



KALINGA  
UNIVERSITY

# DEPARTMENT OF MANAGEMENT

Elevate your career with a  
management degree



Ranked in  
Top 101-150  
Universities

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

# ABOUT KALINGA UNIVERSITY

Kalinga University, Raipur has emerged as a centre of excellence of higher education in Central India. Strategically located in the Smart City of New Raipur, this University has started carving a niche for itself in the education domain and is rising as a shining star on the horizon of quality education.

**About Raipur** - Raipur is the Capital of Chhattisgarh and New Raipur is the New Capital of Chhattisgarh in the making. New Raipur is the fourth planned city of India with wide roads and miles of greenery and is pollution free. It is the first integrated and smart city of the country. A cosmopolitan city which is also the hub of higher education hosts IIM, IIT, IIIT, National Law University, CIPET, NIT and AIIMS. In addition it also hosts most National and International Brands of Food and Retail Outlets.

**Establishment** - Established in 2013, this University has been able to win the confidence of over 12000 students. Meritorious students from all over the country and various foreign countries like Afghanistan, Angola, Bangladesh, Burundi, Cameroon, Congo, Gambia, Ghana, Ivory Coast, Kenya, Lesotho, Liberia, Malawi, Mosambique, Namibia, Nepal, Nigeria, Papua New Guinea, Rwanda, Somalia, South Korea, South Sudan, Sudan, Swaziland, Syria, Tanzania, Uganda, Zambia and Zimbabwe etc. have chosen this University for their education and career.

**Schools of Excellence** - Currently the University is serving the student community through various schools offering UG and PG programs namely Arts & Humanities, Biotechnology, Commerce & Management, UX Design, Engineering, Fashion Design, Information Technology, Interior Design, Journalism & Mass Communication, Law, Library Science, Pharmacy, Science, Education and Yoga. It also has a centre for Doctoral Research Programmes in various fields.

**Academics and Faculty** - All schools are headed by senior professors having excellent academic credentials and experience of teaching, publications and research. They are ably supported by the well qualified faculty members who come from top educational institutions and the Industry. Students also get an opportunity to learn from a distinguished panel of experts drawn from various industries, who regularly come for guest lectures.

**Infrastructure** - Kalinga boasts of World Class Infrastructure and student facilities with student centric approach. Highest attention is paid to hands on learning approach and students are encouraged to come up with innovative ideas for projects and practicals. The University has more than 75 laboratories and workshops, all well equipped with the latest, state of the art apparatus and tools. Special emphasis is given to the development of communication skills through the language lab. More than 1200 computers are available for the use of the students.

The Library has a collection of over 90,000 books and also offers digital content through membership of DELNET, National Digital Library and NPTEL. Various magazines and journals are available for the use of the faculty and students. Infrastructure consists of Student Hostel facilities, Green Acres, Canteen, Food Mess, Gymnasium, Fully Wi-fi Campus, ATM, Mini Market, Student hangout Areas, Sports Complex, Recreation Halls with Indoor Games and Music and recreation activities.

**Industry Orientation and Leadership** - Industry interaction is an integral part of the curriculum and industrial visits, internships on live projects and mentoring by the Industry leaders are regular features. The University has developed excellent connections with the top Industries of the region by taking memberships of leading industrial associations like Confederation of Indian Industries, PHD Chamber of Commerce and Industry, Federation of Indian Chamber of Commerce and Industry, Indian Importers Chamber of Commerce and Industry, etc. The University has an active chapter of Young Indians in which students get an opportunity to interact extensively with the Industry leaders and attend various corporate seminars and events.

**Life Changing Experience** - Kalinga is a Life Changing Experience where the focus is on over all development of students . NCC, NSS and various other clubs and societies offer opportunities to students to showcase their talent and learn under the guidance of experts. Music, Dance and Martial Arts trainers are available for the students. Coaches of different games and sports like Cricket, Football, Basketball, Volleyball and Athletics are also available for sharpening the skills of the students.

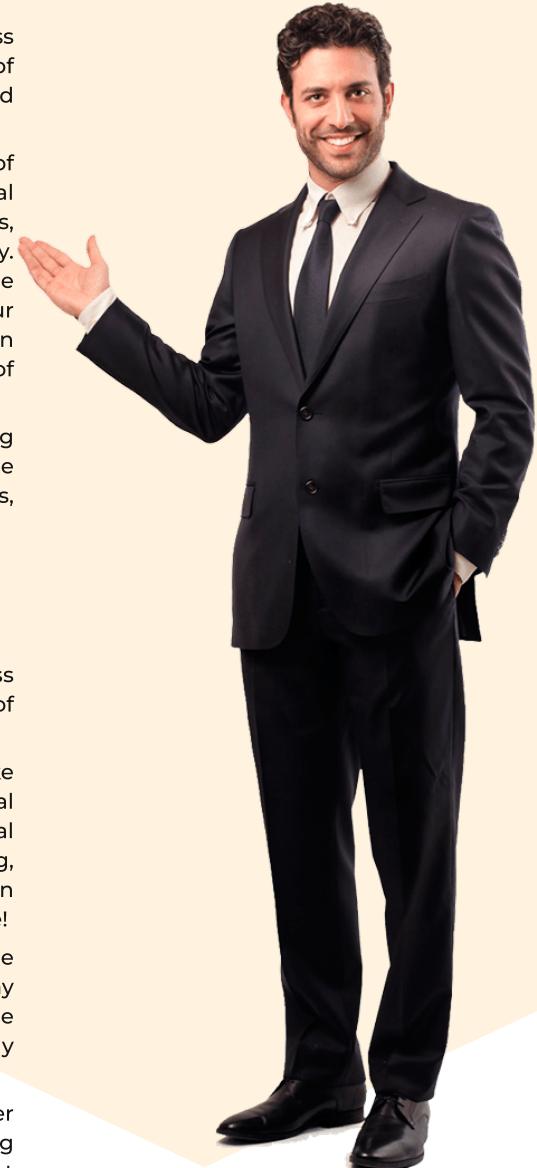


# DEPARTMENT OF MANAGEMENT

The Faculty of Management focuses on management education more than just business management. The commitment is thought leadership with a deep understanding of business. The approach to pedagogy combines fieldwork, case studies, research and instrumented feedback with a strong emphasis on concepts and theory.

