

MASTER IN HUMAN RESOURCE MANAGEMENT AND LABOUR RELATIONS

(MA – HRM & LR)

in collaboration with
National HRD Network (NHRDN)



INFORMATION **BROCHURE 2024**

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

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

ASBM University, Bhubaneswar

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National HRD Network (NHRDN)



National HRD Network (NHRDN), the national apex body of HR professionals in India, is the largest HR network in the country. It is a global centre engaged in grooming leaders and is committed to creating value for society by spearheading the people development movement for the development of human resources through education, training, research and experience sharing. Established over three decades ago, the National HRD Network is an autonomous, not-for-profit, professionally managed organisation, playing a catalyst role in grooming the leaders for tomorrow. Spread across 34 chapters in the Country and two Chapters abroad- in Singapore and Dubai; with more than 17,400 members representing organisations in all sectors – public, private, MNCs, government, NGOs etc., NHRDN serves as a reference point for HR professionals in Indian Industry.

ASBM University, Bhubaneswar:

The Legacy of Excellence and Innovation



Prof. (Dr) Biswajeet Pattanayak

Formerly Distinguished Professor
IIM, Indore, Lucknow & Mumbai

Founder & President, ASBM University

ASBM University was originally established in 2006 as Asian School of Business Management to offer management programmes along with training, consultancy and MDP. It has earned distinction for its MBA programmes and has been awarded global accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), ASBM University, Bhubaneswar - The Legacy of Excellence and Innovation in academic delivery. Impressed by its performance and its quality parameters, the Government of Odisha converted it into a full-fledged university in 2019. The Business School of the University has been rated continuously for last seven years with A+++ by Business India with 51st place in the country. It is located at Bhubaneswar, the capital city of Odisha in a sprawling green campus close to Chandaka - Dampara reserve forest.



Experience an innovative and action-oriented Programme



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 lists 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.



UNIQUE COLLABORATION

This programme is offered by ASBM University in collaboration with National HRD Network (NHRDN).



WORLD CLASS CURRICULUM

The curriculum of the programme is benchmarked with the best institutions and universities worldwide. These are developed with continuous input from industry, experts, practitioners and other stakeholders.



MATCHELESS MENTORS

Faculty members are drawn from the best of industry and academia with backgrounds 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.



PEDAGOGY

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 Tiruchahirappalli.



ASBMU Campus

- ✓ Sprawling E campus situated in the midst of a scenic landscape with natural flora and fauna.
- ✓ Residential campus with soothing ambience and 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, Dance Studio 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 30,000 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 theater.
- ✓ India Post payment bank, Union Bank ATM & ASBM University post office.
- ✓ Charles Babbage Computer Centre with modern computing facilities, Statistics lab, and language lab, etc.

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 organizational goals. The People Management process has to be re-oriented to face the present challenges. With the backdrop, ASBM University (ASMBU) offers a two-year full-time master's 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 34 chapters and more than 17,400 members spread across the country representing organizations 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 assist with summer internship and final placement in member organization and for visiting faculty from member organization 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 organizations

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 summer internship. The students are required to undertake a dissertation in the sixth semester for in-depth study of subjects of special interest to them under the guidance of a faculty member.

COURSE STRUCTURE

Semester – I

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

Semester – II

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

Semester – III

- Conflict Management and Negotiation
- Corporate Governance and Business Ethics
- Strategic Management
- Performance Management Systems
- Industrial Relations
- HR Analytics
- Electives (Any electives of 8 credits)
 - Strategic HRM
 - International HRM
 - Comparative Industrial Relations
 - Talent Management
 - Psychometrics
 - Knowledge Management
 - Moral Leadership
- Summer Internship Programme

Semester – IV

- Learning and Development
- Organisation Development and Change Management
- Electives (Any electives of 8 credits)
 - Managing Organisational Culture
 - Entrepreneurship & Family Business
 - Management
 - Gender & Diversity Management
 - HR Consulting
 - Well-being at Work
 - Cross Cultural Management
 - Assessment & Development Centre
 - Human Resource Information Systems
- Dissertation





Eligibility Criteria

- 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.

Proud recruiters of ASBM University Campus Placement Drive

THIRD CONVOCATION



Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University, Prof. Biswajee Pattanayak, Founder & President, ASBM 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 President of India at Third Convocation ceremony of ASBM University



THE NATIONAL TALENT FESTIVAL

IGNITE 2023



CULTURAL EXTRAVAGANZA OF THE YEAR 2023



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. A 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 & Brahmeswar (11th century), and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath temple) and Konarak (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 center for art and craft – appliqué 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), Nandankanan (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.

