



Ranked 'A+++' in Business India  
B-School survey, in the league of IIM Tiruchirappalli



## INFORMATION BROCHURE 2024

# ASBM School of Business

(Erstwhile Asian School of Business Management-  
the legacy of excellence of 18 years)

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

**ASBM University, Bhubaneswar**



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## Prof. (Dr) Biswajeet Pattanayak

Formerly Distinguished Professor  
IIM, Indore, Lucknow & Mumbai  
Founder & President, ASBM University

ASBMU

## The Legacy of Excellence and Innovation

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

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

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

An internationally known expert in the domain of Human Resource Management, Lagaan Famed 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 a record time of 180 days and was inaugurated by the Hon'ble Vice President of India, His Excellency Shri Bhairon Singh Shekhawat with the words, "a new sunrise in management education". His Excellency Shri Rameswar Thakur, Hon'ble Governor of Odisha and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha 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.

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 26 September 2019 by the enactment of the ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019). ASBM University now carries forward the ASBM legacy of excellence and innovation in education and research, and offers cutting-edge programmes in various fields of higher education. The University is engaged in imparting futuristic and holistic education at par with international standards with the objective of preparing our youth to face global competition and to participate in shaping India to become a world leader.

# Why ASBM University



## RECOGNITION

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



## STATE-OF - THE - ART INFRASTRUCTURE

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



## GLOBAL ACCREDITATION

ASBM is the only University in Eastern India to have been awarded 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 1,200 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.



## MATCHLESS MENTORS

Faculty members of the university are drawn from best of industry and academia with background of institutions of national importance like IIM, IIT, NIT 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.



## WORLD-CLASS CURRICULUM

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



## STELLAR RATINGS

ASBM School of Business has been consistently performing well in many surveys. It has been rated 'A+++ ' in Business India B-School survey 2022. This rank gives ASBM University the 51st position in the country along with IIM Tiruchchirappalli.

# ASBM School of Business Edge :

- ❑ Ranked 'A+++' in Business India B-School survey, in the league of IIM Tiruchchirappalli.
- ❑ Only University in Eastern India to have been awarded accreditation by the prestigious ACBSP (Accreditation Council for Business Schools and Programs, USA)
- ❑ Matchless Mentors with background of institutions of national importance like IIM, IIT, NIT etc.
- ❑ Track record of Excellent Campus Placement.



## ASBMU Campus

- ★ Sprawling E-Campus situated in the midst of a 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 Centre 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 emergencies.
- ★ Fully air-conditioned auditoriums with advanced acoustics and audio-visual equipment 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.

# Courses Offered

## Post Graduate Courses

- ▶ **MBA - MASTER OF BUSINESS ADMINISTRATION**  
HR | Marketing | Finance | Operations, Logistics  
& Supply Chain Management | Business Analytics | Agribusiness
- ▶ **MBA - PHARMACEUTICAL MANAGEMENT**
- ▶ **ASBM- MSU GLOBAL MBA with Metropolitan State University, USA**
- ▶ **MASTERS IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS**  
(MA - HR & LR) in collaboration with National HRD Network (NHRDN)

## Under Graduate Course

**BBA - BACHELOR OF BUSINESS ADMINISTRATION**  
(Hons./Research)





# MBA : Master of Business Administration

Accredited by Accreditation Council for Business Schools & Programs, USA

## DUAL SPECIALISATION

(any two) -

HR | Marketing | Finance | Operations, Logistics & SCM | Business Analytics | Agibusiness

## SUPER SPECIALISATION

(any one) -

HR | Marketing | Finance | Operations, Logistics & SCM | Business Analytics | Agibusiness

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 specialization
- ★ 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.



# MBA - PHARMACEUTICAL MANAGEMENT

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

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

## Unique Features

- Case-based innovative teaching pedagogy
- Finishing school for employability
- Summer project
- Capstone project / Live virtual projects
- Subject of Independent Study
- Excellent hostel facility
- Consistently excellent placement since inception

## Curriculum Design

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

The curriculum consists of 132 Credits where Core courses are of 58 credits, Subject elective courses are of 52 credits, open elective courses are of 8 credits. Summer Internship Project is of 8 credits and other non-classroom teaching courses such as research paper analysis, business sector analysis and live virtual project/MOOCs carry 6 Credits.



# MA - HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS

offered in collaboration with  
**National HRD Network (NHRDN)**

The Indian corporate sector is witnessing unprecedented and intense competition coupled with change at an accelerated pace. Many companies are at the crossroads now, facing the threat of survival. People being the prime focus for achieving the organisational goals, the people management process has to be wholly re-oriented and re-structured to face the present challenges.

With this backdrop, ASBM University (ASBMU) offers a two-year full-time Master Degree Programme in Human Resource Management & Labour Relations in collaboration with National HRD Network (NHRDN), the national apex body of HR professionals in India and the largest HR network in the country with 30 chapters and more than 14,500 members spread across the country representing organisations in all sectors – public, private, MNCs, government, NGOs, etc.

