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Established by Govt. of Odisha  
*Rewriting the Mantra of Excellence*



# INFORMATION BULLETIN 2025



# 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 significance of creating the most from our lives, 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 – the 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 at the Indian Institute of Management (IIM) at a 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 of 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 the 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 a 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, 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 was recognised as a front-ranking business school for its outstanding achievements and unique industry-linked sectoral-focused programmes. As an autonomous institute, it offered Post Graduate Programmes in Management with approval from AICTE, Ministry of Education, Govt. of India. The programme was accredited by the National Board of Accreditation and the Association of Indian Universities. ASBM received international recognition through accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA, and South Asian Quality Systems (SAQS).

*In recognition of its outstanding journey of a decade and a half benchmarking the best quality parameters, the Government of Odisha conferred on the Asian School of Business Management the 'University Status' on 26th September, 2019 by the 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 to prepare our youth to face global competition and participate in shaping India to become a world leader.





**Prof.(Dr.) Biswajeet Pattanayak**  
Ph.D., D.Sc., D.Litt, FIMA  
Former Distinguished Professor,  
IIM Indore, Lucknow, & Mumbai  
**Founder & President**

## Welcome to ASBM University

As you embark on an exciting phase in life, ASBM University invites you to explore the transformative journey that awaits you here. Our commitment to excellence, innovation, and personal growth makes ASBM a premier choice for aspiring change-makers. Here your ideas will be valued, your passion will be ignited, and you will be provided with myriad opportunities to harness your limitless potential.

Education at ASBM extends beyond textbooks and focuses on nurturing talent through leadership programmes, hands-on projects, internships, symposia and conferences, cultural events, sports, community service initiatives etc. offering abundant opportunities for personal and professional growth. Our distinguished faculty is committed to your success through robust academic delivery, personal counselling, and holistic mentoring. Our international exchange programmes help broaden horizon and develop a global mindset. The modern campus, equipped with advanced technology and dedicated study spaces, fosters creativity and collaboration.

For you, education is an investment for the future. So ASBM maintains strong ties with industry leaders offering invaluable networking opportunities. Our dedicated career service team is ready to assist you with internship and job placement for a bright career.

We cordially invite you to visit the university, explore our programmes, and get your future shaped meaningfully by becoming a part of this vibrant community.

Welcome to ASBM University.

I ❤️ ASBM



## VISION

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

ASBM University will strive to instil in the students an 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 new-gen leaders.

## MISSION

## 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



**Prof. Kalyan Shankar Ray**  
MA, Ph.D., PGDBM, FISSA  
Vice-President

"ASBM is a new breed university – agile, dynamic and innovative. It believes in the maxim of the great American civil rights activist and political philosopher Martin Luther King Jr. : *'The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.'*

As extolled by its Vision and Mission, ASBM University strives to provide a highly evolved value-based education while instilling in the students an insatiable desire for positive and out-of-the-box thinking."



**Prof. (Dr.) Ranjan Kumar Bal**  
M.Com. M.Phil. Ph.D., FDP (IIM A)  
Former Acting VC & Dean, Management & Commerce, Utkal University  
Vice-Chancellor

"At ASBM University, we do not just educate; we redefine futures. We focus on making students future-ready with essential 21st-century skills like critical thinking, digital fluency, and leadership. As a thought leader in education, we revolutionise learning through innovative teaching, experiential learning, global exposure, and an industry-driven curriculum. This ensures that our graduates are equipped to succeed in an ever-evolving world while driving sustainable progress."



**Prof. Phalgu Niranjana**  
MA, M.Phil., Ph.D.  
Pro-Vice-Chancellor

"Today, practical understanding and hands-on training are as important as theoretical knowledge. Therefore, instead of limiting our course delivery to only lecture, tutorial, and practical (LTP), we at ASBM University give equal emphasis on hands-on education through activity based learning (ABL) such as live virtual projects, role play, film and theatre study, educational visit, group discussion and presentation, research seminar, book review, case study, business sector analysis, conference, symposium etc. in addition to extra-curricular activities. This wholesome education helps develop holistic personality to make the students mature new-gen leaders."



**Prof. Smaraki Pattanayak**  
MBA, Ph.D., FDP (IIM A),  
Principal Director

"At ASBM University, we believe that learning should be an adventure, not a chore. It's a place where curiosity sparks creativity, leading to endless opportunities for discovery. Here, students just don't absorb knowledge – they engage with it, challenge it, and have fun while doing so, all the while preparing for a future that's as bold and imaginative as their education."





Excerpts from the 3<sup>rd</sup> Convocation Address delivered by  
**H.E. Shri Ram Nath Kovind, Hon'ble 14th President of India**  
on 16th September, 2023

“ The ASBM legacy of excellence and innovation in education and research continues unabated. I am happy to know that 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 into a world leader. It is very important to dream high and secure goals in life. I am very impressed by the founder of ASBM, Prof. Biswajeet Pattanayak who fulfilled the true purpose of life. First, he established the University and set the road for imparting education to the young minds of our country. By doing so, he has changed the future of thousands of not just individuals but even their families. This is how a nation is made. By contributing in the building process, he has fulfilled his duty towards the society and the country at large. ”



Excerpts from the 4<sup>th</sup> Convocation Address delivered by  
**H.E. Shri M. Venkaiah Naidu,**  
**Hon'ble 13th Vice-President of India** on 27th September, 2024

“ It was under the stewardship of Prof. Biswajeet Pattanayak that this institution evolved into a full-fledged state private university in just thirteen years - a testament to his unwavering commitment, meticulous planning, and passion for education. Prof. Pattanayak, an esteemed academician with a distinguished background, has given us a citadel of learning that embodies excellence and innovation. His vision has been pivotal in positioning ASBM University as a cornerstone of education in Odisha. ”





# OUR CAMPUS

*Sprawling E-Campus situated amidst a scenic landscape with natural flora and fauna.*



Mother Teresa **Health Centre** to provide 24-hour health service, with an ambulance for emergencies.



Fully Air-conditioned **Auditoriums** with advanced acoustics and audio visual equipments.



Union Bank **ATM**, India Post Payment **Bank**, & ASBM University **Post Office**.



Provision for **Outdoor & Indoor Games** like Volleyball, Badminton, Table Tennis etc.



Residential campus with soothing ambience. Separate **Hostels** for girls and boys with internet connection.



**Food Court**, Coffee Shop, Fast Food Centre, Ice-cream Parlour, Stationery Store, Reprography etc.



**Gymnasium**, Yoga and Meditation Centre, Entertainment Zone with **Dance Studio** and Open Air Theatre.



University-owned **Transport** for day scholars.



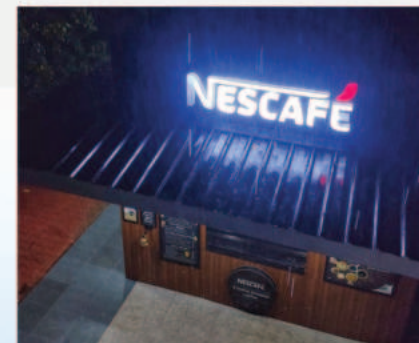
Air-conditioned Central Library  
**Chanakya Knowledge Centre**

more than **35,000** books and **12,000** international and national journals and e-journals.



Charles Babbage  
**Computer Centre**

Modern computing facilities,  
**SYSTAT Lab** and **Language Lab**.





# Advisory Council



*Chairperson*

**Justice Ananga Kumar Patnaik**

Former Hon'ble Judge, Supreme Court of India



**Ambassador Lalit Mansingh**  
Former Foreign Secretary,  
Govt. of India



**Mr. Aditya Pr. Padhi, IAS (Retd.)**  
State Election Commissioner, Odisha  
& Former Chief Secretary, Govt. of Odisha



**Prof. D.P. Agrawal**  
Former Chairman, UPSC,  
Govt. of India



**Dr. Satya Narayan Mohanty, IAS (Retd.)**  
Former Secretary, MHRD,  
Govt. of India



**Mr. Santosh Satapathy, IAS (Retd.)**  
Chief Advisor to the Hon'ble  
Governor of Odisha &  
Former Chairperson, SHRC Jharkhand



**Prof. S. S. Mantha**  
Former Chairman, AICTE,  
Govt. of India



**Dr. Satyajit Mohanty, IPS (Retd.)**  
Former Chairman,  
Odisha Public Service Commission



**Mr. T. Sudhakar Pai**  
Chairman,  
Manipal Group



**Mr. C. J. George**  
Managing Director, & CEO,  
Geojit Financial Services Ltd.



**Dr. Manoj Fogla**  
Advocate & Sr. Chartered Accountant,  
Founder, Saga



**Dr. Rajesh Tandon**  
Founder-President,  
Society for PRIA & Dean  
PRIA International Academy



**Ms. Renu Challu**  
Former MD,  
State Bank of Hyderabad



**Mr. M. Naveen Kumar, IA & AS (Retd.)**  
Former CFO & Director (Finance),  
Bangalore Metro Rail Corporation Ltd. &  
Former Principal Accountant General, Odisha



# BOARD OF GOVERNORS



**Prof. (Dr.) Biswajeet Pattanayak**  
Founder & President, ASBM University,  
Chairman

Members :-



**Mr. Arvind Agrawal, IAS**  
Commissioner-cum-Secretary  
Higher Education Deptt.,  
Govt. Of Odisha



**Dr. Ranjan Kumar Bal**  
Vice-Chancellor,  
ASBM University



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



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



**Mr. M. Ramakrishna,**  
Managing Director,  
Maithri Aquatech Pvt. Ltd.



**Dr. Kalyan Shankar Ray,**  
Vice-President,  
ASBM University.



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



**Mr. Laxmidhara Pangari,**  
Senior Advocate,  
Orissa High Court



**Dr. Promod Kishore Das,**  
Former Professor of Economics,  
NCERT



**Dr. Phalgu Niranjana,**  
Pro-Vice-Chancellor,  
ASBM University



**Dr. Smaraki Pattanayak,**  
Principal Director,  
ASBM University



**Air Cmde. Gopal Krishna Patnaik**  
Registrar, ASBM University,  
Member Secretary



# WHY ASBM UNIVERSITY



## RECOGNITION

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



## 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, serene, sublime and salubrious environment, is self-contained with all the amenities required for a student to pursue studies meaningfully and develop a holistic personality.



## MATCHLESS MENTORS

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



## GLOBAL ACCREDITATION

ASBM is the only University in the Eastern India to have been awarded the prestigious ACBSP (Accreditation Council for Business Schools and Programs, USA) Accreditation for its MBA Programmes which has made it globally recognised. 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 worldwide. These are developed with continuous input from industry, experts, practitioners and other stakeholders. ASBM has pioneered in introducing innovative cutting edge programmes.



## STELLAR RATINGS

ASBM School of Business has been consistently performing well in many surveys. It has been rated **A+++** in Business India B-School Special 2024-25 in the league of IIM Sambalpur, IIM Bodh Gaya, IIM Sirmaur, and IIT Roorkee. This rank has put ASBM in the 51st position in the country.



# COURSES AT ASBM UNIVERSITY 2025

## page 11 | **ASBM SCHOOL OF BUSINESS**

- **MBA** (Master of Business Administration) (Single / Dual Specialisation )  
(HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics & AI | Agribusiness)
- **5-Year Integrated MBA** (Single / Dual Specialisation)
- **MBA** ( Pharmaceutical Management )
- **MA-HRM & LR** (Master in Human Resource Management & Labour Relations )
- **BBA** (Hons./ Research)
- **Ph.D.** (Management) page: 09

## page 23 | **ASBM SCHOOL OF ACCOUNTANCY**

**B.Com** (Hons./Research)

**M.Com | Ph.D.** (Commerce) page: 09

International Collaborations



## page 26 | **ASBM SCHOOL OF LIBERAL ARTS**

**M.A.** - Economics | English | Applied Psychology

**B.A.** (Hons./Research) - English | Economics | Psychology | Liberal Arts

## page 34 | **ASBM SCHOOL OF INFORMATION SYSTEM**

**B.TECH - CS & IT** (Hons. / Research) | **BCA** (Hons./Research) |

**MCA** | **M.TECH - IT**

## page 39 | **ASBM SCHOOL OF LAW**

**BA LLB** (Hons.) | **5- Year Integrated Programmes**

**BBA LLB** (Hons.) | Recognised by Bar Council of India

**LLM**

- Separate hostels for boys and girls inside campus
- University-owned transport for day scholars
- Arrangement for CAT/MAT and CA coaching on the campus subject to a minimum viable number. The normal fee structure does not include this facility
- Students with a minimum of 75% marks in aggregate in 4-year bachelor's degree are eligible to join a doctoral programme directly without any master's degree.
- The UG students have the opportunity for multiple exit and entry.
  - Undergraduate Certificate after one year / two semesters (provided completed 4 credits in work-based vocational courses during the summer term / Internship / Apprenticeship and 6 credits from Skill-based courses),
  - Undergraduate Diploma after two years / four semesters (provided completed 4 credits in work-based vocational courses during the first year or second year summer term),
  - Bachelor's Degree after three years (six semesters) and
  - Bachelor's Degree with Honours / Research after 4 years (eight semesters).



