



Rewriting the Mantra of Excellence



INFORMATION BULLETIN-2021

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The ASBM

Legacy of Excellence and Innovation

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

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

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

An internationally known expert in the domain of Human Resource Management, and a widely acclaimed management Guru, Prof. Biswajeet Pattanayak had an exceptionally enriching career with remarkable achievements, including becoming a full Professor in Indian Institute of Management (IIM) at the very young age of 35. He went on to adorn the position of Director of the Reserve Bank of

India run Indian Institute of Bank Management at the age 37, a rare distinction again. In an exceptional manner, Prof. Pattanayak combines all the qualities of a management educator, a wonderful teacher, an excellent trainer, a consultant to industry, a prolific writer and an accomplished researcher. These attributes of the Founder Leader have shaped the culture of the organisation that he envisioned.

Leaving aside the coveted positions that he had occupied, Prof. Pattanayak preferred to return to his home state Odisha to pursue his dream of creating an IIM out of a private business school to provide an affordable platform to meritorious students across the country, and outside as well, interested in pursuing a career in management. That is how Asian School of Business Management was established in 2006 in the very lap of nature in a green campus close to Chandaka Wildlife Sanctuary at Bhubaneswar, the capital city of Odisha. It was built in record time of 180 days and was inaugurated by the Hon'ble Vice President of India, His Excellency Shri Bhairon Singh Shekhawat with the words, "a new sunrise in management education". His Excellency Shri Rameswar Thakur, Hon'ble Governor of Odisha and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha had also graced the occasion.

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

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

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

Welcome to **ASBM UNIVERSITY**

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

On this backdrop, ASBM University is being developed as a model institution benchmarking the best universities and institutions of excellence in the world with a clear focus on holistic personality development and action leadership. ASBM students are groomed with strong conviction, high values and sensitivity towards the changing environment with an entrepreneurial leadership outlook.

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

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

Prof. (Dr.) Biswajeet Pattanayak

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

Former Distinguished Professor, IIM Indore & Lucknow

FOUNDER & PRESIDENT, ASBM UNIVERSITY





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

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

Vision

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

Mission

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

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

Quality Policy

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

Advisory Council

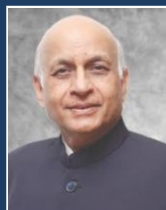


Chairperson

Justice Ananga Kumar Patnaik

Former Hon'ble Judge, Supreme Court of India

Members :



Ambassador Lalit Mansingh

Former Foreign Secretary
Govt. of India



Prof. D. P. Agrawal

Former Chairman, UPSC
Govt. of India



Prof. Sukhdeo Thorat

Former Chairman, UGC,
Govt. of India



Prof. S. S. Mantha

Former Chairman, AICTE,
Govt. of India



Dr. Satya Narayan Mohanty, IAS (Retd.)

Former Secretary, MHRD
Govt. of India



Mr. Bijay Kumar Patnaik, IAS (Retd.)

Former Chief Secretary,
Govt. of Odisha



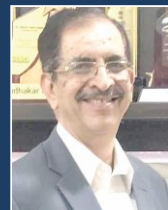
Prof. Devinder Malhotra

Chancellor, Minnesota State Colleges &
Universities, USA



Mr. Vivek Pattanayak, IAS (Retd.)

Former Director, International Civil
Aviation Organisation, Canada



Mr. T. Sudhakar Pai

Chairman,
Manipal Group



Ms. Renu Challu

Former MD,
State Bank of Hyderabad



Mr. G. Upadhyaya,

Former CMD,
National Aluminium Co. Ltd.



Prof. Aditya Prasad Padhi

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



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

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



Mr. Thothathri Raman

International Accreditation Adviser
& Former Executive Editor,
Business India

Board Of Governors



President
Dr. Biswajeet Pattanayak

Members :



Dr. Kalyan Shankar Ray,
Vice Chancellor,
ASBM University



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



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



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



Dr. Manoj Fogla,
Advocate & Senior
Chartered Accountant



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



Dr. Promod Kishore Das,
Former Professor of
Economics NCERT



Dr. Phalgu Niranjana,
Pro Vice Chancellor,
ASBM University



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



Shri Laxmidhara Pangari,
Senior Advocate,
Orissa High Court



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



Dr. Manmath Nath Samantaray,
Registrar, ASBM University
Member Secretary

Mentors



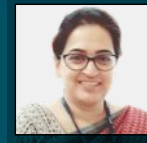
Dr. Biswajeet Pattanayak

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



Dr. Kalyan Shankar Ray

M.A., Ph.D., PGDBM (NIBM, Pune)
Professor, Banking and Finance



Dr. Phalgu Niranjana

M.A., M.Phil., Ph.D.
Professor, OB & HR



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MA (Allahabad), Ph.D.
Professor Communication & English



Dr. Haradhan Das

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MA (Eco.), D.Phil., LL.M
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Professor, Management



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M.Sc. (BITS, Pilani), M.Tech. (IIT Kharagpur),
MBA, Ph.D. (Management)
Professor, Operations Management & IT



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Dr. Susanta Kumar Kanungo

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Adjunct Faculty, Law & Human Rights



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ME (IIT, Roorkee), MBA (University of Hawaii),
Ph.D. (IIT Bombay)
Professor Emeritus, OM & LSCM



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Assistant Professor (Sr. Scale), Accounting & Finance



Dr. Bhakta Bandhu Dash

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Assistant Professor (Sr. Scale), OB & HR



Dr. Smaraki Pattanayak

PGDM (HR), Ph.D.
Assistant Professor, OB & HR



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Dr. Barada P Mohapatra

MBA, Ph.D.
Assistant Professor, Accountancy & Finance



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Assistant Professor, OM, LSCM & QT



Saroj Kumar Bishey

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



Avijit Mondal

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



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Assistant Professor, Finance & Accounting



Dr. Kaushik N. Bhuyan

MA, PGDTE, Ph.D.,
Assistant Professor, Communication & English



Dr. Jhum Swain

MCA, M-Tech, Ph.D.
Assistant Professor, Information System



Swasti Suvasweta Satpathy

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

Why ASBM UNIVERSITY



**STATE-OF-THE-ART
INFRASTRUCTURE**



**GLOBAL
ACCREDITATION**



**EXCELLENT
PLACEMENT**



**WORLD CLASS
CURRICULUM**



**STELLAR
RATINGS**



**MATCHLESS
MENTORS**

RECOGNITION

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

GLOBAL ACCREDITATION

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

WORLD CLASS CURRICULUM

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

STATE-OF - THE - ART INFRASTRUCTURE

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

MATCHLESS MENTORS

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

STELLAR RATINGS

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



International COLLABORATION

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



Our Campus

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



ASBM School of Business

MBA | MBA Semester Abroad |

MBA - Rural Management |

Executive MBA | Ph.D. |

MA - Economics | BBA (Hons.) |

BBA - E-Commerce |

BBA - Rural Management |

BA (Hons.) - Economics



DOCTORAL PROGRAMME IN MANAGEMENT

The Doctoral Programme in Management at ASBM University encourages aspiring scholars to take up research. The programme is designed to prepare them to gain thorough knowledge of the concept of management and research methods for professional leadership in the field of management and to promote the culture of research and develop multi-disciplinary quest combining different areas of management.



Eligibility

- Master's degree (or equivalent) in the respective/allied subject with at least 55% marks in aggregate or its equivalent grade.
- Relaxation of 5% of marks or an equivalent relaxation of grade may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/differently-abled and other reserved categories.

How to Apply

Interested candidates can submit filled-in application form online by visiting the website or alternatively can submit filled-in application form by downloading the form available on the university's website and paying requisite fees.

Admission Procedure

Candidates will be shortlisted on the basis of a selection test, called ASBM-RAT and a Viva-Voce Examination. UGC-NET (including JRF) / UGC-CSIR NET (including JRF) / SET / SLET / GATE/ Teacher-fellowship holder may be granted exemption from ASBM-RAT.

Programme Duration

The duration of the Doctoral programme shall be for a minimum duration of three years, including course work, and a maximum of six years (The first one semester to two semesters will be spent on course work and subsequent years on research completing the steps leading to the award of doctoral thesis).

Course Work & Registration

After successful completion of the Course Work, the candidates shall apply in the prescribed format, along with the prescribed fee and a detailed draft research proposal, for registration of Ph.D.

MASTER OF BUSINESS ADMINISTRATION

Dual Specialisation (any two) -
HR | Marketing | Finance | Operations |
LSCM | Business Analytics

Single Specialisation (any one) -
HR | Marketing | Finance | Operations |
LSCM | Business Analytics

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

Unique Features

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



Curriculum Design

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

Selection Process

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

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

Course Structure

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

Semester - I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Elective courses (in Semester III & IV)

Human Resource Management

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

Financial Management

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

Marketing Management

- B to B Marketing
- Consumer Behaviour
- Marketing Research

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

Operations Management

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

Logistics & Supply Chain Management

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

Business Analytics

- Business Analytics

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

Open Electives (Any Electives of 8 Credits)

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

Scholarship:

- Rs.50,000/- to the student having secured minimum 70% mark or equivalent CGPA in 10th, 12th and Graduation.
- Rs.25,000/- to the student having secured minimum 65% mark or equivalent CGPA in 10th, 12th and Graduation.

