



Rewriting the Mantra of **Excellence**



INFORMATION BULLETIN - 2022

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ASBM

The Legacy of Excellence and Innovation

For most seagulls, life consists simply of eating and surviving. Flying is just a means of finding food. However, Jonathan Livingston Seagull is no ordinary bird. For him, flying is life itself. Against the conventions of the seagull society, he seeks to find a higher purpose and become the best at doing what he loves.

'Jonathan Livingston Seagull' by Richard Bach is a fable about the importance of making the most of our life, even if our goals run contrary to the norms of the society. Through the metaphor of flight, Jonathan's story shows that if we follow our dreams, we too can soar.

This story by Richard Bach has inspired many and Prof. Biswajeet Pattanayak is no exception. In fact ASBM University, and its earlier form – Asian School of Business Management – owe their existence to the profound impact that Bach had on him.

An internationally known expert in the domain of Human Resource Management, and a widely acclaimed management Guru, Prof. Biswajeet Pattanayak had an exceptionally enriching career with remarkable achievements, including becoming a full Professor in Indian Institute of Management (IIM) at the very young age of 35. He went on to adorn the position of Director of the Reserve Bank of India run Indian Institute of Bank Management at the age 37, a rare distinction again. In an exceptional manner, Prof. Pattanayak combines all the qualities of a management educator, a wonderful teacher, an excellent trainer, a consultant to industry, a prolific writer and an accomplished researcher. These attributes of the Founder Leader have shaped the culture of the organisation that he envisioned.

Leaving aside the coveted positions that he had occupied, Prof. Pattanayak preferred to return to his home state Odisha to pursue his dream of creating an IIM out of a private business school to provide an affordable platform to meritorious students across the country, and outside as well, interested in pursuing a career in management. That is how Asian School of Business Management was established in 2006 in the very lap of nature in a green campus

close to Chandaka Wildlife Sanctuary at Bhubaneswar, the capital city of Odisha. It was built in record time of 180 days and was inaugurated by the Hon'ble Vice President of India, His Excellency Shri Bhairon Singh Shekhawat with the words, "a new sunrise in management education". His Excellency Shri Rameswar Thakur, Hon'ble Governor of Odisha and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha had also graced the occasion.

Asian School of Business Management was highlighted in the October, 2006 special B School issue of Business India as 'a world-class business school modelled after the best IIMs set up in 180 days'. Over the years, it has been recognised as a front ranking business school for its outstanding achievements and its unique industry-linked sectoral focused programmes. As an autonomous institute, it was offering Post Graduate Programmes in Management with due approval from AICTE, Ministry of Education, Govt. of India. The programme was accredited by National Board of Accreditation and Association of Indian Universities.

ASBM received international recognition through accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA and also by the South Asian Quality Systems (SAQS). In recognition of its outstanding journey of a decade and half benchmarking quality parameters, the Government of Odisha conferred on Asian School of Business Management the 'University Status' on 26th September 2019 by enactment of the ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019).

ASBM University now carries forward the ASBM legacy of excellence and innovation in education and research, and offers cutting-edge programmes in various fields of higher education. The University is engaged in imparting futuristic and holistic education at par with international standards with the objective of preparing our youth to face global competition and to participate in shaping India become a world leader.



Welcome to **ASBM UNIVERSITY**

Boundary-less has become life now with a quest for adventure with the new-gen leaders willing to move to any part of the world, integrate themselves with the region and yet retain their originality and heritage. Asia is playing a pivotal role in determining the shape and direction of the global economy by leading from the front. The new power structures have put India firmly as a global superpower and its managers as the global business leaders, highly respected for their maturity and their legendary humility reflecting our ageless heritage. This has thrown thought provoking challenges to realign and augment the Indian education paradigm.

On this backdrop, ASBM University is being developed as a model institution benchmarking the best universities and institutions of excellence in the world with a clear focus on holistic personality development and action leadership. The University has now five functional schools - School of Business, School of Accountancy, School of Communication, School of Information System and School of Law - offering doctoral, post-graduate and undergraduate programmes. ASBM students are groomed with positive attitude, strong conviction, ethical values and sensitivity towards the changing environment with an entrepreneurial leadership outlook to enable them to become effective leaders in their own sphere.

All said and done, what ultimately matters in life is to achieve happiness. Hence, we do focus on holistic development of a student, while emphasising learning by experimentation, innovation, speed, right attitude, pragmatism, flexible outlook and continuous learning.

On behalf of the ASBMU family, I extend you my heartiest invitation to visit our campus and witness how our students are shaped into leaders of tomorrow.

Prof. (Dr.) Biswajeet Pattanayak

Ph.D., D.Sc., D.Litt., FIMA

Former Distinguished Professor, IIM Indore & Lucknow

FOUNDER & PRESIDENT, ASBM UNIVERSITY

Vision

ASBM University will set best standards in imparting value based quality education that builds leadership.

Mission

ASBM University will strive to instill in the students insatiable desire for new information and knowledge, power of positive thinking, a global mindset, a penchant for out-of-the-box thinking and exemplary speed of execution by benchmarking with the best global practices.

The University will provide a highly evolved value based education that presents the best precepts and practices of transparency, good governance and social sensitivity towards the realities of life in order to create mature newgen leaders.

Quality Policy

- World class learning environment
- Best selection of, and support to, faculty
- Technology enabled teaching and learning
- Continuous learning from the environment
- Research orientation and publishing
- Competitive and collaborative spirit
- Continuous improvement of processes and systems
- Focus on management training and lifelong learning



"ASBM is a new breed university – agile, dynamic and innovative. It believes in the dictum of the great Greek philosopher Plutarch (45 – 120 CE), who said, "The mind is not a vessel to be filled, but a fire to be kindled." We at ASBM University try to kindle in our students a quest for knowledge to ignite them, instead of simply filling them with text book answers that will simply flow out".

Prof. (Dr.) Kalyan Shankar Ray
Vice-Chancellor

Advisory Council



Chairperson

Justice Ananga Patnaik

Former Hon'ble Judge, Supreme Court of India

Members



Ambassador Lalit Mansingh

Former Foreign Secretary
Govt. of India



Prof. D. P. Agrawal

Former Chairman, UPSC
Govt. of India



Prof. Sukhdeo Thorat

Former Chairman, UGC,
Govt. of India



Prof. S. S. Mantha

Former Chairman, AICTE,
Govt. of India



Dr. Satya Narayan Mohanty, IAS (Retd.)

Former Secretary, MHRD
Govt. of India



Mr. Bijay Kumar Patnaik, IAS (Retd.)

Former Chief Secretary,
Govt. of Odisha



Prof. Devinder Malhotra

Chancellor, Minnesota State Colleges &
Universities, USA



Mr. T. Sudhakar Pai

Chairman,
Manipal Group



Ms. Renu Challu

Former MD,
State Bank of Hyderabad



Mr. G. Upadhyaya,

Former CMD,
National Aluminium Co. Ltd.



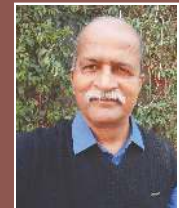
Prof. Aditya Prasad Padhi

Member, NAAC Executive
Committee & Former Vice-Chancellor,
Berhampur University, Odisha



Mr. M. Naveen Kumar, IA & AS (Retd.)

Former CFO & Director (Finance), Bangalore Metro Rail
Corporation Ltd. &
Former Principal Accountant General, Odisha



Mr. Thothathri Raman

International Accreditation Adviser
& Former Executive Editor,
Business India

Board of Governors



President
Dr. Biswajeet Pattanayak

Members :



Dr. Kalyan Shankar Ray,
Vice Chancellor,
ASBM University



Mr. Saswat Mishra, IAS,
Principal Secretary to
Govt. of Odisha, Higher Education Deptt.



Mr. Richard Rekhy
Board Member,
KPMG Lower Gulf &
Former CEO KPMG-India



Mr. Ravindra Chamaria,
Chairman & Managing Director,
Infinity Group



Dr. Manoj Fogla,
Advocate & Senior
Chartered Accountant



Dr. Rama Kanta Jena,
Former Dean of
Commerce & Management,
Utkal University and Goa University



Dr. Promod Kishore Das,
Former Professor of
Economics NCERT



Dr. Phalgu Niranjana,
Pro Vice Chancellor,
ASBM University



Mr. M. Ramakrishna,
Managing Director,
Kistler Morse Automation Ltd.



Shri Laxmidhara Pangari,
Senior Advocate,
Orissa High Court



Dr. Shakti Ranjan Mohapatra,
Dean of Management,
Biju Patnaik University of Technology



Dr. Biranchi Prasad Mishra,
Registrar, ASBM University
Member Secretary

Faculty Mentors



Dr. Biswajeet Pattanayak
Ph.D., D.Sc., D.Litt., FIMA
Distinguished Professor, OB & HR



Dr. Douglas J. Gilbert
MBA, JD, DBA, Ph.D.
Professor Emeritus, Law, Strategy & Entrepreneurship



Dr. Thomas Mathew
ME (IIT-R), MBA Ph.D. (IIT Bombay)
Professor Emeritus, OM & LSCM



Dr. Bhagaban Jayasingh
MA (Allahabad), Ph.D.
Professor, English & Communication and
Dean, School of Communication



Dr. Biranchi Pr. Mishra
M.Tech., Ph.D.
Professor, Operations & LSCM



Dr. Haradhan Das
MA (PM & LW-TISS),
MA (Eco.), D.Phil., LL.M
Professor, HR, IR & Law



Dr. Kalyan Shankar Ray
M.A., Ph.D., PGDBM (NIBM, Pune)
Professor, Banking & Economics



Dr. Manmath Nath Samantaray
MBA, M. Phil., Ph.D.
Professor, Marketing &
Dean, School of Business



Dr. Padmanava Mohapatra
M. Com., Ph.D.
Professor, Accounting & Finance and
Dean, School of Accountancy



Dr. Phalgu Niranjana
M.A., M.Phil., Ph.D.
Professor, OB & HR



Dr. Sachidanand Sogala
MS (University of Illinois),
Ph.D., LL.B., CAIB
Adjunct Professor, Banking &
Finance Analytics



Dr. Shekhar Murthy
M.Sc. (BITS, Pilani), M.Tech. (IIT Kharagpur),
MBA, Ph.D. (Management)
Adjunct Professor, OM & IT



Dr. Susanta Kumar Kanungo
M.A., LL.M., M. Phil., Ph.D. (DU)
Adjunct Professor, Law &
Human Rights



Dr. Bhakta Bandhu Dash
M.A. (NEHU), MBA, LLB, Ph.D.
Sr. Assistant Professor, OB & HR



Dr. Ricky Mohanty
BE, M.Tech., Ph.D.
Sr. Assistant Professor, IT &
Head, School of Info. System



Dr. Apurva Sahay
M.A., Ph.D., B.Ed.
Assistant Professor, Economics



Avijit Mondal
B. Tech., M.Tech., IIT (ISM, Dhanbad),
Ph.D. (Cont.)
Assistant Professor,
Information Systems & Analytics



Dr. Barada P Mohapatra
MBA, Ph.D.
Assistant Professor,
Accountancy & Finance



Daisy Irani Patnaik
M.A., M. Phil., MBA
Assistant Professor,
English & Communication



Dr. Golakh Ku. Behera
M.Com., MFC, Ph.D.
Assistant Professor,
Finance & Accounting



Dr. Kaushik N. Bhuyan
MA, PGDTE, Ph.D.,
Assistant Professor, English
& Communication



Pratap Kumar Pati
B.E., PGDBM (IIT - Kharagpur), Ph.D. (Cont.)
Assistant Professor, OM, LSCM & QT



Dr. Rojalin Sahoo
M.A., Ph.D. (NIT, Rourkela)
Assistant Professor, HR, IR & OB



Dr. Rupsa Mahapatra
M.Com., M.Phil., Ph.D.
Assistant Professor, Finance
& Accounting



Dr. Rutuparna Dash
BE, MBA, Ph.D.,
Assistant Professor, OM & LSCM



Saroj Kumar Bishey
M.A., PGDHRM, Ph.D. (Cont.)
Assistant Professor,
Social Science & HR



Dr. Smaraki Pattanayak
MBA, Ph.D.
Assistant Professor, OB & HR



Dr. Sunil Ku. Das Bendi
MA, MBA, M.Phil., Ph.D
Assistant Professor, Marketing
& Economics



Swasti Suvasweta Satpathy
B.Tech., MBA, Ph.D. (Cont.)
Assistant Professor, OM, LSCM & QT

Why ASBM University



RECOGNITION

ASBM University has been established under Government of Odisha as private unitary University by enactment of ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019). ASBM University has been included in the list of Universities as per section 2(f) of the UGC Act 1956. ASBM University is competent to award degrees as specified by the University Grants Commission under section 22 of the UGC Act.



GLOBAL ACCREDITATION

ASBM is the only University in Eastern India to have been awarded with the prestigious ACBSP (Accreditation Council for Business Schools and Programs, USA) accreditation for its MBA programme which has made it globally recognized. This accreditation has given ASBM University access to around 1200 University Campuses throughout the world for student and faculty exchange as a part of ACBSP's Global Network. ACBSP ignites a standard of excellence with an accreditation process based on Baldrige Education Criteria for Performance.



WORLD CLASS CURRICULUM

The curricula of all the programmes are benchmarked with the best institutions and universities world wide. These are developed with continuous input from industry, experts, practitioners and other stakeholders. ASBM has pioneered in introducing innovative cutting-edge programmes



STATE-OF - THE - ART INFRASTRUCTURE

The University is situated in an idyllic and scenic location close to a verdant forest and the famous Chandaka Wildlife Sanctuary. The state-of-the-art green residential campus, located in a sylvan and salubrious environment, is fully self contained with all the amenities required for a student to pursue studies meaningfully and develop a holistic personality.



MATCHLESS MENTORS

Faculty members are drawn from best of industry and academia with background of institutions of national importance like IIM, IIT, NIT, TISS etc. Those from academics bring with them academic rigour and conceptual lucidity, while those with industry experience bring their hands-on-practice to the classroom.



STELLAR RATINGS

ASBM School of Business has been consistently performing well in many surveys. It has been rated 'A+++ in Business India B-School survey 2020. This rank gives ASBM University the 51st position in the country along with IIM, Kashipur, Raipur, Nagapur and Amritsar.



Prof. Biswajeet Pattnayak, President, ASBM University exchanging MoU with Prof. Ginny Arthur, President, Metropolitan State University, USA in MSU Campus, Minnesota, USA

International Collaboration

- University of Nottingham Malaysia
- Metropolitan State University, Minnesota, USA
- North Carolina Central University (NCCU), Durham, NC, USA
- California State University, San Bernardino (CSUSB), USA
- St. Cloud State University, Minnesota, USA
- Westcliff University, California, USA
- Eastern Michigan University, Detroit, USA
- Universidad Argentina de la Empresa (UADE), Buenos Aires, Argentina
- Management Development Institute of Singapore (MDIS), Singapore



Team ASBMU with Team UNM in UNM Campus, Malaysia



PROF. BISWAJEET PATTANAYAK, THE NEW CHAIR OF ACBSP'S SOUTH ASIA COUNCIL



The renowned educationalist and management guru, Professor (Dr.) Biswajeet Pattanayak is the new Chairperson of USA's prestigious Accreditation Council for Business Schools & Programs (South Asia council, Region 10, which includes South Asia and South East Asian countries namely, India, Pakistan, Bangladesh, Bhutan, Nepal, Maldives, Afghanistan, Iran, Sri Lanka, Cambodia, Laos, Myanmar, Thailand, Vietnam, Malaysia and Singapore). ACBSP acknowledges and accredits the vitality of quality education for various business schools across the world. He will be now in charge of the quality accreditation and evaluation in management education for all the countries in South East Asia.