The course has been designed in consultation with NHRDN, keeping in view the current industry needs with application-oriented pedagogy to bring in an industry perspective and professional outlook to the programme. NHRDN will also provide assistance for summer internship and final placement in member organizations and for visiting faculty from member organizations to bring HR practice to the classroom.

## Unique Features

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

## Curriculum Design

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



## Eligibility Criteria

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

## Selection Process

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

## Selection Criteria

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

## How To Apply

Interested candidates can apply for admission online by visiting the ASBM Website ([www.asbm.ac.in](http://www.asbm.ac.in)). Application can also be made offline by obtaining the prescribed form and information bulletin from the Admission Office on payment of requisite fee. Students can refer to the eligibility criteria mentioned in this Bulletin. Candidates appearing at the final examination can also apply.



Candidates not having valid score card of CAT/XAT/MAT/CMAT/ATMA will appear ASBMUEE Test

# ASBM – MSU GLOBAL MBA

## Programme Overview

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

## Eligibility for Admission

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

## Selection Process

- Candidates will be shortlisted based on performance in qualifying tests, Past academic performance, Performance in Group Discussion Personal Interview, Performance in sports extra - curricular activities, Academic diversity and Gender diversity
- ASBM students who have completed the first year of the MBA program at ASBM will not be required to submit either an essay or two letters of reference. In addition, they will have satisfied Metropolitan State's MBA program prerequisites and will be exempted from the requirement to complete MBA Math.
- Students will be required to supply information required by Metropolitan State's International Student

Services Office for admission to the University (e.g. proof of English proficiency - 550 TOEFL score, financial statement, immunization records, etc.). Details can be found at <https://www.metrostate.edu/apply/get-started/international>.



Team ASBMU with Team MSU at MSU, Minnesota, USA

## USP of the Programme

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





# BACHELOR OF BUSINESS ADMINISTRATION (Hons./ Research)

## Unique Features

- Designed based on Curriculum and Credit Framework for UG Programmes of UGC
- Option of three-year or four-year programme (honours with research)
- Case-based innovative teaching pedagogy
- Finishing school for employability
- Continuous evaluation system
- Summer Project
- Research/Dissertation



## Curriculum Design

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

## Eligibility Criteria

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



**Team ASBMU with  
Team UNM in UNM Campus, Malaysia**



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

## International Collaboration

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



## FINISHING SCHOOL: THE CONDUIT to EMPLOYABILITY

The ASBM Finishing School, with its psychometric and language labs, takes care of holistic development of the students. Prolific extra-curricular activities, exposure to real life managerial situations, practical and situational delivery of the courses and use of information and communication technology characterize life at ASBM. Career Planning must follow a scientific approach to ensure success. ASBM strongly believes that students are to be molded and shaped through a systematic approach on the line of Finishing School concept of the West. While pursuing different programmes, students undergo competency mapping and development process to be prepared for entry to their dream career. The Finishing School in ASBM is the first of its kind in India attached to a University. Finishing School conducts Power Packed Personality and Placement Grooming Module (3PEGM) for all the students to shape them as professionals.

### Unique Features

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

Finishing School for Emloyability

**3PEGM**  
ADVANTAGE

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

## FEE STRUCTURE FOR ADMISSION BATCH 2024-25

Courses	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year
MBA	370000	316000		
MBA- PM	240000	196000		
MA- HR & LR	160000	100000		
BBA	61750	59500	59500	60250

## CAUTION MONEY

Particulars	Amount
Academic Programme	5000
Hostel (Additional)	5000



## INDUSTRY CONNECT

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

## PLACEMENT

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

Not only MBA, BBA students also placed in reputed companies like TCS.



Kudos to passing out MBA Batch 2023 for 100% Placement

## Our Proud Recruiters\*



\*An indicative list

# THIRD CONVOCATION



Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Biswajeet Pattanayak, Founder & President, ABM University  
 H.E. Shri Ram Nath Kovind, Hon'ble Former President of India, H.E. Shri P S Sreedharan Pillai, Hon'ble Governor of Goa,  
 Hon'ble Smt. Rita Sreedharan, First Lady of Goa ( standing from Left to Right)



Students Receiving Gold Medals for their achievements from the Chief Guest HE Shri Ram Nath Kovind, Hon'ble Former President of India at Third Convocation ceremony of ASBM University.

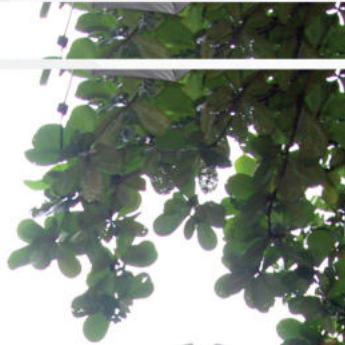


# THE NATIONAL TALENT FESTIVAL IGNITE - 2022



**THE MOST AWAITED  
CULTURAL EXTRAVAGANZA OF THE YEAR**





Campus life at ASBM  
Freedom Friendship Fraternity



## About 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 & Satrugneswar (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 Konark (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konark 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), Chaushathi Yogini temple (at Hirapur, one among only five in India), Nandan Kanan (437 hectare zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History, Tribal Museum, Pathani Samanta Planetarium etc.



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