Summer Internship

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

Eligibility

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

MBA *with* *Single Specialisation*

MBA - HR

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

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

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

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



ELECTIVES IN SEMESTER III & SEMESTER IV

- Compensation & Reward Management
- International HRM
- Labour Laws
- Performance Management System
- Talent Management
- Managing Conflict & Negotiation
- Training & Development
- Labour Economics
- Psychometrics
- Industrial Relations
- Strategic HRM
- Managing Organisational Culture
- Comparative Employee Relations & Unionism
- Assessment & Development Centre
- Human Resource Metrics & Analytics
- Organisational Analysis & Transformation
- Leadership for Business Excellence

OPEN ELECTIVES (any electives of 8 credits)

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

MBA - FINANCE

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

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

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

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



ELECTIVES IN SEMESTER III & SEMESTER IV

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

OPEN ELECTIVES (any electives of 8 credits)

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

MBA - MARKETING

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

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

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

ELECTIVES IN SEMESTER III & SEMESTER IV

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

OPEN ELECTIVES (any electives of 8 credits)

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



MBA - OPERATIONS

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

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

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

ELECTIVES IN SEMESTER III & SEMESTER IV

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

OPEN ELECTIVES (any electives of 8 credits)

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



MBA - LOGISTICS & SUPPLY CHAIN MANAGEMENT

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

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

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

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

ELECTIVES IN SEMESTER III & SEMESTER IV

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

OPEN ELECTIVES (any electives of 8 credits)

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



MBA - BUSINESS ANALYTICS

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

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



ELECTIVES IN SEMESTER III & SEMESTER IV

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

OPEN ELECTIVES (any electives of 8 credits)

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

Sector focused MBA Programme

MBA - RURAL MANAGEMENT

Specialisation in any one

- Rural Finance or
- Rural Marketing or
- RD & Livelihood

Offered in collaboration with



MBA in Rural Management programme has been developed with a multi-disciplinary approach to equip the students to tap the emerging and growing opportunities in the public and private domains of rural sector.

This unique MBA in Rural Management is offered in collaboration with Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt. of India with community engagement methodology that has been positioned as a big game changer for rural communities. The placement will include banks, financial institutions, micro-finance organisations, CSR, rural business planning, rural entrepreneurship, nodal officer for rural development and many more.

MBA in Rural Management is a 2-year postgraduate course, open to students of any stream. MBA in Rural Management trains students to bridge the gap between the demand for technically qualified professionals in rural management and the current availability of rural managers.



Unique Features

- In collaboration with Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt. of India
- Option of electives
- Village immersion programme
- Case based innovative teaching pedagogy
- Finishing School for employability
- Internship
- Research / Live projects

Curriculum Design

The Curriculum consists of 102 credits. A student will undertake 72 credits of core or compulsory courses, 12 credits of elective courses and 18 credits of courses related to field assignments.

Course Structure

Semester-I

- Indian Rural Society and Rural Administration
- Principles and Practices of Rural Management
- Rural Planning and Development
- Managerial Economics
- Accounting for Rural Management
- Research Methods for Rural Management Including Participatory Rural Appraisal (PRA)
- **Field Work 1:** Village Immersion Programme: Village Field Experience—Participatory Rural Appraisal

Semester-II

- Individual and Organizational Behavior
- Fundamentals of Operations Management
- Financial Management of Rural Organizations
- Marketing Management for Rural Organizations
- Rural Entrepreneurship
- Natural Resource Management (NRM), Watershed Management and Sustainable Livelihoods

- **Field Work 2:** Field Experience: Working in a Rural Enterprise/Cooperative Society

Semester-III

- Human Resource Management and Organizational Development
- Strategic Management
- Social Entrepreneurship, Civil Society and NGO Management, Corporate Social Responsibility
- Elective 1 (choose any one)
Rural Finance / Rural Marketing / RD & Livelihood
- Elective 2 (choose any one)
Rural Finance / Rural Marketing / RD & Livelihood
- **Field Work 3:** Rural NGO Experience in Areas like Livelihoods, Education, Healthcare, Technology, or Natural Resource Management.

Semester-IV

- ICT and MIS
- Project Management
- Creativity and Innovation
- Elective 3 (choose any one)
Rural Finance / Rural Marketing / RD & Livelihood

Field Assignment

The students will be involved in the rural community field engagement of three types:

- The first field assignment will be a Village Immersion Programme to obtain the Village Field Experience including conducting a Participatory Rural Appraisal (PRA). This assignment will be one month of stay in the village.
- The second field assignment will be with a rural commercial organisation viz., rural business enterprise, Co-operative Society, Bank, training institutions or any other rural commercial enterprise. This assignment will be for two months. The topics for this assignment can be picked up from core or elective courses that are rural in nature, linked to rural business or enterprise.
- The third field engagement will be on working with a NGO for one month to gain rural NGO experience in areas like livelihoods, education, healthcare, technology or natural resources.

Eligibility

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



MBA - SEMESTER ABROAD *with* **UNIVERSITY OF NOTTINGHAM MALAYSIA**

The business world is progressively more interconnected and international. Conventional MBA programmes prepare students for many variances in potential career paths; however, some MBA students aim to have careers that are defined by their international or global perspective. This is where MBA-Semester abroad programme proffers an advantage. Programmes that are hosted in several locations give students hands-on experience working within an international setting. They may also include language acquisition elements, or allow students to explore soft skills like cultural sensitivity or intercultural communication. Programmes that boast an international cohort give students a chance to work and learn in a diverse peer group, while programmes with an international business curriculum allow students to specialize their knowledge.

ASBM University's 'Semester Abroad Management Programme' as part of its MBA programme introduced in collaboration with University of Nottingham Malaysia for the first time in India intends to provide international exposure to its students. The university offers the prospective students to become an innovative and visionary business leader with this specialized MBA programme.

About UNM

The University of Nottingham Malaysia offers a world-class British education which is ranked among the top 100 universities worldwide (2020 QS World University Rankings). Designed to reflect University Park Campus in Nottingham, it is a self-contained, vibrant village situated on an attractive and landscaped 125-acre site. The University has around 5,000 students



and around 700 teaching and administrative staff from all over the world. UNM alumni are among Britain's top choice for employers. UNM offers the best of UK education in an Asian setting.

*2020 QS World University Rankings.

Programme Overview

Selected students will undergo 1st & 2nd semesters in ASBM University & will thereafter attend 3rd & 4th semesters at University of Nottingham Malaysia. Upon successful completion of the Programme at UNM, the students shall be awarded the Master of Science in Business and Management by University of Nottingham. After successful completion of the Programme at UNM, UNM will transfer the credits to ASBMU which in turn will be accepted by ASBMU for fulfillment of the credit requirements of MBA degree of ASBMU. If the student will not be able to join UNM for any exigencies or valid reasons in her/his second year, s/he will have an option to pursue the 2nd year (3rd and 4th semesters) at ASBM University for MBA programme with essential bridge courses.

Curriculum Design

The curriculum consists of 108 Credits during the programme. After successful completion of the Programme at UNM, UNM will transfer the credits to ASBMU which in turn will be accepted by ASBMU for fulfillment of the credit requirements of MBA degree of ASBMU. The programme consists of 76 credits of core or compulsory courses and 16 credits of elective courses. The programme follows an open credit system for electives. So a student has the freedom to opt for elective courses as per her/his choice. A student will undergo Summer Internship Project (SIP) and Dissertation.

Selection Process

Candidates will be shortlisted based on performance in qualifying tests, Past academic performance, Performance in Group Discussion Personal Interview, Performance in sports extra-curricular activities, Academic diversity and Gender diversity

Semester-I at ASBMU

- Business Studies
- Basics of Economics
- Principles and Practices of Management
- Financial Accounting
- Management Information System
- QT for Managers
- Legal Environment of Business
- International Marketing Management

Semester-II at ASBMU

- Operations Management
- Cost & Management Accounting
- International Business
- Business Ethics & Corporate Social Responsibility
- Strategic Management
- Project Management
- Business Analytics

Summer Internship Programme (SIP)

Semester-III at UNM

- Corporate Finance
- Managing People and Organisations
- Managerial Economics

Semester-IV at UNM

- Research Methods for Management Studies
- Electives Modules (Select Only Four)
- Corporate Governance
- International Finance
- Human Resource Management
- Business to Business Marketing
- Corporate Entrepreneurship & Innovation Management
- Dissertation (Compulsory)



Eligibility

- A Bachelor's degree from a recognized Indian University. This should be equivalent to at least a UK's 'Upper Second Class' (2:1) degree (60%) and inclusive of substantial components of business, economics and management modules.
- Qualifying Exams: CAT/ XAT/ CMAT/ MAT/GMAT / ASBM University Entrance Examination with valid score.
- Meet Nottingham's English Language requirements like IELTS, TOEFL etc. – Not applicable to students of CBSE and ICSE with 75% marks in Standard 12 or 71% in Standard 10.

