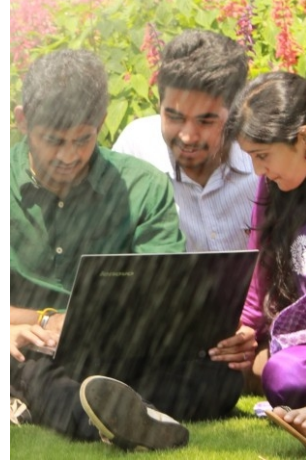




KLE Technological
University

Creating Value
Leveraging Knowledge



B B A

(Bachelor of Business Administration)

Brochure



KLE Society

Established in 1916, over past century, K.L.E. Society has blazed a trail and set an unparalleled example. With its 256 institutions in every conceivable field of education and healthcare, the society's serves more than 126,000 students. Over 16,000 dedicated faculty and staff work together to meet the high standards set by the management. In pursuit of excellence in education and research, the society has established two Universities in the region: KLE University at Belgaum and KLE Technological University at Hubballi. Both the Universities are striving hard to emerge as world-class Universities.

KLE Technological University (KLE Tech)

KLE Technological University, Hubballi (KLE Tech), has its roots in one of the premier engineering institutions of Karnataka, B. V. Bhoomaraddi College of Engineering and Technology (BVB). The college which was established in 1947 by KLE Society, gained a unique position of pride in the technical education system of India and evolved as a State Private University in 2015. The rich heritage of BVB College as one of the best engineering college combined with brand equity of KLE Society are the starting points for KLE Technological University to emerge as a University with a national distinction. The Alumni of the Institute have done exceedingly well in all spheres of life at both national and international levels and brought name and fame for themselves as well as to their Alma Mater.

The recent report brought out by Massachusetts Institute of Technology (MIT), US, on 'The global state-of-the-art in engineering education', identifies KLE Tech, as one of the five Global institutions that are places to watch in Engineering Education. This unique recognition is testimony to the standard of excellence achieved by the University. The student is the most important person on KLE Tech campus. Our endeavour is to build a vibrant ecosystem that provides exceptional learning experiences that allow you to grow, develop and fully realize your potential.

KLE Tech's School of Management Studies and Research

The 'School of Management Studies and Research (SMSR)' was started in the year 2008, with the aim of educating leaders for the new world of business. The School offered MBA program with distinct curriculum and student learning experience. Producing career-ready graduates has always been central to our mission. Over the years, the MBA program has assumed a leadership position in the North-Karnataka.

We offer our students a research-enriched education that is complemented by creative delivery of courses that emphasizes experiential learning. We respond dynamically to market trends by tailoring our professional programmes to industry needs. Our major strength lies in a strong team of highly qualified faculty and dedicated staff to deliver distinctive world-class education.

Looking at the emerging business scenario, it is increasingly felt that, strong management fundamentals and experiences of authentic business practices are essential at undergraduate level. The existing BBA programs are failing to meet these needs. With this necessity in mind, the University is endeavouring to start Bachelor of Business Administration (BBA) program. The distinctive features of this program is world-class curriculum and authentic student experiences.

Bachelor of Business Administration

The Bachelor of Business Administration (BBA) course is a full-time, three-year, undergraduate course of study aimed at preparing young graduates to take up challenging careers in business and industry. The initial phase of BBA program is dedicated to build a strong foundation of the across the various management areas. During the latter part of the program, you can choose specializations that help you to build expertise required for the contemporary business world. The distinctive feature of KLE Tech-BBA is integration of classroom learning with practical applications using innovative pedagogical practices.

The program is developed with a special emphasis on developing professional and personal skills like communication, teamwork, problem-solving, positive attitude and lifelong learning. Our major strength lies in a strong team of highly qualified faculty and dedicated staff to deliver distinctive world-class education

Some of the unique features of the program are:

- Specializations Courses are designed on the basis of the roles that Industry demands
- Courses on decision science which is emerging as a powerful tool in management
- Electives on Entrepreneurship and family business
- Two intensive internship experiences to align students with Industry
- Immersive rural engagement to understand rural market
- Capstone project in the final year

The BBA Program aims at:

Enabling students to acquire contemporary management ideas and concepts

Developing the ability of students to apply such concepts to practical situations

Providing a comprehensive learning experience, designed to educate the students about

- global business practices
- Facilitating learning through complementary networks of students, faculty and industry
- professionals



Key Features:

- Quality Education
- State-of-the-art infrastructure
- A strong base of core faculty
- Interaction with industry leaders, practitioners and professionals
- Scholarships available to meritorious students
- Additional courses offered to enhance managerial skills
- Mentoring system
- Industry visits
- Internship
- Industry centered assignments. Involvement of students in research work
- Extracurricular activities - sports and cultural
- Assistance to avail bank loan

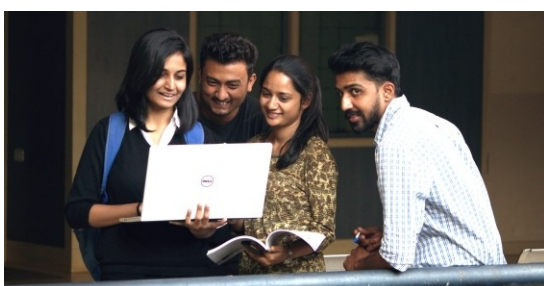
Admission Selection Process:

Admission to the Bachelor of Business Administration (BBA) course at the KLE Technological University is strictly based on merit.

Eligibility:

Pre-University/Higher Secondary/10+2 Examinations or equivalent from any recognized Board or Council in any discipline

Student's Life @ KLE Tech



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(Incorporated under KLE Technological University Act-2012: Karnataka Act No. 22 of 2013, AICTE Approved)

For more information, please contact:

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