**

B.E. Electrical (NIT), PGDBM (IIM Ahmedabad)  
Experience: Academic-6 years, Corporate-10 years  
Areas: Strategic Account Planning, IT Presales / Business Development, IT Strategy, Emerging Technologies

### **Jyoti Ranjan Hota**

B.E. (NIT), PGDBM (XIMB)  
Experience: Academic-11 years, Corporate-9 years  
Areas: MIS, ERP, Business Intelligence, IT for Management

### **Mohar Banerjee Biswas**

BCA (BIT, Mesra), Masters Program in Information Technology (Symbiosis, Pune)  
Experience: Academic-1.5 years, Corporate-12 years  
Areas: Business Analysis, E Business, Business Computing, Database Management

## **MARKETING MANAGEMENT**

### **L.K. Vaswani**

M.Sc., Ph.D.  
Experience: Academic-27 years, Corporate-2 years  
Areas: Rural Marketing, Marketing Management

### **Kumar Mohanty**

B.Tech., MBA (XIMB)  
Experience: Academic-6 years, Corporate-14 years  
Areas: Sales and Distribution, Educational Products Marketing

### **Biswajit Das**

MA (English), MBA, LL.B, MA (Pub. Admn.) & Ph.D.  
Experience: Academic-24 years, Corporate-7 years  
Areas: Marketing Management, Real Estate Marketing, Business Communication, Integrated Marketing Communication

### **Suva Kanta Mohanty**

MBA (University of Wisconsin, USA), Ph.D.  
Experience: Academic-11 years, Corporate-7 years  
Areas: Marketing Research, Services Marketing, Retail Marketing

### **Arvind Tripathy**

MBA, Ph.D.  
Experience: Academic-18 years, Corporate-4 years  
Areas: Brand Management, Integrated Marketing Communication

### **Priti Ranjan Sahoo**

MBA & MTM (Tourism)  
Experience: Academic-12 years, Corporate-9 years  
Areas: Marketing Management, Tourism & Hospitality Management, Services Marketing

### **Joydeep Biswas**

B. Tech (IIT – BHU, Varanasi), PGDM (XLRI Jamshedpur)  
Experience: Academic-3 years, Corporate-8 years  
Area: Marketing Management

### **Biswajeet Patnaik**

BE (E&TC), MBA  
Experience: Academic-8 years, Corporate-6 years  
Areas: Consumer Behaviour, Entrepreneurship

### **Surya Narayan Mishra**

B.Arch. (IIT Kharagpur), PGDM (IIM Lucknow)  
Experience: Academics-5 years, Corporate-3 years  
Areas: Advanced Marketing Research, Sales & Distribution

### **Sugato Tripathy**

B.Tech., MBA (ICFAI Hyderabad), UGC NET  
Experience: Academics-4 years, Corporate-5 years  
Areas: Product & Brand Management, Business Ethics

### **Abhishek Kumar**

MBA, Ph.D.  
Experience: Academic-3 years, Corporate-8 years  
Areas: Retail Management

### **Ashok Kumar Sar**

PGDM (XIMB), Ph.D.  
Experience: Academic-16 years, Corporate-20 years  
Areas: Strategic Management, Systems Dynamics

### **Pooja Mohanty**

MA (Utkal University)  
Experience: Academic-10 years  
Areas: Business Communication

### **Ipsita Nayak**

MA, MPhil (Ravenshaw)  
Experience: Academic-13 years  
Areas: Business Communication

### **Saptorshi Das**

Postdoc (Oxford), Ph.D.(NIT)  
Experience: Academic- 6 years  
Areas: Business Communication, Training Placement

## **STRATEGIC AND GENERAL MANAGEMENT**

### **Anil Bajpai**

PGDM, IIM Ahmedabad, BE (IISc, Bangalore), B.Sc.  
(St. Stephen's College, Delhi University)  
Experience: Academic-4 years, Corporate-30 years  
Areas: Strategic Management





## **Faculty Mentoring**

KSOM attaches significant importance to mentoring, which over the years has matured and evolved to play a vital role in the life of a KSOMian. A group of 7 to 10 students from both the years of MBA is attached to each faculty.

Mentees regularly interact with the mentor and discuss with them their academic and campus life, and issues if any.

