ASBM UNIVERSITY

Established by Govt. of Odisha





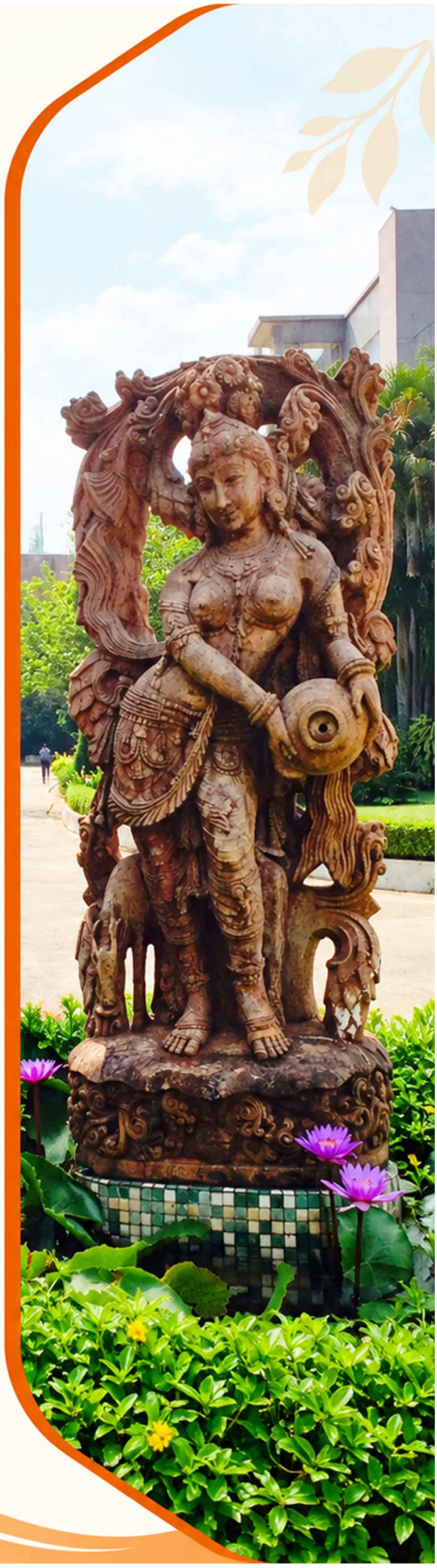
Rewriting the Mantra of Excellence

www.asbm.ac.in

INFORMATION BULLETIN 2027

Contents

01	The ASBM Legacy	00
02	Commendation	00
03	Founder and President	00
04	Vision, Mission, and Quality Policy	00
05	Advisory Council	00
06	Board of Governors	00
07	Why ASBM University	00
08	Our Campus	00
09	Schools and Courses	00
10	Convocation 2026	00
11	ASBM School of Business - Courses	00
12	ASBM School of Accountancy - Courses	00
13	ASBM School of Information System - Courses	00
14	ASBM School of Law - Courses	00
15	ASBM School of Liberal Arts – Courses	00
16	Eligibility Criteria for Admission (PG & UG)	00
17	Doctoral Programmes	00
18	Centres of Excellence	00
19	ASBM Finishing School, Placement, and Industry Connect	00
20	Campus Life	00
21	Talent Festival	00
22	Testimonial – Alumni and Leaders	00
23	Conferences, Seminars, and Other Events	00
24	Fee Structure	00
25	Anti-Ragging Policy	00



ASBM

The Legacy of Excellence and Innovation

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

Jonathan Livingston Seagull by Richard Bach is a fable about pursuing one's dreams and realizing one's full potential. Through the metaphor of flight, it shows that determination and passion can help us rise above limitations.

Inspired by this story, Prof. Biswajeet Pattanayak, an acclaimed management guru in Human Resource Management and former Professor at IIM Indore, IIM Lucknow, and IIM Mumbai, envisioned creating an IIM-like institution in the private sector. His aim was to provide an affordable platform for meritorious students aspiring to pursue careers in management.

This vision led to the establishment of the Asian School of Business Management (ASBM) in 2006 on a green campus near Chandaka Wildlife Sanctuary in Bhubaneswar, Odisha. Built in just 180 days, ASBM was inaugurated by the Hon'ble Vice-President of India, Shri Bhairon Singh Shekhawat, who described it as "a new sunrise in management education." The occasion was also graced by Shri Rameswar Thakur, Governor of Odisha, and Shri Naveen Patnaik, Chief Minister of Odisha.

