

KLE Society's COLLEGE OF BACHELOR OF BUSINESS ADMINISTRATION (BBA), GOKAK

(Affiliated to Ranichannamma University, Belagavi,
Approved by: AICTE New Delhi. Recognized by: Govt. of Karnataka)



**A Better Place to Study
Business Administration**

PROSPECTUS

ABOUT KLE SOCIETY

A byword in India's Educational spectrum, KLE's success story of over ten decades speaks volumes of the dedication and commitment of thousands of people. The K.L.E. Society, perhaps the largest voluntary education organization in the country has its origins dating back to 1916. Thanks to an inspired team of noble young men who dedicated their lives and energies to the cause of education, the KLE made a humble beginning with the founding of its first institution in Belagavi. Three great selfless visionary Founder Members Sri. Sardar Veerabhadrapa Gunappa Naik- Rao Bahadur Desai of Chachadi, RaoBahadur R.C. Artal, Sri. Vijappa A. Anigol and the Seven Founder Life Members Sri.M.R. Sakhare, Prof. S.S. Basavanal, Sri. H.F. Katimani, Sri. B.B. Mamadapur, Sri. B.S. Hanchinal, Sri. PanditappaChikodi and Sri. V.V. Patil got together and their efforts lead to the founding of the K.L.E. Society. With 310+ institutions spread across Karnataka, Maharashtra and Goa, each narrating their own amazing stories of enriching people's lives, a harmony exists that is very palpable. Our alumni, settled in different parts of the world are a testimony to our achievements and endeavors

and are ambassadors promoting the 'Brand KLE' throughout the world. Unmindful of the constraints, KLE ensures that every individual with a desire to learn, irrespective of which strata he/she belongs to in the society has access to infrastructure of international standards. Our well equipped hostels with modern facilities enable every student to enrich himself physically and mentally as well. To ensure that every student is keeping up with the latest developments in technology and the world, all the campuses house internet and IT facilities.

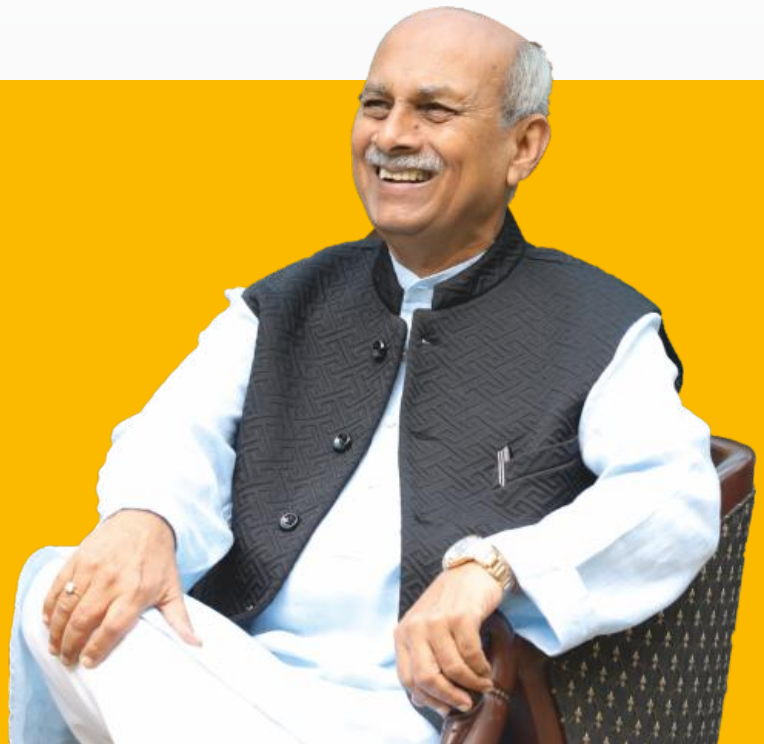
The legacy of selfless - service and sacrifice left behind by the founding fathers is pursued sincerely by the Management to this day. Under the unparalleled leadership of Dr. Prabhakar Kore, the KLE Institution has reached enviable heights. His spectacular chairmanship beyond 30 years, with the active support of his team of elected members, embodies the collective efforts of everyone in KLE, including 13,000 members of the trust.

