



CAREER
DEVELOPMENT
OR PERSONAL
DEVELOPMENT
**KLE CBA MEANS
EXCELLENCE**

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

KINDLING THE FLAME OF PROFESSIONAL LEADERSHIP
SINCE 1996

**AFFILIATED TO
KARNATAK UNIVERSITY DHARWAD
APPROVED BY AICTE DELHI**

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 मे जान होती है,
सिर्फ पंख होनेसे कुछ नहीं होता,
हौसलोसे उचन होती है.

Our Philosophy

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



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

FACULTIES

TEACHING STAFF :
THE FACILITATORS
THE CHANGE MAKERS



Prof. Basith Binnal
(MBA, MCOM, KSET, NET (Ph.D))
(Exp. 15 Years)



Dr. Shobha K.
(MBA, KSET, Ph.D)
(Exp. 23 Years)



Prof. Sridevi A.
(MBA, (Ph.D))
(Exp. 12 Years)



Prof. Basavaraj S.G.
(M.Com, MBA)
(Exp. 14 Years)



Prof. Steffi Bhasme
(MBA, KSET, (Ph.D))
(Exp. 11 Years)



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



Prof. Rajashri G. T.
(M.A. English)
(Exp. 13 Years)



Prof. Jasleen Kuraty
(MA, B.Ed)
(Exp. 5 Years)



Prof. Shilpa S.
(MBA, (Ph.D))
(Exp. 7 Years)



Prof. Sania Herur
(M.Com), (Ph.D)
(Exp. 3 Years)



Prof. Manjunath B.
(MBA, KSET)
(Exp. 9 Years)



Prof. Matlesh K.
(BBA, MBA, MCOM, MA)
(Exp. 12 Years)



Prof. Mahesh Huded
(B.Com, MBA, NET)
(Exp. 14 Years)



Prof. Keshav M. K.
(B.Com, M.Com, M.Phil,
(Ph.D)) (Exp. 26 Years)



Prof. Santoshkumar K.
(B.Sc, MBA, M.com, KSET,
NET (Ph.D)) (Exp. 12 Years)



Prof. Mallikarjun B.
(B.E, MBA)
(Exp. 3 Years)



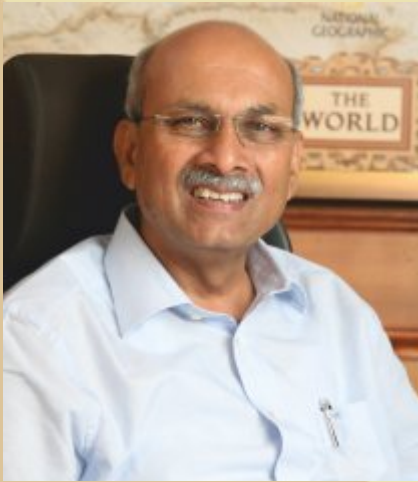
Prof. Asha C.
(B.Sc, MBA)
(Exp. 8 Years)



Prof. Poornioma D
(B.Ed , MA (English))
(Exp. 14 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)



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

A Revered Doyen Who Never Ceases To Inspire Us

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, Hubli, 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, hence we at KLE CBA nurture a the sense of discipline in our students. 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 Hubli, Here starts the real transformation in you.

Prof. Ramakant Deogoji
Principal

REASONS TO CHOOSE KLE CBA

- ✓ 28+ Years of Experience in Business Education
- ✓ 50 University Rank Holders 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
- ✓ Contemporary Certificate Courses Every Semester
- ✓ 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
- ✓ Focus on developing basic and essential skills among students

OUR KUD RANK HOLDERS IN THE YEAR 2023-24



B. Vanitha
I Rank



Nidhi Havanur
III Rank



Samruddhi Pattanshetti
VI Rank



Azmatziya Lalmiya
VII Rank



Rutu Venktapur
VIII Rank



Neha Vittalkar
X Rank

IN ALL 50 KUD RANK HOLDERS TILL DATE

COURSE STRUCTURE AND CURRICULUM

Duration: 6 Semesters spread over 3 Years (Bachelor Degree)

Eligibility: Minimum 50% in PUC-II (12th Std.)
(In Commerce / Science / Arts) 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

CERTIFICATE COURSES OFFERED

- 1st Sem : Basic & Advance Excel
- 2nd Sem : Digital Marketing
- 3rd Sem : Data Analytics & Data Visualization with SQL & Power BI
- 4th Sem : Data Analytics with R Programming
- 5th Sem : Business Analytics & Data Visualization with SQL & Tableau
- 6th Sem : Python or any other Analytical tool

Note: The above mentioned courses may vary according to industry trends and requirements.