In 2006, Business India featured ASBM as a world-class business school modelled on the best IIMs. In recognition of its achievements and commitment to quality education, the Government of Odisha granted University status on 26 September 2019 under the ASBM University, Odisha Act, 2019.

Today, ASBM University continues this legacy of excellence and innovation through quality education, research, and cutting-edge programmes in higher education.



Commendation



Excerpts from the 3rd Convocation Address delivered by
H.E. Shri Ram Nath Kovind,
Hon'ble 14th President of India

"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."

"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."



Excerpts from the 4th Convocation Address delivered by
H.E. Shri M. Venkaiah Naidu,
Hon'ble 13th Vice-President of India



Excerpts from the 2026 AIMA-Kewal Nohria Award for Academic Leadership in Management Education

"In recognition of his distinguished academic leadership, exceptional contributions to management education and institutional development, the All India Management Association is pleased to confer the 2026 AIMA-Kewal Nohria Award for Academic Leadership in Management Education on Professor (Dr.) Biswajeet Pattanayak, Founder and President of ASBM University."

Welcome to ASBM University

Rewriting the Mantra of Excellence: Where Learning Transcends Boundaries

Every great institution begins with a dream — a dream to create, to inspire, and to transform. ASBM University originated from such a dream, when we established the Asian School of Business Management in 2006 with a simple yet powerful vision: to create leaders with knowledge, character, and courage for shaping a better world.

Over the years, that vision has evolved into a vibrant reality. That is why the conferment of a university status on the Asian School of Business Management by the Government of Odisha was not merely a milestone — it was a recognition of our unwavering commitment to excellence, innovation, and integrity in education. Today, as ASBM University, we continue our journey with renewed energy and a deeper sense of purpose.

The November 2025 B-School Special Issue of Business India has ranked ASBM University as A+++, placing us proudly alongside IIM Sirmaur and IIT Roorkee. This recognition is more than a ranking — it reflects the trust we have earned from academia, industry, and society, and is a tribute to our brilliant students and dedicated faculty, who embody the ASBM spirit every single day.

ASBM University today stands as a dynamic ecosystem of learning comprising five schools — ASBM School of Business, ASBM School of Accountancy, ASBM School of Law, ASBM School of Information System, and ASBM School of Liberal Arts and offers new-age, industry-aligned programmes that blend the power of knowledge with the wisdom of values. We nurture our students not just to build successful careers, but to lead meaningful lives — to think with clarity, act with compassion, and serve with humility.

At ASBMU, every learner is a promise — a promise of excellence, of leadership, of change. We take pride in our remarkable record of placements, but even greater pride in the ethical, creative, and socially responsible professionals we send into the world. We rewrite the mantra of excellence here, creating an environment where learning transcends boundaries.

To every young mind seeking a place where dreams are nurtured, intellect is challenged, and character is built — ASBM University awaits you. Come here and let us together create the future, a future shaped by wisdom, powered by innovation, and guided by values.



Prof.(Dr.) Biswajeet Pattanayak
Ph.D., D.Sc., D.Litt, FIMA
Former Distinguished Professor,
IIM Indore, Lucknow, & Mumbai Former Director,
Indian Instute of Bank Management, Guwahati (RBI)
Founder & President

VISION

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

MISSION

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

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

QUALITY POLICY

- **W**orld-class learning environment
- **B**est selection of, and support, to faculty
- **T**echnology-enabled teaching and learning
- **C**ontinuous learning from the environment
- **R**esearch orientation and publishing
- **C**ompetitive and collaborative spirit
- **C**ontinuous improvement of processes and systems
- **F**ocus on management training and lifelong learning



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

The aim of education, as extolled by the National Education Policy (NEP) 2020, is to help achieve full human potential, develop an equitable and just society, and promote national development. The value-added courses in our curriculum, like Indian Ethos and Values, India's Diversity, Environmental Studies, Sustainability, Disaster Management etc., help broaden the outlook of the students to make them complete human beings



Prof. Sudhansu Sekhar Rath
MA, Ph.D.
Vice-Chancellor

At ASBM University, we focus on holistic education, making students future-ready with essential 21st-century skills like critical thinking, digital fluency, and leadership. We revolutionise learning through innovative teaching, experiential learning, project work, research and an industry-driven curriculum in a natural environment to achieve excellence in life.