CHAIRMAN'S MESSAGE

"Education is the foundation on which we build tomorrow and our focus is to build diversity and excellence into the educational system such that every challenge ahead is met with confidence. We believe that education empowers the individual and benefits the society. Swami Vivekananda defines the education as 'the manifestation of the perfection already in man'. We have a vision to provide quality education which will inculcate the values among our students which are essential to compete in today's business world."

Dr. Prabhakar B. Kore

Chairman, Board of Management,
KLE Society, Belagavi



ABOUT THE COLLEGE

KLE society's College of Business Administration Gokak started in 2022 with goal to facilitate high quality education in the field of Business Administration for the rural students. Our college is committed for service to society by giving quality management education to the students of all facets of society.

The College has evolved into one of the most proactive institutions for BBA in the region. In its Successful Journey College has achieved many milestones. Our college has been

playing a valuable role in its concern for students' future, both in their career in life. The emphasis is on development of Emotional Quotient along with Intelligent Quotient. We here not only build career but also values in student's life.

Students in our campus will have the due freedom coupled with responsibility and discipline. Concern for communities is one of the forefront objectives in our students' grooming. Students are encouraged to participate and excel in inter-college, interstate and national level events.



FRONT DESK

KLE Society's College of BBA is recognized as a leading under graduate centre of management studies and one of the best institutions in Gokak region for its excellence in higher education. Further, in our pursuit of achieving higher standards of excellence.

Our students are offered the best in class educational facilities, extracurricular and co-curricular opportunities and placements. These make our students are true global Management professionals, guided by experienced faculty members through their excellent academic inputs as well as nurturing environment of the college as a whole.

The college also focuses on personality development, team building, and enhancement of entrepreneurial skills. We have a well-designed and competent Placement Cell, proactively engaged in arranging placement opportunities for our students with various esteemed Industries.

To conclude I would like to say that KLE Society's College of BBA is the right place to learn and shape

Prof. Arjunsingh Hajeri
Co-ordinator

COURSE STRUCTURE

The BBA degree is spread across Six Semesters in Three Years and is a programme affiliated to Ranichannamma University. Each semester comprises of Papers with a right blend of management and accounting enabling the students to make a career in Business Administration or equip them for self-employed positions



ELIGIBILITY FOR ADMISSION

Candidates should have passed in the qualifying examinations (Pre University or Intermediate) from any recognized Secondary Education Board.

DURATION

3 years 6 semesters

COURSE EVALUATION

Theory Paper Evaluation Scheme (100 Marks)
Examination- Max Marks: 80
Internal Test- 20 Marks

PROGRAM /COURSE STRUCTURE AND SYLLABUS

Designed in accordance with State Education Policy 2024 (SEP)

1st SEMESTER

- English -1
- Kannada or Hindi MIL - 1
- Principles of Management
- Marketing for Managers
- Financial Accounting for Managers

2nd SEMESTER

- English 2
- Kannada or Hindi MIL- 2
- Human Resource Management
- Introduction to Constitution Values-II
- Advance Marketing Management
- Cost Accounting for Managers
- Extracurricular Activities

CERTIFICATION COURSES

In today's competitive business landscape, BBA students can enhance their expertise through certifications in Digital Marketing, Advanced Excel, Data Visualization, Business Analytics, and AI. These courses provide valuable, industry-relevant skills that complement core business education. We offer free comprehensive programs, covering SEO, SEM, data analysis, and AI-driven solutions. These certifications not only equip students with hands-on knowledge but also improve their employability by aligning with current business trends. By gaining expertise in these areas, BBA graduates can confidently take on roles in marketing, analytics, and data-driven decision-making