For more details:

[https:// www.nottingham.edu.my/International/study abroad/Incoming/International exchanges](https://www.nottingham.edu.my/International/study abroad/Incoming/International%20exchanges)

EXECUTIVE MBA

for Working Professionals

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

Selection Process

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

Admission Process

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

Course Structure

Semester-I

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

Semester-II

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

Project / Dissertation and Viva-Voce

Semester-III

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

Semester-IV

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

Elective - Any one of the following areas

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

Eligibility

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



BACHELOR OF BUSINESS ADMINISTRATION (Honours) BBA (Hons.)

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

Unique Features

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



Course Structure

Semester-I

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

Semester-II

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

Semester-III

- Cost and Management Accounting
- Quantitative Techniques for Management
- Human Resource Management
- Production and Operation Management
- E-Business

Semester-IV

- Psychology for Management
- Financial Markets & Institutions
- Business and Corporate Law
- Entrepreneurship and Small Business Management
- Financial Skills

Semester-V

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



- Elective – II (Choose any One)
 - Training & Management Development (HR)
 - Investment Banking & Financial Services (Finance)
 - Advertisement And Sales Promotion (Marketing)

Semester-VI

- Research Methodology
- Business Policy & Strategy
- Elective – III (Choose any One)
 - Performance & Compensation Management (HR)
 - Investment Analysis & Portfolio Management (Finance)
 - Retail Management (Marketing)
 - Dissertation and Viva-Voce

Dissertation

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

Curriculum Design

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

Eligibility

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

BBA (E-COMMERCE)

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

Unique Features

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

Course Structure

Semester – I

- Environmental Studies
- Introduction to Business
- Basic Financial Accounting
- Economics
- English Language and Literature

Semester – II

- Communicative English
- Organisational Behaviour
- Business and Corporate Law
- Business Ethics and Corporate Governance
- Computer for Management (Including Practical)

Semester – III

- Management Theory and Practice
- Quantitative Techniques for Management
- Human Resource Management
- Management Information System and DSS (Including Practical)
- E-Business

Semester – IV

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

Semester – V

- Financial Management
- Marketing Management
- Management of ITES
- Artificial Intelligence in Management

Semester – VI

- Research Methodology
- E Retailing
- Digital Marketing
- Dissertation and Viva-Voce

Dissertation

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

Curriculum Design

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

Eligibility

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

BBA - RURAL MANAGEMENT



in collaboration with



महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद
Mahatma Gandhi National Council of Rural Education
(formerly National Council of Rural Institutes)
Department of Higher Education, Ministry of Education, Government of India



This unique 3-year BBA programme in Rural Management is offered in collaboration with Mahatma Gandhi National Council of Rural Education, Ministry of Education, Govt. of India with community engagement methodology that has been positioned as a big game changer for rural communities. This programme focuses on the fundamental concepts and theories of rural management in general and rural businesses in India in particular. This will provide a strong foundation through a blend of courses through which students gain an appreciation and understanding of the humanities, behavioural sciences, social sciences and natural sciences knowledge, attitude and skills required for rural management discipline.

This programme will dwell into specially identified rural oriented courses that cover general principles of management and the core subjects provide students with basic analytical decision making and interpersonal skills.

Unique Features

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Rural immersion programme
- Practical and projects
- Continuous evaluation system



Course Structure

Semester-I

- English-1
- Regional Language(Free Elective 1)
- Rural Society and Polity
- Foundations of Management and Entrepreneurship
- Ecology and Environment
- Business Analytics - 1
- Management Decision Making Tools
- Field Work Segment—(15 days)
- Rural Immersion- Do PRA / PLA Exercise and submit the report.
- Village Survey on Jal Shakti - Use Jal Shakti Manual and submit a report
- Village Sanitation survey and submit a report

Semester-II

- Business Communication
- Regional Language (Free Elective 2)
- Financial Accounting
- Organisational Behaviour
- Business Environment
- Business Analytics-2
- Rural Marketing Management
- Field Work Segment: Working in a Rural Enterprise (1 Month)
- Working in a Grameen bank, Panchayat, Zilla Parishad Office, Swachh Bharat Related Project, Village Post Office, Community Based Organisations, NGOs and SHGs. Staying in the village is mandatory during the period

Semester-III

- Agronomy
- Panchayati Raj
- Natural Resources Management
- Water and Sanitation Management

- Public Health Management
- Business Laws
- Rural Institutions, Planning and development

Semester-IV

- Rural Livelihoods and Production Systems
- Rural Finance
- Human Resource Management
- Understanding WASH Organisations and SDGs
- Cooperation and Collective Action
- Financial Management
- Rural Economy
- Field Work Segment Rural NGO experience (1 month)

Semester-V

- Strategic Management
- Rural Entrepreneurship (With components of WASH)
- Change Management

Elective 1:

WASH (Select any One)

- WASH- 1 Water, Sanitation and Hygiene – A Rural Perspective
- WASH 2- Sanitation and Hygiene
- WASH 3- Accountability in WASH
- WASH 4- WASH and Nutrition

Elective 2:

Rural Livelihoods

(Select any One)

- RL1: Rural Community Resilience and Disaster Risk Reduction Management
- RL2: Civil Society and Sustainable Development
- RL3: Irrigation Management
- RL4: Tribal Development Management



- RL5: Resettlement and Rehabilitation
- RL6: Project management in Development Organisations

Elective 3:

Rural Marketing (Select any One)

- Rm1: Rural Value Chain Management
- Rm2: Rural Supply Chain Management
- Rm3: Rural Exports, Procedures and Documentation
- RM4: Rural Tourism
- RM5: Sales and Distribution Management for Rural Products
- RM6: Agri-business Management

Elective 4:

Rural Finance (Select any One)

- RF1: Management of cooperatives and FPOs
- RF2: Financial Products for Rural Markets
- RF3: Taxation
- RF4: Rural Banking

Elective 5:

Rural IT (Select any One)

- RIT1: E-Commerce in Rural Business
- RIT2: ICT and MIS in Rural Business

Semester - VI

Field Work Segment

Field Work Assignment

During the 6th semester, each student will be required to do Field Work Segment- the purpose of the field engagement is to observe relevant aspect at each location.

Students interact with not only the rural entrepreneurs they visit, but also the community living around the area to verify and validate claims and counter-claims through discussions and observations. The field work shall be evaluated for 70 marks and leaving 30 Marks for viva voce examination of the 6th semester (i.e. 70% for report and 30% for viva).

Curriculum Design

The programme consists of 27 Theory Papers of 2500 Marks. In addition to the theory papers, the students will also undertake and present Dissertation of 100 Marks during the three years of study. Further, there will be around 40 hrs. of classes for each 100 marks paper in a Semester. A student has to attend a minimum of 75% of classes in a Semester to be permitted to appear at Semester examinations.

Eligibility

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

Centre for Economics & Planning

MASTER OF ARTS - ECONOMICS M.A. (Economics)

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

Unique Features

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

Course Structure

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Dissertation / Project

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

Curriculum Design

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

Eligibility

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

BACHELOR OF ARTS (HONS.) IN ECONOMICS

BA - Economics (Hons.)

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

Unique Features

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

Course Structure

Semester-I

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

Semester-II

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

Semester-III

- Intermediate Microeconomics-I
- Intermediate Macroeconomics-I
- Statistical Methods for Economics

- Public Economics
- Data Analysis and Computer Applications

Semester-IV

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

Semester-V

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

Semester-VI

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

Dissertation/Project:

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

Curriculum Design

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

Eligibility

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

ASBM School of Accountancy

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



MASTER OF COMMERCE (M.COM)

Commerce education has taken a front seat as a career option long back. The continuous expansion of trade and commerce in the world has always kept the importance of this study in a high level. The Post Graduate studies in commerce also provide avenues to pursue the studies to become a Professional Accountant or Management Accountant. The New age commerce education has fine tuned itself by incorporation of more and more components from Management studies

Unique Features

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

Course Structure

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Discipline Elective Courses [DEC] (Any one group may be chosen)

Group: A (Accounting Group)

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

Group: B (Finance Group)

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

Group: C (Marketing Group)

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

Group: D (Financial Modeling & Analytics)

- Financial Market & Services
- Financial Modeling Using Spreadsheet
- Business Forecasting
- Business Analytics using R

Discipline Free Elective Courses [DFEC] (Any one in Semester II and Any one in semester III)

Soft Skill (Compulsory in Semester I)

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

Eligibility

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

BACHELOR OF COMMERCE (Hons.)

B.Com. (Hons.)

Commerce education has taken a front seat as a career option long back. The undergraduate studies in commerce also provide avenues to pursue the studies to become a Professional Accountant or Management Accountant.

