



## ASBM SCHOOL OF BUSINESS

(Erstwhile Asian School of Business Management)  
The legacy of excellence of 19 years

**Ranked A<sup>+++</sup> in Business India  
B-School Special 2024-25  
in the league of  
IIM, Sambalpur, Bodh Gaya, Sirmaur, and IIT Roorkee**



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

# INFORMATION BROCHURE 2025

**ASBM University**  
Bhubaneswar



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

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



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

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



# ASBM: The Legacy of Excellence and Innovation



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

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

'Jonathan Livingston Seagull' by Richard Bach is a fable about the significance of creating the most from our lives, even if our goals run contrary to the norms of 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. Infact, the establishment of ASBM University, along with its earlier model as the Asian School of Business Management, can be attributed to the significant influence that Bach had in him.

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

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

ASBM 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 unique industry-linked sectoral-focused programmes.

ASBM received international recognition through accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA. In recognition of its outstanding journey benchmarking quality parameters, the Government of Odisha conferred on the 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).



# 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.



## GLOBAL ACCREDITATION

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



## 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 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.



## 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.



## MATCHLESS MENTORS

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



## STELLAR RATINGS



**Ranked A+++** in Business India B-School Special 2024-25 in the league of IIM, Sambalpur, Bodh Gaya, Sirmour, and IIT Roorkee





# ASBM CAMPUS



Sprawling **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.



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



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



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



Charles Babbage Computer Centre with **Statistical Computing Lab** and **Language Lab**.



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-hour health service, with an ambulance for emergencies.



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



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





B-School Special 2024-25  
in the league of

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

## PROGRAMMES : 2025

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





# MBA | Master of Business Administration

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



## DUAL SPECIALISATION (Any Two)

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

## SINGLE SPECIALISATION (Any One)

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

## 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
- Residential programme
- Consistently excellent placement since inception.

## CURRICULUM DESIGN

A student will undertake 78 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 CBCS for electives. So, a student has the freedom to opt for a single or dual specialisation. Open Electives and Subject of Independent Study (SIS) give further choice to a student. Summer Internship Project (SIP) with dissertation is an essential feature of MBA.

### Accreditation awarded by

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

## ELIGIBILITY :

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

## SELECTION PROCESS

Candidates will be shortlisted based on past academic performance, GD and Personal Interview.

**Fee : Rs. 3,50,000/- per year** *Hostel Charge Extra*





# MBA:

## Pharmaceutical Management

Indian Pharma has evolved into a thriving industry over the years, currently ranking third in terms of volume of pharmaceuticals. MBA in Pharmaceutical Management is a specialised programme designed to equip the students with knowledge and skills needed to navigate the complex pharmaceutical industry. This blends business administrative principles with a deep understanding of the pharmaceutical and health care sectors. This opens up diverse career opportunities for individuals interested in combining their business acumen with a passion for improving health care outcomes.

MBA (Pharmaceutical Management) is a two-year full-time programme spread over four semesters of classroom interaction including extensive industry internship under practice school.

### UNIQUE FEATURES

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

### ELIGIBILITY :

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

### SELECTION PROCESS

Candidates will be shortlisted based on past academic performance, GD and Personal Interview.

**Fee : Rs. 2,18,000/- per year**

*Hostel Charge Extra*





# Master in Human Resource Management & Labour Relations



The Indian corporate sector is currently experiencing unprecedented levels of competition along with rapid and continuous change. Many companies find themselves at critical crossroads, grappling with the challenge of survival. In this VUCA environment, people have become the key focus for achieving organizational performance. Hence, the People Management process must be redefined and adapted to effectively address the evolving challenges of the present.

The two-year full-time master's degree programme in Human Resource Management & Labour Relations has been designed with industry inputs for an application-oriented curriculum.

## UNIQUE FEATURES

- Course designed with Industry inputs to meet industry need
- Innovative teaching pedagogy
- Experienced faculty from industry, profession, and academics
- Continuous evaluation pattern
- Dissertation
- Live projects
- Industry internship

## ELIGIBILITY :

Bachelor's degree or equivalent in any discipline from any recognised University. Final Year students can also apply.

## SELECTION PROCESS

Candidates will be shortlisted based on past academic performance, GD, personal Interview.

**Fee : Rs. 50,000/- per year**

*Hostel Charge Extra*





# IMBA | 5 - Year Integrated MBA

5-Year Integrated MBA is a uniquely designed programme focusing on in-depth management studies, enabling students to build rewarding careers in the field. It seamlessly combines undergraduate and post-graduate education, offering comprehensive training in management, finance, marketing, and entrepreneurship. Through real-world projects, internships, and industry interactions, students gain critical thinking, problem-solving, and leadership skills.