Our Campus

- Sprawling E-Campus situated in the midst of scenic landscape with natural flora and fauna
- Residential campus with soothing ambience - Separate hostels for girls and boys with internet connection
- Ray Kroc multi-cuisine Food Court, Nestle Coffee Shop, Fast Food Center and Ice-cream Parlour
- Gymnasium, Yoga & Meditation Centre and Entertainment Zone with indoor games for holistic physical, mental and spiritual development
- Outdoor games like Volley Ball, Badminton etc.
- Air-conditioned Central Library - 'Chanakya Knowledge Centre' - with more than 25,000 books and 12,000 international and national journals and e-journals
- Mother Teresa Health Centre to provide 24 hours health service, with an ambulance for emergency
- Fully air-conditioned auditoriums with advanced acoustics and audio-visual equipments and open air theatre
- India Post Payment Bank, Union Bank ATM & ASBM University Post Office
- Charles Babbage Computer Centre with modern computing facilities, SPSS Lab and Language Lab



First Batch (2020) Doctoral Research Scholars on completion of their Course Work
with the President and the Vice-Chancellor

DOCTORAL PROGRAMMES

ASBM University offers Doctoral Programmes in Management (Ph.D. in Management) and in Commerce (Ph.D. in Commerce) for quality research in related subjects to contribute new/ additional knowledge to the discipline leading to the award of the degree of Doctor of Philosophy (Ph.D.) by the University (ASBMU). The programmes are designed to prepare the scholars to gain a thorough knowledge of the concepts and research methods for professional leadership in the field of management and commerce and to promote the culture of research and develop a multi-disciplinary quest combining different areas of management and commerce.

Ph.D. in Management

Organisational Behaviour | HR | Finance | Marketing | IT Management | Operations & LSCM | Strategy | Entrepreneurship | Communication | Economics | Banking |

Ph.D. in Commerce

Trade & Commerce | Accountancy | Financial Markets | Insurance | Equity Markets | Commodity Markets

Eligibility

- Master's degree or a professional degree declared equivalent to the Master's degree by the corresponding statutory regulatory body, with at least 55% marks in aggregate or its equivalent.
- Relaxation of 5% of marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ ST/ OBC (non-creamy layer)/ differently-abled and other reserved categories of candidates as per the decision of the University Grants Commission (UGC) from time to time.
- Candidates possessing Degree considered equivalent to M.Phil. Degree of an Indian institution or from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority.

Duration of the Programme

- The Ph.D. Programme shall be for a minimum duration of three years including course work, and a maximum of six years.

Procedure for Admission

- A candidate desirous of pursuing Ph.D. programme under ASBM University shall apply in the prescribed format. A candidate in regular service should submit a "No Objection Certificate" from the employer.
- Selection for admission shall be done through a two-stage process, viz.,
 - (a) Written entrance test called ASBM Research Aptitude Test (ASBM-RAT),
 - (b) Interview/ Viva-voce.
- For the selection of candidates, weightage of 70% shall be given to the qualifying test (i.e., ASBM-RAT or UGC-NET or UGC-CSIR NET or SET or SLET or GATE or M.Phil. or Teacher-fellowship test, as the case may be) and 30% to performance in the interview/ viva-voce, and the final merit list shall be notified after approval by the Vice-Chancellor.

Course Work

- Course work shall be treated as prerequisite for registration for Ph.D. and all candidates selected for admission into the Ph.D. programme, except those holding M.Phil. Degree.



ASBM SCHOOL OF BUSINESS

A world-class business school modelled to craft unique industry-linked sector specialised management programmes



MASTER OF BUSINESS ADMINISTRATION

HR | Marketing | Finance | Operations |
Logistics & Supply Chain Management |
Business Analytics

MBA - AGRI-BUSINESS

MBA FOR WORKING PROFESSIONALS

MBA SEMESTER ABROAD

with Metropolitan State University, USA

MASTER OF HUMAN RESOURCE MANAGEMENT

In collaboration with National HRD Network (NHRDN)

BBA (Hons.)

BBA - E-Commerce

MBA



MASTER OF BUSINESS ADMINISTRATION

Accredited by Accreditation Council for Business Schools & Programs, USA

DUAL SPECIALISATION (any two) -

HR | Marketing | Finance | Operations |
LSCM | Business Analytics

SINGLE SPECIALISATION (any one) -

HR | Marketing | Finance | Operations |
LSCM | Business Analytics

The Programme aims at training the students in general management concepts, skills and their subsequent applications, with a strong focus on experiential learning. It guides students to master management acumen, to develop out-of-box thinking, ethical business attitudes and sensitivity towards realities of the market to become mature leaders.



MERIT SCHOLARSHIP
Rs. 1,00,000/-

Rs. 1,00,000/- (Rupees One Lakh)
for consistent 60% academic career
(minimum 60% marks or equivalent CGPA in
10th, 12th and Graduation - all the three)



Unique Features

- Global Accreditation by ACBSP, USA
- Option of dual or single specialisation
- Open electives
- IIM model choice based credit system
- Case based innovative teaching pedagogy
- Finishing school for employability
- Summer project
- Capstone project / Live virtual projects
- Subject of Independent Study
- Excellent hostel facility
- Consistently excellent placement since inception.

Curriculum Design

A student will undertake 74 credits of core or compulsory courses and 48 credits of elective courses. One has to complete at least 24 credits in any particular area (out of six elective areas) to declare it as the area of specialisation. The university follows an open credit system for electives. So a student has the freedom to opt for single specialisation or dual specialisation as per her/his choice. A student will undergo Summer Internship Project (SIP) and Subject of Independent Study (SIS) and submit dissertation.

Selection Process

Candidates will be shortlisted based on performance in Qualifying tests, past academic performance, Performance in Group Discussion Personal Interview, Performance in sports and other extra-curricular activities, Academic diversity and Gender diversity with following weightage.

Selection Criteria

National Level Qualifying Admission Test
Career Score
PI
GD
Sports & Professional Experience
Gender Diversity

Weightage

35%
25%
20%
10%
5%
5%



Course Structure

The MBA Programmes under the aegis of School of Business offers Dual specialisations in:
HR | Marketing | Finance | Operations | Logistics & Supply Chain | Business Analytics

Semester - I

- Organisational Behaviour
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Marketing Management
- QT for Managers
- Principles of Management
- Structure & Processes in Organisation
- Business Ethics
- Finishing School Module – I

Semester-II

- Human Resource Management
- Indian Economy & Policies
- Management Information Systems
- Financial Management
- Research Methods
- Operations Management
- Legal Environment of Business
- Strategic Management
- Research Paper Analysis
- Finishing School Module – II

Semester-III

- Subject Electives (Dual/ Single Specialisation)
- Open Electives
- Business Sector Analysis
- Finishing School Module – III
- Finishing School Module – IV

Semester-IV

- Subject Electives (Dual/ Single Specialisation)
- Open Electives
- Capstone Project/ Live Virtual Project

Elective courses

(in Semester III & IV)

Human Resource Management

- Compensation & Reward Management
- Labour Laws
- Performance Management System
- Training & Development
- Industrial Relations
- Strategic HRM
- Organisational Analysis & Transformation

Financial Management

- Financial Modelling & Corporate Reporting
- Financial Markets & Services
- Fundamentals of Commercial Banking
- Security Analysis & Portfolio Management
- Project Finance
- Risk Management & Derivatives

Marketing Management

- B to B Marketing
- Consumer Behaviour

- Marketing Research
- Advertising & Sales Promotion
- Marketing of Services
- Sales & Distribution Management

Operations Management

- Inventory Management & Control
- Purchase Management
- Supply Chain Management
- Production Planning & Control
- Project Management
- Quality Management System

Logistics & Supply Chain Management

- Logistics Management
- Supply Chain Management
- Inventory Management & Control
- Project Management
- Supply Chain Analytics
- International Logistics
- IT in Logistics & Supply Chain

Business Analytics

- Business Analytics
- Data Visualization for Managers
- Data Science Using R
- Machine Learning
- Stochastic Modeling
- Big Data Analytics
- Python Language Practical

Open Electives

(Any Electives of 8 Credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

Summer Internship

After the second semester, the students are required to undertake internship for two months in any organisation to relate their classroom learning with the ground realities of industry.

Eligibility Criteria

- Bachelor's degree or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised University. Final year students can also apply.
- National Level Qualifying Test (CAT/ XAT/ MAT/ CMAT/ ATMA) valid score card/ ASBMUEE Test.

MBA WITH SINGLE SPECIALISATION

MBA - HR

Human capital is central to any organisation. Even in this era of automation, the workplace will fail without support from their human workers. A firm can be successful by facing better odds with a good team of confident, capable and dedicated people. Human Resource specialisation in MBA will make the students gain a solid foundation in global, strategic and developmental human resource issues.

MBA – HR involves an optimum combination of theory and practice that gives the students skills and knowledge in managing the workforce of an organisation. The programme focuses on understanding business operations, complex regulations and laws, leadership, teamwork, decision-making and communication skills to advance organisational objectives, increase employee satisfaction and improve employee performance. The extremely specialised MBA – HR study includes human resource development, organisational change, international human resource management and organisational training.

The students opting for MBA – HR will be equipped with knowledge and skills to enter an array of specialised human resource career options such as HR Manager, HR Expert, HR Consultant, Training and development manager, Talent acquisition manager etc.

The MBA – HR course from ASBM University will prepare the students for HR related leadership roles that need involvement in crucial decision-making in the organisation.



Course Structure

Electives in Semester III & Semester IV

- Compensation & Reward Management
- International HRM
- Labour Laws
- Performance Management System
- Talent Management
- Managing Conflict & Negotiation
- Training & Development
- Labour Economics
- Psychometrics
- Industrial Relations
- Strategic HRM
- Managing Organisational Culture
- Comparative Employee Relations & Unionism
- Assessment & Development Centre

- Human Resource Metrics & Analytics
- Organisational Analysis & Transformation
- Leadership for Business Excellence

Open Electives (any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

MBA - FINANCE

For students having interest in numbers and a career dealing with money, an MBA degree with Finance specialisation can prove to be the right choice.

Finance is everywhere and is an integral part of any economy. It requires augmented financial skills, business ideas and knowledge about working of the economy. MBA – Finance in ASBM University enables the students understand the basics and then learn advanced concepts and subjects to make them ready to handle the finances of a company, including money management and investment strategy.

Specialisation in MBA – Finance improves the ability to innovative by thinking critically with the right management aptitude. This requires in-depth study beyond traditional finance and accounting. Subjects like behavioral finance, financial analytics, business analysis and valuation, security analysis, portfolio management, risk management, derivatives etc. tend to expand the bandwidth of knowledge.

ASBM University stands out as one of the best destinations for MBA in Finance specialisation. The curriculum is carefully designed to equip the students with a strong foundation, both in theoretical and practical knowledge that will help them understand investment strategies, corporate risk management, mergers and acquisitions, and national and global economy etc. Successful completion of this course at ASBM can open a wide array of job opportunities in public and private sectors such as financial analyst, investment banker, wealth manager, risk manager, credit analyst, debt manager, hedge fund manager, and personal financial advisor and portfolio manager.

Course Structure

Electives in

Semester III & Semester IV

- Financial Modelling & Corporate Reporting
- Business Analysis & Valuation
- Financial Markets & Services
- Fundamentals of Commercial Banking
- Security Analysis & Portfolio Management
- Fundamentals of Insurance
- Rural & Micro Finance
- Behavioural Finance
- International Financial Management
- Project Finance
- Retail Banking
- Risk Management & Derivatives

- Strategic Cost Management
- Mergers, Acquisitions & Corporate Restructuring
- Financial Analytics

Open Electives

(any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)



MBA - MARKETING

MBA – Marketing is the most sought after specialisation at ASBM University as it opens the doors to endless opportunities. The course is designed to teach the students make wise marketing decisions, develop marketing campaigns to gain customers, capture markets by adopting effective strategies and much more.

The students studying MBA in marketing specialisation at ASBM learn different tenets that include consumer behaviour, brand management, digital and social media marketing, customer relationship management, marketing analytics, strategic marketing, retail management, marketing research, and international marketing, among other subjects. The pedagogy adopted has a mix of classroom teaching using audio and video aids, case studies etc.

Some of the most popular careers for MBA - Marketing specialisation include marketing managers, advertising managers, market research analysts, and public relations specialists. The students can pursue careers in different marketing-related fields and industries such as retail, banking, hospitality, media, information technology (IT) and information technology enabled services (ITES), as well as fast-moving consumer goods (FMCG).



Course Structure

Electives in Semester III & Semester IV

- B to B Marketing
- Consumer Behaviour
- International Marketing Management
- Marketing Research
- Introduction to Retail
- Rural Marketing
- Digital & Social Media Marketing
- Advertising & Sales Promotion
- Brand Management
- Marketing of Services
- Sales & Distribution Management

- Customer Relationship Management
- Strategic Marketing
- Marketing Analytics

Open Electives (any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

MBA - OPERATIONS

With advancement in production technology, business requires a new and improved form of operations management to help companies create dramatic improvement in customer service and reduction in cost. This is the function that turns an organisation's resources into goods or services. Therefore, 'Operations' is considered to be an essential part of running any business. This has led to Operations Management a specialisation in MBA.

This programme offers a global perspective on industry trends to address customer needs. With a boom in technology, innovation has led to solving age-old problems in a much more effective way. ASBM University understands this change and prepares the students to oversee the company's day-to-day operations in an efficient and effective way.

A student earning an MBA degree in Operations Management is suitable for roles in diverse sectors such as manufacturing, e-commerce, services, pharmaceuticals, wholesale trades and many more in the capacity of operations manager, purchasing manager, operations research analyst, facilities coordinator etc.



Course Structure

Electives in Semester III & Semester IV

- Production Management
- Inventory Management & Control
- Materials Management
- Purchase Management
- Supply Chain Management
- Stores Management
- Business Applications & Game Theory
- Production Planning & Control
- Operations Strategy
- Project Management
- Enterprise Resource Planning – I & II

- Quality Management System
- Service Operations Management
- World Class Manufacturing

Open Electives (any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

MBA - LOGISTICS & SUPPLY CHAIN MANAGEMENT

Logistics and Supply Chain Management is one of the most sought after subjects in business today. It applies a total systems approach to manage the entire flow of information, materials and services from raw material suppliers through factories, transport channels and warehouses to the end-customer. Many companies are achieving significant competitive advantage by the way they figure out and manage their supply chain operations.

MBA – Logistics & Supply Chain Management provides a framework for developing the knowledge and skills required to understand how supply chains should be structured to meet the needs of different products and customer groups.

ASBM University is the first in the country to offer sectoral specialisation in logistics and supply chain management. This course covers a number of foundation courses, subject electives and open electives to develop understanding and knowledge. This is combined with the development of quantitative skills to understand the increasingly complex aspects of supply chain.