Digital Marketing
Excel - Advanced Excel
Data Visualisation with Power BI

Business Analytics
Artificial Intelligence



Certification Course on Digital Marketing



Certification Course on Excel and Advance Excel

INDUSTRIAL VISITS



Industrial visit to KMF Dharwad



Industrial Visit to VRL Hubli



Industrial visit to Parle G

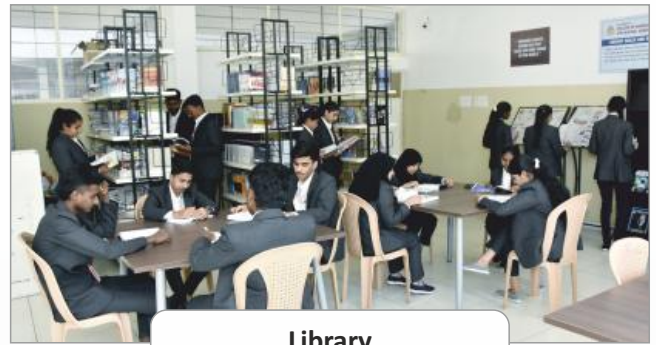


Industrial visit Satish Sugars Pvt. Ltd

INFRASTRUCTURE



ICT Enabled Classrooms



Library



Computer Lab



Office

The college has a well-equipped computer lab, Library and smart classrooms

CLASS ACTIVITIES



Class Activities are conducted for the students to improve their interpersonal skills. Class Activities conducted like- Presentation, Quiz, Poster Making, Logo Designing, Gaming

ACHIEVEMENTS



This academic year our students participated in KLE intercollegiate events and won various prizes

FACULTY

The experienced teachers are involved in teaching the courses. This help in providing the academic excellence with professional expertise to the students of the programme. In addition, the reputed personalities from all over the country will be invited to deliver lectures from time to time our qualified teachers who are committed and dedicated to their professions strive to make learning a fascinating journey and experience for all.



Prof. Arjunsingh Hajeri
Co-ordinator

Post Graduate in MBA(HR)
He has 3 years of teaching experience.

Area of Interest: HR, Management,
Marketing management.



Prof. Annapoorna Hiremath

Post Graduate in M.Com
She has 2 years of teaching experience

Area of Interest: Finance, Accounts,
Entrepreneurship Development.



Prof. Basavaraj Hipparagi
K-Set Qualified

Post Graduate in M.Com
he has 2 years of teaching experience

Area of Interest: Finance, Accounts,
Entrepreneurship Development.



Prof. Pawadesh Deveramani

Post Graduate in MBA(Finance)
He has 8 years of Industry experience.

Area of Interest: HR, Management,
Marketing management.



Prof. Veena Maralingannavar

Post Graduate in M.Com
She has 2 years of teaching experience

Area of Interest: Finance, Accounts,
Entrepreneurship Development.

Placements 2024-25

SUCCESSFULLY
PLACED IN



TATA
CONSULTANCY
SERVICES



Aishwarya Patil

Tata Consultancy Services
Randstad (Tata Electronics)
First Source



Soumya R. H.

Tata Consultancy Services
Randstad (Tata Electronics)



Mohammad S. Chatni

Tata Consultancy Services
Randstad (Tata Electronics)



Gayatri Patil

Tata Consultancy Services
Randstad (Tata Electronics)



Keerti Hulikatti

Tata Consultancy Services
Randstad (Tata Electronics)
First Source



Nazama Mulla

Randstad (Tata Electronics)



Sanjana Satappagol

Tata Consultancy Services
Randstad (Tata Electronics)



Tarun Pujeri

Randstad (Tata Electronics)



Vaishnavi Satapute

Randstad (Tata Electronics)
First Source



Vidyshreea Manavade

Randstad (Tata Electronics)



Contact Us

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