Unique Features

- Designed on semester pattern
- Case based innovative teaching pedagogy
- Innovative teaching pedagogy
- Choice based credit system
- Continuous evaluation system
- Business research methods and project work
- Honours in Accountancy and Management

Course Structure

Semester - I

- Environmental Science
- Financial Accounting
- Business Law
- Microeconomics

Semester - II

- English Communication
- Corporate Accounting
- Corporate Laws
- Macroeconomics
- Computerized Accounting (Optional-I)

Semester – III

- Human Resource Management
- Income Tax Law and Practice
- Management Principles and Application
- Business Statistics
- E-Commerce (Compulsory)

Semester – IV

- Cost and Management Accounting
- Business Mathematics
- Computer Applications in Business
- Indian Economy-Performance and Policies
- Entrepreneurship (Compulsory)
- Personal Selling and Salesmanship (Optional II)

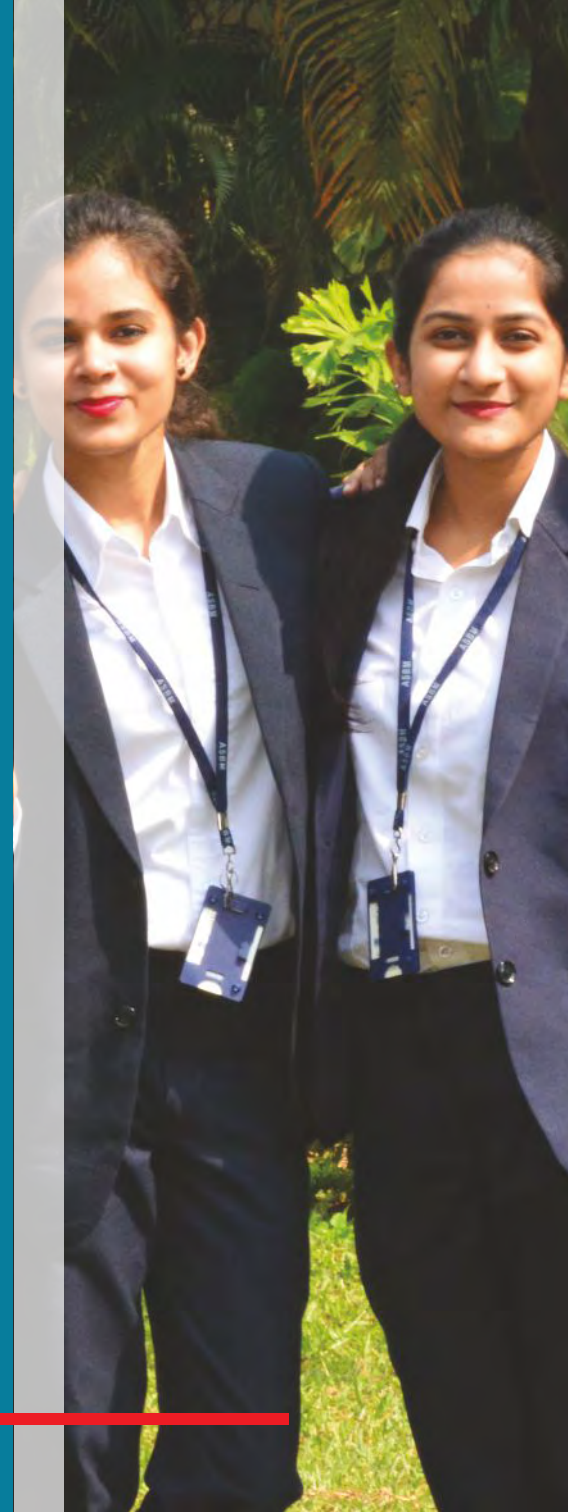
Semester – V

- Principles of Marketing
- Fundamentals of Financial Management

DSE-I (Discipline Specific Elective Course)

Any one of the following

- **Accounting and Finance:** Financial Markets, Institution and Services
- **Banking and Insurance:** Indian Banking and Insurance System
- **Financial Markets:** Indian Financial System



DSE-II (Discipline Specific Elective Course)

Any one of the following

- **Accounting and Finance:** Financial Statement Analysis and Reporting
- **Banking and Insurance:** Merchant Banking and Financial Services
- **Financial Markets:** Financial Institutions and Services

Semester – VI

- Auditing and Corporate Governance
- Indirect Tax Law

DSE-III (Discipline Specific Elective Course)

Any one of the following

- **Accounting and Finance:** Corporate Tax Planning
- **Banking and Insurance:** Fundamentals of Investment
- **Financial Markets:** Financial Market Operations

DSE-IV (Discipline Specific Elective Course)

- Business Research Method and Project Work

Eligibility

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

ASBM School of Communication :

MA & BA - Communication & Digital Media |
MA - English | BA - English (Hons.)



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

Unique Features

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

Course Structure

Semester-I

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

Semester-II

- Communication Research Methods
- Concepts and Types of Digital Media
- Cyber Communication
- Social Media: Concepts & Strategies
- Strategic Communication-2: Crisis Management
- Media Laws and Ethics

Semester-III

- Global Communication
- Digital Storytelling
- Media, Entertainment & Data: Business Ecosystems
- Creative Communication
- Digital Marketing Communication
- Organisational Communication
- Electives (Choose any two)
 - Brand Planning & Management
 - Environmental & Development Communication-I
 - Persuasive Written & Visual Communication
 - Integrated Marketing Communication

Semester-IV

- Social Media Management
- Development Communication
- Information, Communication Technologies & New Media
- Media Ecology
- Environmental & Development Communication-II
- Dissertation
- Electives (Choose any two)
 - Writing for Advertising & Public Relations
 - Data and Investigative Journalism
 - Corporate Communication & Reputation Management
 - Metaphor & Narratives (M&N)/ Introduction to Cinema & Film Studies

Eligibility

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

MASTER OF ARTS IN ENGLISH

MA - English

Master of Arts (M.A) in English intends to familiarize students to the extensive study of various literatures and cultural aspects such as visual art, historical traditions, communication studies and communities. Banking upon the concepts and theoretical frameworks from various disciplines such as literature, history, visual art, film, media, journalism and sociology, this programme facilitates students to reflect and evaluate mottled perspectives to the study of literature, and socio-cultural and political forms specific to race, gender, identity, nationality, religion and worldview.

Unique Features

- Designed on semester pattern
- Experienced faculty
- Choice based credit and Continuous evaluation system
- Interwoven, Intensive, Interdisciplinary, and Immersive (Four I's) learning through literature.
- Exposure to immersive experiences with writers, academicians, publishers, editors, and journalists
- Plethora of opportunities to train and work as research assistants in the future endeavors.

Course Structure

Semester-I

- Foundations: History of English Literature
- British Poetry from Chaucer to Pope
- Indian Writing in English and in English Translation
- Language Management and Communication Skills
- **General Elective (Choose Any One)**
 - Introduction to Communication and Language
 - Film and Literature

Semester-II

- History and Spread of English Language
- Nineteenth to Modern British Poetry
- British Drama (Marlowe To Dryden)
- British Drama (18th Century To Modern Period)
- **General Elective (Choose Any One)**
 - Verbal and Non-Verbal Communication
 - Gender and Literature

Semester-III

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

- British Prose
- **Discipline Specific Electives (Choose any Two)**
 - Introduction to Linguistics and Structure of Modern English
 - Children's Literature
 - Asian Literatures
 - 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
 - American Literature of the Twentieth Century
 - Modern European Literature
 - Writing for Advertising and Public Relations
 - Modernism and Postmodernism



Dissertation/Project

In fourth semester, students are required to undertake a project/ submit a dissertation report to relate their classroom learning with the ground realities of literature. This is intended to sharpen their knowledge and hone their skills, and develop better appreciation of the academics.

Curriculum Design

A student will undergo minimum 800 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 the course carrying 50 marks shall be equivalent to 2 credits. The curriculum consists of 80 credits where Ability Enhancement Course (AECC) is of 4 credits, Core Discipline courses are of 48 credits, Generic Electives (GE) are of 8 credits, Discipline Specific Electives (DSE) are of 16 credits and Dissertation/Project is of 4 credits.

Eligibility

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

B.A. (COMMUNICATION & DIGITAL MEDIA)

The Bachelor of Arts in Communications & Digital Media prepares students for career change, advancement or graduate education, while providing personal enrichment. The programme explores the various aspects of creating, transmitting and analyzing messages which flow among individuals, groups, organisations and societies. Students of this course are trained with corporate communication and mass communication. They develop a broad general knowledge of the traditional liberal arts disciplines while developing a greater depth of knowledge in Communications.

Unique Features

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

Course Structure

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Semester-V

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

Semester-VI

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

Eligibility

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

BA - ENGLISH (HONS.)

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

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

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

Unique Features

- Designed on CBCS pattern (Hons.)
- Innovative teaching pedagogy
- Experienced faculty
- Continuous evaluation system



Course Structure

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Semester-V

- Postcolonial Literatures
- Early 20th Century British Literature
- **Discipline Specific Electives (Choose any two)**
 - Literary Theory
 - Partition Literature
 - Science Fiction And Detective Literature

Semester-VI

- Women's Writing
- Modern European Drama
- **Discipline Specific Electives (Choose any two)**
 - Literary Criticism
 - Literature And Cinema
 - Research Methodology

Curriculum Design

A student will undergo minimum 140 credits of course work during the three-year programme. The courses have been classified into credits. A course carrying 100 marks shall be equivalent to 6 credits and the course carrying 50 marks shall be equivalent to 2 credits. The curriculum consists of 140 credits where Ability Enhancement Courses (AECC) are of 4 credits, Skill Enhancement Courses (SEC) are of 4 credits, Core Discipline courses are of 84 credits, Generic Electives (GE) are of 24 credits and Discipline Specific Electives (DSE) are of 24 credits.