MBA – Logistics & Supply Chain Management helps the students advance their careers in the areas of transportation, materials management, purchase management, operations management, warehousing and many more.



Course Structure

Electives in

Semester III & Semester IV

- Logistics Management
- Supply Chain Management
- Inventory Management & Control
- Materials Management
- Purchase Management
- Stores Management
- Business Applications & Game Theory
- Operations Strategy
- Project Management
- Supply Chain Analytics
- Quality Management System

- Service Operations Management
- International Logistics
- Quality Management System
- IT in Logistics & Supply Chain

Open Electives

(any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

MBA - BUSINESS ANALYTICS

Business analytics is a blend of technology and business and has today become a buzzword in industry. It takes a data-driven approach to business to understand usefulness of a dataset and how it can be used to solve problems and increase productivity and efficiency. The concept gained momentum with the rise in computing power allowing increasingly complicated analysis to take place. Analytics now facilitates broad-level decision-making not only in business, but also in other sectors including civil administration. With analytics gaining in importance, an MBA with Business Analytics specialisation is becoming popular now among the students.

With an increasing number of employers hiring data-driven candidates, data analysts have become scarce in the market. That is ASBM University offers this specialised MBA – Business Analytics programme to train the students in disciplines such as data analysis, business intelligence tools, data mining, data visualisation, data modelling and many more in a comprehensive manner to make them both technically and managerially competent in data analysis. Some of the career options available for MBAs in Business Analytics are business analyst, data analyst, data scientist, predictive modeller, business intelligence expert and many more.



Course Structure

Electives in

Semester III & Semester IV

- Business Analytics
- Data Visualization for Managers
- Data Mining & Data Warehousing
- Relational Database Management System
- RDBMS Practical
- Data Science Using R
- E-Commerce
- E-Commerce and Digital Media Analytics
- Machine Learning
- Supply Chain Analytics
- Stochastic Modeling
- Analytics of Internet of Things
- Big Data Analytics

- Python Language Practical
- Marketing Analytics
- HR Metrics and Analytics

Open Electives

(any electives of 8 credits)

- World Business Environment
- Entrepreneurship & Start Up
- Corporate Governance
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Corporate Social Responsibility & Sustainability
- Diversity and Cross Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)

MBA - AGRI-BUSINESS

MBA in Agribusiness programme has been developed to equip the students to tap the emerging and growing opportunities in the agricultural sector. In the days to come, the students will see a greater role of the corporate sector in Indian agriculture in view of the agricultural reforms now being ushered in. That will require a large number of trained and skilled manpower to manage modern agriculture and allied activities.

MBA in Agri-business is a two-year full time programme spread over four semesters. Emphasis is given here on rural immersion module, case analysis and presentation with multi-disciplinary approach to sharpen the managerial skills required to manage agriculture and allied activities as a business. After completion of the Programme, the students can enter an array of specialized career options in various sectors such as corporate agriculture, food processing, agro-marketing, FMCG, banking, marketing analytics, CSR, dairy, horticulture, floriculture, agro-tourism, agro export & import and so on, in addition to becoming agri-entrepreneur.

Unique Features

- Open Elective System
- Choice Based Credit System
- Case Based Innovative Teaching Pedagogy
- Finishing School for Employability and Holistic Personality Development
- Rural Immersion Module
- Research/ Live/ Capstone Projects
- Excellent Hostel Facility inside the University campus

Curriculum Design

The curriculum consists of 132 Credits comprising 58 credits of core courses, 52 credits of subject elective courses and 8 credits each of open elective courses and Summer Internship Project. It also includes other non-classroom teaching pedagogy carrying 6 credits, viz. rural immersion and live virtual/ capstone projects of 2 credits each, with 1 credit each of research paper analysis and business sector analysis.



MERIT SCHOLARSHIP
Rs. 1,00,000/-

Rs. 1,00,000/- (Rupees One Lakh)
for consistent 60% academic career
(minimum 60% marks or equivalent CGPA in
10th, 12th and Graduation - all the three)



Course Structure

Semester – I

Organisational Behaviour
 Managerial Communication
 Accounting for Managers
 Agri Economics
 Agri Marketing Management
 QT for Managers
 Business Ethics
 Agribusiness & Rural Environment
 Rural Immersion Module
 Finishing School Module – I

Semester – II

Human Resource Management
 ICT in Agribusiness
 Financial Management for Agribusiness
 Research Methods
 Operations Management
 Legal Environment of Business
 Food and Agriculture Policy
 Strategic Management
 Research Paper Analysis
 Finishing School Module – II

Semester – III

Agripreneurship Development
 Agri Technology Management
 Microfinance for Agribusiness
 Rural Marketing
 Agricultural Information Systems
 Consumer Behaviour
Open Electives
 Business Sector Analysis
 Summer Internship Project
 Finishing School Module – III
 Finishing School Module – IV

Semester – IV

Food Retail Management
 Commodity Futures, Markets & Derivatives
 Agricultural Risk Management
 E commerce and Agri Business
 Agri Logistics and Supply Chain Management
 Sales & Distribution Management
Open Electives
 Live Virtual Project/ MOOCS

Open Electives

Rural Services Marketing
 Management of Agribusiness Cooperatives
 Contract Farming
 Agro Tourism
 International Trade
 Agro-based Organisation
 Agri-produce Post Harvest Management
 Quality Management

Rural Immersion Module

The students are required to visit rural areas during their course to closely observe the rural lifestyle and understand the socio-economic environment. Thereby they will gain hands on experience about the farm management practices and will also get exposed to various rural and agricultural practices adopted by the farmers in the village, Gram Panchayat, Cooperative Societies, NGO's, etc. and present a report about their learning in the village(s).

Eligibility Criteria

- ▶ Bachelor's degree with minimum 50% marks in aggregate (45% for reserved category) from any recognized University. Students with degree in Agriculture or equivalent will be given preference. Final year students can also apply.
- ▶ National Level Qualifying Test Score / ASBMUEE Test Score

MBA - SEMESTER ABROAD *with* METROPOLITAN STATE UNIVERSITY, MINNESOTA, USA

Programme Overview

Selected students will undergo the 1st & 2nd semesters in ASBM University (ASBMU), Bhubaneswar and the 3rd & 4th semesters at Metropolitan State University (MSU), USA. On successful completion of the programme, the students will be awarded MBA degree by MSU. Any student unable to board MSU for any exigency will have an option to pursue the 3rd and 4th semesters at ASBMU for MBA degree from ASBMU.

Eligibility for Admission

- Bachelor's degree from a recognized Indian University with valid score in qualifying examination, e.g., CAT, XAT, CMAT, MAT, GMAT, ASBM University Entrance Examination.

USP of the Programme

- * Coveted MBA degree from a well-known, prestigious and accredited American University with only one year expenditure in USA,
- * First year study at ASBMU with fee applicable to ASBMU MBA
- * Second year study at MSU on payment of their fee,
- * Exemption from several requirements for direct admission to MBA at MSU.



**Prof. Biswajeet Pattanayak, President, ASBMU
with Prof. Devinder Malhotra, Chancellor, Minnesota Universities &
Prof. Ginny Arthur, President, MSU**

Selection Process

- Candidates will be shortlisted based on performance in qualifying tests, Past academic performance, Performance in Group Discussion Personal Interview, Performance in sports extra-curricular activities, Academic diversity and Gender diversity
- ASBM students who have completed the first year of the MBA program at ASBM will not be required to submit either an essay or two letters of reference. In addition, they will have satisfied Metropolitan State's MBA program prerequisites and will be exempted from the requirement to complete MBA Math.
- Students will be required to supply information required by Metropolitan State's International Student Services Office for admission to the University (e.g. proof of English proficiency – 550 TOEFL score, financial statement, immunization records, etc.). Details can be found at <https://www.metrostate.edu/apply/get-started/international>



**Team ASBMU with Team MSU
at MSU, Minnesota, USA**

MBA for WORKING PROFESSIONALS

Worldwide, Master of Business Administration is considered as one of the most popular post-graduate programmes in the area of Management and Business Studies. The two-year Executive MBA programme creates widened opportunities in the corporate world, primarily for the working professionals looking to enhance their education without interrupting their career. The programme offers specialisation in the field of Marketing, Human Resource, Finance, Operations & LSC Management and Information Technology Management.

Selection Process

Candidates will be shortlisted based on performance in ASBM University qualifying test and past academic performance.

Admission Process

Application can be made online by visiting the website of ASBM University (www.asbm.ac.in). Alternatively, a candidates can obtain the admission application form and information bulletin on payment of Rs. 1000/- (Rupees One thousand only). Application form can also be downloaded from the University website. The application fee can be paid online or by Bank Draft drawn in favour of "ASBM University" payable at Bhubaneswar. Selection for admission will be on the basis of marks in the qualifying examination and performance in the ASBM University selection test in accordance with the University's policy relating to representation of different states in the country.

Course Structure

Semester – I

- Principles and Practices of Management
- Organisational Behaviour
- Accounting for Managers
- Managerial Economics
- Business Statistics
- Business Communication

Semester – II

- Human Resource Management
- Financial Management
- Marketing Management
- Business Research Methodology
- Computer Applications & MIS
- Business Regulatory Framework

Project / Dissertation and Viva-Voce

Semester – III

- Strategic Management
- Operations Management
- Entrepreneurship Development
- Elective/ Specialisation – Three Courses

Semester – IV

- Business Ethics & Corporate Social Responsibility
- E-Business
- International Business
- Elective/ Specialisation – Three Courses



Elective - Any one of the following areas

HR	Finance	Marketing	Operations and Logistics & Supply Chain Management	IT
Compensation & Reward Management	Financial Markets & Services	Consumer Behaviour	Production Management	Networking & Communication
Performance Management & System	Security Analysis & Portfolio Management	Advertising & Sales Promotion	Inventory Management & Control	Operating Systems
Labour Laws	Risk Management & Derivatives	Sales & Distribution Management	Logistic and Supply Chain Management	Relational Database Management System
Strategic HRM	Project Finance	Rural Marketing	Purchase & Stores Management	System Analysis & Design
Industrial Relations	International Financial Management	Retail Management	Quality Management System	Software Project Management
Training & Development	Fundamental of Commercial Banking	Customer Relationship Management	Project Management	Data Mining & Data Warehousing

Eligibility Criteria

- Graduate degree in any discipline from a recognised University/ Institute,
- Minimum three years of work experience in an organisation of repute in the public, private or non-governmental sector. Self-employed persons with minimum three years of experience after obtaining qualifying degree can be considered.
- Sponsorship or 'No Objection Certificate' from the employer for pursuing this course,
- No age restriction,
- Qualifying grade in the entrance test of the University.

Masters in Human Resource Management (MA – HRM)



Offered in collaboration with National HRD Network (NHRDN)

The Indian corporate sector is witnessing unprecedented and intense competition coupled with change at an accelerated pace. Many companies are at the crossroads now facing threat of survival. This problem has been accentuated by the unprecedented pandemic Covid-19 and has thrown multiple challenges before the organisations to operate efficiently by adopting new technologies. People being the prime focus for achieving organisational goal, the people management process has to be wholly re-oriented and re-structured to face the present challenges.

With this backdrop, ASBM University (ASBMU) offers a two-year full time Master Degree Programme in Human Resource Management in collaboration with National HRD Network (NHRDN), the national apex body of HR professionals in India and the largest HR network in the country with 30 chapters and more than 14,500 members spread across the country representing organisations in all sectors – public, private, MNCs, government, NGOs etc. , NHRDN serves as a reference point for HR professionals in Indian Industry. The course has been designed in consultation with NHRDN keeping in view the current industry needs with application-oriented pedagogy to bring in industry perspective and professional outlook to the programme. NHRDN will also provide assistance for summer internship and final placement in member organizations and also for visiting faculty from member organizations to bring HR practice to the class room.

Unique Features

- Course design on CBCS pattern in consultation with NHRDN
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Guest faculty from industry to bring HR practice to the classroom
- Continuous evaluation pattern
- Dissertation/Project
- Separate hostel facilities for boys and girls inside the campus
- Assistance by NHRDN for summer and final placement in its member organisations

Curriculum Design

It is a full time 2-year programme spread over four semesters of six months each consisting of 94 credits, each credit being 10 hours. It includes 16 credits of Electives, 4 credits of dissertation and 8 credits of Summer Internship. The students are required to undertake a dissertation in the sixth semester for in-depth study of subjects of special interest to them under the guidance of a faculty member.





Course Structure

Semester-I

Organisational Behaviour
Quantitative Techniques & Research Methodology
Business Economics
Principles of Management
Structure and Processes in Organisation
Business Communication
Management Information Systems

Semester-II

Labour Laws
Labour Economics
Human Resource Management
Compensation and Reward Management
Legal Environment of Business
Financial Management
Marketing Management
Operations Management
Research Paper Analysis

Semester-III

Conflict Management and Negotiation
Corporate Governance and Business Ethics
Strategic Management
Performance Management Systems
Industrial Relations
HR Analytics

Electives

Strategic HRM
International HRM
Comparative Industrial Relations
Talent Management
Psychometrics
Knowledge Management
Moral Leadership



Semester-IV

Learning and Development
Organisation Development and Change Management

Electives

Managing Organisational Culture
Entrepreneurship & Family Business Management
Gender & Diversity Management
HR Consulting
Well-being At Work
Cross Cultural Management
Assessment & Development Centre
Human Resource Information Systems

Dissertation

Eligibility Criteria

Bachelor's degree or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised University. Final year students can also apply.

BBA (Hons.)

Bachelor of Business Administration (BBA) Honours programme is a three-year full time programme spread over six semesters of classroom interaction. With a well structured curriculum spanning over three years, the programme provides ample scope to the students to gain comprehensive understanding on diverse aspects of business management and corporate functioning, and instills in them requisite skill and expertise to become true action leaders in a highly complex and competitive business environment.



Unique Features

- Offering Honours in HR, Finance and Marketing
- Designed on CBCS pattern
- Case based innovative teaching pedagogy
- Finishing school for employability
- Continuous evaluation system
- Summer Project
- Dissertation

Course Structure

Semester-I

- Environmental Studies
- Basic Financial Accounting
- Economics
- India's Diversity and Business
- English Language and Literature

Semester-II

- Communicative English
- Introduction to Business
- Fundamentals of Management & Organisational Behaviour
- Business Ethics and Corporate Governance
- Computer for Management (Including Practical)

Semester-III

- Business and Corporate Law
- Quantitative Techniques for Management
- Human Resource Management
- Financial Markets & Institutions
- E-Business

Semester-IV

- Psychology for Management
- Production and Operation Management
- Cost and Management Accounting
- Entrepreneurship and Small Business Management
- Personal Finance

Semester-V

- Financial Management
- Marketing Management
- **Elective – I (Choose any One)**
 - HRD: Systems & Strategies (HR)
 - International Finance (Finance)
 - Product and Brand Management (Marketing)
- Internship and Dissertation

Semester-VI

- Research Methodology
- Business Policy & Strategy
- **Elective – III (Choose any One)**
 - Training & Management Development (HR)

- Investment Banking & Financial Services (Finance)
- Advertisement and Sales Promotion (Marketing)

• Elective – IV (Choose any One)

- Performance & Compensation Management (HR)
- Investment Analysis & Portfolio Management (Finance)
- Retail Management (Marketing)

Dissertation

Each student is required to work for dissertation under the guidance of a teacher in any functional area. After the submission of dissertation, there will be viva voce examination.