## DOCTORAL PROGRAMMES / Ph.D.

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. 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, 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



## PROCEDURE FOR ADMISSION

- ▶ A candidate desirous of pursuing a 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 made through a two-stage process, viz., (a) a Written entrance test, and (b) an Interview.
- ▶ A candidate has to qualify in any one of the following written tests to be eligible to be called for an interview such as UGC-NET, UGC-CSIR NET or similar national level tests or ASBM University Research Aptitude Test (ASBM-RAT) by securing at least 50% marks, provided that a relaxation of 5% of marks (from 50% to 45%) shall be allowed for the candidates belonging to SC/ST/OBC (non-creamy layers), differently-abled, Economically Weaker Section (EWS) and other reserved categories of candidates as per the decision of the University Grants Commission (UGC) from time to time.
- ▶ For the selection of candidates, a weightage of 70% shall be given to the entrance test and 30% to performance in the interview/viva voce. The final merit list shall be notified after approval by the Vice-Chancellor.



## ELIGIBILITY

Candidates need to satisfy the eligibility criteria for doctoral programmes as given below:

- ▶ Candidates who have
  - completed a 1-year/2-semester master's degree programme after a 4-year/8-semester bachelor's degree programme, or
  - completed a 2-year/4-semester master's degree programme after a 3-year/6-semester bachelor's degree programme, or
  - acquired qualifications declared equivalent to the master's degree by the corresponding statutory regulatory body with at least 55% marks in aggregate in the master's degree or its equivalent grade in a point scale wherever the grading system is followed, or
  - acquired equivalent qualifications from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to access, accredit or assure quality and standards of the educational institution; or
  - completed a 4-year/8-semester bachelor's degree programme with research with a minimum of 75% marks in aggregate or its equivalent grade on a point scale wherever the grading system is followed; or
  - completed M.Phil. programme with at least 55% marks in aggregate or its equivalent grade in a point scale wherever grading system is followed or equivalent qualification from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to access, accredit or assure quality and standards of educational institutions;
- ▶ A 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, Economically Weaker Section (EWS) and other reserved categories of candidates as per the decision of the University Grants Commission (UGC) from time to time.

## DURATION OF THE PROGRAMME

The Ph.D. Programme shall be for a minimum duration of **three** years and a maximum of **six** years including coursework.

## COURSE WORK

- ▶ Coursework shall be treated as a prerequisite for Ph.D., and all candidates selected for admission into the Ph.D. programmes are required to undertake the prescribed Course Work.
- ▶ A candidate has to successfully complete the course work during the initial one or two semesters by obtaining a minimum of 55% marks in the course work.





# ASBM SCHOOL OF BUSINESS

(Erstwhile Asian School of Business Management)  
Legacy of excellence of 19 years



a **World-class** Business School modelled to **Craft** unique **Industry Need** Management Programmes.

## MBA (Master of Business Administration)

Single / Dual Specialisation (HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics & AI | Agribusiness)

## 5-YEAR INTEGRATED MBA

(Single / Dual Specialisation)

## MBA - PHARMACEUTICAL MANAGEMENT

## MA (HRM & LR) - MASTER IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS

**BBA** (Hons. /Research)

**Ph.D.** Management



**Ranked A<sup>\*\*\*</sup> in Business India**  
**B-School Special 2024-25**  
in the league of

IIM Sambalpur, IIM Bodh Gaya,  
IIM Sirmaur & IIT Roorkee





20th Batch

# MBA | Master of Business Administration

HR | Marketing | Finance | Agribusiness | Business Analytics & AI |  
Operations, Logistics and Supply Chain Management

Option of Dual or Single Specialisation

Accreditation awarded by

the Accreditation Council for Business Schools and Programs, USA, recognised by the Council for Higher Education Accreditation (CHEA) and the US Department of Education.

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

## CURRICULUM DESIGN

A student will undertake 69 credits of core or compulsory courses and 56 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 CBCS for electives. So, a student has the freedom to opt for a single or dual specialisation. Open Electives and Subject of Independent Study (SIS) give further choice to a student. Summer Internship Project (SIP) with dissertation is an essential feature of MBA.

## UNIQUE FEATURES

- Global Accreditation by ACBSP, USA
- Open electives
- IIM model choice-based credit system
- Case-based innovative teaching pedagogy
- Finishing school for employability
- Summer Internship project - 2 months
- Capstone project / Live virtual projects
- Subject of Independent Study
- Consistently excellent placement since inception

## SELECTION PROCESS

Candidates will be shortlisted based on performance in qualifying test, past academic performance, GD and Personal Interview, performance in sports and other extra curricular activities, and gender diversity with the following weightage :

## SELECTION CRITERIA

• National Level Qualifying Admission Test	35%
• Career Score	25%
• PI	20%
• GD	10%
• Sports & Professional Experience	5%
• Gender Diversity	5%





## CORE PAPERS FOR BOTH SINGLE & DUAL SPECIALISATION

# COURSE STRUCTURE

### Semester - I

- Behaviour at Work
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Marketing Management
- QT for Managers
- Designing Work Organisations
- Management Information System
- Finishing School Module – I

### Semester - II

- Managing Human Resources
- Indian Economy & Policies
- Financial Management
- Research Methodology
- Operations Management
- Legal Environment of Business
- Business Analytics
- Artificial Intelligence in Business
- Design Thinking & Innovation
- Business Ethics
- Research Paper Analysis
- Finishing School Module – II

### Semester - III

- Strategic Management
- Subject Electives (Dual/ Super Specialisation)
- Open Electives
- Business Sector Analysis
- Summer Internship Project
- Finishing School Module – III
- Finishing School Module – IV

### Semester - IV

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

## DUAL SPECIALISATION – ELECTIVE COURSES IN SEMESTERS III & IV

( Any Two of 24 Credits Each )

### Human Resource Management

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

### Marketing Management

- B to B Marketing
- Consumer Behaviour
- Marketing Research
- Advertising & Brand Management
- Marketing of Services
- Sales & Distribution Management

### Financial Management

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

### Business Analytics & AI

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

### Operations, Logistics & Supply Chain Management

- Production Management
- Supply Chain Management
- Materials & Purchase Management
- Inventory Management & Control
- Project Management
- Logistics Management
- Supply Chain Analytics
- Quality Management System

### Agribusiness

- Agribusiness & Rural Environment
- Food and Agriculture Policy
- Rural Marketing
- E-Commerce and Agribusiness
- Microfinance for Agribusiness
- Retail Management
- Agriprenurship Development

### 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
- Sustainability & ESG
- Diversity and Cross-Cultural Management
- Self Management Art for Executive Excellence (SMARTEE)
- Corporate Social Responsibility



## SINGLE SPECIALISATION (Any one)- Elective Courses in Semesters III & IV

### **HUMAN RESOURCE MANAGEMENT**

- 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

### **FINANCIAL MANAGEMENT**

- Financial Modelling & Corporate Reporting
- Business Analysis & Valuation
- Financial Markets & Services
- Principles & Practices of Commercial Banking
- Security Analysis & Portfolio Management
- Principles & Practices 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

### **MARKETING MANAGEMENT**

- 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

### **OPERATIONS & LSCM**

- Production Management
- Inventory Management & Control
- Supply Chain Management
- Materials Management
- Purchase Management
- Logistics Management
- Operations Strategy
- Stores Management
- Project Management

- Service Operations Management
- International Logistics
- IT in Logistics & Supply Chain
- Enterprise Resource Planning – I & II
- Quality Management System
- Supply Chain Analytics





## SINGLE SPECIALISATION (Any one)- Elective courses in Semesters III & IV

### **BUSINESS ANALYTICS & AI**

- Decision Analysis
- 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 Modelling
- Analytics of the Internet of Things
- Big Data Analytics
- Python Language Practical
- Marketing Analytics
- HR Metrics and Analytics

### **AGRIBUSINESS**

- Agribusiness & Rural Environment
- ICT in Agribusiness
- Food and Agriculture Policy
- Supply Chain Management
- Microfinance for Agribusiness
- International Trade
- Retail Management
- Agripreneurship Development
- Logistics Management
- Commodity Futures, Markets & Derivatives
- E-Commerce and Agribusiness
- Quality Management System

### **OPEN ELECTIVES** (Any Electives of 8 Credits for All Specialisations)

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





# MBA: Pharmaceutical Management

Worldwide, the Indian pharmaceutical industry is renowned for producing affordable vaccinations and generic medications. It has evolved into a thriving industry over the years, currently ranking third in terms of volume. Master of Business Administration in Pharmaceutical Management (MBA in Pharmaceutical Management) gives a lot of scope for managing the pharmaceutical industry. Students pursuing an MBA in Pharmaceutical Management are prepared for careers in the pharmaceutical industry by combining business and scientific courses. It is intended to provide students with the know-how and abilities required to succeed in the fast-paced, heavily regulated pharmaceutical sector. MBA (Pharmaceutical Management) is a two-year full-time programme spread over four semesters of classroom interaction.

This programme equips students to take on numerous job paths, including supply chain management, regulatory relations, pharmaceutical marketing, and strategic planning. An MBA in Pharmaceutical Management prepares students to lead teams successfully, traverse intricate regulatory frameworks, and make data-driven decisions. It is the perfect option for students who want to combine their strategic business acumen with their enthusiasm for science to enhance their careers in pharmaceuticals.



## UNIQUE FEATURES

- Case-based innovative teaching pedagogy
- Finishing school for employability
- Internship and Practice School
- Capstone project / Live Virtual projects
- Industry Visits
- Exposure to Pharma Industry

## CURRICULUM DESIGN

A student will undergo minimum 1320 hours of course work during the two-year programme. The courses have been classified into credits. A course carrying 100 marks shall be equivalent to 4 credits and a course carrying 50 marks shall be equivalent to 2 credits.

The curriculum consists of 132 Credits where Core courses are of 46 credits and subject elective courses are of 60 credits. Practice School – I (Summer Internship Project) is of 4 credits, Practice School – II (Dissertation and Viva-Voce) is of 20 credits and other non-classroom teaching courses such as research paper analysis and business sector analysis carry 2 Credits.



# COURSE STRUCTURE

## Semester – I

- Behaviour at Work
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Pharmaceutical Marketing Management
- Biostatistics
- Designing Work Organisations
- Management Information System
- Finishing Module – I

## Semester – II

- Managing Human Resources
- Financial Management
- Business Ethics
- Research Methodology
- Pharmaceutical Production & Operations Management
- Legal Environment of Business
- Pharmacoepidemiology
- Artificial Intelligence
- Business Analytics
- Design Thinking & Innovation
- Research Paper Analysis
- Finishing School Module – II

## Practice School – I

After the second semester, the students are required to undertake an internship for two months in any organisation to relate their classroom learning with the ground realities of industry. This is intended to sharpen their knowledge and hone their skills, and develop a better appreciation of the practical problems of business organisations, especially from the management point of view. The experience thus gained, also helps the students in planning their future professional careers.

## Semester – III

- Strategic Management
- Pharmaceutical Product & Brand Management
- Supply Chain Management
- Consumer Behaviour
- Drug Regulatory Affairs & Intellectual Property Rights
- International Marketing
- Project Management
- Sales and Distribution Management
- Management Control System
- Labour Laws
- Practice School – I
- (Summer Internship Project)
- Business Sector Analysis
- Finishing Module – III
- Finishing Module – IV

## Semester – IV

- Entrepreneurship and Startup
- KPO Management
- Practice School – II
- (Dissertation and Viva-voce)



## Practice School – II (Dissertation and Viva-Voce)

A twenty-week full-time programme called "Practice School II" is offered to the students in their second-year. Students have the chance to gain practical experience in a Pharma organisation under the guidance of industry mentors and University faculty members. Through this curriculum, students can apply what they have learnt in the classroom, gain insight into the work culture of the company, and refine their behavioural skills.



# MA-HRM & LR

## Master of Arts in Human Resource Management & Labour Relations

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 the threat of survival. People, being the prime focus for achieving the organizational goals, the People Management process has to be re-oriented to face the present challenges. The University offers a two-year full-time master's degree programme in Human Resource Management & Labour Relations. The course has been designed keeping in view the current industry needs with application-oriented pedagogy to bring in an industry perspective and professional outlook to the programme.

### UNIQUE FEATURES

- Uniquely designed course as per industry requirements
- Innovative teaching pedagogy
- Experienced faculty from industry, profession, and academics
- Guest faculty from the industry to bring the practices to the classroom
- Continuous evaluation pattern
- Dissertation/Live projects

### CURRICULLUM 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 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

- Behaviour at Work
- Quantitative Techniques & Research Methodology
- Business Economics
- Principles of Management
- Designing Work Organisations
- 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 (Any electives of 8 credits)
  - Strategic HRM
  - International HRM
  - Comparative Industrial Relations
  - Talent Management
  - Psychometrics
  - Knowledge Management
  - Moral Leadership
- Summer Internship Programme

## Semester – IV

- Learning and Development
- Organisation Development and Change Management
- Electives (Any electives of 8 credits)
  - 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



# IMBA | 5 - Year Integrated MBA

Our 5-Year Integrated MBA is a professionally designed programme focusing on in-depth management studies, enabling students to build rewarding careers in the field. It seamlessly combines undergraduate and graduate education, offering comprehensive training in management, finance, marketing, and entrepreneurship. Through real-world projects, internships, and industry interactions, students gain critical thinking, problem-solving, and leadership skills. Graduates are well-prepared to excel in the business world, with a competitive edge in the job market.