Eligibility

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

ASBM School of Information System

M.Sc. (ITM) | B.Sc. (ITM) |

M.Sc. (AI & DS) | B.Sc. (DS) |



MASTER OF SCIENCE (INFORMATION TECHNOLOGY MANAGEMENT)

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

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

Unique Features

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

Course Structure

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

Project Work

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

Curriculum Design

A student will undergo minimum 80 credits 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 the course carrying 50 marks shall be equivalent to 2 credits. The curriculum consists of 80 credits where Core Discipline courses are of 48 credits, Generic Electives are of 12 credits, Discipline Specific Electives (DSE) are of 12 credits and project is of 8 credits.

Eligibility

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

BACHELOR OF SCIENCE (INFORMATION TECHNOLOGY MANAGEMENT)

Bachelor of Science in Information Technology Management (B.Sc. – ITM) offers a perfect blend of IT knowledge and technical ability with professional and business skills. B.Sc. (ITM) will help the students to gain experience of the environment in which businesses operate, developing managerial skills to design, develop and implement technology solutions to improve business performance. Combination of technical and soft skills in this programme will prepare the students for a rewarding career in management or consultancy roles in IT industry.

Unique Features

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

Course Structure

Semester-I

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

Semester-II

- Communicative English
- Computer Organization



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

Semester-III

- Programming Using C++
- Programming Using C++ Lab
- Database Systems
- Database Systems Lab
- Principles of Management
- Python Programming
- Statistical Techniques

Semester-IV

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

Semester-V

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

Semester-VI

- E-Commerce
- Computer Networks
- Computer Networks Lab
- Financial Management
- Project Work

Project Work

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

Curriculum Design

A student will undergo minimum 148 credits of course work during the three-year programme. The courses have been classified into credits. A course carrying 100 marks shall be equivalent to 4 credits and the course carrying 50 marks shall be equivalent to 2 credits. The curriculum consists of 148 credits where Ability Enhancement Courses (AECC) are of 8 credits, Skill Enhancement Courses (SEC) are of 8 credits, Core Discipline courses are of 84 credits, Generic Electives (GE) are of 24 credits and Discipline Specific Electives (DSE) are of 24 credits.

Eligibility

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

OR

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

MASTER OF SCIENCE (ARTIFICIAL INTELLIGENCE AND DECISION SCIENCE)

ASBM University has taken the first-mover initiative to create a futuristically inclined M.Sc. program on Artificial Intelligence (AI) and Decision Science, which is designed to be delivered using experiential learning through project-driven modules with instructor-led sessions, lab work, backed by practicum exercises. The broad objectives of the M.Sc. (Artificial Intelligence and Decision Science) programme are to foster design and algorithmic thinking and equip the learners with tools of artificial intelligence and decision science and focus upon scientific and business applications that include machine and deep learning, predictive analytics, simulation and modeling, scenario generation, and sensitivity analysis.

Unique Features

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

Course Structure

Semester-I

- Foundations of Artificial Intelligence
- Business Intelligence and Strategy
- Statistical Decision Making and Techniques
- Introduction to R (With Lab)
- Introduction to Python Programming (With Lab)

Semester-II

- Neural Networks and Deep Learning
- Machine Learning and Data Mining
- Intelligent Systems
- Cloud Computing
- Java Programming for AI (With Lab)
- Introduction to Tensorflow (With Lab)

Semester-III

- Predictive Analytics
- Research Methods
- Data Analysis And Visualization (With Lab)

Choose any One

- Natural Language Processing
- Human-Computer Interaction

Semester-IV

- Ethics In Artificial Intelligence
- Comprehensive Project Work
- **Choose any One**
 - Decision Support Systems
 - Cyber Security



Curriculum Design

A student will undergo a minimum of 80 credits of course work during the two-year programme. A course carrying 100 marks shall be equivalent to 4 credits and the course carrying 50 marks shall be equivalent to 2 credits. The curriculum consists of 80 credits where Core Discipline courses are of 48 credits, Generic Electives are of 12 credits, Discipline Specific Electives (DSE) are of 12 credits and project is of 8 credits.

Industry-Oriented Project Work

The fourth semester culminates with full-scale industry-oriented project work. The project-work will blend and synthesize all aspects of knowledge, skills, and attitude learned during this program. It provides an opportunity for the students to apply their knowledge and skills in solving, analyzing, and exploring a real-life problem. The students are required to undertake project-work in an industry; a research and development laboratory; an educational institute, or a software company to acquire special and advanced knowledge to supplement their classroom learning.

Eligibility

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

B.Sc. (DATA SCIENCE)

Flexible option to exit from the programme on satisfactory completion of -
1st Year - Award of Certificate | 2nd Year - Award of Diploma | 3rd Year - Award of Degree

ASBM University has made a diligent effort of creating and offering a Bachelor of Science (Data Science) that will build a sustainable talent pipeline and capacity to meet the demands of skilled data scientists from the industry, government, academia, policy-making bodies, defense, and other organizations.

ASBM University's B.Sc. (Data Science) programme has been designed to reinforce knowledge with practical skill sets that address real-life challenges of the organisations. The course includes aspects of business communication, process and quality, entrepreneurship, and ethics along with the core subjects of mathematics and computer science, which make this programme unique and robust to create industry-ready professionals. It will use experiential learning through project-driven modules with instructor-led sessions, lab work, backed by practicum exercises and project work.

Unique Features

- Designed on CBCS pattern
- Practice-driven experiential learning
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work

Course Structure Semester-I

- Environmental Science
- Algorithms and Data Structures
- Algorithms and Data Structures Lab
- Programming in Python
- Programming in Python Lab
- Business Statistics (Using Spreadsheet / R)
- Choose any One
 - Business Accounting
 - Logistics Management
 - Operations Management
 - Human Resource Management

Semester-II

- English Proficiency Skills
- Mathematics for Data Science
- Statistical Decision Making
- Statistical Decision Making Lab
- Machine Learning
- Specialised Data Analytics (Choose any one)
 - Accountancy
 - Business Management,
 - Logistics Management
 - Operations Management
 - HR Management
- Specialised Data Analytics Lab

Semester-III

- Data Management Systems
- Object Oriented Programming
- Object Oriented Programming Lab

- Decision Support Systems
- Business Communication Skills
- Choose any One
 - Foundations of Fuzzy Logic
 - Foundations of Neural Networks

Semester-IV

- Big Data Analytics
- Introduction to Artificial Intelligence
- Cloud Computing
- Data Visualisation Techniques
- Data Visualisation Techniques Lab
- Choose any One
 - Natural Language Processing
 - Data Mining Techniques

Semester-V

- Business Research Methods
- Introduction to IoT
- Choose any One
 - AI Search Methods and Problem Solving
 - Geographic Information Systems
- Choose any One
 - Data Science Thesis (Machine Learning or AI Domain)
 - Data Science Project (Data Analytics/IoT Domain)

Semester-VI

- Ethics in Artificial Intelligence
- Cyber Security
- Choose any One
 - Total Quality Management
 - Software Testing
- Project Work on Data Science / Predictive Analytics / AI / Machine Learning/ IoT

Curriculum Design

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

Project Work

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

Eligibility

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

OR

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

FINISHING SCHOOL: THE CONDUIT TO EMPLOYABILITY

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

Career Planning must follow a scientific approach to ensure success. ASBM strongly believes that students are to be molded and shaped through a systematic approach on the line of Finishing School concept of the West. While pursuing different programmes, students undergo competency mapping and development process to be prepared for entry to their dream career. The Finishing School in ASBM is the first of its kind in India attached to a University. Finishing School conducts Power Packed Personality and Placement Grooming Module (4PGM) for all the students to shape them as professionals.

Unique Features

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





**GLOBAL
IMMERSION
PROGRAMME @
MDI Singapore**

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



INDUSTRY CONNECT

Industry Exposure

The institute facilitates avenues for 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. Industry visit sensitizes the students to correlate the theoretical inputs shared in the classroom with the complexities involved and challenges faced by the organizations at the ground level. Industry exposure also comes through interaction with industry stalwarts and practitioners, which is a regular phenomenon at ASBM University.

Placement

ASBM University has established its credibility through quality education backed by academic rigor with industry focused curricula and practical hands-on training on soft skills and professional etiquette through the Finishing School Modules. The Power Packed Personality & Placement Grooming Module (4PGM), supported by learning through language lab

and psychometric lab, has enhanced the employability of our students. ASBM University takes all initiatives for competency development of the students to exert high performance. ASBM from the inception has a track record of excellent placement of its post-graduate management programmes.



Our Proud Recruiters





Beyond the Classroom



Ignite

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

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

Startup Carnival

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



CENTRES OF Excellence

GATI Centre of Excellence

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

Industry University Partnership Cell

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

ASBM Business Incubator

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

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

ASBM Centre for Social Responsibility

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



Alumni Testimonials



My two years in ASBM were memorable as it was the first time I was into hostel life, some 2000 kms away from my hometown Lucknow.