Curriculum Design

A student will undergo minimum 156 credits of course work during the three-year programme. The courses have been classified into credits. A course carrying 100 marks shall be equivalent to 6 credits or 4 credits. The curriculum consists of 156 credits where Ability Enhancement Courses (AEC) are of 8 credits, Skill Enhancement Courses (SEC) are of 16 credits, Core Discipline courses are of 84 credits, Generic Electives (GE) are of 24 credits and Discipline Specific Electives (DSE) are of 24 credits.

Eligibility Criteria

Any Student who has passed +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examination must submit their mark sheet immediately on the receipt of the same.

BBA (E-COMMERCE)

E-Commerce degree focuses on the technology and online business practices of a company. It is an automatic information system to conduct business on the Internet. E-business majors will gain a comprehensive understanding of creating, funding, and managing Internet businesses. BBA (E-Commerce) course is a three years programme with career orientation in nature that opens many job options for the candidates after its completion.



Unique Features

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Finishing School for employability
- Continuous evaluation system
- Dissertation
- Live projects and industry internship
- Experienced faculty from industry, profession and academics

Course Structure

Semester – I

- Environmental Studies
- Economics
- Basic Financial Accounting
- India's Diversity and Business
- English Language and Literature

Semester – II

- Communicative English
- Fundamentals of Management & Organisational Behaviour
- Introduction to Business
- Business Ethics and Corporate Governance
- Computer for Management (Including Practical)

Semester – III

- Business and Corporate Law
- Quantitative Techniques for Management
- Management Theory and Practice
- Human Resource Management
- E-Business

Semester – IV

- Cost and Management Accounting
- Production and Operation Management
- Knowledge Management
- Software Project Management
- Entrepreneurship and Small Business Management

Semester – V

- Financial Management
- Marketing Management
- Management of ITES
- Internship and Dissertation

Semester – VI

- Research Methodology
- E Retailing
- Digital Marketing
- Artificial Intelligence in Management



Dissertation

Each student is required to work for dissertation under the guidance of a teacher in any functional area. After the submission of dissertation, there will be viva voce examination.

Curriculum Design

A student will undergo minimum 156 credits of course work during the three-year programme. The courses have been classified into credits. A course carrying 100 marks shall be equivalent to 6 credits or 4 credits. The curriculum consists of 156 credits where Ability Enhancement Courses (AEC) are of 8 credits, Skill Enhancement Courses (SEC) are of 16 credits, Core Discipline courses are of 84 credits, Generic Electives (GE) are of 24 credits and Discipline Specific Electives (DSE) are of 24 credits.

Eligibility Criteria

Any Student who has passed +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examination must submit their mark sheet immediately on the receipt of the same.



CENTRE FOR ECONOMICS & PLANNING

MA - Economics

BA - Economics (Hons.)

MA - Economics

Master of Arts in Economics is geared towards enabling students who already have a solid base of economics-based knowledge to learn how to apply these economic principles to real-life situations. The Master's program offers a balance between theories of microeconomic, macroeconomic, and econometrics alongside their scientific applications.



Unique Features

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Dissertation/Project

Course Structure

Semester-I

- Personality Development for Corporate Readiness
- Microeconomic Analysis
- Macroeconomic Analysis
- Statistics for Economics
- Mathematics for Economics

Semester-II

- Advance Microeconomic Analysis
- Advance Macroeconomic Analysis
- Indian Economic Policy
- Basic Econometrics
- Computer Application in Economic Analysis

Semester-III

- Economics of Growth and Development
- Financial Institutions & Markets
- Research Methodology
- **Choose any One**
 - Advanced Econometrics
 - Agricultural Economics
- **Choose any One**
 - Rural Economics
 - Environmental Economics

Semester-IV

- Public Economics
- International Trade
- **Choose any One**
 - Financial Econometrics
 - Regional Economics
- **Choose any One**
 - Urban Economics
 - Economics of Natural Resources
 - Dissertation

Dissertation / Project

Project work is an in-depth study on a topic chosen by the student. The objective of the project work for the students at undergraduate level is to expose students to the social and real world contexts in which the subjects taught in the classroom have applications. The supervisor is supposed to help the student and mentor him/her throughout, from selection of the topic to submission of the project report.

Curriculum Design

A student will undergo minimum 80 credits of course work during the two-year programme. The curriculum consists of 80 credits where Ability Enhancement Course (AEC) is of 4 credits, Core Discipline courses are of 52 credits, Generic Electives (GE) are of 8 credits and Discipline Specific Electives (DSE) are of 16 credits.

Eligibility

Any graduate with Economics one of the subjects from a recognised university with minimum 50% marks in aggregate (45% for reserved category). Final year students can also apply.

BA - Economics (Hons.)

The Bachelor of Arts in Economics is a 3-year long course generally comprising qualitative and quantitative approaches to Social Science. The course essentially involves a study of the main aspects related to improving an organization's overall profitability through different approaches and techniques. It equips you with analytical, communication and problem-solving skills to effectively identify issues, source information and efficient and practical solutions.

Unique Features

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Dissertation/Project

Course Structure

Semester-I

- Environmental Studies
- Introductory Microeconomics
- Mathematical Methods for Economics-I
- Indian Economy-I

Semester-II

- Communicative English
- Introductory Macroeconomics
- Mathematical Methods for Economics-II
- Indian Economy-II

Semester-III

- Intermediate Microeconomics-I
- Intermediate Macroeconomics-I
- Statistical Methods for Economics
- Public Economics
- Data Analysis and Computer Applications

Semester-IV

- Intermediate Microeconomics-II
- Intermediate Macroeconomics-II
- Introductory Econometrics
- Money and Financial Markets
- Financial Economics

Semester-V

- Research Methodology
- Development Economics-I
- **Elective – I (Choose any One)**
 - Political Economy-I
 - Comparative Economic Development (1850-1950)
- **Elective – II (Choose any One)**
 - International Economics
 - Economics of Health and Education

Semester-VI

- Applied Econometrics
- Development Economics-II
- **Elective – III (Choose any One)**
 - Political Economy-II
 - Environmental Economics
- Dissertation and Viva-Voce

Dissertation/Project:

The project is intended to establish the connection between Economics as confined to the text books and class rooms and Economics at play in the ground. It is undertaken with the guidance of a faculty supervisor. The supervisor is supposed to help the student and mentor him /her throughout, from selection of the topic to submission of the project report.

Curriculum Design

A student will undergo minimum 148 credits of course work during the three-year programme. The courses have been classified into credits such as six credits and four credits. The curriculum consists of 148 credits where Ability Enhancement Courses (AEC) are of 8 credits, Skill Enhancement Courses (SEC) are of 8 credits, Core Discipline courses are of 84 credits, Generic Electives (GE) are of 24 credits and Discipline Specific Electives (DSE) are of 24 credits.

Eligibility

Any Student who has passed +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examination must submit their mark sheet immediately on the receipt of the same.



ASBM School of Accountancy

M.Com. | B.Com (Hons.)

M.Com.

Programme Overview

Commerce education has taken a front seat as a career option long back. The continuous expansion of trade and commerce in the world has always kept the importance of this study in a high level. The scope of employability or starting a business is always an inherent opportunity for this study. The undergraduate studies in commerce also provide avenues to pursue the studies to become a Professional Accountant or Management Accountant. The New age commerce education has fine tuned itself by incorporation of more and more components from Management studies. It leads to the development of managerial perspective in a commerce graduate.

Why Master of Commerce

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Innovative teaching pedagogy
- Choice based credit system
- Continuous evaluation pattern

Eligibility

Any students who has passed B.Com (Hons.) or B.Com (Pass) with 50% marks from any recognized University (45% for Reserve Category) shall be eligible for apply for admission. Candidates appearing for their final year graduation examination must submit their mark sheet immediately on the receipt of the same.

Course Structure

Semester - I

- Corporate Financial Accounting & Planning
- Quantitative Methods for Management
- Managerial Economics
- Organisation Theory & Behaviour
- Bank & Insurance Management
- Emerging Business Laws
- Soft Skills





Semester- II

- Financial Management & Policy
- Operation Research
- Accounting for Managerial Decision Making
- Advance Marketing Management
- Human Resource Management
- Business Research Method
- Any one from DFEC

Semester- III

- Entrepreneurship Development
- Business Analytics
- Any one group from DEC (Two Courses)
- Any one from DFEC
- Project Report & Viva-voice

Semester- IV

- E-Commerce
- Strategic Management
- Business Ethics & Corporate Governance
- Any one group from DEC
(Two Courses)
Seminar Presentation

Discipline Elective Courses [DEC]

(Any one group may be chosen)

Group: A (Accounting Group)

- Advanced Accounting
- Business Taxation
- Accounting Standards & Corporate Reporting
- Advanced Auditing

Group: B (Finance Group)

- Financial Market & Services
- International Financial Management
- Security Analysis & Portfolio Management
- Risk Management & Derivatives

Group: C (Marketing Group)

- Consumer Behaviour
- Sales & Distribution Management
- Marketing Research
- Strategic Marketing Management

Group: D (Financial Modeling & Analytics)

- Financial Market & Services
- Financial Modeling Using Spreadsheet
- Business Forecasting

- Business Analytics using R

Discipline Free Elective Courses [DFEC]

(Any one in Semester II and Any one in semester III)

Soft Skill (Compulsory in Semester I)

- Rural Development
- Micro Finance
- Rural Marketing
- Indian Economy
- Women Entrepreneurship

B.Com (Hons.)

Programme Overview

Commerce education has taken a front seat as a career option long back. The continuous expansion of trade and commerce in the world has always kept the importance of this study in a high level. The undergraduate studies in commerce provide avenues to pursue the studies to become a Professional Accountant or Management Accountant.



Why Bachelor of Commerce

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Choice based credit system
- Continuous evaluation pattern
- Business Research Methods and Project Work
- Honours in Accounting & Finance, Banking and Insurance, Financial Market and Management

- Separate hostel facilities for boys and girls inside the campus
- Institute owned transportation facilities
- Arrangement for CAT/MAT and CA coaching in the campus, provided minimum viable number of students register for it. The normal fee structure of the Institute does not include this facility.

Eligibility

Any Student who has passed +2 Commerce / Arts / Science or its equivalent public examination with 45% marks by any recognized board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examinations must submit their mark sheet immediately on the receipt of the same.

Course Structure

Semester -I

Environmental Studies
Financial Accounting
Business Law
Microeconomics

Semester -II

Communicative English
Cost Accounting
Corporate Laws
Macro Economics & Indian Economy
Business Mathematics

Semester -III

Corporate Accounting
Income Tax Law and Practice

Principles and Application of Management
Business Statistics
E-Commerce

Semester -IV

GST & Indirect Taxes
Management Accounting
Computer Application in Business & Data Management
Entrepreneurship
Principles of Marketing

Semester -V

Computerised Accounting & e-filing of Tax Returns
DSE-I (Discipline Specific Elective Course)

Any one of the following

- Accounting and Finance:** Financial Markets, Institution and Services
 - Banking and Insurance:** Indian Banking
 - Financial Market:** Indian Financial Systems - I
 - Management:** Financial Markets, Institution and Services
- DSE-II (Discipline Specific Elective Course)

Any one of the following

- Accounting and Finance:** Financial Statement Analysis & Reporting
- Banking and Insurance:** Insurance & Risk Management
- Financial Market:** Indian Financial Systems- II
- Management:** Human Resource Management

Semester -VI

Auditing and Corporate Governance
Corporate Tax Planning

DSE-III (Discipline Specific Elective Course)

Any one of the following

- Accounting and Finance:** Fundamentals of Investment
- Banking and Insurance:** Merchant Banking & Financial Services
- Financial Market:** Financial Market Operation
- Management:** Consumer Affairs and Customer Care



ASBM SCHOOL OF COMMUNICATION

MA - Communication & Digital Media

BA - Communication & Digital Media

MA - English | BA - English (Hons.)

MA - COMMUNICATION & DIGITAL MEDIA

Programme Overview

Master of Arts in Communication and Digital Media is a postgraduate degree that provides students advanced research, writing, and presenting skills. Students will typically investigate topics based on a broad range of subjects that will apply their academic experience to their career. This course provides versatile career opportunity platform includes: journalist, communications manager, public diplomacy officer, and various jobs in the business area.

Why M.A. - Communication and Digital Media

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Choice based credit system
- Continuous evaluation system

Eligibility

Any graduate (General / Technical or Professional) from any recognized University must have good academic record and scored minimum 50 percent marks in his/her Graduation Score (45% Marks for Reserve Category). Candidates appearing for their final year graduation examination must submit their mark sheet immediately on the receipt of the same.

Course Structure

Semester -I

- Introduction to Communication
- Communication Theory and Practice
- Media Management and Policies
- Media and Current Affairs
- Strategic Communication – 1 : Writing Across Platforms
- Media and Culture Studies

Semester-II

- Communication Research Methods
- Concepts and Types of Digital Media
- Cyber Communication

- Social Media: Concepts & Strategies
- Strategic Communication -2 : Crisis Management
- Media Laws and Ethics

Semester-III

- Global Communication
- Digital Storytelling
- Media, Entertainment & Data: Business Ecosystems
- Creative Communication
- Digital Marketing Communication
- Organizational Communication

Electives (Choose any two)

- Brand Planning and Management
- Environmental and Development Communication
- Persuasive Written and Visual Communication

Semester - IV

- Social Media Management
- Development Communication
- Information and Communication Technologies and New Media
- Media Ecology
- Environmental and Development Communication
- Dissertation

Electives (Choose any two)

- Writing for Advertising and Public Relations
- Data and Investigative Journalism
- Corporate Communication and Reputation Management
- Metaphor and Narratives (M&N) / Introduction to Cinema & Film Studies



MA - English

Programme Overview

Master of Arts (M.A.) in English Programme intends to familiarise students to the extensive study of various literatures and cultural aspects such as visual art, historical traditions, communication studies and communities. Banking upon the concepts and theoretical frameworks from various disciplines such as literature, history, visual art, film, media, journalism and sociology, the Programme

facilitates students to reflect and evaluate mottled perspectives to the study of literature, and socio-cultural and political forms specific to race, gender, identity, nationality, religion and worldview.

The University offers the Master of Arts in English is a two-year full time Programme spread over four semesters of classroom interaction. The Programme equips students to reflect and analyse a multitude of texts such as literary works, academic writing, technical writings, memoirs, travelogues, historical and geographical narratives, biographies and case studies.