## DUAL SPECIALISATION (Any Two)

HR | Marketing | Finance | Operations, Logistics and Supply Chain Management | Agribusiness | Business Analytics & AI

## SINGLE SPECIALISATION (Any One)

HR | Marketing | Finance | Operations, Logistics and Supply Chain Management | Agribusiness | Business Analytics & AI

## CURRICULUM DESIGN

A student will undergo 252 credits including core courses of 146 credits, subject elective courses of 48 credits, open elective courses of 8 credits, skill enhancement courses of 9 credits, ability enhancement courses of 8 credits, inter-disciplinary courses of 9 credits, and value-added courses of 6 credits. In addition, there will be Summer Internship of 12 credits and other non-classroom teaching courses such as research paper analysis, business sector analysis and Capstone Project/ Live virtual project carrying 6 credits.

The School follows a choice-based credit system for electives. So a student has the freedom to opt for single or dual specialisation as per her/his choice.

## ELIGIBILITY & SELECTION PROCESS

- +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India. Candidates appearing for their final year +2 examination can apply.
- Qualifying score in ASBM University Entrance Examination (ASBMUEE)
- Personal Interview



## 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
- Consistently excellent placement since inception



# COURSE STRUCTURE

## Core Papers for both Single & Dual Specialisation

### Semester-I

- Introduction to Business
- Micro Economics
- India's Diversity and Business
- English Language and Literature
- Digital Fluency + Practical
- Environmental Studies & Disaster Management
- Constitution of India

### Semester-II

- Basic Financial Accounting
- Psychology for Management
- Business Mathematics
- Business Ethics and Corporate Governance
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

### Semester-III

- Cost Accounting
- Macro Economics
- Entrepreneurship and Small Business
- Management Theory and Practices
- English Writing & Composition
- Personal Finance

### Semester-IV

- E-business
- Business Environment
- Business Law
- Organisational Behaviour
- Quantitative Techniques for Management
- Language Proficiency and Impression Management

### Semester-V

- Management Accounting
- Corporate Law
- Human Resource Management
- Management Information System and DSS
- Internship and Dissertation

### Semester-VI

- Organisational Change and Development
- Production and Operations Management
- Financial Management
- Marketing Management
- Indian Economy and Policies

### Semester-VII

- Behaviour at Work
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Marketing Management
- QT for Managers
- Designing Work Organisations
- Management Information System
- Finishing School Module – I

### Semester-VIII

- Managing Human Resources
- Indian Economy & Policies
- Business Ethics
- Financial Management
- Research Methodology
- Operations Management
- Legal Environment of Business
- Business Analytics
- Artificial Intelligence in Business
- Design Thinking & Innovation
- Research Paper Analysis
- Finishing School Module – II

### Semester-IX

- Strategic Management
- Subject Electives (HR, Finance, Marketing, OL&SCM, BA-AI and ABS)
- Open Electives
- Summer Internship Project
- Business Sector Analysis
- Finishing School Module – III
- Finishing School Module – IV

### Semester-X

- Subject Electives (HR, Finance, Marketing, OL&SCM, BA and ABS including SIS)
- Open Electives
- Capstone Project/ Live Virtual Project

**Specialisation and Open Elective Subjects**  
same as MBA Programme of ASBM University



# BBA | Bachelor of Business Administration (Hons. / Research)

3/4 Years under Curriculum and Credit Framework for  
UG programmes of UGC as per NEP 2020

The Bachelor of Business Administration (BBA) is a 3/4-year undergraduate programme designed with multiple entry and exit. The curriculum and syllabus are designed to provide ample scope for students to gain a comprehensive understanding of diverse aspects of business management. This programme is designed to provide the students with business insights, critical thinking and decision-making skills.

## UNIQUE FEATURES

- BBA Degree after 3 years
- BBA (Honours/Research) after 4 years
- Students having BBA (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. Programme without Masters.
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work

## CURRICULUM DESIGN

A student will undergo a minimum of 120 credits for three-year BBA programme or a minimum of 160 credits for four-year BBA honours with research. The courses have been classified into credits. The curriculum consists of Core Courses, Multidisciplinary Elective Courses, Ability Enhancement Courses (AEC), Skill Enhancement Courses (SEC), Value Added Courses, Summer Internship and/or Research Project/Dissertation.

### DISCIPLINE SPECIFIC ELECTIVE

(Any One)

- HR
- Marketing
- Finance
- Supply Chain Management
- International Business
- Business Analytics

## RESEARCH / DISSERTATION

Students choosing a four-year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member in any functional area. The students are expected to complete the Research Project in the eighth semester. After the submission of the dissertation, there will be a viva voce examination.

## COURSE STRUCTURE

### Semester-I

- Introduction to Business
- Basic Financial Accounting
- Business Statistics & Logic
- India's Diversity and Business
- Business Communication-I
- General English
- Environmental Science & Disaster Management

### Semester-II

- Management Theory and Practices
- Cost Accounting
- Business Economics
- Business Communication-II
- Ethical Issues in Business
- Constitution of India
- Digital Fluency

### Semester-III

- Management Accounting
- Business Laws
- Organisational Behaviour
- Entrepreneurship and Start-Up Ecosystem
- Indian Ethos and Values
- Management Information System and DSS

### Semester-IV

- Human Resource Management
- Financial Management
- Marketing Management
- Business Research Methodology
- Business Environment
- Design Thinking & Innovation

### Semester-V

- Corporate Laws
- Production and Operations Management
- Internship/ Capstone Project
- Discipline Specific Electives-I
- Discipline Specific Electives-II

### Semester-VI

- Business Policy & Strategy
- International Business
- Corporate Governance
- Major Project
- Discipline Specific Electives-III
- Discipline Specific Electives-IV

### BBA (Hons.)

### Semester-VII

- Entrepreneurial Leadership
- AI for Business
- Summer Internship II
- Discipline Specific Electives-V
- Discipline Specific Electives-VI

### Semester-VIII

- Dissertation Work
- Discipline Specific Electives-VII
- Discipline Specific Electives-VIII
- Discipline Specific Electives-IX

### BBA (Hons. with Research)

### Semester-VII

- Advanced Data Analysis Tools
- Advanced Research Methodology
- Research Internship Report & Viva-Voce
- Discipline Specific Electives-V
- Discipline Specific Electives-VI

### Semester-VIII

- Dissertation (For Resesrach Track)



The background of the page is a photograph of the ASBM School of Accountancy building. The building is a modern, white, two-story structure with large glass windows and a curved facade. The letters 'ASBM' are visible on the upper part of the building. In the foreground, there are lush green trees and a planter box filled with yellow flowers. The left side of the image is overlaid with a dark blue graphic featuring a stylized circular pattern and a grid of lines.

# ASBM SCHOOL OF **ACCOUNTANCY**

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Ph.D. | M.Com | B.Com (Hons./ Research)



# M.Com | Master of Commerce

The Master of Commerce (M.Com.) programme aims at equipping students with advanced and specialized knowledge of the core commerce courses with creativity and problem-solving skills through innovative pedagogy and activities. As an advanced-level programme, it not only prepares students to handle the finances of an organization but also prepares them to venture into the world of research.

## COURSE STRUCTURE

### Semester - I

- Corporate Financial Accounting & Planning
- Quantitative Methods for Management
- Managerial Economics
- Organisation Theory & Behaviour
- Bank & Insurance Management
- Economic 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 DFC

### Semester- III

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

### 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 of the following groups 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 Courses (DFC)

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

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

## UNIQUE FEATURES

- Up-to-date syllabi as per profession and industry needs
- Case-based innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation system





# B.Com | Bachelor of Commerce (Hons./ Research)

3/4 Years under Curriculum and Credit Framework for  
UG Programmes of UGC as per NEP 2020

The 4-year Bachelor in Commerce (B.Com. Hons. and Research) programme is designed to enable and empower students to acquire knowledge, skills and abilities to analyze and to make them ready to handle the finances of a company.

The curriculum and syllabus aim to instil conceptual and practical understanding in students to manage businesses and organisations and prepare them to drive and face the challenges of tomorrow. It also encourages the students to explore the world of technology and digitization in the relevant field.

## UNIQUE FEATURES

- B.Com (Honours/Research) after 4 years
- Exit option after 3 years with B.Com
- Students having B.Com (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Project Work
- Separate hostels for boys and girls inside campus
- University-owned transport for day scholars
- Arrangement for CAT/MAT and CA coaching on the campus subject to registration by a minimum viable number of students. The normal fee structure of the Institute does not include this facility

## COURSE STRUCTURE

### Semester -I

- Financial Accounting I
- Managerial Economics
- Principles and Practices of Banking
- English Language & Literature
- Digital Fluency
- Environmental Studies & Disaster Management
- Constitution of India

### Semester -II

- Cost Accounting
- Micro Finance
- Quantitative Techniques
- Principles and Practices of Insurance
- Communicative English
- Data Mining and Spreadsheet
- Indian Ethos & Values

### Semester -III

- Business Laws
- Financial Accounting II
- Macro Economics
- Startup and Entrepreneurship Development
- English Writing & Composition
- Soft Skills

### Semester -IV

- Personal Finance
- Business Statistics
- Corporate Laws
- Computerised Accounting
- Organisational Behaviour
- Language Proficiency & Impression Management

### Semester -V

- Corporate Accounting
- Fundamentals of Financial Management
- Principles of Auditing
- Indian Economy and Policies
- Internship and Dissertation

### Semester -VI

- Income Tax Law & Practice
- Management Accounting
- Marketing Management
- GST & Indirect Tax Laws
- Foreign Trade

### Semester -VII

- Corporate Governance & Reporting
- Financial Statement Analysis
- Research Methodology
- Corporate Tax Planning
- Principles of Management

### Semester -VIII

- Financial Market & Services
- Fintech
- Research Project and Dissertation; OR
  - o Introduction to Security Analysis and Portfolio Management
  - o Introduction to Derivatives
  - o Salesmanship



A photograph of a university campus with a large tree in the foreground, a paved path, and a white building in the background. The right side of the image is overlaid with a blue and brown geometric graphic.

## **ASBM SCHOOL OF LIBERAL ARTS**

- M.A. – English
- M.A. – Economics
- M.A. – Applied Psychology
- B.A. – Liberal Arts (Hons./ Research)
- B.A. - English (Hons./ Research)
- B.A. - Economics (Hons./ Research)
- B.A. – Psychology (Hons./ Research)



# MA-ENGLISH

The University offers a two-year, full-time M.A. in English, spanning four semesters of classroom interaction. The programme aims to help students relate literature to its context, compare literary theories and texts, and explore how history, ideology, and material forces shape literary works.

It emphasizes diverse perspectives on English literature, from England and other regions like India, America, Africa, and Australia. Courses in critical thought, literary theories, linguistics, and cultural studies further enhance students' ability to analyze literature in relation to its broader cultural and historical contexts.

Graduates of the program can pursue careers in academia, publishing, media, content creation, and communication, among other fields.