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

ASBM University strongly believes that to succeed in today's competitive world, students should develop the ability to perform effectively in real-world, complex work situations by acquiring competence with practical understanding and hands-on training beyond theoretical knowledge. To achieve this, our courses are designed with a focus on practical applications, including project work, field visits, business sector analysis, application-oriented learning, use of games, movies, role play, and theatre.This ensures that learning is not just about memorising facts but about developing the ability to perform tasks effectively in real-world scenarios.



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

Nestled amidst serene greenery and equipped with world-class infrastructure, ASBM University stands as a symbol of innovation, excellence, and holistic education. Our industry-driven and future-ready programmes in management, law, accountancy, technology, and social sciences are designed to equip students with the knowledge, skills, and values essential for success in an ever-evolving global landscape. Beyond academics, the University's vibrant campus life — enriched with cultural, professional, and leadership initiatives — nurtures creativity, confidence, and character.

Advisory Council



Justice Ananga Kumar Patnaik
Former Hon'ble Judge, Supreme Court of India
Chairperson



Ambassador Lalit Mansingh
Former Foreign Secretary,
Govt.of India



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



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



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



Mr. Santosh Satapathy, IAS (Retd.)
Former Chairperson, SHRC Jharkhand



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



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



Mr. T. Sudhakar Pai
Chairman,
Manipal Group



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



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



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



Ms. Renu Challu
Former MD,
State Bank of Hyderabad



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

BOARD OF GOVERNORS



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



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



Prof. Sudhansu Sekhar Rath
Vice-Chancellor, ASBM University



Mr. RIchard Rekhy
Vice-Chairman
Grant Thornton Bharat LLP.



Prof. Umaballava Mohapatra
Vice Chancellor, Rajendra University,
Bolangir, Odisha



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



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



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



Mr. Laxmidhara Pangari
Senior Advocate,
Orissa High Court



Mr. V.S. Manimaran
CMD, Viskan Logistics Services Pvt. Ltd,
Bangalore



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



Dr. Smaraki Pattanayak
Principal Director,
ASBM University



Dr. M. N. Samantaray
Registrar, ASBM University
& Member Secretary

WHY ASBM UNIVERSITY

GOVT. RECOGNITION

ASBM University has been established by Government of Odisha as a private university by the enactment of ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019).

UGC RECOGNITION

ASBM University has been recognised by the UGC and is included in the list of universities established as per section 2(f) of the UGC Act, 1956. It is competent to award degrees as per section 22 of the UGC Act.

BCI RECOGNITION

The Bar Council of India has recognised the ASBM School of Law and has approved 5-Year Integrated BA LLB (Hons.) and BBA LLB (Hons.) Programmes.

MATCHLESSS MENTORS

Faculty members are drawn from leading institutions across academia and industry, including premier institutions such as the IIMs. Academic experts bring rigour, conceptual clarity, and scholarly depth, while industry professionals enrich the classroom with practical insights, real-world experience, and hands-on learning.

STELLAR RATINGS

• A+++ in Business India B-School Special Issue November 2025 in the league of IIM Sirmaur and IIT Roorkee.

• Indian Academic Ranking 2026 – Titanium Band with Certificates of Excellence for Employability & Startup Ecosystem Ranking (ESER) and Research Excellence Ranking (RER).