Why M.A. English

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Domain & sectoral focused specializations
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Separate hostel facilities for boys and girls inside the campus



Course Structure

Semester-I

- Foundations: History of English Literature
- British Poetry From Chaucer to Pope
- Indian Writing in English and in English Translation
- Language Management and Communication Skills

General Elective (Choose Any One)

- Introduction to Communication and Language
- Film and Literature

Semester - II

- History and Spread of English Language
- Nineteenth to Modern British Poetry
- British Drama (Marlowe to Dryden)
- British Drama (18th Century to Modern Period)

General Elective

(Choose Any One)

- Verbal and Non-verbal Communication
- Gender and Literature

Semester - III

- British Fiction (18th and 19th Centuries)
- British Fiction (Modern Period)
- British Prose

Semester - IV

- Literary Criticism and Contemporary Theories
- Postcolonial Literatures and Theory
- Project/Dissertation

Discipline Specific Electives

(Choose any Two)

- Introduction to Linguistics and Structure of Modern English
- Children's Literature
- Travel Writing
- Nineteenth Century American Literature

Discipline Specific Electives

(Choose any Two)

- Popular Literature
- American Literature of the Twentieth Century
- Modern European Literature
- Writing for Advertising and Public Relations
- Modernism and Postmodernism

Eligibility

Candidates who have pursued a BA in English or equivalent degree with a minimum 50% marks in aggregate (45% for reserved category) from any recognised University. Final year students can also apply.



BA - Communication and Digital Media

Programme Overview

The Bachelor of Arts in Communications & Digital Media prepares students for career change, advancement or graduate education, while providing personal enrichment. The Programme explores the various aspects of creating, transmitting and analysing messages which flow among individuals, groups, organizations and societies. Students of this course are trained with corporate communication and mass communication. They develop a broad general knowledge of the traditional liberal arts disciplines while developing a greater depth of knowledge in Communications. The students will get BA (Communication & Digital Media) degree from ASBM University after successful completion of three years of study.

Why B.A. Communication and Digital Media

- Designed on CBCS pattern
- Practice-driven experiential learning
- Emphasis on building thinking and analytical skills and solving real-life projects
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Separate hostel facilities for boys and girls

Eligibility

Any Student who has passed +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognised board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examination must submit their mark sheet immediately on the receipt of the same.

Course Structure

Semester - I

- Introduction to Communication
- Communication Theory
- Environmental Science
- The Craft of Writing

Semester - II

- English Communication
- Media and Culture Studies
- Media Laws and Ethics
- Television and Radio Communication- Basics

Semester - III

- Advertising – Principles
- Public Relations- Principles and Practice
- Gender and Communication
- Visual Communication
- Digital and Multimedia Platforms

Semester - IV

- Broadcast Journalism
- Media Ecology
- Understanding Social Media
- Art and Entertainment Communication
- Specialized Reporting

Semester - V

- Political Communication
- Event Management
- Media Management
- Integrated Marketing Communications

Semester -VI

- Development Communications
- Corporate Communication
- Online Journalism
- Magazine and Niche Journalism



BA - English (Hons.)

Programme Overview

The Bachelor of Arts (Honours) in English is one of the most preferable choices among students who are passionate about reading and enjoy critical thinking. The Programme intends to familiarise the students to the extensive study of literature which includes various types of poetry, prose, novels, drama etc. Through this programme, the students study about the different periods of literature which helps them to interpret and analyse how literatures and writings evolved over the time.

The University offers Programme in the Bachelor of Arts (Honours) in English is a three-year full time Programme spread over six semesters of classroom interaction. The Programme prepares the students to formulate analysis and critical insights deeply ingrained in the suitable methodological contexts, through reflective reading and writing practices.

Bachelor of Arts (Honours) in English will enable the potential learners to get exposed through immersive experiences such as rendezvous with writers from all walks of life, engaging in discourses with academicians, publishers, editors, journalists; and plethora of opportunities to train and work as research assistants in the future endeavours.

Why B.A. (English Hons.)

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Separate hostel facilities for boys and girls inside the campus

Eligibility

Any Student who has passed +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India shall be eligible for applying to the course. Candidates appearing for their final year +2 examination must submit their mark sheet immediately on the receipt of the same.

Course Structure

Semester – I

- History of Literature and Philology
- European Classical Literature
- Academic Writing and Composition
- Environment Science

Semester – II

- British Poetry and Drama (14th- 17th Century)
- Indian Writings in English
- Media and Communication Skills
- Communicative English

Semester-III

- British Poetry and Drama (17th- 18th Century)
- American Literature
- Popular Literature
- Contemporary India: Women and Empowerment
- Soft Skills

Semester -IV

- British Literature (18th Century)
- British Romantic Literature
- 19th Century British Literature
- Language and Linguistics
- Art of Public Speaking

Semester -V

- Postcolonial Literatures
- Early 20th Century British Literature

Discipline Specific Electives

(Choose any Two)

- Literary Theory
- Partition Literature
- Science Fiction and Detective Literature

Semester -VI

- Women's Writing
- Modern European Drama

Discipline Specific Electives

(Choose any Two)

- Literary Criticism
- Literature And Cinema
- Research Methodology



School of Information System

M.Sc. – IT Management

M.Sc. – Computer Science

B.Sc. – IT Management

B.Sc. – Computer Science (Hons.)

BCA



M.Sc. - IT Management

Information and Communication Technology (ICT) allows business to be conducted at a faster pace. The importance of information technology has grown over the years because of increase in amount of data collected by different departments in an organisation. Effectively managing the planning, design, selection, implementation, use and administration of information technology is crucial for the success of every business and organisation.

The University offers Master of Science in Information Technology Management (M.Sc. – ITM) to augment students' knowledge by integrating information technology and management for achieving organisational goals. The programme helps the students to learn the important facts, concepts, principles and theories in information technology management when analysing complex situations.



Unique Features

- Choice based credit system
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work

Course Structure

Semester-I

- Advanced Computer Architecture
- Computer Graphics
- Mobile Communications
- Probability and Stochastic Process
- Marketing Management

Semester-II

- Artificial Intelligence
- Data Mining and Data Warehousing
- Design and Analysis of Algorithms Lab
- Wireless Sensor Networks
- Human Resource Management

Semester-III

- Software Project Management
- Cryptography and Network Security
- IT Infrastructure Design
- Internet of Things
- Research Methodology

Semester-IV

- **Choose any One**
 - Cloud Computing
 - Bioinformatics
- **Choose any One**
 - Digital Image Processing
 - Embedded Systems
- **Choose any One**
 - Strategic and Performance Management
 - Accounting for Business & Legal Aspects
- Project Work

Project Work

In fourth semester, the project is considered involving application of knowledge in solving/ analysing/ exploring a real life situation/ difficult problem. The students are required to undertake project work in industry/ research and development laboratories/ educational institutions/ software companies to acquire special/advanced knowledge to supplement study/support study to their classroom learning.

Eligibility

Bachelor's degree or equivalent in Computer Science/ITM/IT/BCA/ B. Tech. in Computer Science/IT/Electronics with minimum 50% marks in aggregate (45% for reserved category) from any recognized University. Final year students can also apply.



M.Sc. – Computer Science

Programme Overview

Computer science has made rapid strides in the last decade and has ventured into new areas like artificial intelligence, machine learning, analytics etc. It has thereby pervaded all aspects of human pursuit ranging from manufacturing, trade and services, transport, healthcare, hospitality, banking, education, defence, automobiles, retail stores, marketing etc. to governance, administration and policymaking.

Keeping in view the industry demand and the new developments in the discipline, the M.Sc. programme in Computer Science offers subjects like Artificial Intelligence, Machine Learning, Cloud Computing, Cryptography, Cyber Security, Mobile Computing, Computer Architecture, Software Engineering, Data Analytics etc. The programme will be delivered as experiential learning through project-driven modules with instructor-led sessions backed by lab work and practicum exercises.

Successful completion of this course at ASBM University can open a wide array of job opportunities in public and private sectors such as big data engineer, business intelligence developer, data scientist, research scientist, data analyst and many more.

Unique Features

- Artificial Intelligence as a core subject
- New edge electives like Machine Learning, Cloud Computing, Cryptography, Cyber Security, Mobile Computing, Data Analytics etc.
- Designed on CBCS pattern
- Practice-driven experiential learning
- Emphasis on building thinking and analytical skills and handling real-life projects
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Separate hostels for boys and girls inside the campus

Eligibility Criteria

Bachelor's degree or equivalent in Computer Science/ Information Technology/ Information Technology Management/ Computer Application/ B.Tech. in Computer Science/ IT/ Electronics with Mathematics at 10+2 level or graduation level, with minimum 50% marks (45% for reserved category) from any recognised University. Final year students can also apply.





Course Structure

Semester – I

Design and Analysis of Algorithms
 Computer System Architecture
 Database Systems & Implementation
 Discrete Mathematical Structures
 Object Oriented Programming (using C++)
 C++ Lab
 Database Lab

Semester – II

Computer Networks
 Advanced Java
 Operating System Design
 Theory of Computation
 Introduction to Data Science
 Java Programming Lab
 Operating Systems Lab

Semester – III

Artificial Intelligence
 Software Engineering
 Compiler Design

Elective - I

Optimisation Techniques;
 Or
 Big Data

Elective - II

Introduction to Data Analytics;
 Or
 Computer Graphics
 AI Programming Lab
 Software Engineering Lab

Semester – IV

Elective - III (Choose any One)

- Cryptography & Cyber Security; Or
- Cloud Computing; Or
- Machine Learning

Elective - IV (Choose any One)

- Distributed System; Or
- Mobile Computing; Or
- Natural Programming Language

Project Work and Viva Voce

B.Sc. - Computer Science (Hons.)

Programme Overview

The University offers Bachelor of Science in Computer Science (Hons.) to students after completion of their +2/ Class XII examination. The programme is designed to help the students learn programming techniques and the syntax of one or more programming languages and thereby make them solve problems, accomplish IT tasks, and express creativity, both individually and collaboratively. It is meant for persons with a passionate interest in technology, who wish to progress in careers such as software engineer, system administrator, data scientist, financial analyst, app developer and IT consultant.

Why B.Sc. – Computer Science (Hons.)

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Dissertation/Project
- Separate hostel facilities for boys and girls inside the campus for interested students

COURSE STRUCTURE

Semester - I

Environmental Studies
Programming Methodology
Programming Methodology Lab
Digital Logic
Digital Logic Lab
Calculus and Linear Algebra

Semester -II

Communicative English
Data Structure
Data Structure Lab
Computer Organisation
Computer Organisation Lab
Statistics and Probability

Semester - III

Operating System
Operating System Lab
Algorithms
Algorithms Lab
Computer Networks
Numerical Techniques
Python Programming

Semester -IV

Software Engineering
Database Management System
Dbms Lab
Object Oriented Programming

Eligibility Criteria

Higher Secondary (+2/ XIIth) Science or equivalent with Mathematics as a subject without the mark in extra optional, if any with minimum 50% marks in aggregate (45% for reserved category) from a recognised Board. Final year students can also apply.

OR

Three year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by State Council of Technical Education and Vocational Training. Final year students can also apply.

Java Programming Lab

Discrete Mathematical Structure

Web Programming

Semester - V

Internet Technologies

Artificial Intelligence

Artificial Intelligence Lab

Choose any Two

Image Processing

Data Analytics

System Security

Data Mining

Human Computer Interface

Semester - VI

Computer Graphics

Computer Graphics Lab

Machine Learning

Choose any One

Modelling And Simulation

Cloud Computing

Internet of Things

Project Work



B.Sc. - IT Management

Programme Overview

Information and Communication Technology (ICT) allows business to be conducted at a faster pace. The importance of information technology has grown over the years because of increase in amount of data collected by different departments in an organisation. Effectively managing the planning, design, selection, implementation, use and administration of information technology is crucial for the success of every business and organisation.

The University offers Master of Science in Information Technology Management (M.Sc – ITM) to augment students' knowledge by integrating information technology and management for achieving organisational goals. The Programme helps the students to learn the important facts, concepts, principles and theories in information technology management when analysing complex situations.

The M.Sc. (ITM) from ASBM University will prepare the students for application Programmer, information systems manager, computer support specialists etc. that need involvement in crucial decision-making in the organisation.

Why Bachelor of Science (IT Management)

- Choice based credit system
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Project
- Separate hostel facilities for boys and girls inside the campus



Eligibility Criteria

Higher Secondary (+2/XIIth) Science or equivalent with Mathematics as a subject without the mark in extra optional, if any with minimum 50% marks in aggregate (45% for reserved category) from a recognised Board. Final year students can also apply.

OR

Three year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by State Council of Technical Education and Vocational Training. Final year students can also apply.

Course Structure

Semester-I

- Environmental Studies
- Digital Logic
- Digital Logic Lab
- Programming Using C
- Programming Using C Lab
- Discrete Mathematical Structures
- Discrete Mathematical Structures Lab

Semester-II

- Communicative English
- Computer Organization
- Computer Organization Lab
- Data Structures
- Numerical Techniques
- Numerical Techniques Lab

Semester-III

- Programming Using C++
- Programming Using C++ Lab

- Database Systems
- Database Systems Lab
- Principles of Management
- Python Programming
- Statistical Techniques

Semester-IV

- Object Oriented Programming
- Java Programming Lab
- Management Accounting
- Operating Systems
- Operating Systems Lab
- Android Programming
- Operations Research
- Operations Research Lab

Semester-V

- Web Technology
- Web Technology Lab
- Software Engineering
- Software Engineering Lab
- Data Science
- Data Science Lab
- Managerial Economics

Semester-VI

- Cloud Computing
- Computer Networks
- Computer Networks Lab
- Financial Management
- Project Work

BCA

Programme Overview

With rapid growth in the use of information technology in all spheres of life, its effective application has become crucial for the success of any business or organisation. This has created a lot opportunities for skilled computer professionals, and so the demand for computer graduates is increasing day by day.

ASBM University offers the course in Bachelor of Computer Application (BCA) to students after completion of their +2/ 12th Class examination. This programme aims at creating computer professionals with a strong foundation of advanced skills and also the right ethical values to face the challenges and opportunities in the IT industry. The BCA programme is designed to bridge the gap between demand for and supply of skilled professionals in computer application.

Why Bachelor of Computer Application

- Designed on CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work
- Separate hostel facilities for boys and girls inside the campus for interested students

Eligibility Criteria

Higher Secondary (+2/XIth) Science or equivalent with Mathematics as a subject without the mark in extra optional, if any with minimum 50% marks in aggregate (45% for reserved category) from a recognised Board. Final year students can also apply.

OR

Three year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by State Council of Technical Education and Vocational Training. Final year students can also apply.

Course Structure

Semester – I

Environmental Studies
Digital Logic
Digital Logic Lab
Programming Using C
Programming Using C Lab
Basic Financial Accounting

Semester – II

Communicative English
Computer Organization
Computer Organization Lab
Data Structures
Data Structures Lab
Fundamentals of Management &
Organisational Behaviour

Semester – III

Programming Using C++
Programming Using C++ Lab
Database Systems
Database Systems Lab
Discrete Mathematical Structures
Discrete Mathematical Structures Lab
Statistical Techniques
Python Programming

Semester – IV

Java Programming
Java Programming Lab
Computer Networks

Computer Networks Lab
Operating Systems
Operating Systems Lab
E-Commerce
Android Programming

Semester – V

Web Technology
Web Technology Lab
Software Engineering
Software Engineering Lab
Unix Programming
Unix Programming Lab
Data Mining
Data Mining Lab

Semester – VI

Computer Graphics
Computer Graphics Lab
Numerical Techniques
Numerical Techniques Lab
Data Science
Data Science Lab
Project Work



Hon'ble Justice Ananga Kumar Patnaik
Acclaimed Jurist and Former Judge, Supreme Court of India
Chief Mentor, ASBM School of Law &
Chairman, ASBM University Advisory Council



ASBM SCHOOL OF LAW

Recognised by Bar Council of India

5-Year Integrated Programmes

BA LLB (Hons.) | BBA LLB (Hons.)