## UNIQUE FEATURES

- Innovative teaching pedagogy
- Exposure to literary festivals/workshops and authors
- DSE like Film and Media Studies, Linguistics and more
- Continuous evaluation pattern
- Project

## COURSE STRUCTURE

### Semester-I

- Foundations: History of English Literature
- British Poetry from Chaucer to Pope
- Indian Writing in English and 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 the English Language
- Nineteenth Century 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
- Discipline Specific Electives (Choose any Two)
  - Introduction to Linguistics and Structure of Modern English
  - Children's Literature
  - Travel Writing
  - Nineteenth Century American Literature

### Semester - IV

- Literary Criticism and Contemporary Theories
- Postcolonial Literature and Theory
- Project/Dissertation
- Discipline Specific Electives (Choose any Two)
  - Popular Literature and Culture
  - American Literature of the Twentieth Century
  - Modern European Literature
  - Modernism and Postmodernism



# MA-ECONOMICS

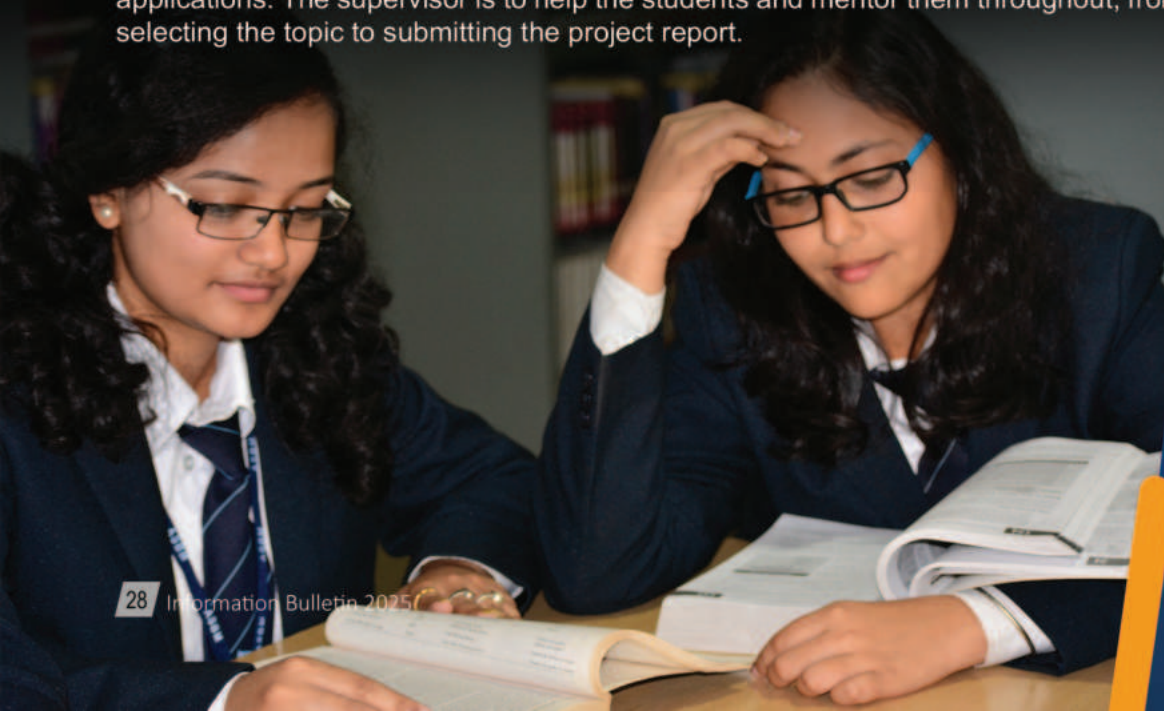
The Master of Arts in Economics programme at ASBM University, equips students with analytical foundations in various economic theories, global and Indian economic history, and quantitative methods. The course fosters a supportive academic environment, empowering students to analyze complex economic issues and develop practical solutions. Graduates are prepared for diverse careers in finance, government, academia, and international organizations, with roles in policy analysis, economic research, and data-driven decision-making.

## UNIQUE FEATURES

- Designed in CBCS pattern
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern

## DISSERTATION / PROJECT

Project work is an in-depth study of a topic chosen by the student. The objective of the project work for the students at the 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 to help the students and mentor them throughout, from selecting the topic to submitting the project report.



## COURSE STRUCTURE

### Semester-I

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

### Semester-II

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

### Semester-III

- Economics of Growth and Development
- Financial Institutions & Markets
- Research Methodology
- DSE- I (Choose any One)
  - o Advanced Econometrics
  - o Agricultural Economics
- DSE- II (Choose any One)
  - o Rural Economics
  - o Environmental Economics

### Semester-IV

- Public Economics
- International Trade
- DSE- III (Choose any One)
  - o Financial Econometrics
  - o Regional Economics
- DSE- IV (Choose any One)
  - o Urban Economics
  - o Economics of Natural Resources
- Dissertation



# M.A – APPLIED PSYCHOLOGY

Specialisation in Clinical Psychology, Industrial & Organisational Psychology, and Counselling Psychology

The Master of Arts (M.A.) in Applied Psychology programme familiarizes students with the application of psychological principles across various fields, including clinical, industrial & organizational, and counseling psychology. It empowers students to support diverse communities, regardless of social, economic, or educational background.

The programme builds a strong research-oriented theoretical foundation, incorporating recent advances in psychology. It encourages a creative, empirical, and ethical approach, blending both quantitative and qualitative research practices. Graduates can pursue careers in counseling, clinical psychology, industry, research, social work, healthcare, and more.

## UNIQUE FEATURES

- Practical hands-on experience in Mental Health Institute at SCB Medical College,
- Experienced faculty from industry, profession and academics
- Internship

## DISCIPLINE-SPECIFIC ELECTIVES (Any one of the following areas)

- **Clinical Psychology**
  - Psychopathology
  - Psychotherapeutic Processes
  - Forensic Psychology
  - Childhood Psychopathology
  - Neuropsychology
  - Psychoneuroendocrinology
- **Industrial & Organizational Psychology**
  - Applied Industrial & Organizational Psychology
  - Organizational Change and Development
  - Training and Consulting in Organizations
  - Managing across Cultures
  - Leadership in Organizations
  - Labour Laws at Workplace
- **Counselling Psychology**
  - Educational and Vocational Guidance and Counselling
  - Developmental & Positive Psychology for Counselling
  - Behaviour Dysfunction
  - Psychological Assessment in Guidance & Counselling
  - Humanistic and Feminist Approaches to Counselling

## PRACTICAL TRAINING

The University has a collaboration with the Mental Health Institute - Centre of Excellence, SCB Medical College and Hospital, Cuttack for practical training in Clinical and Counselling Psychology.

## COURSE STRUCTURE

### Semester-I

- Introduction to Applied Psychology
- Quantitative Research Methods
- Applied Social Psychology
- DSE-Any one from the list
- Communication Skills in Psychology

### Semester-II

- Applied Cognitive Psychology
- Psychology of Scaling and Testing
- Community Psychology
- Organizational Behaviour
- GE - Any one from the list
- DSE – Any one from the list

### Semester-III

- Theory and Practice of Guidance & Counselling
- Behaviour Modification and Behaviour Therapy
- Models of Guidance and Group Guidance
- Cognitive Behavioral Interventions
- GE – Any one from the list
- DSE – Any one from the list
- Field Training

### Semester-IV

- Psychological Assessment and Diagnosis
- Applied Psychotherapy
- Human Resource Management
- Dissertation
- MOOCS

## General Electives (GE) – Any Two Electives (One each for Semester II and Semester III)

- Counselling: Skills and Techniques
- Health Psychology
- Sports Psychology
- Stress and Coping
- Conflict Resolution and Peace Psychology



# B.A. – LIBERAL ARTS (Hons./ Research)

3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

Liberal Arts is becoming increasingly important as employers seek employees with broad outlooks and multidisciplinary skills. The ASBM Liberal Arts programme exposes students to humanities, social and behavioral sciences, linguistics, and creative arts, fostering a holistic understanding and developing analytical and problem-solving skills for better industry acceptance. It is a 4-year full-time programme spread over eight semesters.

## COURSE STRUCTURE

### Semester – I

- History of Literature and Philology
- History of Ideas
- Law in Everyday Life
- English Language and Literature
- Digital Fluency + Practical
- Environmental Studies & Disaster Management
- Constitution of India

### Semester-II

- Micro Economics
- Introduction to Sociology
- Foundation of Social Theory
- Entrepreneurship Development
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

### Semester-III

- Introduction to Psychology + Practical
- Macro Economics
- Logical & Critical Thinking
- Personal Finance
- English Writing and composition
- Computer Graphics

### Semester-IV

- Introduction to Media & Communication
- Introduction to Business
- Indian Society and Practices
- Psychology and Literature
- Modern Indian Thinkers
- Language Proficiency and Impression Management

### Semester-V

- Fundamentals of Management & Organisational Behaviour
- Social Psychology
- Statistical Methods
- Creative Writing
- Internship and Dissertation

### Semester-VI

- Organisational Change and Development
- Indian Writings in English
- Media Management
- Cultural and Indigenous Psychology
- Cyber Security

## UNIQUE FEATURES

- BA - Liberal Arts (Honours/Research) after 4 years
- Exit option after 3 years with BA - Liberal Arts
- Students having BA - Liberal Arts (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without a Masters.
- Exposure to literary festivals/workshop and authors
- Continuous evaluation system

### Semester – VII

- Research Methodology
- Media Law
- Social Disorganisation and Deviance
- Digital Marketing
- Film Appreciation

### Semester – VIII

- Popular Literature
- Rhetoric
- Project and Dissertation; Or
- Indian Drama
- Counselling Psychology
- Integrated Marketing Communication





# B.A. – ENGLISH (Hons./ Research)

3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

This programme immerses students in the extensive study of literature, including poetry, prose, novels, drama, and criticism, across different periods to understand their evolution.

The 4-year, eight-semester programme prepares students to analyze and develop critical insights through reflective reading and writing. Students will engage with writers from various countries, academicians, publishers, editors, and journalists, enhancing their English studies experience. The programme offers numerous opportunities to develop writing, communication, critical thinking, and analytical skills.



## COURSE STRUCTURE

### Semester – I

- Introduction to English Literature
- Foundations of Indian Civilization
- Indian Economy
- English Language and Literature
- Soft-skills
- Environmental Studies & Disaster Management
- Indian Ethos and Values

### Semester – II

- 14th to 16th Century British Literature
- Critical Essays: Francis Bacon, Hazlitt and Goldsmith
- Creative Writing
- Psychology and Literature
- Communicative English
- Introduction to IT
- Constitution of India

### Semester- III

- Indian Writing in English I
- Age of Renaissance
- Understanding Human Behaviour
- Film Appreciation
- Academic Writing and Composition
- Art of Public Speaking

### Semester - IV

- Elizabethan and Jacobean Theatre
- Elizabethan and Jacobean Poetry
- Age of Enlightenment
- Indian Myth and Epic
- Media Relations and Corporate Communication
- Personality Development and Impression Management

### Semester -V

- The Rise of English Novel
- Women's Writing
- Romanticism
- Indian Society and Practices
- Internship and Dissertation

### Semester -VI

- 19th Century British Literature
- Age of Realism
- Indian Writing in English II  
Autobiography, Prose & Fiction
- American Literature
- Reporting and Writing

### Semester – VII

- 20th Century Drama & Poetry
- 20th Century Novel
- Literary Theory & Criticism
- Research Methodology
- Indian Folk Narrative

### Semester – VIII

- Indian Drama
- Organizational Culture
- Research Project; OR
  - o Vedic Literature
  - o World Literature
  - o Language & Linguistics

## UNIQUE FEATURES

- BA - English (Honours/Research) after 4 years
- Exit option after 3 years with BA - English
- Students having BA - English (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters
- Exposure to literary festivals/workshop and authors
- Continuous evaluation system



# B.A. – ECONOMICS (Hons./ Research)

3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

The Bachelor of Arts in Economics (Hons/Research) is a 4-year course with a descriptive and investigative approach to acquaint the students with all aspects of economic areas, focusing on micro, macro and global paradigms. The course essentially involves studying the main aspects of improving an organisation's overall profitability through diverse approaches and techniques. It equips a student with analytical, communication and problem-solving skills to effectively identify issues, source information and efficient practical solutions.

## UNIQUE FEATURES

- BA - Economics (Honours/Research) after 4 years
- Exit option after 3 years with BA - Economics
- Students having BA - Economics (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work

## RESEARCH / DISSERTATION

Students choosing a four-year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member in any functional area. The students are expected to complete the Research Project in the eighth semester. After the submission of the dissertation, there will be a viva voce examination.

## COURSE STRUCTURE

### Semester-I

- Introductory Micro Economics
- Organizational Behavior
- Introduction to Business
- English Language & Literature
- Environmental Studies
- Constitution of India

### Semester-II

- Introductory Macro Economics
- Behavioral Economics
- NGO Management
- Principles of Management
- Communicative English
- Excel spread sheet
- Indian Ethos & Values

### Semester-III

- Indian Economy – I
- Mathematical Methods for Economics – I
- Fundamentals of Insurance
- Business Laws
- Academic writing & Composition
- Computer Application in Economics

### Semester-IV

- Indian Economy-II
- Mathematical Methods for Economics- II
- Money and Banking
- Public Economics
- Micro Finance
- Personality Development & Impression Management

### Semester-V

- Intermediate Micro Economics – I
- Intermediate Macro Economics-I
- Statistical Methods For Economics
- Demographic Studies
- Summer Internship

### Semester-VI

- Intermediate Microeconomics-II
- Intermediate
- Macroeconomics-II
- Financial Economics
- Development Economics
- SHG Finance

### Semester – VII

- Introductory Econometrics
- Research Methodology
- International Economics
- Environmental Economics
- Introduction To MSME

### Semester – VIII

- Industrial Economics
- Social Dis-Organisation & Deviance
- Research Project Dissertation OR
  - o History of Economic Thought
  - o Advanced Econometrics
  - o Agricultural Economics





# B.A. – PSYCHOLOGY

(Hons./ Research)

3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

Psychology, as a discipline, is crucial for addressing mental health issues like depression, anxiety, stress, learning difficulties, and suicide, and for restoring psychological well-being. This programme attracts students interested in how the mind works and human motivation. With rising psycho-social issues in today's fast-paced world, this course equips psychology graduates to handle these challenges.

The 4-year programme, spread over eight semesters, prepares students to understand themselves and others, comprehend human behaviour, and develop skills to meet society's evolving psychological needs. A bachelor's degree in Psychology provides a wide scope towards a career in counseling, social work, research, teaching, human resources and many more.