## **DUAL SPECIALISATION** (Any Two)

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

## **SINGLE SPECIALISATION** (Any One)

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

## **UNIQUE FEATURES**

- 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

## **ELIGIBILITY**

+2 Arts/ Science/ Commerce or its equivalent examination with 45% marks from any recognised board of education in India. Candidates appearing for their final year +2 examination can also apply.

## **SELECTION PROCESS**

- Selection is based on merit.
- Personal Interview

**Fee : First three year @ Rs. 80,000/-,**  
**Last two years @ Rs. 2,18,000/-**  
*Hostel Charge Extra*





# BBA



## Batchelor of Business Administration (Hons. / Research)

*4-Year Programme under Curriculum and Credit Framework  
for UG programmes of UGC as per NEP 2020*

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

### UNIQUE FEATURES

- Students having BBA (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Experienced faculty from industry, profession and academics
- Electives from HR/ Marketing/ Finance/ International Business/ Business Analytics/ Supply Chain Management
- Project Work and Intership

### RESEARCH / DISSERTATION

The students will take up in their fourth year research projects under the guidance of faculty members in any functional area. They will complete the Research Project in the eighth semester. There will be a viva voce examination. After the submission of the dissertation,

### ELIGIBILITY

+2 Arts/ Science/ Commerce or its equivalent examination with 45% marks from any recognised board of education in India. Candidates appearing for their final year +2 examination can also apply.

### SELECTION PROCESS

Selection is based on merit and personal Interview.

**Fee : Rs. 80,000/- per year** *Hostel Charge Extra*





# ASBM FINISHING SCHOOL

A Centre of Excellence of ASBM University

## THE CONDUIT TO EMPLOYABILITY

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

### UNIQUE FEATURES

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





## INDUSTRY CONNECT

The Industry Connect Cell of the University provides industry exposure through various activities like industry visit, practitioners' lecture, internship, interaction with industry stalwarts and professionals, and placement.



## PLACEMENT

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

### Some of our proud recruiters\*



\* indicative list



# 4<sup>th</sup> CONVOCATION

27th September, 2024



Shri M. Venkaiah Naidu, Hon'ble 13th Vice-President of India with Dr. P. L. Haranadh, IRTS, Chairman, Paradip Port Authority, and Prof. Biswajeet Pattanayak, Founder & President, ASBM University



Prerana Das,  
MBA



M. Indu,  
BBA



Ayushman Mohapatra,  
MBA



Prayash A. Patnaik,  
BA English





2023  
IGNITE

The most awaited  
Cultural Extravaganza of the year

IGNITE

## The National Talent Festival

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

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



*The Most Awaited  
Cultural Extravaganza of the Year*



# CAMPUS

## *Life*





# FACULTY



## **Dr. Biswajeet Pattanayak**

M.A., Ph.D., D.Litt., D.Sc., FIMA,  
Former Professor IIM, Indore & Lucknow,  
Senior Professor



## **Dr. Kalyan Shankar Ray**

M.A., Ph.D., PGDBM (NIMB, Pune)  
Senior Professor



## **Dr. Ranjan Kumar Bal**

M.Com., M.Phil., Ph.D., FDP (IIM – Ahmedabad)  
Senior Professor



## **Dr. Douglas J. Gilbert**

DBA, JD, MBA  
Professor Emeritus



## **Dr. Jyotirmaya Mahapatra**

M.S., University of Kansas (USA), Ph.D.(BIT, Mersa)  
Professor Emeritus



## **Dr. Sateesh Kumar Pradhan**

M.Sc., Ph.D.,  
Professor Emeritus



## **Dr. Surya Kumar Mishra**

MA, Ph.D., MBA (Wichita State University),  
Professor Emeritus



## **Dr. Phalgu Niranjana**

M.A., M.Phil., Ph.D  
Professor



## **Dr. Smaraki Pattanayak**

PGDM (HR), Ph.D. (Business Administration),  
FDP (IIM Ahmedabad),  
Recipient of Teaching Excellence Award ACBSP, USA  
Associate Professor



## **Dr. Eirene Leela**

MA, M. Phil., Ph.D.,  
Professor



## **Dr. M. N. Samantaray**

MBA, M. Phil., Ph.D.,  
Professor



## **Dr. Padmanava Mohapatra**

M.Com., Ph.D.,  
Professor



## **Dr. Ricky Mohanty**

BE, M.Tech., Ph.D.,  
Associate Professor



## **Dr. Premananda Ranasingh**

LL.M., Ph.D.,  
Professor



## **Dr. Ananta Charan Mishra**

M.A., M.Phil., LL.B., Ph.D.,  
Sr. Asst. Professor



## **Dr. Niranjana Sahu, IAS (Rtd.)**

M.A., MBA, Ph.D.,  
Professor of Practice



## **Prof. Subrat Mohanty**

B.Sc.- Engineering (VSSUT), PGDM (XMIB)  
Professor of Practice



## **Dr. Hrusikesh Nath**

M.Sc.(Physics), M.Tech. (NIT, Rourkela),  
Ph.D. (IIT Madras)  
Sr. Assistant Professor