5-Year Integrated Programme BA LLB (Hons.)

Approved by Bar Council of India

Programme Overview

Law has importance in every aspect of an individual's life. No civilised society can survive without the enforceability of law, and hence the importance of law education. Law education has undergone significant changes over time and has resulted in designing integrated and niche interdisciplinary courses.

Keeping in view the new developments in the discipline and also the necessity, ASBM University offers Bachelor of Arts & Bachelor of Law - Honours (BA LLB - Hons.) course as a five-year full-time integrated programme with recognition and approval from Bar Council of India, spread over ten semesters.

With a well-structured curriculum, this programme provides ample scope for the students to develop an analytical mind-set with interrelationship between humanities and law. It is carefully designed to equip the students with a strong foundation, both in core and law subjects that will help them gain in-depth knowledge to understand the dynamics of practical application of law in the real world.

ASBM University is one of the best destinations for BA LLB (Hons.) programme. Successful completion of this course can open a wide array of opportunities both in public and private sectors, such as judicial service, civil service, law firms, corporate houses, banks, consultancy etc., of course in addition to professional law practice.

Unique Features

- Experienced faculty from industry, profession and academics
- Practical hands-on experience from practicing law professionals
- Moot Court Exercise and Internship for practice-driven experiential learning
- Honours in Law related to Business, Intellectual Property, Information Technology and Cyber Security;
- Foreign language
- Designed on CBCS pattern with electives
- Continuous evaluation system
- Separate hostels for boys and girls inside the campus

Curriculum Design

The students will undergo 256 credits of course work during the five-year programme that includes 80 credits of Core Discipline subjects, 108 credits of Core

Law subjects, 16 credits each of Electives and Clinical subjects, 32 credits of Honours and 4 credits of Dissertation. A lot of emphasis has been given to building a strong foundation in communication, public speaking and debate by devoting four papers to English and with provision for regular seminars. Additionally, French will be offered as another foreign language.

Moot Court Exercise

Moot court exercise is an essential part of the curriculum to help the students learn the nuances of legal practice and court room interaction. They will regularly participate in such exercise based on assigned problems and will be evaluated for both written submission and oral advocacy. In addition, the students will attend actual trials in the courts of law.

Internship

The students will undertake twenty weeks of internship – four weeks every year – in a forum, where law is practised either in action or in dispute resolution or in management, to relate their classroom learning with the ground realities. This is intended to sharpen their knowledge and hone their skills and develop a better appreciation of the practical aspects of the legal profession. The experience, thus gained, will also help the students plan their future professional career.

Programme Structure

Semester – I

English – I: English Language and Literature
 Political Science – I: Political Theory
 History – I: History of Ancient India
 Environmental Studies
 Economics – I: Microeconomics
 Constitutional Law - I

Semester – IV

English – IV: Language Proficiency and Impression Management
 Political Science – V: Foreign Policy of India
 Political Science – VI: Public Administration
 Indian Culture and Ethos
 French
 Special Contract

Semester – VII

Law of Evidence - I
 Civil Procedure Code - I
 Transfer of Property - I
 Alternate Dispute Resolution
 Law of Insurance (honours)
 Law of Patent and Trademark (honours)
Elective – III (Any one of the following)
 Law on Education
 White Color Crime
 Bio-diversity Protection

Semester – II

English – II: Communicative English
 Political science – II: Political Analysis
 History – II: History of Modern India
 Indian Legal and Constitutional History
 Economics – II: Macro Economics
 Constitutional Law – II

Semester – V

Jurisprudence
 Family Law - I
 Indian Penal Code – I
 CRPC - I
 Administrative Law
Elective - I (Any one of the following)
 Human Rights - Law and Practice
 Humanitarian and Refugee Law
 Farmer and Breeders' Rights

Semester – VIII

Law of Evidence - II
 Civil Procedure Code – II
 Transfer of Property - II
 Drafting, Pleading & Conveyance
 Information Technology and Cyber Law (Honours)
 Law of Carriage (Honours)
Elective – IV (Any one of the following)
 Interpretation of Statute
 Law on Corporate Finance
 Penology and Victimology

Semester – III

English – III: English Writing & Composition
 Political Science – III: International Relations and Organisations
 Political Science – IV: Indian Political System and Constitutional Framework
 History – III: History of Modern Europe
 Economics – III: Indian Economy and Policies
 Law of Contract

Semester – VI

Law of Tort and MV Act
 Family Law – II
 Indian Penal Code – II
 CRPC – II
 International Law
Elective - II (Any one of the following)
 Environmental Law
 Media and Law
 Transportation Law

Semester – IX

Labour and Industrial Law – I
 Company Law
 Principles of Taxation Law
 Professional Ethics & Professional Accounting System
 Competition Law (Honours)
 Banking Law (Honours)
 Dissertation and Viva-voce

Semester – X

Labour and Industrial Law – II
 Law Relating to Women and Children
 Right to Information
 Consumer Protection Act
 Health Law (Honours)
 Law of Investment (Honours)
 Moot Court Exercise and Internship

Eligibility Criteria

- Minimum marks in the qualifying examination for admission: 45% of the total marks in case of general category, 42% for OBC category, and 40% in case of SC and ST category in +2 or equivalent examination.
- Valid CLAT/AILET/XLET/ ASBMUEE Test score.

5-Year Integrated Programme

BBA LLB (Hons.)

Approved by Bar Council of India

Programme Overview

Law has importance in every aspect of an individual's life. No civilised society can survive without the enforceability of law, and hence the importance of law education.

Law education has undergone significant changes over time and has resulted in designing integrated and niche interdisciplinary courses. Keeping in view the new developments in the discipline and also the market demand, ASBM University offers Bachelor of Business Administration & Bachelor of Law - Honours (BBA LL.B. - Hons.) course as a five-year full-time integrated programme recognised and approved by Bar Council of India, spread over ten semesters.

With a well-structured curriculum, this programme provides ample scope for the students to develop an analytical mind-set with interrelationship between management and law. It is carefully designed to equip the students with a strong foundation, both in core and law subjects that will help them gain in-depth knowledge to understand the dynamics of practical application of law in the real world.

ASBM University is one of the best destinations for BBA LLB (Hons.) programme. Successful completion of this course can open a wide array of opportunities both in public and private sectors, such as judicial service, civil service, law firms, corporate houses, banks, consultancy etc., of course in addition to professional law practice.



Unique Features

- Experienced faculty from industry, profession and academics;
- Practical hands-on experience from practicing law professionals;
- Moot Court Exercise and Internship for practice-driven experiential learning;
- Honours in Law related to Business, Intellectual Property, Information Technology and Cyber Security;
- Foreign language;
- Designed on CBCS pattern with electives;
- Continuous evaluation system;
- Separate hostels for boys and girls inside the campus.

Curriculum Design

The students will undergo 256 credits of course work during the five-year programme that includes 80 credits of Core Discipline subjects, 108 credits of Core Law subjects, 16 credits each of Electives and Clinical subjects, 32 credits of Honours and 4 credits of Dissertation. A lot of emphasis has been given to building a strong foundation in communication, public speaking and debate by devoting four papers to English and with provision for regular seminars. Additionally, French will be offered as another foreign language.

Moot Court Exercise

Moot court exercise is an essential part of the curriculum to help the students learn the nuances of legal practice and court room interaction. They will regularly participate in such exercise based on assigned problems and will be evaluated for both written submission and oral advocacy. In addition, the students will attend actual trials in the courts of law.

Internship

The students will undertake twenty weeks of internship – four weeks every year – in a forum, where law is practised either in action or in dispute resolution or in management, to relate their classroom learning with the ground realities. This is intended to sharpen their knowledge and hone their skills and develop a better appreciation of the practical aspects of the legal profession. The experience, thus gained, will also help the students plan their future professional career.

Programme Structure

Semester – I

English – I: English Language and Literature
Accounting for Managers
Managerial Economics
Environmental Studies
Introduction to Business
Constitutional Law - I

Semester – IV

English – IV: Language Proficiency & Impression Management
Business Policy & Strategy
Advertising and Sales Promotion
Indian Culture and Ethos
French
Special Contract

Semester – VII

Law of Evidence - I
Civil Procedure Code - I
Transfer of Property - I
Alternate Dispute Resolution
Law of Insurance (Honours)
Law of Patent and Trademark (Honours)
Elective – III (Any one of the following)
Law on Education
White Colour Crime
Bio-diversity Protection

Semester – II

English –II: Communicative English
Fundamentals of Management & Organisational Behaviour
Quantitative Techniques for Management
Indian Legal and Constitutional History
Psychology for Management
Constitutional Law – II

Semester – V

Jurisprudence
Family Law - I
Indian Penal Code – I
CRPC - I
Administrative Law
Elective – I (Any one of the following)
Human Rights - Law and Practice
Humanitarian and Refugee Law
Farmer and Breeders' Rights

Semester – VIII

Law of Evidence - II
Civil Procedure Code - II
Transfer of Property - II
Drafting, Pleading & Conveyance
Information Technology and Cyber Law (Honours)
Law of Carriage (Honours)
Elective – IV (Any one of the following)
Interpretation of Statute
Law on Corporate Finance
Penology and Victimology

Semester – III

English – III: English Writing & Composition
Production and Operations Management
Human Resource Management
Financial Management
Marketing Management
Law of Contract

Semester – VI

Law of Tort and MV Act
Family Law – II
Indian Penal Code – II
CRPC – II
International Law
Elective – II (Any one of the following)
Environmental Law
Media and Law
Transportation Law

Semester – IX

Labour and Industrial Law – I
Company Law
Principles of Taxation Law
Professional Ethics & Professional Accounting System
Competition Law (Honours)
Banking Law (Honours)
Dissertation and Viva-voce

Semester – X

Labour and Industrial Law – II
Law Relating to Women and Children
Right to Information
Consumer Protection Act
Health Law (Honours)
Law of Investment (Honours)
Moot Court Exercise and Internship

Eligibility Criteria

- Minimum marks in the qualifying examination for admission: 45% of the total marks in case of general category, 42% for OBC category, and 40% in case of SC and ST category in +2 or equivalent examination.
- Valid CLAT/AILET/XLET/ ASBMUJEE Test score.



FINISHING SCHOOL: THE CONDUIT to EMPLOYABILITY

The ASBM Finishing School, with its psychometric and language labs, takes care of holistic development of the students. Prolific extra-curricular activities, exposure to real life managerial situations, practical and situational delivery of the courses and use of information and communication technology characterize life at ASBM.

Career Planning must follow a scientific approach to ensure success. ASBM strongly believes that students are to be molded and shaped through a systematic approach on the line of Finishing School concept of the West. While pursuing different programmes, students undergo competency mapping and development process to be prepared for entry to their dream career. The Finishing School in ASBM is the first of its kind in India attached to a University. Finishing School conducts Power Packed Personality and Placement Grooming Module (3PEGM) for all the students to shape them as professionals.



FINISHING SCHOOL *for* EMPLOYABILITY

3PEGM ADVANTAGE

POWER **P**ACKED

PERSONALITY &

EMPLOYABILITY

GROOMING **M**ODULE

Unique Features

- Potential assessment through psychometric tests
- Complete grooming through mentoring and counseling
- Professional, social and personal etiquettes
- Effective communication
- Resume building
- Participating in group discussion
- Facing interviews
- Managing impressions of the recruiters
- Full dress rehearsal for placement



GLOBAL IMMERSION PROGRAMME @ MDI Singapore

A Special certification Programme is organised at Management Development Institute, Singapore (MDIS) to give international exposure to the ASBM Students. It also includes industry visit at Singapore. After completion of the programme, the participating students are awarded certificate by MDIS. Interested students will have to pay separately for this programme.





Kudos to passing out MBA Batch 2021 for Excellent Placement

Our Proud Recruiters



INDUSTRY CONNECT

Industry Exposure

The Industry Connect Cell of the University facilitates avenues for industry exposure to relate theoretical learning with practice. The basic objective of organising industry visit is to get hands-on experience on work environment, people management and overall real world functioning. Industry visit sensitizes the students to correlate the theoretical inputs shared in the classroom with the complexities involved and challenges faced by the organizations at the ground level. Industry exposure also comes through interaction with industry stalwarts and practitioners, which is a regular phenomenon at ASBM University.

Placement

ASBM University has established its credibility through quality education backed by academic rigor with industry focused curricula and practical hands-on training on soft skills and professional etiquette through the Finishing School Modules. The Power Packed Personality & Employability Grooming Module (3PEGM), supported by learning through language lab and psychometric lab, has enhanced the employability of our students. ASBM University takes all initiatives for competency development of the students to exert high performance. ASBM from the inception has a track record of excellent placement of its MBA programme.

CONVOCATION-2021



His Excellency **Prof. Ganeshi Lal**, Hon'ble Governor of Odisha delivered the Convocation Address as Chief Guest & **Shri Aditya Prasad Padhi**, Hon'ble State Election Commissioner Odisha graced the occasion as Guest of Honour. **Prof. Biswajeet Pattanayak**, Hon'ble President, ASBM University has presided over the function.





Ignite

Ignite is Eastern India's largest business school cultural festival, started in the year 2012 as business cum cultural festival and has since then evolved into a purely cultural one with a particular theme – 'Confluence of Ignited Minds'.

From its humble beginning, Ignite has grown to a full-fledged Youth Talent festival. Over the years it has witnessed increased participation from students across the length and breadth of the country.

Startup Carnival

It is an annual event at ASBM University which witnesses participating teams from various Universities and institutes in India showcasing their caliber in innovative thinking, business skills and marketing strategies at work by launching a new product/service ideas. The event is covered by national business specific media houses such as Indian Express and Business Standard.



CENTRES of Excellence

GATI Centre of Excellence

Set up with an endowment by Gati KWE, this Centre focuses on research and applied studies in subjects related to Logistics and Supply Chain Management. As a part of industry and academic interface, this centre also conducts national seminars and symposiums every year in this area.

Industry University Partnership Cell

This is dedicated to reduce the gap between industry expectations (practice) and academics (theory) by direct involvement of, and interaction with, industry.

ASBM Business Incubator

ASBM Business Incubator strives to promote innovation that has a direct impact on the society. This platform provides hand-holding to the young and passionate innovators to incubate ideas, develop projects and launch start-ups. It provides R&D and Incubation facilities and mentor network to them.

The ASBM Business Incubator (ABI) has been recognised by MSME, Govt. of India, to promote and foster the spirit of entrepreneurship. Its goal is to provide intensive programme designed to assist students to start their own business setup. The ABI provides various services such as management training, business basics, intellectual property management, business etiquette, marketing research and comprehensive business training programme to the start-ups.

ASBM Centre for Social Responsibility

The centre has the mission to shape the future of the youth through quality education and holistic personality development. It intends to focus on high standard value based education that will add a meaning to life with a realistic approach. It plays a catalyst role in creating awareness of various social, moral and economic issues affecting the country. This centre sensitizes the students towards social responsibility through community participation and development of unorganised sectors. It disseminates information and research findings through publications, seminars, conferences, workshops and lectures. The centre connects the students with the community through different development initiatives like tree plantation, health camps, blood donation, cleanliness drives and awareness campaigns.