EXCELLENT PLACEMENT

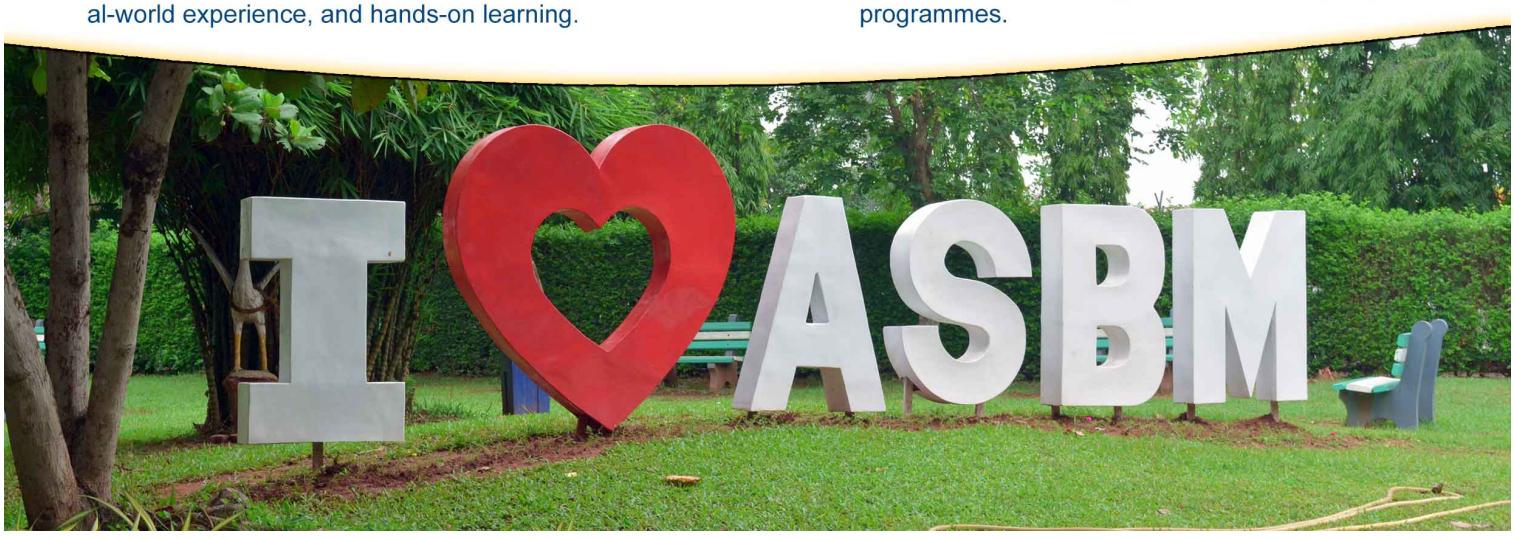
ASBM has a track record of Excellent Placement since inception through its Campus Placement drive. The focus on ASBM Finishing School with a Power-Packed Personality and Employability Grooming (3 PEGM) Module prepares the students with employability skills for success in the placement process.

STATE OF THE ART INFRASTRUCTURE

Set in a scenic, pollution-free environment near a vast forest and the renowned Chandaka Wild-life Sanctuary, ASBM University offers a serene, green, and salubrious residential campus. Equipped with world-class infrastructure and modern amenities, the self-contained campus provides an ideal environment for meaningful learning, personal growth, and the development of a well-rounded personality.

WORLD CLASS CURRICULUM

The curricula of all the programmes are benchmarked with the best institutes 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.



OUR CAMPUS

Sprawling Eco-friendly Green Campus situated amidst a scenic landscape with natural flora and fauna.

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

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

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

Gymnasium, Yoga and Meditation Centre, Temple, Open Air Theatre, Automated Laundry

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

Charles Babbage Computer Centre, SYSTAT Lab and **Language Lab.**

Chanakya Knowledge Centre - more than **35,000** books, and **12,000** journals and e-journals. Exclusive Library for Law School

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

Dance Studio, Entertainment Zone, **Outdoor & Indoor Games**

Auditoriums with advanced acoustics and audio visual equipments.



SCHOOLS & COURSES AT ASBM UNIVERSITY 2027

ASBM SCHOOL OF BUSINESS

(formerly Asian School of Business Management)

- **MBA (Master of Business Administration)**
  Single / Dual Specialisation
  (HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics | Agribusiness | Pharmaceutical Management | Tech Management)
- **MBA– AI for Business**
- **5-Year Integreated MBA**
  (Single / Dual Specialisation)
- **BBA** (Hons. /Research)
- **Ph.D.** in Management



ASBM SCHOOL OF ACCOUNTANCY

B.Com (Hons./Research)
B.Com - Fintech (Hons./Research)
B.Sc. - Actuarial Science
M.Com - Finance & Data Analytics
Ph.D. in Commerce

ASBM SCHOOL OF INFORMATION SYSTEM

B.TECH - CSE | B. TECH - AI & ML
BCA - Data Science (Hons./Researh)
MCA
Ph.D. in CS & IT

ASBM SCHOOL OF LAW

BA LLB (Hons.)
BBA LLB (Hons.)
5- Year Integrated Programmes
Approved by Bar Council of India
LLM | Ph.D. in Law