During the two years I took all the opportunities and challenges with a positive frame of mind; be it being the class representative, placement cell co-ordinator or marketing club member. Most of my time in the evening after classes I used to spend it in library reading newspapers and journals.

I owe a lot to my alma mater ASBM, my mentors and professors; with quality education I got a great platform being placed in Asian Paints (my 1st employer) where I spent 5 years and that helped me in turn get into Maruti Suzuki later (my current employer).

I then got married to Atreyee Choudhury who is now my better-half from my batch in ASBM. She is also well settled in Axis Bank.

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



Being a part of ASBM has been one of the most transformational experience of my personal and professional life.

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

Deepak Mishra, Batch 2008
Supply Planning Manager (North America),
IKEA Purchasing Services (US), Inc.



Started in 2006 the decade old institution has proved to be a front runner in management education in the world.

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

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



Learning & grooming in

ASBM brought changes in me.

The course curriculum and innovative ways of delivery have made me different and successful in my career.

Pritish Uttaray, Batch 2010 |
Senior Credit Manager,
Bank of Baroda



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

Ayushman Ray, Batch 2008 |
Cluster Manager, Retail
Operations, Reliance Trends



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

Souryabrata Nayak, Batch 2008 |
Stores Manager, Future Group



Life for 5 years at ASBM has taught me to be independent in its true sense.

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

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



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

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



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

Ankita Parida, Batch 2018
In2IT Technology Pvt. Ltd, Trainee -
Functional Consultant (HR)

Leaders Testimonials



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

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



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

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



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

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



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

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



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

Dr. Alby Anand Kurian,
Professor, MDIS, Singapore



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

Mr. Richard Reky,
Chief Executive Officer, KPMG - India

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

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



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

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



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

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



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

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



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

Mr. Mahendra Agarwal,
Founder, Gati - KWE Limited



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

Mr. Rakesh Sharma,
MD & CEO, IDBI Bank



Landmark Events

Conference & Symposium

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

Student Events

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

Online Certificate Programmes in 2020

- **TWO WEEK FACULTY DEVELOPMENT PROGRAMME ON ADVANCED RESEARCH METHODOLOGY AND DATA ANALYSIS**
1st July to 14th July, 2020
- **TWO WEEK INTERNATIONAL CERTIFICATE PROGRAMME ON HUMAN RESOURCE MANAGEMENT FOR EXCELLENCE**
4th August to 18th August, 2020
- **TWO WEEK NATIONAL CERTIFICATE PROGRAMMES ON**
 - FINANCIAL SERVICES AND CAPITAL MARKET
28th August to 10th September, 2020
 - ADVANCED LOGISTICS & SUPPLY CHAIN MANAGEMENT: INNOVATING FOR THE FUTURE
28th July to 10th August, 2020
 - DESIGNING MARKETING STRATEGIES DURING DIFFICULT TIMES
3rd September to 16th September, 2020



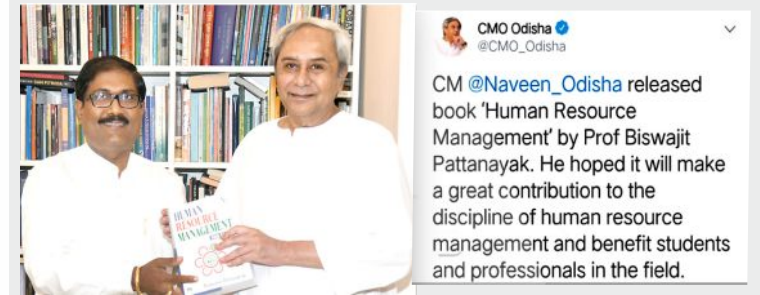
Hon'ble President of India H. E. Smt. Pratibha Devisingh Patil receiving ASBM memento from Dr. Biswajeet Pattanayak, President, ASBM University



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



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



Dr. Biswajeet Pattanayak, President, ASBM University presenting his book on HRM to H.E. Prof. Ganeshi Lal, Hon'ble Governor of Odisha



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

Conference & Symposium



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



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



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



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



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



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



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



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

Events

Foundation Day Lecture on 26th September 2020



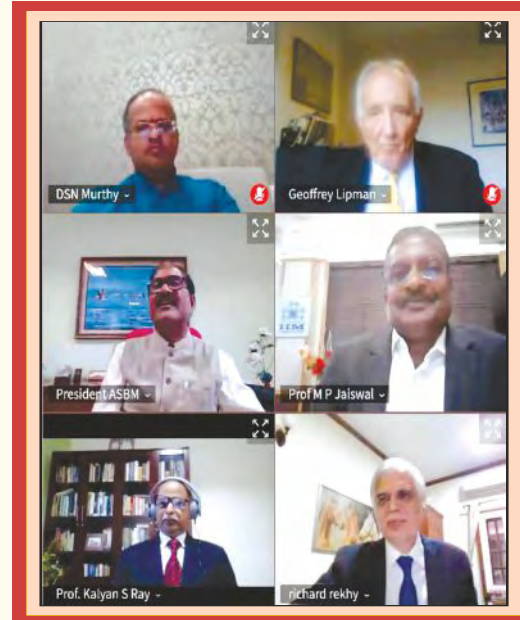
delivered online by
Prof. Bharat Bhasker
Director, Indian Institute of
Management, Raipur

Inauguration of 1st Batch of Ph.D. in Management



Chief Guest Dr. T. V. Rao, Chairman, TVRLS & former Professor, IIM Ahmadabad; Guests of Honor, Dr. Jose G. Vargas-Hernandez, Research Professor, University of Guadalajara, Mexico and Dr. Chuck M. Hermans, Professor of Marketing, Missouri State University, USA; President, ASBM University, Dr. Biswajeet Pattanayak; Dr. Kalyan Shankar Ray, Vice Chancellor, ASBMU

Inauguration of Academic Programmes (PG & UG), Batch - 2020-21



Mr. Richard Rekhy, Board Member, KPMG, Dubai & Former CEO, KPMG India; Prof. Geoffrey Lipman, President, International Council of Tourism Partners, Brussels; Prof. Mahadeo Prasad Jaiswal, Director, IIM Sambalpur; Mr. D S N Murthy, MD & CEO, Dhanush Infotech Pvt. Ltd.; Dr. Biswajeet Pattanayak, President, ASBM University; Dr. Kalyan Shankar Ray, Vice Chancellor, ASBM University.





ASBM UNIVERSITY

11th WEBINAR

WEBINAR ON

WORK-LIFE BALANCE : MYTH OR REALITY

Free Registration
Visit : www.asbm.ac.in
E-certificates to Participants

14th AUGUST 2020
3:30 pm to 4:30 pm (IST)

Esteemed Panel Members

MR. RICHARD REXHY
Former CEO, KPMG India
Non Executive Board Member, NPMG, Dubai

PROF. BISWAJEET PATTANAYAK
Former Professor, IIM Indore & Lucknow
President, ASBM University

DR. PHALGU NIRANJANA
Professor, School of Business
ASBM University
MODERATOR

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ASBM UNIVERSITY

14th Webinar

International Webinar on

"MANAGING HR IN A MULTI- GENERATIONAL WORKFORCE"

4th SEPTEMBER, 2020
4:00 PM to 5:00 PM - IST

Free Registration
Visit : www.asbm.ac.in
E-Certificates to Participants

Esteemed Panel Members

MR. AJAYA KUMAR SAHOO
Executive Director & Group Corporate - HR
KP-Servy Coenka Group, India

MR. PARDHASARADHY VELURY
Director-HR,
MedSys Edu-Tech Pvt. Ltd., India

Dr. Bhakta Bandhu Dash
Associate Dean
Advanced & Studies Affairs,
ASBM University, India
Moderator

DR. STEPHANIE GILES MERRICK
Instructor & Human Resources Professional,
Georgia Institute of Technology, USA

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ASBM UNIVERSITY

24th webinar

WEBINAR ON

SKILLING, RE-SKILLING & UP-SKILLING - THE NEED OF THE HOUR

13th November, 2020 3:00 PM - 4:00 PM (IST)

Esteemed Panel Members

Col. ASHWINI KUMAR JOSHI (Retd.)
General
Emati & Yuag

MR. ARVIND BALI
CEO,
Telecom Sector Skill Council

DR. G.P. RAO
Fellow,
Good People Relations

DR. SMARAKI PATTANAYAK
Assistant Professor,
ASBM University, India
Moderator

Free Registration
Visit : www.asbm.ac.in
E-certificates to Participants

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

ASBM UNIVERSITY

INTERNATIONAL WEBINAR on

15th WEBINAR

"EXCELLENCE IN BUSINESS EDUCATION - THE ACBSP ACCREDITATION"

15th SEPTEMBER (Tuesday), 2020
04:30 PM - 05:30 PM [IST]

Free Registration
Visit : www.asbm.ac.in
E-Certificates to Participants

INAUGURATION BY

MR. JEFFREY ALDERMAN
President & CEO
Accreditation Council for
Business Schools & Programs
(ACBSP), USA