SEMESTER I

- Principles of Management
- Business Communication
- Human Resource Management
- Introduction to Business Accounting
- Language – I
- Language – II
- Constitutional Values – I

SEMESTER II

- Business Environment
- Financial Management
- Elements of Marketing
- Advanced Accounting
- Language – III
- Language – IV
- Constitutional Values – II

SEMESTER III

- Financial Markets and Services
- Cost and Management Accounting
- Marketing Management
- Entrepreneurship and Start-ups
- Language – V
- Language – VI
- Business Data Analysis - I

SEMESTER IV

- Organizational Behaviour
- Service Marketing
- Introduction to Logistics
- Business Data Analysis - II
- Language – VII
- Language – VIII
- Information Communication Technology for Business

SEMESTER V

- Production and Operations Management
- Business Ethics and Corporate Governance
- Specialization I: M1/F1/H1/L1
- Specialization II: M2/F2/H2/L2
- Specialization III: M3/F3/H3/L3
- Research Methodology

SEMESTER VI

- Strategic Management
- Project Management
- Specialization IV: M4/F4/H4/L4
- Specialization V: M5/F5/H5/L5
- Specialization VI: M6/F6/H6/L6
- Internship/Project/Dissertation: Report 50 marks and Viva voce 50 marks

Fifth Semester Specialisation Papers

Specialization Papers: Fifth Semester

	Marketing	Finance	HR	Logistics*
Gr- A	Consumer Behaviour	Income Tax	Training & Development	Warehouse Management
Gr- B	Integrated Marketing Communication	Investment Analysis and Portfolio Management	Compensation Management & Reward	Multimodal Transportation
Gr- C	Sales & Distribution Management	Stock Market Operations	Performance Appraisal & Counselling	Inventory Management

Note: Students must select any one subject from Each Group mentioned above. (*T & C Apply)

Sixth Semester Specialisation Papers

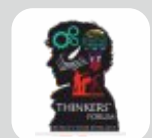
Specialization Papers: Sixth Semester

	Marketing	Finance	HR	Logistics*
Gr- A	Brand Management	Derivative Markets & Risk Management	Managerial Effectiveness & Leadership	Freight Forwarding (Ocean & Air Cargo)
Gr- B	Retail Management	International Financial Management	Organisational Development & Change Management	Surface Transportation
Gr- C	Digital Marketing & CRM	Goods & Services Tax	Cultural Diversity at Work Place	International Logistics Management

Note: Students must select any one subject from the Each Group mentioned above. (*T & C Apply)

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 KLE CBA was one of the best decisions of my life. KLE CBA'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: Founder Partner, Jashn Events.



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 Newzeland Bank, Bangalore

Personalities @ KLE CBA



SURESH HEBLIKAR
(Renowned Kannada Actor, Director & Producer)



ASHISH BHATIYA
(MTV Roadies Finalist & Splitvilla Winner)



NAGMA MIRAJKAR
(Social Media Influencer)



KIRAN RAJ
(Kannada Actor)



SHINE SHETTY
(Kannada Actor)



JASHWANT BOPANNA
(Bigboss Finalist & Social Media Influencer)

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

And many more...

OUR STUDENTS' PLACEMENTS



SUFIYAN 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)



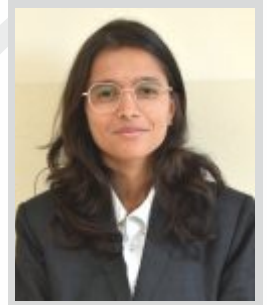
SAMPREETA K.

(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)



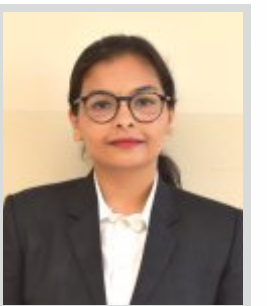
VIBHAV B.

(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)

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)



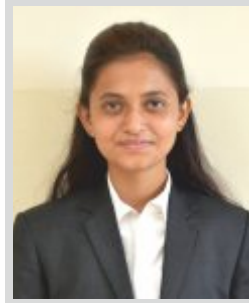
BHARTATH GODAVARTHI
(Hubli)
Chola Insurance
(Package 3 LPA)



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



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



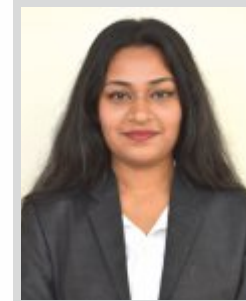
AKSHATA P.
(Dharwad)
Infosys
(Package 3 LPA)



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



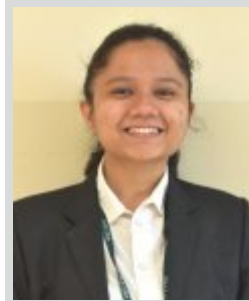
BHARATH S.
(Hubli)
Infosys
(Package 3 LPA)



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.
(Yedyur)
Northern Trust Corporation
(Package 3.06 LPA)



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



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

INDUSTRIAL VISITS



Tata Motors, Dharwad Plant



Aditya Milk, MK Hubli
(Karnataka's Renowned Milk Producer)



Big Mishra Plant,
Dharwad



Vega Helmets, Belagavi
(India's Largest Helmet Making Company)



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
MORE ABOUT US ?
SCAN THE CODE



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

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

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