## UNIQUE FEATURES

- BA - Psychology (Honours/Research) after 4 years
- Exit option after 3 years with BA - Psychology
- Students having BA - Psychology (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work

## PRACTICAL EXPOSURE

The University has a collaboration with the Mental Health Institute-Centre of Excellence, SCB Medical College and Hospital, Cuttack for practical exposure.

## COURSE STRUCTURE

### Semester – I

- Introduction to Psychology
- Introduction to Business
- Statistical Methods for Research – I
- English Language and Literature
- Digital Fluency
- Environmental Studies & Disaster Management
- Indian Ethos and Values

### Semester – II

- Biopsychology
- Positive Psychology
- Business Communication
- Statistical Methods for Research – II
- Communicative English
- Excel Spreadsheet Modelling
- Constitution of India

### Semester – III

- Psychology of Individual Differences
- Development of Psychological Thought
- Principles of Management
- Human Resource Management
- English Writing and Composition
- Soft Skills

### Semester – IV

- Cognitive Psychology
- Social Psychology
- Understanding Psychological Disorders
- Introduction to Indian Psychological Thought
- Entrepreneurship and Small Business Management
- Language Proficiency and Impression Management

### Semester – V

- Industrial & Organisational Psychology
- Developmental Psychology
- Applied Social Psychology
- Business Ethics and Corporate Governance
- Internship and Dissertation

### Semester – VI

- Understanding and Dealing with Psychological Disorders
- Organisational Behaviour
- Counselling Psychology
- Youth Psychology
- Stress Management

### Semester – VII

- Psychological Research
- Forensic Psychology
- Cultural and Indigenous Psychology
- Educational Psychology
- Consumer Behaviour

### Semester – VIII

- Environmental Psychology
- Emotional Intelligence
- Research Project and Dissertation; OR
  - o Psychometrics
  - o Sports Psychology
  - o Psychology for Health and Well-being



A photograph of the ASBM School of Information System campus. The image shows a large, modern white building with blue accents, surrounded by lush greenery, including several large trees and manicured lawns. In the foreground, there are two large, light-colored, abstract sculptures. The scene is captured from a slightly elevated perspective, looking towards the building.

## **ASBM SCHOOL OF INFORMATION SYSTEM**

- ▶ **B. Tech. - Computer Science & Information Technology**
- ▶ **BCA - Bachelor of Computer Application (Hons. / Research)**
- ▶ **M. Tech. - Information Technology**
- ▶ **MCA - Master of Computer Application**



# B.TECH | Computer Science & Information Technology

The B. Tech (CS & IT) is a four-year undergraduate programme focusing on practical and theoretical knowledge in computer hardware, software, data security, operating systems, data science, AI, machine learning, and database management. It covers procedures for data storage, development, recovery, transmission, and security. Graduates of this programme have numerous career opportunities, including roles as computer support specialists, database administrators, system administrators, information systems managers, programmers, network engineers, software developers, and data warehouse analysts.

## UNIQUE FEATURES

- ▶ Innovative teaching pedagogy
- ▶ Soft skills for employability through ASBM Finishing School and Language Lab Training
- ▶ Industry exposure and skill training
- ▶ Experienced faculty from industry, profession and academics
- ▶ Continuous evaluation system
- ▶ Project Work

## COURSE STRUCTURE

### Semester-I

- Introduction to Computer Programming
- Programming Lab
- Applied Physics-I & Lab
- Linear Algebra & Univariate Calculus
- English for Technical Writing
- Environmental Studies and Disaster Management
- Constitution of India
- Design Thinking & Problem-solving

### Semester-II

- Digital Logic Design & Lab
- Discrete Mathematics : Theory and Applications
- Applied Physics-II & Lab
- Ordinary Differential Equation & Multivariate Calculus
- Principles of Management
- Indian Ethos and Values
- Python Programming & Lab

### Semester-III

- Data Structure & Lab
- Introduction to Object Oriented Programming (OOP)
- OOP Lab
- Probability & Statistics
- Introduction to Micro Economics
- Digital Marketing
- Internship-I

### Semester-IV

- Design and Analysis of Algorithm & Lab
- Computer Architecture and Organization
- Computer Architecture and Organization Lab
- Programming using Java & Lab
- Modern Web System
- MIS & DSS
- Organisational Behaviour

### Semester-V

- Database Systems Development & Lab
- Data Communication & Computer Networking & Lab
- Information Security-5-Secure Systems Engineering (NPTEL)
- Python for Machine Learning
- Summer Internship Program

### Semester-VI

- Data Science & Lab
- Data Base Security & Access Control and Lab
- Digital Image Processing & Graphics & Lab
- Theory of Computation
- Embedded System

### Semester-VII

- Artificial Intelligence & Lab
- Cloud Computing
- Compilers: Principles, Techniques & Tools
- Operating System & Lab
- Operation Research

### Semester-VIII

- Software Engineering & Lab
- Internet of Things
- Major Project





# BCA (Hons./ Research)

3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

This programme envisions creating computer professionals with a strong foundation of application-oriented skills and the right ethical values to face the challenges and opportunities in the IT industry. The curricula and syllabi of the course are designed by incorporating the latest developments through hands-on training labs, and collaborative learning experiences to equip students with high-end skills in software development and critical thinking to excel in the domain of IT industry.

## COURSE STRUCTURE

### Semester-I

- Programming using 'C'
- Mathematical Foundation to Computer Science
- Economics and Costing
- English Language and Literature
- Office Automation
- Environmental Studies & Disaster Management
- Indian Ethos and Values
- Programming using 'C' Lab
- Office Automation Lab

### Semester-II

- Digital Logic
- E-commerce
- Internet and Web Technology
- Principles of Management
- Communicative English
- Python programming
- Constitution of India
- Digital Logic Lab
- Python programming Lab

### Semester-III

- Data Structure
- Computer Architecture and Organization
- MIS & DSS
- Statistics and Probability
- English Writing & Composition
- Soft skills
- Data Structure Lab
- Computer Architecture and Organization Lab

### Semester-IV

- Programming using 'C++'
- Database Management Systems
- Object Oriented Programming using Java
- Introduction to Artificial Intelligence
- Computer Hardware & Networking
- Language Proficiency and Impression Management
- Programming using 'C++' Lab
- Database Management Systems Lab
- Object Oriented Programming using Java Lab

### Semester-V

- Computer Networks
- Computer Graphics
- Operating Systems
- Organisational Behaviour
- Computer Graphics Lab
- Computer Networks Lab
- Operating Systems Lab
- Summer Internship Project

### Semester-VI

- Software Engineering
- Cyber Security
- Compiler Design
- Design and Analysis of Algorithm
- Numerical Technique
- Software Engineering Lab
- Cyber Security Lab
- Design and Analysis of Algorithm Lab
- Numerical Technique Lab

### Semester-VII

- Research Methodology
- Data Mining
- Cloud Computing
- UNIX Programming
- Embedded System
- Data Mining Lab
- UNIX Programming Lab

### Semester-VIII

- Advanced Computer Architecture
- Internet of Things
- Research Project / Dissertation / OR
- Cloud Computing
- Distributed system
- Machine Learning
- Advanced Computer Architecture Lab
- Machine Learning Lab





# M.TECH | Information Technology

The M. Tech. in IT is a two-year postgraduate programme focusing on advanced practical and theoretical knowledge in areas like data security, operating systems, data science, AI, machine learning, database management, and programming. It also covers procedures for data storage, development, recovery, transmission, and security. An M.Tech. with IT opens doors to numerous professional opportunities, including roles such as computer support specialist, database administrator, system administrator, information systems manager, programmer, network engineer, software developer, and data warehouse analyst.

## UNIQUE FEATURES

- Innovative teaching pedagogy
- Experienced faculty from industry profession and academics
- Continuous evaluation pattern
- Dissertation
- Live projects and industry internship



## COURSE STRUCTURE

### Semester I

- Advanced JAVA Programming
- Advanced Computer System Architecture
- Advanced Database Management System
- Machine learning
- Advanced JAVA Programming Lab
- Advanced Computer System Architecture Lab
- Advanced Database Management System Lab

### Semester II

- Distributed Systems
- Data Analytics
- Advanced Cyber Security
- **Elective I (Any one)**
  - o Mobile Computing/
  - o Natural Language Processing
- Distributed Systems Lab
- Data Analytics Lab
- Advanced Cyber Security Lab

### Semester III

- Software Project Management
- **Elective II(Any one)**
  - o Soft Computing
  - o Pattern Recognition
- Thesis Part I

### Semester IV

- Seminar
- Comprehensive Viva-Voce
- Final Thesis



# MCA | Master of Computer Application

The 2-Year Master in Computer Application (MCA) program is designed for those passionate about using technology to drive change. The curriculum, aligned with recent technological advancements and IT industry practices, equips students with IT-based problem-solving skills, critical thinking, and the ability to handle both basic and advanced tasks, individually and collaboratively. In addition to technical expertise, the programme emphasizes soft skills and precision, preparing students for roles such as software engineers, system administrators, data scientists, financial analysts, app developers, and IT consultants. Graduates can pursue rewarding careers in various sectors, including software development, IT consulting, banking, finance, and insurance.

## UNIQUE FEATURES

- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Dissertation
- Live projects and industry internship

## COURSE STRUCTURE

### Semester I

- Programming & Problem Solving in C
- Operating System
- Computational Mathematics
- Python Programming
- Professional Communication
- Programming in C LAB
- Operating System LAB

### Semester II

- Data Structure & Algorithm
- Programming with Java
- Computer Networks
- Computer Architecture and Organization
- Linear Programming and its Applications to Computer Science / Introduction to Soft Computing.(NPTEL)
- Data Structure & Algorithm LAB
- Programming with Java LAB

### Semester III

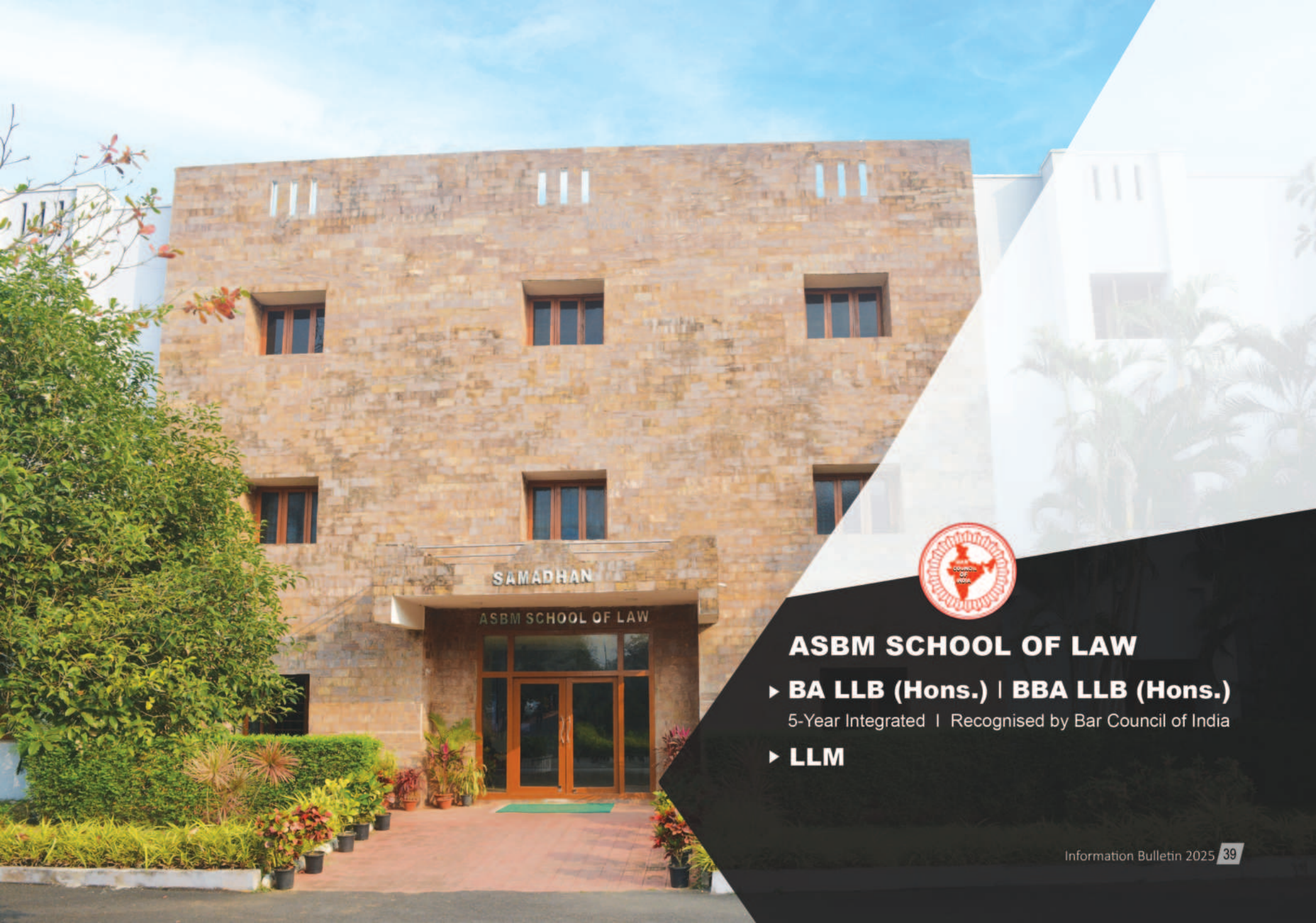
- Software Engineering
- Relational Database Management System
- **Elective I**
  - ☒ Automata Theory
  - ☒ Data Science
  - ☒ Computer Graphics
- **Elective II**
  - ☒ Artificial Intelligence and Machine Learning
  - ☒ Image Processing
  - ☒ Cloud Computing
- **Elective III**
  - ☒ Cyber Security
  - ☒ Internet and Web Technology
  - ☒ Data Mining and Data Warehousing

### Semester IV

- **Elective IV**
  - ☒ Distributed System
  - ☒ Compiler Design
  - ☒ Generative AI
- Project/ Dissertation







SAMADHAN

ASBM SCHOOL OF LAW



## ASBM SCHOOL OF LAW

- ▶ **BA LLB (Hons.) | BBA LLB (Hons.)**  
5-Year Integrated | Recognised by Bar Council of India
- ▶ **LLM**



# BA-LLB (Hons.)

## 5-Year Integrated Programme

Recognised by Bar Council of India

No civilized society can survive without the enforceability of law, and hence the importance of law education.