We, as a Faculty of Management, are training our students to cope up with the pressure of fierce competition. Our education is a fair blend of human behaviour, organizational psychology & behaviour, human resource management, economics, quantitative methods, finance & accounts, marketing, production & operations, and information technology. Students are given ample opportunity to cultivate creativity and exploit innovations in the work culture. Visits of personnels from corporate world and academia are part of our curriculum to apprise the students of the corporate needs and the latest developments in theory. Industrial visits and trainings are arranged to simulate the ground realities of corporate work and culture into their minds.

Lack of communication skills and ethics poses many problems in our day to day working which becomes serious with the passage of time. Therefore, the students are being given due attention to embed these so that they could come up to the expectations of the customers, organizations and society in a sustainable manner and add value to their job.



## MANAGEMENT STREAM

Management professionals work in all types of departments and areas of business worldwide. Their strong understanding of business environments and the inner-workings of business processes, make them strong leaders in any institution, agency, or organization.

With the right education and networking connections, these managers can virtually take their pick of the areas in which they will thrive! Each career focus and area of educational concentration opens up new doors within business realms, from corporate giants to local companies. Businesses everywhere are on the lookout for managers with the understanding, comprehension, and ethics to occupy vastly important positions in human resources/services, accounting, entrepreneurship, finance, international relations, and more!

After completing Management, a student is well prepared to sustain as a corporate employee or as an entrepreneur. Management degree can boost your career prospects, and in many industries having a management degree will give you the edge over competition. On the other hand, if the student chooses to start his/her own business, he/she can run it successfully and professionally without having to pay expert market consultants.

Management has become a sought after course in the last few years due to its sheer spectrum of career options that you can opt for after completing the course. From marketing to advertising and even finance is great career choice. The demand for Management graduates for consulting jobs is continually high since they have the acumen to analyze what fits best for the client.

## PROGRAMS & ELIGIBILITY

S No	Program	Duration	Mode	Eligibility
01.	BBA (Single Specialisation)	4 Years	Semester	10+2
02.	MBA (Dual Specialisation)	2 Years	Semester	Graduation

**Note:** •Post completion of 4 years, student will be awarded a Bachelor's Degree (Honours/Honours with Research).

- Student will be eligible to pursue a Ph.D. (Doctor of Philosophy) after completing the 4-year Honours/Honours with Research program (with a minimum score of 75% marks), without the need for a 2-year PG program.
- Post completion of 4 years, student will be eligible to complete Post Graduation (PG) in one year.

### Specialisations of MBA (Select any two)

Marketing Management, Human Resource Management, Finance, Banking & Insurance, Healthcare & Hospital Management, Digital Marketing & E-Commerce, International Business, Logistics & Supply Chain Management, Business Analytics, NGO Management, Information Technology and Hotel & Hospitality Management

### Specialisations of BBA (Select any one)

Marketing Management, Human Resource Management, Finance, Event Management & Public Relations, Digital Marketing & E-Commerce, Airline & Airport Operations Management, Hospital Administration, Fintech and Family Business & Startups

# CAREER OPTIONS

## Some Employment Options in Management are:

Advertising | Banking & Finance | Consumer Goods | Digital Marketing & Transformation | E-Commerce | General Management | Hospitality Management | Insurance | International Business | International Relations | Management Consultancy | Marketing & Sales Management | Market Research | Operations & Supply Chain Management | Public Relations | Retail Management | Team Management & Leadership | Telecom

## SECTORS EMPLOYING MANAGEMENT GRADUATES

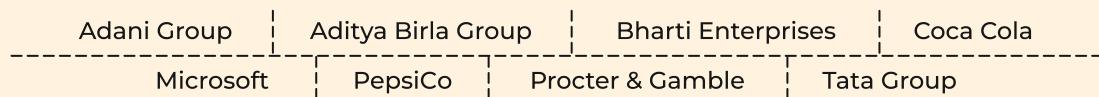
### BANKING & FINANCE



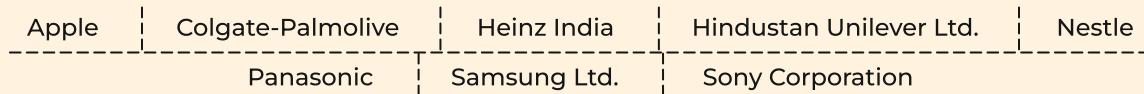
### CONSULTING FIRMS



### CORPORATE GROUPS



### FMCG/FMCD



### TELECOM



## APPROVALS & ASSOCIATIONS



**Call :** +91-9907252100 (For Indian Students)

+91-7470783000 (For International Students)

**Campus :** Kalinga University, Kotni, Near Mantralaya Naya Raipur – 492101, Chhattisgarh, India.

**City Office :** 1st Floor, SLT Water Front, Opp. Telibandha Talab, Raipur - 492001.

**Bhilai Office :** 111, Khichariya Complex, Near Hotel Grand Dhillon, Nehru Nagar, Bhilai, 490020.

[admissions@kalingauniversity.ac.in](mailto:admissions@kalingauniversity.ac.in)

To register for our Entrance Examinations **“KALSEE/KAL-MAT”**  
Scan the QR Code