ASBM SCHOOL OF LIBERAL ARTS

B.A. (Hons./Research) - English I Psychology I Liberal Arts
B.SC. - Economics and Data Science (Hons./Research)
M.A. - Economics I English Language & Literature I Applied Psychology
Ph.D. - Economics I English

- Students with a minimum of 75% marks in aggregate in 4-year bachelor's degree under NEP 2020 are eligible to join a doctoral programme directly without any master's degree.
- The UG students have the opportunity for multiple exit and entry

a) Undergraduate Certificate after one year / two semesters (provided completed 4 credits in work-based vocational courses during the summer term / Internship / Apprenticeship and 6 credits from Skill-based courses),

b) Undergraduate Diploma after two years / four semesters (provided completed 4 credits in work–based vocational courses during the first year or second year summer term),

c) Bachelor's Degree after three years (six semesters) and

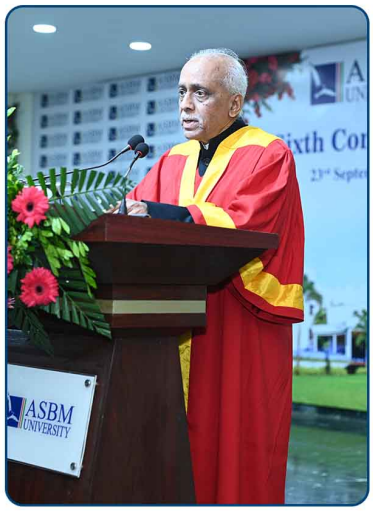
d) Bachelor's Degree with Honours / Research after 4 years (eight semesters).

International Collaborations

Metropolitan State University
Eastern Michigan University
North Carolina Central University
St. Cloud State University
The University of Nottingham
California State University San Bernardino
CamEd Business School

6th CONVOCATION 2026





The ceremony featured Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Sri Justice V. Ramasubramanian, Chairperson, National Human Rights Commission and former judge of the Supreme Court of India. and Mr. Prasant Kumar Naik Managing Director, TRL Krosaki Refractories Ltd.



6th Convocation Ceremony at ASBM Central Auditorium on 23th September, 2026



Anamika Tripathi , MBA,
Gold Medalist



Sanidhya P Swain, MCA,
Gold Medalist



Anushka Agarwal, LLM,
Gold Medalist

ASBM SCHOOL OF BUSINESS

(formerly Asian School of Business Management)
Legacy of excellence of 21 years

RANKED

A+++

Business India
BEST
B-Schools

Business India
November-2025

In the league of
IIM Sirmaur & IIT Roorkee

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

- **Ignite Ambition**
- **Inspire Leadership**
- **Impact the Future**

MBA (Master of Business Administration)
Single / Dual Specialisation
(HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics | Agribusiness | Pharmaceutical Management | Tech Management)

5-YEAR INTEGRATED MBA

BBA (Hons. /Research)

Ph.D. in Management



MBA | Master of Business Administration

HR | Marketing | Finance | Business Analytics | Operations, Logistics and Supply Chain Management | Agribusiness | Pharmaceutical Management | Tech Management

22nd Batch

Ignite Ambition. Inspire Leadership. Impact the Future.

Choice-Based Single or Dual Specialisation

The MBA programme at ASBM University is designed to develop confident, analytical and future-ready business professionals who can navigate the complexities of a rapidly changing business environment. By blending strong conceptual foundations with experiential learning, industry interaction, contemporary business practices and leadership development, the programme equips students with the knowledge and skills to make informed decisions and create meaningful impact. With opportunities to specialise in key functional areas of management and exposure to real-world business challenges, the MBA at ASBM prepares students to pursue rewarding careers across industries while nurturing an entrepreneurial and responsible mindset. It guides students in mastering management acumen, developing out-of-the-box thinking, cultivating ethical business attitudes, and building sensitivity to market realities, thereby helping them become mature leaders.

CURRICULUM FRAMEWORK

The MBA programme comprises 70 credits of core courses and 56 credits of electives. Students can specialise in any one of the eight elective areas by earning a minimum of 24 credits, with the flexibility to pursue single or dual specialisations under the Choice-Based Credit System (CBCS). Open Electives and Subject of Independent Study (SIS) offer additional academic flexibility. The programme also includes an essential Summer Internship Project (SIP) with a dissertation, providing practical industry exposure.

WHY CHOOSE ASBM FOR YOUR MBA?