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. With a well-structured curriculum, this programme 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 real world.

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
- 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 training

### INTERNSHIP

The students will undertake twenty weeks of internship - four weeks every year in a forum, where law is practiced 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.

### 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.

### 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.





## COURSE STRUCTURE

### Semester I

- English - I: English Language and Literature
- Indian Legal & Constitutional History
- Economics - I: Managerial Economics
- Law of Contract
- Constitutional Law - I
- Family Law-I

### Semester II

- English-II: Communicative English
- Sociology - I: Introduction to Sociology
- Indian Ethos and Values
- Special Contract
- Constitutional Law - II
- Family Law - II

### Semester III

- English - III: English Writing & Composition
- Political Science - I: Introduction to Political Science
- Economics - II: Macro Economics
- Law of Tort and MV Act
- Public International Law
- Bharatiya Nyaya Sanhita - I

### Semester IV

- English - IV: Language Proficiency and Impression Management
- Economics - III: Indian Economy and Policies
- Jurisprudence
- Bharatiya Sakshya Adhinyam
- Bharatiya Nyaya Sanhita - II
- Administrative Law

### Semester V

- Sociology - II: Indian Society & Practices
- Fundamentals of Management & Organisational Behaviour

- Bharatiya Nagarika Suraksha Sanhita - I
- Environmental Law
- Land Laws

### Elective – I (Any one)

- o Human Rights - Law and Practice
- o White Collar Crime
- o Farmer and Breeders' Rights

### Semester VI

- Political Science -II: Political Theory
- Sociology - III: Social Disorganisation & Deviance
- Political Science - III: Public Administration
- Bharatiya Nagarika Suraksha Sanhita - II
- Corporate Law – I (Company Law)

### Elective - II (Any one)

- o Humanitarian and Refugee Law
- o Media and Law
- o Transportation Law

### Semester VII

- Corporate Law - II
- Civil Procedure Code - I
- Transfer of Property - I
- Alternate Dispute Resolution
- Law of Insurance (Honours)
- Intellectual Property Rights (Honours)

### Elective -III (Any one)

- o Private International Law
- o Law on Education
- o Bio-diversity Protection

### Semester VIII

- Interpretation of Statute
- Civil Procedure Code - II
- Transfer of Property – II
- Drafting, Pleading & Conveyance
- Cyber Law (Honours)
- Law of Carriage (Honours)
- Elective-IV(Any one)
  - o Gender Justice & Feminist Jurisprudence
  - o Prison Administration
  - o Penology and Victimology

### Semester IX

- Labour and Industrial Law-I
- Women & Criminal Law
- Right to Information
- Professional Ethics & Professional Accounting System
- Competition Law (Honours)
- Banking Law (Honours)
- Dissertation and Viva-voce

### Semester X

- Labour and Industrial Law – II
- Offences against Children & Juvenile Justice
- Principles of Taxation Law
- Consumer Protection Law
- Health Law (Honours)
- Law of Investment (Honours)
- Moot Court Exercise and Internship





## **BBA-LLB (Hons.)**

### **5-Year Integrated Programme**

Recognised by Bar Council of India

A strong legal framework is key to both a thriving society and successful businesses, making the blend of law and business education essential for shaping future leaders.

ASBM University offers a five-year, full-time integrated Bachelor of Business Administration & Bachelor of Law – Honours (BBA LLB - Hons.) programme, recognized and approved by the Bar Council of India. The well-structured curriculum provides a solid foundation in both business and law, enabling students to understand the practical application of law in real-world scenarios.

Graduates of this programme have diverse career opportunities in public and private sectors, including law practice, judicial services, civil services, law firms, corporate houses, banks, and consultancy.

### **UNIQUE FEATURES**

- Experienced faculty from industry, profession and academics
- 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 training

### **INTERNSHIP**

The students will undertake twenty weeks of internship - four weeks every year in a forum, where law is practiced 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.

### **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.

### **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.





## COURSE STRUCTURE

### Semester I

- English - I: English Language and Literature
- Indian Legal & Constitutional History
- Managerial Economics
- Law of Contract
- Constitutional Law - I
- Family Law-I

### Semester II

- English-II: Communicative English
- Basic Financial Accounting
- Indian Ethos and Values
- Special Contract
- Constitutional Law - II
- Family Law - II

### Semester III

- English - III: English Writing & Composition
- Introduction to Political Science
- Entrepreneurship and Small Business Management
- Law of Tort and MV Act
- Public International Law
- Bharatiya Nyaya Sanhita - I

### Semester IV

- English - IV: Language Proficiency and Impression Management
- Quantitative Techniques for Management
- Jurisprudence
- Bharatiya Sakshya Adhinyam
- Bharatiya Nyaya Sanhita - II
- Administrative Law

### Semester V

- Human Resource Management
- Fundamentals of Management & Organisational Behaviour

- Bharatiya Nagarika Suraksha Sanhita - I
- Environmental Law
- Land Laws

### Elective – I (Any one)

- o Human Rights - Law and Practice
- o White Collar Crime
- o Farmer and Breeders' Rights

### Semester VI

- Production and Operation Management
- Financial Management
- Marketing Management
- Bharatiya Nagarika Suraksha Sanhita - II
- Corporate Law – I (Company Law)

### Elective - II (Any one)

- o Humanitarian and Refugee Law
- o Media and Law
- o Transportation Law

### Semester VII

- Corporate Law - II
- Civil Procedure Code - I
- Transfer of Property - I
- Alternate Dispute Resolution
- Law of Insurance (Honours)
- Intellectual Property Rights (Honours)

### Elective -III (Any one)

- o Private International Law
- o Law on Education
- o Bio-diversity Protection

### Semester VIII

- Interpretation of Statute
- Civil Procedure Code - II
- Transfer of Property – II
- Drafting, Pleading & Conveyance
- Cyber Law (Honours)
- Law of Carriage (Honours)
- Elective-IV(Any one)
  - o Gender Justice & Feminist Jurisprudence
  - o Prison Administration
  - o Penology and Victimology

### Semester IX

- Labour and Industrial Law-I
- Women & Criminal Law
- Right to Information
- Professional Ethics & Professional Accounting System

- Competition Law (Honours)
- Banking Law (Honours)
- Dissertation and Viva-voce

### Semester X

- Labour and Industrial Law – II
- Offences against Children & Juvenile Justice
- Principles of Taxation Law
- Consumer Protection Law
- Health Law (Honours)
- Law of Investment (Honours)
- Moot Court Exercise and Internship



**Moot Court**



# LLM

## (Corporate & Commercial Law)

The recent advancements in global trade and commerce have created a demand for legal professionals specializing in corporate and commercial law. The ASBM School of Law offers a one-year full-time LLM in Corporate & Commercial Law to address this need. This programme provides high-quality legal research education, fostering creativity and excellence. It prepares students to meet the evolving needs of society by equipping them with theoretical legal foundations and research skills. Graduates will be effective legal practitioners with a strong sense of social responsibility, ready for careers in teaching, research, judiciary, corporate service, public service, and specialized corporate law practice.

### UNIQUE FEATURES

- Experienced faculty from the academics and legal profession
- Retired judges, practitioners and corporate executives to share practical experience
- Special law library with E-Resources
- Interdisciplinary Approach to Legal Education
- Designed to provide specialised legal training in the functioning of law compliances and practices
- Continuous evaluation system

### COURSE STRUCTURE

#### Semester-I

- Research Methodology
- Legal Writing
- Comparative Legal Systems
- Law and Justice in a Globalised World
- Company Law
- Banking and Insurance Law
- Commercial Dispute Resolution

#### Semester-II

- Securities & Financial Markets Law
- Intellectual Property Law
- International Trade Law
- Investment Law
- Competition Law
- Infrastructure Law
- Dissertation





## ADMISSION ELIGIBILITY CRITERIA (POST GRADUATE PROGRAMMES)

PROGRAMMES	ELIGIBILITY
MBA MBA – PHARMACEUTICAL MANAGEMENT	Bachelor's degree (any stream) or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised university. A valid CAT / XAT/ MAT/CMAT/ATMA/ASBMUEE test scorecard.
5 YEAR INTGRATED MBA	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
MA – HRM & LR	Bachelor's degree or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised university.
M. COM	Bachelor's degree in Commerce or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognised University.
MA – ECONOMICS	Any graduate with Economics as one of the subjects with minimum 50% in aggregate marks (45% for reserved category) from a recognised university.
MA - ENGLISH	Bachelor's degree in English or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognised University.
MA - APPLIED PSYCHOLOGY	Bachelor's degree in Psychology or equivalent in relevant discipline with minimum 50% in aggregate marks (45% for reserved category) from any recognised University.
M. TECH - IT	Bachelor's degree in Engineering/Technology or equivalent in an appropriate area or M.Sc. (Computer Science/IT) or Graduates (AMIETE) from Institute of Electronics & Telecommunication Engineers (IETE) in Computer Science & Engineering or MCA or M.Sc. (Mathematics/Mathematics & Computing/Statistics) with minimum 60% marks from a recognised University.
MCA	Bachelor's degree (any stream) or equivalent with minimum 50% aggregate marks (45% for reserved category) from any recognised university defined by UGC with Mathematics as a subject at +2 or Graduate level.
LLM	Bachelor's degree in Law or equivalent degree with minimum 50% marks in aggregate (45% for reserved category) from any recognised University.

**\* Final year students can also apply**

### Foreign/ NRI students : Eligibility

Students who have requisite qualification from foreign universities or board of higher education as equivalent to the higher secondary, graduation, post-graduation stage of India and recognised by Association of India Universities (AIU) are eligible for admission.



## ADMISSION ELIGIBILITY CRITERIA (UNDER GRADUATE PROGRAMMES)

PROGRAMMES	ELIGIBILITY
<b>BBA (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>B. COM (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA - ECONOMICS (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA – ENGLISH (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA – LIBERAL ARTS (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA - PSYCHOLOGY (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>B. TECH – CSIT (Hons./Research)</b>	At least 50% marks (45% for reserved category) in +2/ XII (Science Stream) and valid JEE/ASBMUEE Test scorecard, OR Three-year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by the State Council of Technical Education and Vocational Training.
<b>BCA (Hons./Research)</b>	At least 50% aggregate marks (45% for reserved category) in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India. OR Three-year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by the State Council of Technical Education and Vocational Training.
<b>BA LLB (Hons.) BBA LLB (Hons.)</b>	At least 45% aggregate marks (42% for OBC category and 40% in case of SC and ST category) in +2/ XII Class or equivalent examination. A valid CLAT/ AILET/ XLET/ ASBMUEE Test scorecard.

\* Final year students can also apply



# ASBM FINISHING SCHOOL

A Centre of Excellence of ASBM University

## THE CONDUIT TO EMPLOYABILITY

Prepares the students for successful career through comprehensive personality and employability grooming, fostering holistic growth through competency mapping and potential assessment through psychometric and language ability tests.

### UNIQUE FEATURES

- Complete grooming through mentoring and counseling
- Soft Skill Training
- Reasoning and Aptitude Training
- Professional, social and personal etiquettes and netiquettes
- Effective communication through language lab intervention
- Resume Building
- Mock interviews & group discussions
- Impression Management
- Placement Simulations

FINISHING SCHOOL  
for EMPLOYABILITY

**3PEGM**  
ADVANTAGE

**P**OWER **P**ACKED  
**P**ERSONALITY &  
**E**MPLOYABILITY  
**G**ROOMING **M**ODULE

## PLACEMENT

ASBM University has established its credibility through quality education, rigorous academics, and industry-focused curricula. The Finishing School Modules, including the Power Packed Personality & Employability Grooming Module (3PEGM) with language and psychometric labs, enhance students' employability and industry readiness. ASBM takes initiatives for competency development, leading to high performance and consistent excellent placements for MBA students, with many BBA students also securing top placements. A dedicated placement team ensures students receive job offers aligned with their career goals.