Alumni Testimonials



Finding the right path to success at the right time is important and for that way I had selected ASBM. The friendly environment, the systematic approach towards imparting education at ASBM made me a competent individual. The wide range of activities- both curricular and co-curricular- along and the support from ASBM is extremely helpful for my future. The faculties are truly kind and approachable when any need arises. In ASBM, we are trained for our placements and because of that I was placed in one of the reputed companies. Today, if I am in a good position, it's because of what I have learnt from ASBM. Lastly, I am proud to be a student of ASBM.

Arijit Brahma, Batch 2016-18,
General Manager, Operations, Bharat Financial Inclusion Limited



Part of ASBM has been one of the most transformational experience of my personal and professional life. I had countless opportunities to engage with most experienced professors & industry experts who are paving new paths for global developments. ASBM pedagogy is designed in a way, as a student I have gained practical experience that goes beyond the classroom and benefit my work. The unique blend of core and soft skills helped me in gaining confidence and contribute to the industries properly which is the key mantra for being successful in my life.

Deepak Mishra, Batch 2008
Manager, Supply chain, Amazon, North America



Started in 2006 the 'decade old institution has proved to be a front runner in management education in the world. The B-School is a pioneer of the case-study approach 'to management education. Its flagship event 'Markfest' is a holistic approach towards reinforcing the education in practice in a fun way; which is one of its kind in the whole Asia. I owe not only the management lessons but also the life lessons learnt to my college. The learned faculty members, beautiful campus, rich library and intelligent batch mates made a great impact on my personality and learning.

Abhipsa Mishra, Batch 2008,
Consultant, Organisation Change Management,
L & T Infotech



Learning & grooming in ASBM brought changes in me. The course curriculum and innovative ways of delivery have made me different and successful in my career.

Pritish Uttaray, Batch 2010
Senior Manager, Bank of Baroda



ASBM is an experience that altered the vision of my life, changed my personality and transformed me from a college boy to a professional that I am today.

Ayushman Ray, Batch 2008,
Cluster Manager, Retail
Operations, Reliance Trends Ltd.



From ASBM, I learnt the way to present myself about what I am today. Along with this, I was also given a chance to ride - towards an occupation for a space in the Corporate World...

Souryabrata Nayak, Batch 2008
Stores Manager, Future Group



Life for 5years at ASBM has taught me to be independent in its true sense. If you are a person who loves to spend time close to nature with a book in your hand, then ASBM is definitely the right place to be. Faculties are excellent. They are supportive and friendly. Enrolling here for my BBA and PGDM was the best decision of my life as I am going out with life changing takeaways, as a much better human being. This college not only develops the students intellectually but also makes them ready to face the world by developing their co-curricular activities. ASBM gives you the freedom to choose and live a life responsibly.

Jiwanjyoti Das, Batch 2017
Certified Internet Consultant, Justdial.com



I was a PGDM student for the batch 2017-19 at ASBM. I had a grand time here. The professors were really helpful and solved my littlest of doubts with ease. I came here as a fresher after my graduation with no corporate experience. The finishing school model at ASBM was really uplifting for my career. They helped me in refining my approach towards the corporate world. I made a lot of great memories here which I will cherish.

Chayanika Hazra, Batch-2017-19
Tax Consultant, Deloitte India



My five years at ASBM wouldn't have been easy without the dynamic faculty members, whom I considered as 'Management Gurus'. This Institute has given me a platform to showcase my skills in the Corporate World. Today I realized that, here I was making memories in the past days. My one word 'thanks' will not be enough, unless and until I do something for my Institution in the future.

Ankita Parida,, Batch-2018
Consultant , EY



My two years in ASBM were 'memorable as it was the first time I was into hostel life, some 2000 kms away from my hometown Lucknow. During the two years I took all the opportunities and challenges with a positive frame of mind; be it being the class representative, placement cell co-ordinator or marketing club member. Most of my time in the evening after classes I used to spend it in library reading newspapers and journals. I owe a lot to my alma mater ASBM, my mentors and professors; with quality education I got a great platform being placed in Asian ^ Paints (my 1st employer) where I spent 5 years and that helped me in turn get into Maruti Suzuki later (my current employer). I then got married to Atreyee Choudhury who is now my better-half from my batch in ASBM. She is also well settled in Axis, Bank.

Suvigya Singh Vats, Batch-2012, Manager, Maruti Suzuki India Ltd.

Leaders' Testimonials



This institution is doing a wonderful work in making our country strong in economic and other fields. The new generation of managers is the future of this country; and they would be the agents of desirable change.

Her Excellency, Smt. Pratibha Devisingh Patil,
Former President of India



Best wishes for the growth of ASBM University as an institution of excellence.

Ambassador Lalit Mansingh,
Former Indian Ambassador to USA and Foreign Secretary, Govt. of India



Superb conference; Wishing ASBM great success in your endeavor to develop talent in India.

Dr. Ong Fon Sim,
Vice-Provost (Teaching and learning),
University of Nottingham Malaysia



I am very honoured to have been a part of the learning process for ASBM. It is an outstanding Institution with a quality mission, strong academic programs and the spirit of innovation.

Dr. Craig Mitchell Brewer,
Dean, Notre Dame de Namur University, USA



Wonderful infrastructure, great administrators and faculty; A truly innovative and forward looking Institution.

Dr. Alby Anand Kurian,
Professor, MDIS, Singapore



Have seen this great institution grow over the last few years with a great leader and an outstanding faculty; many more great things to come.

Mr. Richard Rekhy,
Former Chief Executive Officer, KPMG - India

ASBM has over a decade and half blossomed into an institution of repute attracting students from both near and far. It is well infrastructured and well staffed with clear vision and mission.

Dr. Ashok Dalwai,
CEO, National Rainfed Area Authority, Govt. of India



Privileged to participate in ASBM conference; Great to be among informed students and faculty.

Mr. Jugal Kishore Mohapatra, IAS (Retd.),
Former Chief Secretary, Govt. Odisha



Wonderful experience in a world class seminar in ASBM which is the demand of the time.

Prof. Lutfar Rahaman,
Registrar, International University of Business Agriculture and Technology,
Bangladesh.



It is wonderful to return to ASBM and see progress and the way the institution has grown in size and quality.

Dr. Bijoy K. Sahoo,
Executive Vice-Chancellor, Southern University, USA



It was a great experience to visit the campus of ASBM. Prof. Pattanayak is a great visionary, meticulous planner and good executor. I am glad to be associated with him and the Institute.

Mr. Mahendra Agarwal,
Founder, Gati - KWE Limited



It is a real pleasure to see the facilities and the talent of the faculty.

Mr. Rakesh Sharma,
MD & CEO, IDBI Bank



Events for Professional Exposure & Holistic Personality Development

Conference & Symposium

- International Management Conference (ImCon)
- National HR Symposium
- National Finance Symposium
- National Marketing Symposium
- National LSCM Symposium
- Entrepreneurship Awareness Programme
- Women Entrepreneurship Skill Development Workshop
- National Management Conference (NamCon)
- Road to Excellence Lecturer Series

Student Events

- Astitwa (Foundation day Celebration)
- Akanksha (Fresher's Day Celebration)
- Moorchhna (Anniversary Day Celebration)
- Markfest (ASBM Start-up Festival)
- Ignite (National Youth Talent Festival)
- Smruti 'O' Anubhuti (Send-off to the Final Year Students)
- National Unity Day and Vigilance Awareness
- International Women's Day



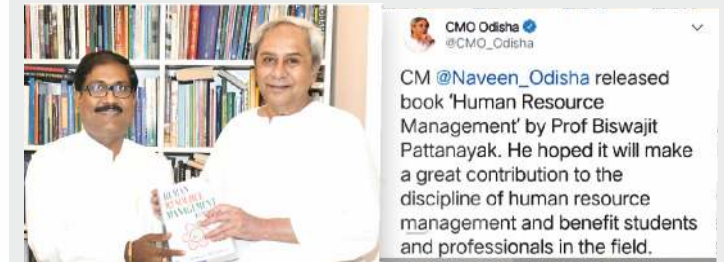
Hon'ble President of India H. E. Smt. Pratibha Devisingh Patil receiving ASBM memento from Dr. Biswajeet Pattanayak, President, ASBM University



Inauguration of ASBM campus by H.E. Shri Bhairon Singh Sekhawat, Hon'ble Vice President of India on 14.10.2006 in the presence of H.E. Shri Rameswar Thakur, Hon'ble Governor and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha



Prof. Biswajeet Pattanayak,
Founder ASBM University
with **Dr. A. P. J. Abdul Kalam,**
Former President of India .



H.E. Prof. Ganeshi Lal, Hon'ble Governor of Odisha
Releasing the latest edition of "Human Resource Management" by
Dr. Biswajeet Pattanayak, President, ASBM University



Hon'ble Governor of Jharkhand,
H. E. Smt. Droupadi Murmu welcomed by the Students at ASBM



Online SYMPOSIA & CONCLAVE 2021



Online CERTIFICATE Programmes 2021

ONLINE CERTIFICATE PROGRAMME ON HR ANALYTICS FOR ORGANISATIONAL EFFECTIVENESS
3rd July 2021 - 30th August 2021

PROGRAMME OBJECTIVES:

- Understand the importance of HR Analytics in the current business environment.
- Identify the key HR metrics and their impact on organisational performance.
- Apply HR Analytics tools and techniques to solve real-world HR problems.
- Develop a strategic HR Analytics plan for the organisation.

PARTICIPATION FEE: INR 10,000/-

REGISTRATION PROCESS: Visit www.asbm.ac.in for the registration process.

HR analytics for Organisational effectiveness
3rd July to 30th August 2021

Online Certificate Programme on 'SUPPLY CHAIN DESIGN'
15th July 2021 to 28th July 2021

REGISTRATION PROCESS: Visit www.asbm.ac.in for the registration process.

Supply Chain Design
15th July 2021 to 28th July 2021

ONLINE CERTIFICATE COURSE IN Personal Finance and Investment Planning (APPLIED FINANCE)

COURSE FEE: INR 10,000/-

SUBJECTS / MODULES: PERSONAL FINANCE, INVESTMENT PLANNING, RISK MANAGEMENT, RETIREMENT PLANNING.

Personal Finance and Investment Planning
10th July to 9th August 2021

ONLINE CERTIFICATE COURSE ON 'Applied Statistical Data Analysis Using SPSS'

COURSE FEE: INR 10,000/-

SUBJECTS / MODULES: STATISTICAL INFERENCE, DATA ANALYSIS USING SPSS, DATA VISUALIZATION.

Applied Statistical Data Analysis Using SPSS
26th July 2021 to 30th July 2021

Two-Week Online Certificate Programme On 'COMMUNICATION AND DIGITAL MEDIA'

PROGRAMME HIGHLIGHTS:

- How to write a professional resume.
- How to write a business plan.
- How to use social media for business.
- How to create a digital marketing strategy.

REGISTRATION PROCESS: Visit www.asbm.ac.in for the registration process.

Communication and Digital Media
16th September 2021 to 29th September 2021

The unprecedented pandemic of Covid-19 has brought physical activities – specially in the domain of education – almost to a stand-still all over the world. By converting the challenges into opportunity, ASBM University has ventured in a large way to online training certificate programmes and seminars in digital and virtual mode.

Conference & Symposium



International Management Conference - 2020 (ImCon) on "Rise of the BRICS Economies : The New Globalisation" was held from 9th to 11th January. Inaugurated by Ambassador Lalit Mansingh, former Foreign Secretary, Govt. of India & graced by Prof. Fon Sim Ong, Vice Provost, University of Nottingham, Malaysia, Dr. Rozillini F. Chung, Director, UNMProf. Lutfar Rahman, Registrar, IUBAT University, Bangladesh, Prof. (Dr.) Biswajeet Pattanayak, President, ASBM University & Prof. (Dr.) Kalyan Shankar Ray, Vice Chancellor ASBM , University



ImCon - 2020 Valedictory was held on 11th January. Graced by Ambassador Abasara Beuria, Ambassador Malay Mishra, Mr. Jugal Kishore Mohapatra, IAS (Rtd.) former Chief Secretary, Govt. of Odisha and Mr. Vivek Pattanayak, IAS (Rtd.) former Director, International Civil Aviation Organisation, Canada, Prof. (Dr.) Biswajeet Pattanayak, President, ASBM University & Prof. (Dr.) Kalyan Shankar Ray, Vice Chancellor ASBM , University



Dr. Bhakta Bandhu Dash, Mr. M. N. Rao, Chairman, MediSys EduTech Pvt. Ltd., Dr. Biswajeet Pattanayak, President, ASBM University, Mr. Santosh Kumar Kamila, I.Po.S. CPMG, Odisha Circle, Dr. Phalgu Niranjana, Pro-Vice Chancellor



Mr. Anjani Kant, Chief-Projects, Subarnarekha Port Pvt. Ltd., Odisha, Dr. Biswajeet Pattanayak, President, ASBM University, Mr. V. S. Manimaran, Chairman & Managing Director, Visskan Aviation Group, Bangalore, Mr. Subrat Tripathy, Chief Executive Officer, Adani Dhamra Port, Odisha, Dr. Kalyan Shankar Ray, Vice-Chancellor, ASBM University



Mr. Tapan Kumar Chand, CMD, NALCO inaugurated the National Management Conference, 2019.
Key Note address by Prof. Bijoy Kumar Sahoo, Sr. Associate Vice-Chancellor, Southern University, USA



National Finance Symposium - 2019 organised by ASBM School of Accountancy was held on 7th December on "Indian Economy : The Challenges Ahead".
graced by Dr. L. C. Pattnaik, Chairman, Odisha Public Service Commission, Mr. Srikanta Mohapatra, CGM, Canara Bank, Dr. Sijit Mishra, Director, NK Center for Development Studies, Prof. P. K. Hota, HOD Commerce Department, Utkal University.



Swami Shri Mukuadananda, Founder, Jagadguru Kripaluji Yoga Dallas, USA receiving ASBM memento from Dr. Biswajeet Pattanayak, President, ASBM University



Dr. Arunava Narayan Mukherjee, Executive Director Bonhome India, Kolkata, addressed the students of ASBM University under Road to Excellence Lecture Series

2nd Foundation Day on 25th September, 2021.



ASBM University, Bhubaneswar observed its 2nd Foundation Day on 25th September, 2021. The event was bestowed with the august presence of Prof. Rishikesh T. Krishnan, Director, Indian Institute of Management, Bangalore as the chief guest who illuminated everyone with his foundation day lecture on “Innovation in Digital Era”. He highlighted eight main points for the same and explained each and every point briefly. Some of his points included, strategic experimentation through collab platforms, open innovation strategic design, scope for product process and BM innovation etc. His lecture surely made everyone look differently and think broadly about Innovation in the digital era. The founder & President of the University, Prof. Biswajeet Pattanayak shared the journey of ASBM from being a college to university and thanked each stakeholder for their contribution in this process as in very short spnn of time the university has gathered substantial achievements. He enlightened on the role of institution building for societal development through his address. The Vice Chancellor, Prof. Kalyan Shankar Ray, delivered the welcome address and stressed on the vitality of foundation day for an institution. He also extended his heartfelt gratitude towards the stakeholders, students, alumni and invited delegates for the constant faith and support. Many invited delegates, faculty members of the university and students were virtually presented for the event. The event was live streaming on the YouTube platform. The ceremony was coordinated by Dr. Kaushik N. Bhuyan, Assistant Professor, ASBM University and was anchored by the student of ASBM University Deepti Pandey. The ceremony ended with a vote of thanks proposed by Dr. Kaushik N. Bhuyan, Assistant Professor, ASBM University.