Giving students a hand to **HELP** & ears to **LISTEN**

## MENTORING & **ASSESSMENT**

Mentoring at KSOM contributes significantly to the **academic and emotional wellbeing** of a student. A student, attached to a faculty mentor for two years develops a **special bond** with the faculty, resulting in greater exchange of ideas and improved career guidance.

To make the mentoring rigorous and relevant faculty members keep a detailed record of the mentee and track his/her academic performance and attendance regularly.

A monthly mentoring report is created by the faculty and overall mentoring effectiveness is monitored regularly by the management.

## **Student Mentoring**

In addition to faculty members, second year students are attached to first years as mentors to help the new students especially during the initial days.

From written and unwritten rules of the college to local cuisine, senior mentors come in handy in a variety of situations.





## ASSESSMENT CENTRE

Assessment centre helps students identify their weak areas and work on strengthening them. Each student is carefully tested on various areas – it includes both soft and academic skills – and then scored. Each scorecard is shared with the respective mentor so that the student can get focused attention.

### How it's done

For students going into their second year, it's important to identify their strong and weak areas so that they know where to focus their effort. Based on scientific testing methodologies, the school carries out an assessment where a student is judged on parameters such as communication skills, team work, logical thinking, numerical

skills, leadership skills etc. Each student is scored and provided with an individual feedback.

The score is then shared with the mentor so that appropriate advice can be given to the student. The student's improvement is tracked over time and any intervention required is done.



Important

# INSTITUTIONAL PROGRAMS & ACTIVITIES



## Doctoral Program

The Doctoral Program aims to pursue contemporary problems in management that requires critical and out-of-the-box thinking. The program awards Ph.D. in Management from KIIT University.

Since 2005, the institute has been enrolling scholars from India and abroad for their doctoral research in management. Participants undergo a rigorous selection process including multi-disciplinary interviews before being selected for the program.

## Management Research

For going beyond existing management theories and producing new knowledge through cutting-edge research, the school is honoured to have Prof. Rajen K. Gupta, a distinguished professor from MDI, Gurgaon, as its "Research Advisor". Prof. Gupta is a B.Tech from IIT, Kanpur and a Fellow from IIM Ahmedabad.

The school has a robust Research infrastructure, including publishing a bi-annual research journal and organizing several research workshops and conventions. Faculty members regularly write books and publish research articles in reputed national and international journals.

## 'Parikalpana' Research Journal

KSOM's in-house journal encourages faculty members and students to go beyond the traditional focus areas of management and explore innovative and creative ways of carrying out business. The UGC approved journal is a peer-reviewed biannual publication and has rapidly gained popularity in the last few years.

Contents of the journal include case studies, articles (research or otherwise) and high-quality project work by students or faculty members.



## Faculty Development Program (FDP)

The faculty at KSOM regularly conducts FDPs for its own or outside faculty members.

The program leverages KSOM's several years of experience in using case studies while teaching and carrying out research in the various areas of management.

Every year, at the beginning of the academic year, KSOM conducts a major FDP exercise to train newly inducted faculty members as well as engage the old, not just for academic development, but also for institutional development.

## Management Development Program (MDP)

KSOM conducts regular MDPs for both young and middle level executives for various private and public sector organizations. While such programs disseminate management education among a far wider and diverse audience, they also enrich KSOM through the rich experience and exposure such an audience brings on board.

In the recent past, KSOM has conducted MDPs for Indian Oil, IndiaPost, NALCO, L&T, Jindal Steel and Power and Odisha Hydropower Corporation Ltd.





**14.5**

Lacs highest salary offered in the placement season 2016-17

**5.11**

Lacs average salary offered in the placement season 2016-17

**80+**

recruiters, mostly top Indian businesses & MNCs visited the campus for recruitment

Spread over an area of 35 acres, KSOM is an architectural masterpiece that weaves lush greenery with the modernity today's education demands, to create an environment that has few equals in the Indian private B-school space.



**22**


in India  
as  
per NIRF 2017

**6**

in the Eastern  
India - Times B  
School 2017

**1**

in the Eastern  
India - Outlook  
Money Best  
MBA Finance  
Ranking 2016



KSOM has **40+ regular and 25+ visiting faculty** members, both among the **highest** across B-schools in India.





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