Over  
**200**  
Recruiters  
Connection

**100%**  
Placement  
Assistance



**100%**  
Guaranteed  
Internship For all  
Management &  
UG Programmes

**100%**  
Placement Training:  
State of the Art  
Finishing School:  
3PEGM Advantage





# INDUSTRY CONNECT

The Industry Connect Cell of the University is established to provide closer links with industries and facilitates industry exposure to relate theoretical learning with practice. The basic objective of organizing industry visit is to get hands-on experience on work environment, people management and overall real world functioning. Hands-on industry exposure is gained through internship which is compulsory at ASBM for management and all under-graduate programmes.



# OUR PROUD RECRUITERS\*



\* indicative list



# ASBM University 4<sup>th</sup> CONVOCATION 2024



Dr. P. L. Haranadh, IRTS, Hon'ble Chairman, Paradip Port Authority, Shri M. Venkaiah Naidu, Hon'ble 13th Vice-President of India, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Prof. Kalyan S. Ray, Vice-President, ASBM University (from left to right)



4th Convocation Ceremony at ASBM Central Auditorium on 27th September, 2024



Prerana Das, MBA, Gold Medalist



M. Indu, BBA, Gold Medalist



Ayushman Mohapatra, MBA Gold Medal (Best All Rounder, PG)



Prayash A. Patnaik, BA English Gold Medal (Best All Rounder, UG)





# IGNITE

THE ASBM NATIONAL TALENT FESTIVAL

**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.

**AD-MAD**

**LET'S NACHO**

**WAR OF BANDS**

**VOICE OF IGNITE**

**FASHION FUSION**

**TREASURE HUNT**

**BGMI**

*(Battlegrounds Mobile India)*

**QUIZZERA**

**FUN FAIR**

**FREE FIRE**

**BEAT BOXING**

**MODERN ART**

**RAP COMPETITION**

**FILM FESTIVAL**





# Campus Life at ASBM





# Alumni Testimonials



My two years at ASBM were memorable as it was the first time I experienced hostel life, some 2000 km away from my hometown, Lucknow. During these two years, I embraced all the opportunities and challenges with a positive mindset, whether it was being the class representative, placement cell coordinator, or a member of the marketing club. Most of my evenings after classes were spent in the library, reading newspapers and journals. I owe a lot to my alma mater, ASBM, my mentors, and professors. With the quality education I received, I got a great platform that helped me get placed at Asian Paints, my first employer, where I spent five years. This experience in turn helped me join Maruti Suzuki, my current employer. I also met Atreyee Choudhry at ASBM, and she is now my wife. She is also well-placed and thriving at Axis Bank.

**Suvigya Singh Vats, Batch 2012, Senior Manager, Maruti Suzuki**



I am fortunate to have studied at ASBM and will always cherish the memories of my two years on campus. I must admit that the rigorous MBA curriculum and the discipline of the residential campus have played a significant role in shaping the rest of my career.

**Debasish Pradhan, Head Talent Aquisition, Mahindra Susten & Mahindra Teqo.**



Finding the right path to success at the right time is crucial, and for that reason, I chose ASBM. The friendly environment and the systematic approach to imparting education at ASBM helped shape me into a competent individual. The wide range of activities—both curricular and co-curricular—along with the support from ASBM, has been extremely helpful for my future. The faculty members are truly kind and approachable whenever any need arises. At ASBM, we are well-prepared for placements, and as a result, I was placed in one of the most reputed companies. Today, if I am in a good position, it is because of what I have learned at ASBM. Lastly, I am proud to be a student of ASBM.

**Arijit Brahma, Batch 2018, GM, Operations, Bharat Fianacial Inclusion Ltd**



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

**Ayushman Ray, Batch 2008, State Head, reliance**



Learning and grooming at ASBM brought about significant changes in me. The course curriculum and innovative methods of delivery have made me stand out and succeed in my career.

**Pritish Uttaray, Batch 2010, Chief Manager, Bank of Baroda**



Founded in 2006, this decade-old institution has proven to be a frontrunner in management education worldwide. The B-school is a pioneer of the case-study approach to management education. Its flagship event, "Markfest," takes a holistic approach to reinforcing education in practice in a fun way, and is one of its kind in all of Asia. I owe not only the management lessons but also the life lessons I learned at my college. The knowledgeable faculty, beautiful campus, rich library, and intelligent batchmates made a great impact on my personality and learning.

**Abhipsa Mishra, Batch 2008, Change Leader, HURON**



Being part of ASBM has been one of the most transformational experiences of my personal and professional life. I had countless opportunities to engage with highly experienced professors and industry experts who are paving new paths for global development. The ASBM pedagogy is designed in such a way that, as a student, I gained practical experience that went beyond the classroom and benefitted my work. The unique blend of core and soft skills helped me gain confidence and contribute effectively to the industry, which has been the key to my success.

**Deepak Mishra, Batch 2008, Director, Supply Chain & Customer Engagement Automotive Aftermarket, SKF Group, USA**



My five years at ASBM wouldn't have been as rewarding without the dynamic faculty members, whom I consider 'Management Gurus.' This institute provided me with a platform to showcase my skills in the corporate world. Today, I realize that I was making memories here in those past days. A simple 'thanks' will never be enough, unless I contribute something back to my institution in the future.

**Ankita Parida, Batch 2018, Success Factors Consultant, iXerv**



My two-year academic journey at ASBM has been one of the best periods of my life. The institute not only prepared me to be industry-ready but also shaped me into a leader who can stand tall for her people, with strong values of ethics, integrity, and customer service. What makes ASBM stand out is the personal care, time, and investment that each faculty member puts into the students.

**Adrika Chatterjee Sen, Batch 2011 Manager, HR, Service & Transition: Lead Europe, Novartis**



# Leader's 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



It was an excellent experience to be a part of the ASBM University's Convocation. Under the guidance of Prof. Pattanayak, the University is poised to break new barriers in academic excellence, and more important academia - corporate relationship.

**Mr. Atanu Kumar Das**  
Managing Director & CEO, Bank of India



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, Los Angeles Pacific University, USA



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

**Dr. Alby Anand Kurian,**  
Professor, Exeter University, UK



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

It fills me with great joy and pride to see such a flowering university under the able guidance and vision of Prof. Biswajeet Pattanayak.

**Dr. Bishnupada Sethi, IAS**  
Principal Secretary, Higher Education, Govt. of Odisha



This University is a temple - a temple of knowledge. Your Head Priest Dr. B. Pattanayak is a fantastic leader. Pleasure being with you all.

**Mr. S. V. Nathan**  
Partner & Chief Talent Officer, Deloitte India & National President, NHRDN



My admiration and salutations to Dr. Biswajeet Pattanayak and his team for building this great Institution and temple of learning. It is created out of love and dedication. With best wishes to the team to continue the great service to society.

**Capt. G. R. Gopinath**  
Founder, Air Deccan



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

**Dr. Bijoy Kumar Sahoo,**  
Executive Vice-Chancellor & Provost, 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 Development

### Conference & Symposium

- National HR Symposium
- National Marklogistics Symposium
- National Finance Symposium
- National IT Symposium
- National Literary Symposium
- Law Symposium

### Student Events

- Astitwa (Foundation Day Celebration)
- Akanksha (Fresher's Day Celebration)
- Moorchhana (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
- Vigilance Awareness
- International Women's Day
- Road to Excellence Lecture
- Short-film Festival



Prof. Biswajeet Pattanayak, Founder & President, ASBM University with Hon'ble President of India, H.E. Smt. Droupadi Murmu during her maiden visit to ASBM as Hon'ble Governor of Jharkhand



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



Prof. Biswajeet Pattanayak, Founder & President, ASBM University presenting his book Human Resource Management to H.E. Shri Raghubar Das, Hon'ble Governor of Odisha.



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.



H.E. Shri M. Venkaiah Naidu, Hon'ble 13th Vice-President of India at ASBM campus



H.E. Shri Ram Nath Kovind, Hon'ble 14th President of India at ASBM campus



## CONFERENCE & SYMPOSIUM



**14th National HR Symposium - 2024** organised by ASBM School of Business on 30th November 2024 on "Quiet Quitting : The New HR Challenge". Graced by Col. (Dr.) Ashwini Kumar Jhoshi, Director, Ernst & Young LLP, Mr. Prakash Ch. Panda President-HR, India Power Corpo. Ltd., Mr. Avinash Samal, Head HR, Training & Development, TCS, Dr. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Ranjan Ku. Bal, VC, ASBM University, Dr. Hari Narayan Sahu, Assistant Professor & Coordinator, 14th National HR Symposium.



**National Commerce & Finance Symposium-2024** organised by ASBM School of Accountancy on 2nd November 2024 on "Financial Shenanigans: Issues and Challenges" Graced by Shri Trilochan Panda, Managing Director, GRIDCO Ltd, Shri Bibhuti Bhusan Nayak, President, ICMAI, Shri Shiba Prasad Padhi, Practising CMA, SAPSJ & Associates, Shri Niranjan Sahoo, Former CGM (Finance), OPTCL, Shri Niranjan Barik, Regional Head, Union Bank of India, Shri Bijoy Lumar Malik, Dy. General Manager, Bank of India, Shri Manoranjan Das, Senior Divisional Manager, LIC, Shri Satya Sundar Mahasuar, AGM (Finance), NALCO, Prof. Biswajeet Pattanayak, Founder & President, ASBM University and Dr. Ranjan Ku. Bal, VC, ASBM University.

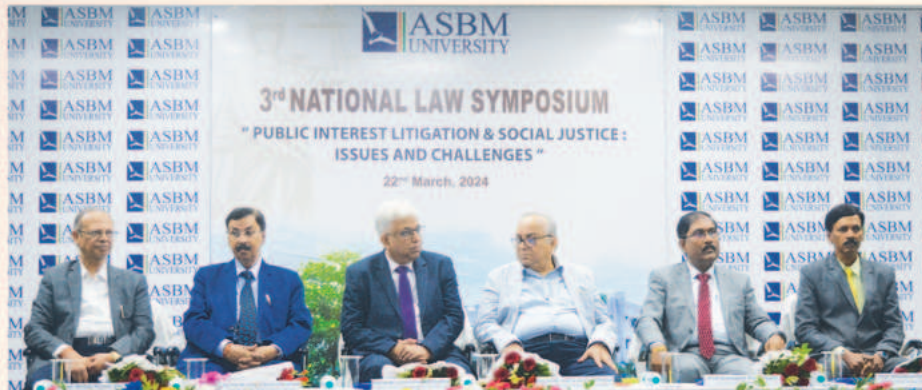


**National Marklogistics Symposium** organised by ASBM School of Business on 9th November, 2024 on "SUPPLY CHAIN AGILITY : LEVERAGING BRAND AGNOSTIC." Graced by Shri Subrat Tripathy, President, Business Development, Adani Group, Shri Y. N. Babu, IRTS, Principal Chief Operations Manager, East Coast Railways, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University & Dr. Rutupama Dash , Coordinator, ASBM University.



**National IT Symposium** organised by ASBM School of Information System on 3rd February, 2024 on "Responsible AI : Recipe for the Future". Graced by Mr. Debankur Ghosh, Director, Emerging Technology, PricewaterhouseCoopers Pvt. Ltd., Mr. Swaroop Kumar Rath, Chief Architect & Business Partner, TCS, Mr. Nilabdhii Samantray, Chief Digital Officer, CSM Technologies, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Ranjan Ku. Bal, VC, ASBM University, Dr. Ricky Mohanty, Head, School of Information System, ASBM University.





**National Law Symposium** organised by ASBM School of Law was held on 22nd March, 2024 on "Public Interest Litigation & Social Justice: Issues and Challenges" Graced by Hon'ble Justice Mr. Anang Kumar Patnaik, Former Judge, Supreme Court of India, Hon'ble Justice Subhasis Talapatra, Former Chief Justice, Odisha High Court, Hon'ble Justice Bimal Prasad Das, Former Judge, High Court of Odisha & Chairperson, Odisha Human Rights Commission, Prof. Biswajeet Pattanayak, Founder & President, ASBM University and Prof. Premananda Ranasingh, Dean, School of law, ASBM University.



**National Discourse on Theatre** organised by ASBM University was held on 17th & 18th August, 2024 on "Abhinaya : Wisdom & Reflections" Graced by Dr. Mohan Aghase, Psychiatrist and Actor, Shri M. K. Raina, Actor & Director, Shri Sammanjasa Das, IRS, Chief Commissioner of Customs, Play Translator, Prof (Dr.) Rajeev Naik, Playwright, Shri Udayan Vajpeyi, Writer & Poet, Shri Manu Dash, Writer, Poet, Activist, and Prof. Biswajeet Pattanayak, Founder & President, ASBM University.