EMINENT RESOURCE PERSONS

DR. STEVEN PARSCALE
Chief Accreditation Officer
ACBSP, USA

DR. BISWAJEET PATTANAYAK
President
ASBM University, India

DR. KALYAN SHANKAR RAY
Vice-Chancellor
ASBM University, India
Moderator

MS. DIANA HALLERUD
Director of Training
Associate Director of
Accreditation

MS. CARMEN M. HAYES
Director, Member Services
ACBSP, USA

02.06.2020

**DEVELOPING SOFT SKILLS FOR EMPLOYABILITY:
AN ALL-TIME CHALLENGE**

RESOURCE PERSONS :

Mr. M. Ramakrishna, Managing Director, Kistler Morse Automation Ltd., Hyderabad
Prof. T. Kalyana Chakravarthi, Communication Specialist
Mr. Hemang Desai, Entrepreneurial Advisor and Business Mentor

MODERATOR:

Dr. Hemanta K. Panda, Professor, ASBM University

09.06.2020

GLOBAL LSCM IN COVID-19: OPPORTUNITIES AND CHALLENGES

RESOURCE PERSONS :

Mr. Sravan Vemulapalli, Leader, Pricing Strategy-India, SEA NCR Corporation, Mumbai
Mr. Subrata Maiti, VP- Analytics & Business Intelligence, ANTS Global Services Ltd, India (Alpha NUMERO Inc.,US)

Mr. Bala AKumar,

Founder Director, ISANSYS Healthcare India, Bengaluru

MODERATOR :

Mr. Pratap Kumar Pati, Asst. Professor, ASBM University

12.06.2020

REDESIGNING HR FOR COVID-19

RESOURCE PERSONS :

Mr. Emmanuel David, Director, TATA Management Training Centre
Mr. Debabrata Dash, Chief Human Resource Officer, TS Alloys Ltd.
Mr. Prakash Chandra Panda, Senior Vice President & HR Head, India Power

MODERATOR :

Dr. Smaraki Pattanayak, Asst. Professor, ASBM University

19.06.2020

**COMBATING FAKE NEWS AND MISINFORMATION
ON THE SOCIAL MEDIA: CAREER PROSPECTS IN
COMMUNICATION & DIGITAL MEDIA (INTERNATIONAL)**

RESOURCE PERSONS :

Mr. Nilambar Rath, Editor-in-Chief & CEO, OdishaLIVE
Dr. Mrinal Chatterjee, Director, Indian Institute of Mass Communication, Dhenkanal
Dr. Pradip Kumar Mishra, Associate Professor, University of Nottingham, Malaysia

MODERATOR :

Dr. Bhagaban Jayasingh, Professor, ASBM University

30.06.2020

MAKE IN INDIA: SO FAR, HOW FAR ?

RESOURCE PERSONS :

Mr. Vivek Pattanayak, IAS (Retd.), Former Director, ICAO, Canada & Former Chairman, OPSC

Mr. Dinabandhu Mohapatra, Former Managing Director & CEO, Bank of India

Dr. E Sankara Rao, Managing Director & CEO, IFCI & Chairman, MDI, Gurgaon

MODERATOR :

Dr. Pradeep K. Pattnaik, Professor, ASBM University

03.07.2020

GLOBAL PANDEMIC: OPPORTUNITIES AND CHALLENGES FOR E-COMMERCE (INTERNATIONAL)

RESOURCE PERSONS :

Dr. Alby Anand Kurian, Professor, MDIS, Singapore

Mr. Pramod Kumar, Head E-Commerce & Ground Operations-B2B, GATI KWE

Mr. Deepak Mishra, Flow Replenishment Leader (North America), Supply Chain Operations, IKEA, USA

MODERATOR :

Dr. M. N. Samantaray, Associate Professor, ASBM University

08.07.2020

ASPIRE AND ACHIEVE: GOAL SETTING FOR CAREER SUCCESS

RESOURCE PERSON :

Commander (Dr.) Shekhar Murthy,

Thought Leader & Life Coach

MODERATOR :

Mr. Avijit Mondal, Assistant Professor, ASBM University

13.07.2020

INDIAN BANKING – TODAY AND TOMORROW RESOURCE PERSONS :

Mr. Amitabh Guha, Former MD, State Bank of Hyderabad & Chairman, South Indian Bank Ltd.

Mr. Jyoti Ghose, Former MD, State Bank of Bikaner & Jaipur

Mr. Yatindra Nadkarni, Senior Vice-President, Equitas Small Finance Bank

MODERATOR :

Dr. Kalyan Shankar Ray, Vice-Chancellor, ASBM University

13.07.2020

POSITIVE THINKING: A NEW LOOK AT HAPPINESS

RESOURCE PERSONS :

Mr. Yogi Sriram, Advisor to CEO & MD, Group Human Resources, L & T

Dr. Pramod Pathak, Professor, IIT, Dhanbad

Dr. Rama P. Mohapatra, Associate Professor, Minnesota State University, USA

MODERATOR :

Dr. Smaraki Pattanayak, Assistant Professor, ASBM University

08.08.2020

COVID-19 : REBOOTING INDIAN USD 5 TRILLION DREAM

RESOURCE PERSONS :

Brig.(Dr.) L.C.Pattnaik, Chairman, Odisha Public Service Commission (OPSC)

Dr. Nirakar Pradhan, Chief Executive Officer, PRMIA, India Office

MODERATOR :

Dr. Hemanta K. Panda, Professor, ASBM University

14.08.2020

WORK-LIFE BALANCE: MYTH OR REALITY

RESOURCE PERSONS :

Mr. Richard Rekhya, Former CEO, KPMG India & Board Member, KPMG, Dubai

Prof (Dr.) Biswajeet Pattanayak, President, ASBM University and Former Professor, IIM Indore & Lucknow

MODERATOR :

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

21.08.2020

TRADE AND INVESTMENT: THE POST-COVID SCENARIO

RESOURCE PERSONS :

Dr. Latha S Chari, Associate Professor, National Institute of Securities Markets (NISM), Mumbai

Mr. Vishal Shukla, DGM, SEBI & Faculty Member, NISM, Mumbai

MODERATOR :

Dr. Sudhansu S. Nanda, Asst. Professor, ASBM University

28.08.2020

ROLE OF FINANCIAL STATEMENT ANALYSIS IN MANAGERIAL DECISION-MAKING

RESOURCE PERSONS :

Dr. Ranjan Kumar Bal, Former Head, PG Dept. of Commerce, Utkal University & Former President, Indian Accounting Association

Mr. Rajib Sekhar Sahoo, Senior. Chartered Accountant & Principal Partner, M/s SRB and Associate

Dr. Ashish Kumar Sana, Head, Dept. of Commerce, University of Calcutta

MODERATOR :

Dr. Padmanava Mohapatra, Assistant Professor (Senior Grade), ASBM University

28.08.2020

ROLE OF FINANCIAL STATEMENT ANALYSIS IN MANAGERIAL DECISION-MAKING

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Dr. Ashish Kumar Sana, Head, Dept. of Commerce, University of Calcutta

MODERATOR :

Dr. Padmanava Mohapatra, Assistant Professor (Senior Grade), ASBM University

04.09.2020

MANAGING HR IN A MULTI-GENERATIONAL WORKFORCE (INTERNATIONAL)

RESOURCE PERSONS :

Mr. Ajaya Kumar Sahoo, Executive Director & Group Head, Corporate-HR, RP-Sanjiv Goenka Group

Mr. Pardhasaradhy Velury, Director-HR, MediSys EduTech Pvt. Ltd.

Dr. Stephanie Giles, Merrick Instructor & Human Resource Professional, Georgia Institute of Technology, USA

MODERATOR :

Dr. Bhakta Bandhu Dash, Assistant Professor (Senior Grade), ASBM University

15.09.2020

EXCELLENCE IN BUSINESS EDUCATION: THE ACBSP ACCREDITATION (INTERNATIONAL)

RESOURCE PERSONS :

Mr. Jeffrey Alderman, President & CEO, ACBSP, USA

Dr. Steven Parscale, Chief Accreditation Officer, ACBSP, USA

Dr. Biswajeet Pattanayak, President, ASBM University, India

Ms. Diana Hallerud, Director of Training, ACBSP, USA

MODERATOR :

Dr. Kalyan Shankar Ray, Vice-Chancellor, ASBM University

25.09.2020

WORK FROM HOME: THE NEW NORMAL (INTERNATIONAL)

RESOURCE PERSONS :

Mr. Dilip Wadhvani, President-Sales, Ceasefire Industries Pvt. Ltd

Mr. Sanjay Ratha, Senior Director-HR, Gainsight

Mr. Susim Amitab Swain, Vice-President, Central Bank of UAE, Abu Dhabi, UAE

MODERATOR :

Dr. Smaraki Pattanayak, Asst. Professor, ASBM University

28.09.2020

ENTREPRENEURIAL OPPORTUNITIES AND CHALLENGES DURING COVID-19

RESOURCE PERSONS :

Prof. Dinesh Awasthi, Former Director, EDII, Ahmedabad

Dr. Vanita Viswanath, Social Entrepreneur Consultant

Mr. David Vallero, CEO, Forwardinnovation, London

MODERATOR :

Mr. Pratap Kumar Pati, Asst. Professor, ASBM University

30.09.2020

EMPOWERING BUSINESS WITH BIG DATA AND ANALYTICS

RESOURCE PERSONS :