- Dual Specialisation Advantage
- Case-Based Innovative Pedagogy
- IIM-Model Choice-Based Credit System (CBCS)
- Digitised Modern Classrooms
- Management Meets Emerging Technology
- Finishing School for Employability
- Cross-Functional Learning
- Capstone & Live Virtual Projects
- Subject of Independent Study
- Classroom to Corporate – Excellent Placement Record
- Entrepreneurial Mindset



Eligibility for MBA & MBA-BI & AI

A Bachelor's degree or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised university.
A valid CAT / XAT/ MAT/ CUET/ ASBMUEE test score.

Selection Criteria (weightage)

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

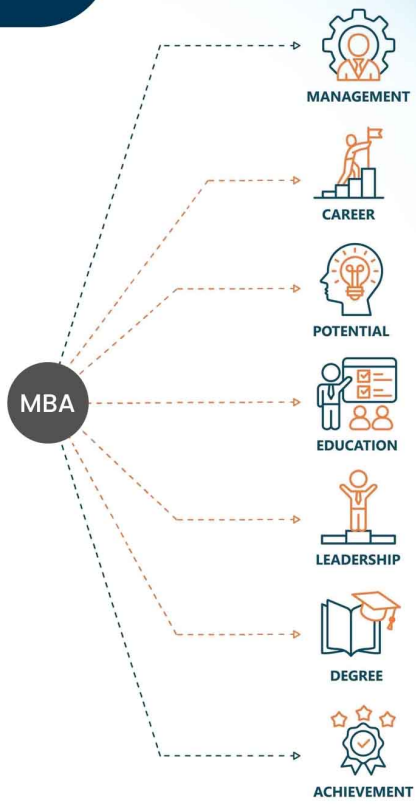
CORE PAPERS FOR BOTH SINGLE & DUAL SPECIALISATION

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

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

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

Semester - IV
- Subject Electives (Dual/ Singler Specialisation)
- Open Electives
- Capstone Project/ Live Virtual Project
- Subject of Independent Study



DUAL SPECIALISATION – ELECTIVE COURSES IN SEMESTERS III & IV
(Any Two of 24 Credits Each)

Operations, Logistics & Supply Chain Management
- Production Management
- Supply Chain Management
- Materials & Purchase Management
- Inventory Management & Control
- Project Management
- Logistics Management
- Enterprise Resource Planning
- Quality Management System

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

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

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

Business Analytics
- Decision Analysis
- 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
- Self Management Art for Executive Excellence (SMARTEE)
- Communication through Theatre Technique
- Intellectual Property Rights
- Indian Ethos & Culture
- Sustainability & ESG
- Corporate Social Responsibilty
- Diversity and Cross-Cultural Management

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

HUMAN RESOURCE MANAGEMENT

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

FINANCIAL MANAGEMENT

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

BUSINESS ANALYTICS

- Decision Analysis
- Data Visualization for Managers
- Data Mining & Data Warehousing
- Database Management System
- DBMS Practical
- Data Science Using R
- E-Commerce
- Financial Analytics
- Machine Learning
- Supply Chain Analytics
- Stochastic Modelling
- Analytics of the Internet of Things
- Big Data Analytics
- Python Language Practical
- Marketing Analytics
- HR Metrics and Analytics

MARKETING MANAGEMENT

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

OPERATIONS & LSCM

- Production Management
- Inventory Management & Control
- Supply Chain Management
- Materials Management
- Purchase Management
- Logistics Management
- Operations Strategy
- Stores Management
- Project Management
- Service Operations Management
- International Logistics
- IT in Logistics & Supply Chain
- Enterprise Resource Planing
- Quality Management System
- Supply Chain Analytics

AGRIBUSINESS

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

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

Tech Management

- Technology Strategy & Internationalisation
- Fintech Fundamentals
- Retail and E-Commerce
- Blockchain and Cryptocurrency
- Digital Payments and Mobile Banking
- Data Analytics for Retail Decision Making
- Customer Experience and UI Design
- Technology Forecasting and Assessment
- Agile Development & Project Management
- Machine Learning
- Analytics of Internet of Things
- Emerging Trends in Retail Technology
- Insurance Tech
- Data Analytics in Finance

Pharmaceutical Management

- Pharmacoepidemiology
- Pharmaceutical Business Environment
- Regulatory Affairs in Pharma
- Pharmaceutical Product & Brand Management
- Supply Chain Management
- Consumer Behaviour
- International Marketing Management
- Management Control System
- Marketing of Medical Devices
- Drug Regulatory Affairs and Intellectual Property Rights
- Project Management
- Sales and Distribution Management
- KPO Management
- Quality Management System

Open Electives (Any Electives of 8 Credits for All Specialisations)

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





MBA – AI for Business

Transform Data. Drive Decisions. Lead with AI.