ASBM NEW BATCH INAUGURATED



ASBM new batch induction programme has been inaugurated by the President, ASBM University, Prof. (Dr.) Biswajeet Pattanayak, in the presence of Shri S.V. Nathan, Partner and Chief Talent Officer, Deloitte, India as the Chief Guest who encouraged the young bloods by specifically quoting the story of Michel Jordan. Prof. Jason Pandya-Wood, Dean, Faculty of Arts and Social Sciences at University of Nottingham and Prof. Alby Anand Kurian, Professor, Management Development Institute Singapore were the Guests of Honor for the event. Prof. Jason congratulated the upcoming batch and wished them the best for their new journey. He inspired all the students with a character of star war, quoting how things working in actual life are similar to that character. Prof. Alby laid down essential points on future

planning and delivered his presentations on “encouraging student to plan wisely and work effectively”. He also quoted the advantages and merits a student from India can have.

The Founder and President of ASBM University Prof. Biswajeet Patnaik, warmly welcomed all the new students of the university. In his talk he motivated all the students by his words of wisdom. He stressed on the significance of humility, positive attitude and unbounding spirit for success as essential ingredients in a student's life.

The welcome address was delivered by Prof. Kalyan Shankar Ray, Vice Chancellor ASBM University, and Pro Vice Chancellor Prof. Phalgu Niranjana introduced the dignitaries.

The vote of thanks was proposed by Prof. Saroj Kumar Bishey, Assistant Dean Academics and the event was anchored by the student of ASBM University Deepti Pandey.

The event was live-streamed on YouTube. Many invited guests, dignitaries, teachers, parents and students were virtually present.

Events



46
WEBINARS
CONDUCTED
2020-2021



DATE

TOPICS

- 02.06.2020 : Developing Soft Skills for Employability: An All-Time Challenge
- 09.06.2020 : Global LSCM in Covid-19: Opportunities and Challenges
- 12.06.2020 : Redesigning HR for Covid-19
- 19.06.2020 : Combating Fake News and Misinformation on the Social Media: Career Prospects in Communication & Digital Media (International)
- 30.06.2020 : Make in India: So Far, How Far ?
- 03.07.2020 : Global Pandemic: Opportunities and Challenges for E-Commerce (International)
- 08.07.2020 : Aspire and Achieve: Goal Setting for Career Success
- 13.07.2020 : Indian Banking –Today and Tomorrow
- 13.07.2020 : Positive Thinking: A New Look at Happiness
- 08.08.2020 : Covid-19 : Rebooting Indian USD 5 Trillion Dream
- 14.08.2020 : Work-Life Balance: Myth or Reality
- 21.08.2020 : Trade and Investment: The Post-Covid Scenario
- 28.08.2020 : Role of Financial Statement Analysis in Managerial Decision- Making
- 04.09.2020 : Managing HR in a Multi-Generational Workforce (International)
- 15.09.2020 : Excellence in Business Education: The ACBSP Accreditation (International)
- 25.09.2020 : Work from Home: The New Normal (International)

- 28.09.2020 : Entrepreneurial Opportunities and Challenges During Covid-19
- 30.09.2020 : Empowering Business with Big Data and Analytics
- 10.10.2020 : Convergence of Technology and Job Prospects: The Need of the Hour
- 15.10.2020 : Creating a Research Environment : Issues and Challenges
- 19.10.2020 : Virtual Learning –Opportunities and Challenges
- 22.10.2020 : The New Normal for Retail Business
- 10.11.2020 : The Power of Now: A Contemporary Adaptation
- 13.11.2020 : Skilling, Re-skilling & Up-skilling : The Need of the Hour
- 17.11.2020 : Banking During Covid-19 – NPA Management
- 19.11.2020 : Designing Logistics in the New Normal (International)
- 26.11.2020: Impact of Online Advertising during a Pandemic
- 18.12.2020 : Building High Performance Teams : The Leadership Challenge
- 28.12.2020 : Professional Management and Skill Support for the Rural Economy-The way Forward
- 05.01.2021 : Data Forecasting: A Tool for Economics & Finance
- 28.01.2021 : International Dimension to promotion of Rural Tourism in Odisha: Opportunity of Employment and Entrepreneurship
- 04.02.2021 : Union Budget 2021-Implications & Impact
- 27.02.2021 : The Art of Business English in Multilingual India
- 3.04.2021 : Industry and Lot: an Intersection
- 6.04.2021 : Managing Stress and Exam Blues
- 24.04.2021 : MSME & Atmanirbhar Bharat
- 16.05.2021 : Corporate Social Responsibility Challenges
- 21.05.2021 : Sustainable Tourism Practices
- 21.05.2021 : Career Pathing During Pandemic
- 30.05.2021 : Positive Industrial Relations During Covid-19 Pandemic
- 8.06.2021 : Python Opencv in Deep Learning
- 19.06.2021 : Economic Growth and the Environment – A Trade-Off ?
- 11.08.2021 : English for Employability
- 21.09.201 : Rural Entrepreneurship
- 6.11.2021 : Disruptive Innovation Practices
- 13.11.2021 & 14.11.201 : How to have A 360-degree Approach to your Campus Placement Preparation



ANTI-RAGGING POLICY

(Measures for Prevention and Prohibition of Ragging)

Introduction

The ASBM University Anti-Ragging Policy has been formulated pursuant to the direction dated 16.05.2007 (in SLP No. 24295 of 2006) and dated 8.05.2009 (in Civil Appeal No. 887 of 2009) of the Hon'ble Supreme Court of India, and in accordance with Regulation (F.1-16/2007.CPP-II) dated 17.06.2009 of the University Grants Commission (UGC).

Objectives

To prohibit any conduct by any student or students whether by words spoken or written, or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student, or indulging in rowdy or indisciplined activities by any student or students which causes or is likely to cause annoyance, hardship or psychological harm or to raise fear or apprehension thereof in any fresher or any other student or asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating sense of shame or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student, with or without an intent to derive sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student: and thereby, to eliminate ragging in all its forms, preventing its occurrence and punishing those who indulge in ragging.

What constitutes 'Ragging' - Ragging constitutes one or more of any of the following acts:

- 1) any conduct by any student or students whether by words spoken or written, or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student;
- 2) indulging in rowdy or undisciplined activities by any student or students which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof in any fresher or any other student;
- 3) asking any student to do any act which such student will not in the ordinary course do and which has the effect of causing or generating sense of shame or torment or embarrassment so as to adversely affect the physique or psyche of such fresher or any other student;
- 4) any act by a senior student that prevents, disrupts or disturbs the regular academic activity of any other student or a fresher;
- 5) exploiting the services of a fresher or any other student for completing the academic tasks assigned to an individual or a group of students;
- 6) any act of financial extortion or forceful expenditure burden put on a fresher or any other student by senior students;
- 7) any act of physical abuse including all variants of it: sexual abuse, homosexual assaults, stripping, forcing obscene and lewd acts, gestures, causing bodily harm or any other danger to health or person;
- 8) any act or abuse by spoken words, emails, post, public insults which would also include deriving perverted pleasure, vicarious or sadistic thrill from actively or passively participating in discomfiture to a fresher or any other student;
- 9) any act that affects the mental health and self-confidence of a fresher or any other student with or without an intent to derive sadistic pleasure or showing off power, authority or superiority by a student over any fresher or any other student.
- 10) any act of physical or mental abuse (including bullying and exclusion) targeted at another student (fresher or otherwise) on the ground of colour, race, religion, caste, ethnicity, gender (including transgender), sexual orientation, appearance, nationality, place of birth, place of residence or economic background.

Zero Tolerance Policy

The University follows Zero Tolerance Policy towards ragging and has completely banned it. Ragging will not be tolerated in the Institute in any form under any circumstance.

Measures for Prevention of Ragging

- 1) Every student has to submit at the time of admission an affidavit to the effect that she/he is aware of the law regarding prohibition of ragging as well as the punishments, and that she/he, if found guilty of the offence of ragging and/or abetting ragging, is liable to be punished appropriately. A student seeking admission to the university's hostel shall submit additional affidavits countersigned by his/her parents/guardians.
- 2) The parent/ guardian of the student will also have to submit another affidavit to the effect that she/he is also aware of the law in this regard and agrees to abide by the punishment meted out to her/his ward in case the latter is found guilty of ragging and/or abetting ragging.
- 3) The University has an Anti-Ragging Committee with the Vice-Chancellor as the Chairman. It is the duty of this Committee to ensure compliance with these regulations as well as the provisions of any law for the time being in force concerning ragging. This Committee also monitors and oversees the performance of the Anti-Ragging Squad in prevention of ragging in the University.
- 4) The University has a smaller body known as the Anti-Ragging Squad for maintaining vigil, oversight and patrolling functions. It is the duty of the Squad to make surprise raids on hostels and other places vulnerable to incidents and having potential for ragging. It has to be mobile, alert and active at all times, and has to patrol the campus. This Squad is empowered to inspect places of potential ragging and make surprise raids on hostels and other vulnerable places.
- 5) It is also the duty of the Anti-Ragging Squad to conduct on-the-spot inquiry into any incident of ragging referred to it by the Vice-Chancellor or any member of the faculty or staff or any student or any parent or guardian or any employee of a service provider or by any other person, as the case may be. The Squad shall conduct such inquiry observing a fair and transparent procedure and the principles of natural justice and after giving adequate opportunity to the student or students accused of ragging and other witnesses to place before it the facts, documents and views concerning the incidents of ragging and considering such other relevant information as may be required. The inquiry report along with recommendations shall be submitted to the Anti-Ragging Committee for action.

Actions to be taken against students for indulging in and/or abetting ragging

- 1) The punishment to be meted out to the persons indulged in ragging, abetment to ragging and instigation of ragging has to be exemplary and justifiably harsh to act as a deterrent against recurrence of such incidents.
- 2) In every single incident of ragging, a First Information Report (FIR) will be filed without exception by the University with the local police authorities.
- 3) The Anti-Ragging Committee shall take an appropriate decision with regard to punishment or otherwise, depending on the facts of each incident of ragging and its nature and gravity.
- 4) Depending upon the nature and gravity of the offence as established, punishments for those found guilty of ragging shall be any one or any combination of the following:
 - a) Suspension from attending classes and academic privileges;
 - b) Withholding/withdrawing scholarship/fellowship and other benefits;
 - c) Debarring from appearing in any test/examination or other evaluation process;
 - d) Withholding results;
 - e) Debarring from representing the University in any regional, national or international meet, tournament, youth festival etc.;
 - f) Suspension/expulsion from the hostel;
 - g) Cancellation of admission;
 - h) Rustication from the University for period ranging from one to four semesters;
 - i) Expulsion from the University and consequent debarring from admission to any other institution for a specified period.
- 5) An appeal against the order of punishment by the Anti-Ragging Committee shall lie to the President of the University.



MERIT SCHOLARSHIP

MBA & MBA - AGRI BUSINESS - Rs. 1,00,000/- (Rupees One Lakh)

Minimum 60% marks or equivalent CGPA throughout the career

ALL OTHER PROGRAMMES - 20% of the Academic Fee

(except Ph.D., MBA, MBA Agri Business, MBA for Working Professionals)

Minimum 60% marks or equivalent CGPA throughout the career

FEE STRUCTURE FOR ADMISSION BATCH 2022-23

POST GRADUATE PROGRAMMES

Amount in Rupees

Course Fee	MBA	MBA Agri-Business	MBA for Working Professionals	MA–HRM	M. Com.	MA–Economics	MA–Communication & Digital Media	MA–English	M.Sc.–Computer Science	M.Sc.–ITM
1st Year	370000	240000	75000	160000	45000	20000	45000	20000	60000	45000
2ndYear	316000	196000	75000	100000	45000	20000	45000	20000	60000	45000

UNDER GRADUATE PROGRAMMES

Course Fee	BBA (Hons)	BBA–E-Commerce	B.Com. (Hons)	BA–Communication & Digital Media	BA–English(Hons)	BA–Economics(Hons)	BA–Economics(Hons)	B.Sc.–Computer Science(Hons)	B.Sc.–ITM	BCA
1st Year	61750	61750	41750	41750	20000	20000	20000	46500	30000	30000
2ndYear	59500	59500	39500	39500	20000	20000	20000	44250	30000	30000
3rdYear	59500	59500	39500	39500	20000	20000	20000	44250	30000	30000



UG LAW PROGRAMMES

Course Fee	BBA LLB(Hons)- Integrated	BA LLB (Hons)- Integrated
1st Year	80000	80000
2ndYear	80000	80000
Fee 3rdYear	80000	80000
4th Year	80000	80000
5th Year	80000	80000

DOCTORAL PROGRAMME IN MANAGEMENT & COMMERCE

Particulars	FEE
Admission Fee	20000/-
Course Work Fee	30000/-
Acadenuc Fee Per Semester	30000/-
Examination & Viva Voce	50000/-

CAUTION MONEY

Particulars	Amount
Academic Programme	5000
Hostel (Additional)	5000

HOSTEL FEE

Year	Accommodation		
	Single Occupancy	Twin Sharing	Mess
1 st Year	52185	35385	55280
2 nd Year	67500	45080	61000
3 rd Year	67500	45080	67100
4 th Year	85500	57000	73000
5 th Year	85500	57000	81000

TRANSPORTATION CHARGE

Year	Amount
Year1 st	36300
Year2 nd	39930
Year3 rd	43923
Year4 th	48300
Year5 th	53000

Bhubaneswar

Bhubaneswar, the capital city of Odisha, is one of the first planned cities of India and is now in the fore front of the smart city movement. Apty called the City of Temples, it is home to a large number of temples, the more famous ones being Bharateswar & Satrughneswar (6th century AD), Parsurameswar (7th century), Rameswar & Vaital (9th century), Mukteswar (10th century), Rajarani & Bramheswar (11th century), and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath temple) and Konarka (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konarka add to the attraction. Bhubaneswar is also an acclaimed centre for art and craft – applique work (from Pipli), handloom saree (from Sambalpur, Berhampur, Sonapur &

Maniabandha), silver filigree (from Cuttack), stone carving, pata painting (from heritage village Raghurajpur), brass & bell metal work (from Kantilo & Balakati), dhokra casting, horn art, cane furniture etc. It is also home to world renowned Odissi dance and Odissi music.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhuli (with its Ashokan rock edict and Buddhist monument standing witness to transformation of Ashoka, the War Monger to Ashoka, the Peace Keeper), Chaousathi Yogini temple (at Hirapur, one among only five in India), Nandan Kanan (a 400 hectare zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History, Tribal Museum, Pathani Samanta Planetarium etc.



How to Apply :

Interested candidates can apply for admission online by visiting the ASBM Website (www.asbm.ac.in). Application can also be made offline by obtaining the prescribed form and Information bulletin from the Admission Office on payment of requisite fee.

Students can refer to the eligibility criteria mentioned in this Bulletin for respective programmes.

Candidates appearing at the final examination can also apply.





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