## **Prof. Saroj Kumar Bishey**

M.A., PGDHRM  
Sr. Assistant Professor



## **Dr. Rutuparna Dash**

BE, MBA, Ph.D.,  
Assistant Professor





**Dr. Golakh Kumar Behera**

MFC, M.Com., Ph.D.  
Assistant Professor



**Dr. J. Sai Mohini**

MBA, M.Phil., Ph.D.(NIT, Tiruchirapalli)  
Assistant Professor



**Prof. Bani Bhusan Praharaj**

M.Tech.  
Assistant Professor



**Prof. Prarthana Mishra**

M.Com., M.Phil., Ph.D.(Continuing)  
Assistant Professor



**Prof. Pratap Kumar Pati**

BE, PGDBM (IIT-Kharapur)  
Assistant Professor



**Dr. Ananya Dash**

M.A., M.Phil., Ph.D.  
Assistant Professor



**Dr. Emily Pandey**

M.A., M.Phil., Ph.D.  
Assistant Professor



**Dr. Hari Narayan Sahu**

M.A., Ph.D.  
Assistant Professor



**Dr. Avijit Mondal**

B.Tech, M.Tech., IIT(ISM), Dhanbad, Ph.D.  
Assistant Professor



**Dr. Swagat Patel**

M.A., M.Phil., Ph.D.  
Assistant Professor



**Dr. Jharasri Paikaray**

LL.B., LL.M., Ph.D.  
Assistant Professor



**Dr. Soumya Ranjan Ray Choudhry**

MBA, M.Com., Ph.D.  
Assistant Professor



**Prof. Priya Sharma**

M.A (English), NET  
Assistant Professor



**Prof. Arya Suman Pattnaik**

B.Tech.(BPUT), M.Tech(OUTR)  
Assistant Professor



**Dr. Jyotirmayee Mohanty**

MA, M.Phil., Ph.D.  
Assistant Professor



**Prof. Monalisha Dash**

M.Tech.(Computer Science & Engineering)  
Assistant Professor



**Dr. Rupashree Sahoo**

LL.M., Ph.D.  
Assistant Professor



**Prof. Arnab Sen**

PGDBM  
Assistant Professor



**Dr. Ajit Kumar Sabat**

M.Sc., M.Phil., PGDAST, Ph.D.  
Assistant Professor



# Alumni Testimonials



My two years in ASBM were memorable as it was the first time I was into hostel life, some 2000kms 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 coordinator 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 54 years and that helped me in turn get into Maruti Suzuki later (my current employer). I've then got married to Atreyee Choudhry who is now my better-half from my batch in ASBM. She is also well settled in Axis bank.

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



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**  
Director, Supply Chain & Customer Engagement Automotive Aftermarket, SKF Group, USA



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 Oarida, Batch 2018**  
Success Factors Consultant, iXerv



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

**Arijit Brahma, Batch 2018**  
General manager, Operations, Bharat Financial Inclusion Ltd.







I am Fortunate to have studied at ASBM and will always cherish the memories of two years at the campus. I must admit that the two years of rigorous curriculum of MBA and the discipline of the residential campus is actually shaping the rest of our career.

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



My 2 year academic journey with ASBM has been one of the best periods of my life. The institute not only made me industry ready, but also made me ready as a leader who can stand tall for her people, with strong values for ethics, integrity and customer service. what makes ASBM stand out is the personal care, time and investment each faculty member makes in the students.

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



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**  
State Head, reliance



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 from 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,**  
Change Leader, HURON



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**  
Chief Manager, Bank of Baroda





## 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 submitted 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 for their final examination can also apply.



## ABOUT ASBM UNIVERSITY

ASBM University established by Government of Odisha in 2019 as a state university, traces its legacy to Asian School of Business Management, which was founded in 2006 by a team of dedicated educationists and management professionals led by Prof. Biswajeet Pattanayak, former professor of IIM Lucknow, Indore & Mumbai. Its quest for excellence has resulted in ASBM being awarded international accreditation by Accreditation Council for Business Schools and Programs (ACBSP), USA for its MBA Programme.

ASBM University offers cutting edge courses under five schools namely ASBM School of Business, ASBM School of Accountancy, ASBM School Liberal Arts, ASBM School of Information System and ASBM School of Law. Besides playing a pivotal role in providing value-based education with an industry-driven curriculum, it is also committed to research and development.

## 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. Together with Puri (Jagannath Temple) and Konark (Sun temple, a world heritage site), it forms the golden triangle for tourism.

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



**Shiksha Vihar, Bhola (Chandaka), Bhubaneswar-754012**

**7749939643 | 9040884628 | 0674-2744881 / 82**

**[admission@asbm.ac.in](mailto:admission@asbm.ac.in) / [www.asbm.ac.in](http://www.asbm.ac.in)**