**Poetry Workshop at ASBM University** : Poets from different countries - Mr. Alvin Pang, Singapore, Mr. Daryl Lim Wei Jie, Singapore, Mr. Hassanal Abdullah, Bangladesi-American Poet, Mr. M. K. Ajay, Mumbai, Mr. Roland Orcsik, Yugoslavia, Mr. Sam Powney, Yugoslavia, Mr. Yusuke Miyake, Tokyo recited their poems and conducted a poetry writing workshop on 30th November, 2024 under the University's **Meet the Authors** programme.



**Book Release** - Two poetry collections - "Lunar Eclipse" by Mr. M. K. Ajay and "The Hanging Moment" by Mr. M. K. Ajay, Mr. Manu Dash, and Mr. Alvin Pang - released by Prof. Biswajeet Pattanayak Forunder & President of ASBM University along with the International poets on 30th November, 2024 under the University's **Meet the Authors** programme.



## INAUGURATION OF NEW BATCH



**Akanksha**, the Inauguration of the New batch of ASBM University was held on 4th September 2024 graced by Dr. Ashok Kumar Singha, Founder & CEO, CTRAN Consulting, Mr. Shyam S. Choudhry, Chief of BHR, TATA Power, Dr. Debabrata Dash, Head-Human Resources, AM/NS India Ltd., Prof. Biswajeet Pattanayak, Founder & President, ASBMU, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBMU, Prof. Phalgu Niranjana, Pro-VC, ASBMU, and Prof. M. N. Samantaray, Dean, Academic & Research, ASBMU.

## IMCon 2024 (International Management Conference 2024)



Prof. Barada P. Mahapatra, Vice-Chancellor Prof. Ranjan Kumar Bal, Mr. Radhashyam Mahapatra, Director (HR), NALCO, Founder & President of ASBM University Prof. Biswajeet Pattanayak, Prof. Sok Uttara, VP, CamEd Business School, Cambodia, Prof. Irina Leonova, Professor, International Affairs, Lobachevsky University, Russia, Prof. Smaraki Pattanayak, Principal Director, ASBM University and others.

## AKANKSHA (Freshers' Day)



## Under 25 Summit





# ASBM Centres for Excellence



## GATI CENTRE FOR EXCELLENCE IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

Launched in partnership with Gati Ltd., Hyderabad, to drive value creation in organisations through logistics and supply chain operations.

## ASBM BUSINESS INCUBATOR

Established with the help of MSME Department, Govt. of India to promote entrepreneurship, mentor the youth, and build a start-up ecosystem.

## CENTRE FOR THEATRE AND FILM IN EDUCATION

Promotes experiential learning through the medium of theatre and film for creating better human beings by enhancing cognitive, social, and emotional skills

## CENTRE FOR SOCIAL RESPONSIBILITY

Fosters awareness among the students about social issues through community engagement for holistic personal development by developing leadership, social harmony, and active citizenship.



## ASBM Centre for Theatre and Film in Education



Inauguration by veteran theatre and movie actors **Dr. Mohan Aghase** and **Mr. M. K. Raina**







# FEE STRUCTURE FOR ADMISSION BATCH 2025-26

## Educational Loan

ASBM University recognised  
under Bank of India's  
**Star Vidya Loan Scheme** for  
Educational Loan to all Indian nationals

### POST GRADUATE PROGRAMMES

Details	MBA	MBA Pharmaceutical Management	MA (HRM & LR)	M.COM	M.A.-ECO	M.A.-ENG	M.A. Applied Psychology	MCA	M.TECH	LLM
Course Fee 1st Yr.	₹ 3,50,000	₹ 2,18,000	₹ 50000	₹ 70000	₹ 45000	₹ 45000	₹ 50000	₹ 100000	₹ 100000	₹ 120000
Course Fee 2nd Yr.	₹ 3,50,000	₹ 2,18,000	₹ 50000	₹ 70000	₹ 45000	₹ 45000	₹ 50000	₹ 100000	₹ 100000	

### UNDER GRADUATE & 5-YEAR INTEGRATED MBA PROGRAMMES

Details	BBA (Hons/ Research)	B.Com.(Hons./ Research)	BA –English (Hons./Research)	BA –Economics (Hons./Research)	BA – Liberal Arts (Hons./Research)	BA – Psychology (Hons./Research)	B.TECH- CS & IT (Hons.)	BCA (Hons./Research)
Course Fee– 1st Year	80,000	70,000	45,000	45,000	45,000	50,000	1,20,000	55,000
Course Fee– 2nd Year	80,000	70,000	45,000	45,000	45,000	50,000	1,20,000	55,000
Course Fee– 3rd Year	80,000	70,000	45,000	45,000	45,000	50,000	1,20,000	55,000
Course Fee– 4th Year	80,000	70,000	45,000	45,000	45,000	50,000	1,20,000	55,000



## 5 YEAR INTEGRATED PROGRAMMES

Course Fee	5-Year Integrated MBA	BBA LLB (Hons.) - Integrated	BA LLB (Hons.) - Integrated
1st Year	₹ 80,000	₹ 1,00,000	₹ 1,00,000
2nd Year	₹ 80,000	₹ 1,00,000	₹ 1,00,000
3rd Year	₹ 80,000	₹ 1,00,000	₹ 1,00,000
4th Year	₹ 2,18,000	₹ 1,00,000	₹ 1,00,000
5th Year	₹ 2,18,000	₹ 1,00,000	₹ 1,00,000

## DOCTORAL PROGRAMME IN MANAGEMENT & COMMERCE

Particulars	FEE
Admission Fee	₹ 25,000
Academic Fee (Per Semester- 65000/-)	
Minimum 3yrs ( Six Semester)	₹ 3,90,000
<b>Total</b>	<b>₹ 4,15,000 (Minimum)</b>

## CAUTION MONEY

Particulars	Amount
All Programmes (Residential)	₹ 10,000
All Programmes (Non-Residential)	₹ 5,000

## HOSTEL FEE

	Accommodation				
	Single Occupancy (Attached Toilet)	Single Occupancy (Without Attached Toilet)	Twin Occupancy (Attached Toilet)	Twin Occupancy	Mess
1 <sup>st</sup> Year	₹ 90,000	₹ 67,000	₹ 78,750	₹ 45,000	₹ 73,000
2 <sup>nd</sup> Year	₹ 90,000	₹ 67,000	₹ 78,750	₹ 45,000	₹ 80,300
3 <sup>rd</sup> Year	₹ 90,000	₹ 67,000	₹ 78,750	₹ 45,000	₹ 88,330
4 <sup>th</sup> Year	₹ 90,000	₹ 67,000	₹ 78,750	₹ 45,000	₹ 97,163
5 <sup>th</sup> Year	₹ 90,000	₹ 67,000	₹ 78,750	₹ 45,000	₹ 1,06,879

## TRANSPORTATION CHARGE

Year	Amount
Year1 <sup>st</sup>	₹ 48,000
Year2 <sup>nd</sup>	₹ 52,800
Year3 <sup>rd</sup>	₹ 58,080
Year4 <sup>th</sup>	₹ 63,888
Year5 <sup>th</sup>	₹ 70,277





# 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-ff) 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 any act which has the effect of teasing, treating or handling with rudeness a fresher or any other student, or indulging in rowdy or indiscipline 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 each 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 any act which has the effect of teasing, treating or handling with rudeness a fresher or any other student;
2. Indulging in rowdy or indiscipline 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;
3. Asking any student to do any act which each 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 he/she 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 taking admission to the university's hostel shall submit additional affidavits countersigned by his/her parents or 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 his/her 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 any 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) Rustication from the University for period ranging from one to four semesters;
  - h) Expulsion from the University and consequent debarring from admission to any other institution for a specific period.
5. An appeal against the order of punishment by the Anti-Ragging Committee shall lie with the President of the University.





Ignite  
The ASBM National Talent Festival



## How to Apply :

Interested candidates can apply for admission online by visiting the ASBM Website ([www.asbm.ac.in](http://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.



## BHUBANESWAR

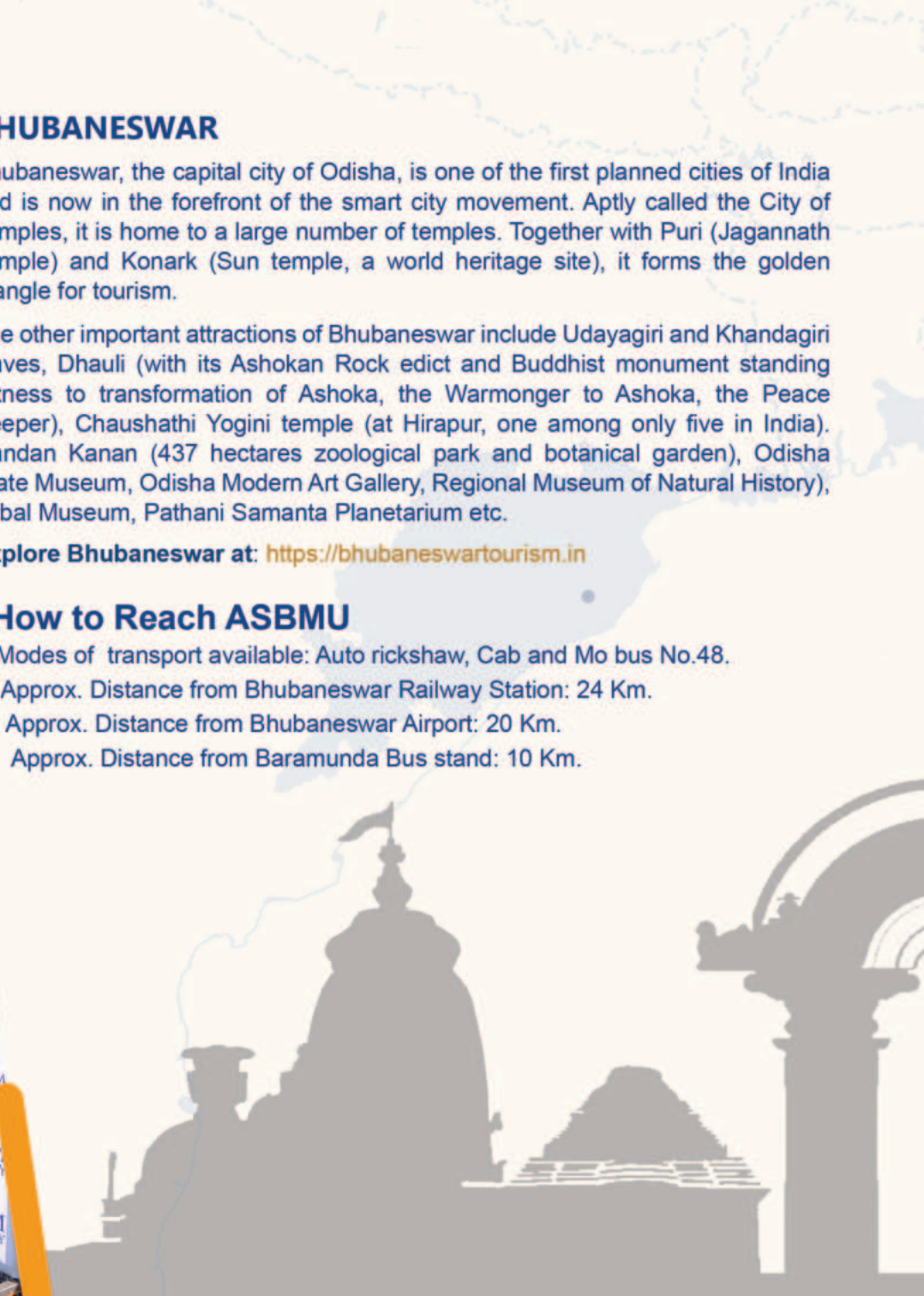
Bhubaneswar, the capital city of Odisha, is one of the first planned cities of India and is now in the forefront of the smart city movement. Apty called the City of Temples, it is home to a large number of temples. Together with Puri (Jagannath Temple) and Konark (Sun temple, a world heritage site), it forms the golden triangle for tourism.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhauli (with its Ashokan Rock edict and Buddhist monument standing witness to transformation of Ashoka, the Warmonger to Ashoka, the Peace Keeper), Chaushathi Yogini temple (at Hirapur, one among only five in India), Nandan Kanan (437 hectares zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History), Tribal Museum, Pathani Samanta Planetarium etc.

Explore Bhubaneswar at: <https://bhubaneswartourism.in>

## How to Reach ASBMU

- Modes of transport available: Auto rickshaw, Cab and Mo bus No.48.
- Approx. Distance from Bhubaneswar Railway Station: 24 Km.
- Approx. Distance from Bhubaneswar Airport: 20 Km.
- Approx. Distance from Baramunda Bus stand: 10 Km.







*Established by Govt. of Odisha*

Shiksha Vihar, Bholā (Chandaka),

Post: ASBM University, Bhubaneswar - 754012

Tel.: 0674 - 2744881 / 84 | Toll Free - 1800 3456 5855

Email : [info@asbm.ac.in](mailto:info@asbm.ac.in) | [www.asbm.ac.in](http://www.asbm.ac.in)