Dr. Rahul Kumar, Asst. Professor, IIM, Sambalpur

Dr. Jyoti Prakash Singh, Asst. Professor, NIT, Patna

Dr. Sunil Saumya, Asst. Professor, IIIT, Dharwad

MODERATOR :

Mr. Avijit Mondal, Assistant Professor, ASBM University

10.10.2020

CONVERGENCE OF TECHNOLOGY AND JOB PROSPECTS: THE NEED OF THE HOUR

RESOURCE PERSONS :

Mr. Pradeep Pramanik, Director, First Track Consultant
Dr. Rudra Pradhan, Associate Professor, VGSOM, IIT, Kharagpur

MODERATOR :

Dr. H. K. Panda, Professor, ASBM University

15.10.2020

CREATING A RESEARCH ENVIRONMENT : ISSUES AND CHALLENGES

RESOURCE PERSONS :

Dr. Thenmozhi M, Professor, Department of Management Studies, IIT, Madras
Dr. Srijit Mishra, Professor, Indira Gandhi Institute of Development Research (IGIDR), Mumbai

MODERATOR :

Dr. Sudhansu S. Nanda, Asst. Professor, ASBM University

19.10.2020

VIRTUAL LEARNING – OPPORTUNITIES AND CHALLENGES

RESOURCE PERSONS :

Dr. Pramod Pathak, Professor, IIT, Dhanbad
Dr. Nandita Roy, Assistant Professor, IIM, Lucknow

MODERATOR :

Dr. Barada P. Mohapatra, Asst. Professor, ASBM University

22.10.2020

THE NEW NORMAL FOR RETAIL BUSINESS RESOURCE PERSONS :

RESOURCE PERSONS :

Mr. Kumar Rajagopalan, CEO, Retailers Association of India, Mumbai
Dr. Poonam Kumar, Asst. Professor, IIM Sambalpur
Mr. Kamadeba Mohanty, COO, Reliance Retail, Mumbai

MODERATOR :

Dr. Sunil K. Das Bendi, Assistant Professor, ASBM University

10.11.2020

THE POWER OF NOW: A CONTEMPORARY ADAPTATION

RESOURCE PERSONS :

Dr. Malay Mishra, IFS, (Retd.), Former Indian Ambassador
Mr. Vivek Pattanayak, IAS, (Retd.) Former Director, ICAO, Canada

MODERATOR :

Dr. M. N. Samantaray, Associate Professor, ASBM University

13.11.2020

SKILLING, RE-SKILLING & UP-SKILLING: THE NEED OF THE HOUR

RESOURCE PERSONS :

Col. Ashwani Kumar Joshi, (Rtd.) Director, Ernst & Young
Mr. Arvind Bali, CEO, Telecom Sector Skill Council
Dr. G.P.Rao, Founder, Good People Relations

MODERATOR :

Dr. Smaraki Pattanayak, Assistant Professor, ASBM University

17.11.2020

BANKING DURING COVID-19 –NPA MANAGEMENT

RESOURCE PERSONS :

Mr. P. V. Durgadas, Former General Manager & Chief Vigilance Officer, State Bank of Travancore

Mr. Kamal Kishore Gurnani, Director, Renaissance
Insolvency Resolution Professional and Former AGM, Bank of India

MODERATOR :

Dr. Kalyan Shankar Ray, Vice-Chancellor, ASBM University

19.11.2020

DESIGNING LOGISTICS IN THE NEW NORMAL (INTERNATIONAL)

RESOURCE PERSONS :

Mr. V.B.K.Rao, Former Sr Vice President, Transport
Corporation of India (TCI), Mumbai

Mr. Pavan Sadhu, Lead Business Architech-BPM, L&T Infotech, London
Er.Abinash Swain, Sr.SCM Consultant, Focus Softek, Bengaluru

MODERATOR :

Prof. Pratap Kumar Pati, Assistant Professor, ASBM, University

26.11.2020

IMPACT OF ONLINE ADVERTISING DURING A PANDEMIC

RESOURCE PERSONS :

Prof. Utkarsh, IIM, Kashipur
Prof. Anirban Som, IIM, Trichy

MODERATOR :

Dr. Barada Prasanna Mohapatra ,Assistant Professor, ASBM University

18.12.2020

BUILDING HIGH PERFORMANCE TEAMS: THE LEADERSHIP CHALLENGE

RESOURCE PERSONS

Mr. Ajaya Kumar Sahoo, Executive Director (Group corporate HR), RP Sanjiv Goenka Group

Dr. Surya Prakash Pati, Associate Professor, Indian Institute of Management, Kozhikode

Mr. Sanjeeb Samal, HRBP, Zydus Group

MODERATOR

Dr. Smaraki Pattanayak

Assistant Professor, ASBM University

28.12.2020

PROFESSIONAL MANAGEMENT AND SKILL SUPPORT FOR THE RURAL ECONOMY - THE WAY FORWARD

RESOURCE PERSONS

Prof. (Dr) C. Shambu Prasad, Professor, Strategic Management & Social Sciences Institute of Rural Management Anand (IRMA)

Prof. (Dr.) Chethan Chittalkar, Director Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad

Prof. (Dr.) Partha Pratim Sahu, Associate Professor, Centre for Entrp. Dev. & Fin. Inclusion, National Institute of Rural Development and Panchyati Raj. (NIRDPR) Hyderabad

MODERATOR

Dr. Jyoti Ranjan Mohanty, Professor & Dean, School of Business, ASBM University



ANTI-RAGGING POLICY

(Measures for Prevention and Prohibition of Ragging)

Introduction

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

Objectives

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

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

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

Zero Tolerance Policy

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

Measures for Prevention of Ragging

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

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

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

Fee Structure

COURSE FEE (FULL PROGRAMME)	
PH. D.	280000
MBA	686000
MBA (Rural Management)	436000
Executive MBA	150000
M.SC. (AI&DS)	150000
M.COM	90000
MA (COMMUNICATION & DIGITAL MEDIA)	90000
M.SC. (ITM)	80000
MA (ECO)	40000
MA (ENGLISH)	40000
BBA (H)	180750
BBA (ECOM)	180750
BBA (RM)	180750
B.COM	120750
BA (COMMUNICATION & DIGITAL MEDIA)	120750
B.SC. (DS)	120750
B.SC. (ITM)	90000
BA (ENG)	60000
BA (ECO)	60000

MBA SEMESTER ABROAD

Academic Fee (1st Year at ASBMU)	305000
Academic fee (2nd Year at UNM) (excluding visa fee etc.)	55200 MYR
Visa Deposit and Visa Application	4660 MYR

Hostel & Mess Fee (Accommodation on twin sharing)

▶ First Year	Rs. 83,460/-
▶ Second Year	Rs. 90,665/-
▶ Third Year	Rs. 1,05,825/-

Note : MBA Programme is residential. All other Programmes are non-residential. Of course hostel facility is available for students of all the programmes.

Transport Fee (For Day Scholars)

▶ First Year	Rs. 30,000/-
▶ Second Year	Rs. 33,000/-
▶ Third Year	Rs. 36,300/-

Caution Money

All MBA Programmes	10000
All Other Programmes (Non-Residential)	4000
All Other Programmes (Residential)	8000

* Remedial Examination fee @Rs. 500/- per paper

* SIP and Field Visit will be organised by the University without any cost. However, the expenses during such activities will be borne by the student (s).

* All fees, except those for second year of MBA Semester Abroad Programme, are in Indian Rupees (INR)

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. Aptly called the City of Temples, it is home to a large number of temples, the more famous ones being Bharateswar & Satrughneswar (6th century AD), Parsurameswar (7th century), Rameswar & Vaital (9th century), Mukteswar (10th century), Rajarani & Bramheswar (11th century), and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath temple) and Konarka (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konarka add to the attraction.

Bhubaneswar is also an acclaimed centre for art and craft – applique work (from Pipli), handloom saree (from Sambalpur, Berhampur, Sonapur & Maniabandha), silver filigree (from Cuttack), stone carving, pata painting (from

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

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

Admission

ASBM University offers a wide range of academic and professional programmes that suit student's aptitude, interest and career choice.

Application Procedure

Interested Students can obtain the application form along with the information Bulletin on payment of Rs. 1000/- (Rupees One Thousand only) for Doctoral, and MBA Programmes and Rs. 400/- (Rupees Four Hundred only) for all other programmes. Candidates can also apply online through the ASBM University website (www.asbm.ac.in)

Selection Process

Admission to all the programmes of the University is purely on the basis of merit. The eligibility norms for admission have been given under the specific programmes. Fifty percent of the seats are reserved for the students of Odisha subject to satisfying the minimum quality standard prescribed by the University.

Contact

For information and queries related to admission, please contact Admission office at

- admission@asbm.ac.in
- 0674-2744881/882/885 | 0674-2374801/802 | 8763127020 | 7749939643 | 18003-4565855 (Toll Free)

How to Apply :

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

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

Candidates appearing at the final examination can also apply.



*“In this earth,
in this soil,
in this pure field,
Let’s not plant any seed,
Other than seeds of
Compassion and love.”
- Rumi*



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