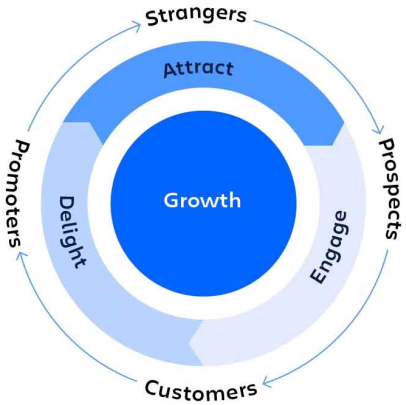
ASBM University's MBA in AI for Business is a specialised programme that combines core management education with advanced Data Science and Artificial Intelligence. Students gain expertise in Business Analytics, Machine Learning, Deep Learning, NLP, Data Mining, and Big Data, along with practical exposure through Summer Internships and Capstone Projects. The programme equips graduates for emerging careers in Data Science, Business Intelligence, AI Strategy, and Data Management, preparing them to lead digital transformation across industries.

CURRICULUM FRAMEWORK

Embark on a **two-year, full-time MBA journey** designed across **four six-month semesters**, encompassing **140** credits. The futuristic programme blends academic rigour with experiential learning through an **8-credit Summer Internship**, while the final semester culminates in a **Capstone Project or Live Virtual Project**, transforming classroom knowledge into meaningful real-world impact.

THE ASBM ADVANTAGE: MBA IN AI FOR BUSINESS

- Industry-Aligned Curriculum
- Innovative Teaching & Learning
- Experienced Academic & Industry Faculty
- Industry-Led Expert Sessions
- Continuous Evaluation
- Dissertation & Live Project



COURSE STRUCTURE

Semester - I

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

Semester-II

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

Semester-III

- Strategic Management
- Analytics for Decision Science
- Business Intelligence
- Data Visualization
- Machine Learning
- Natural Language Processing
- DBMS for Managers
- Open Electives
- Summer Internship Project
- Business Sector Analysis
- Finishing School Module – III
- Finishing School Module – IV

Semester-IV

- Intelligent Data Mining
- Responsible Technology And Digital Governance
- Business Process Automation
- Cyber Threat & Security
- Model Deployement And Lifecycle Management
- Intelligent Supply Chain
- Open Electives
- Capstone Project/ Live Virtual Project

Open Electives (Any Electives Of 8 Credits)

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

IMBA | 5 - Year Integrated MBA

Five Years. One Vision. Limitless Possibilities.

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

This uniquely designed five-year, full-time programme is open to students from any discipline with a +2 qualification. It offers the flexibility to obtain a single or dual specialisation, in line with ASBM University's flagship MBA programme, while providing access to recorded campus placement opportunities.

DUAL SPECIALISATION (Any Two)
HR | Marketing | Finance | Business Analytics | Operations, Logistics and Supply Chain Management | Agribusiness | Pharmaceutical Management | Tech Management

SINGLE SPECIALISATION (Any One)
HR | Marketing | Finance | Operations, Logistics and Supply Chain Management | Agribusiness I Business Analytics | Pharmaceutical Management | Tech Management

CURRICULUM FRAMEWORK

The programme comprises 252 credits, including 146 core, 48 elective, 8 open elective, 9 skill enhancement, 8 ability enhancement, 9 interdisciplinary, and 6 value-added credits. It also features a 12-credit Summer Internship and 6 credits of experiential components, including research paper analysis, business sector analysis, and a Capstone/Live Virtual Project.

Following the IIM-inspired Choice-Based Credit System (CBCS), students can pursue single or dual specialisations and select open electives aligned with their interests and career goals.

ELIGIBILITY & SELECTION PROCESS

- 10+2 in Arts, Science, or Commerce with a minimum of 45% marks from a recognised board.
- Final-year +2 candidates may also apply.
- Qualifying score in ASBMUEE.
- Personal Interview

WHY PURSUE AN INTEGRATED MBA(IMBA) AT ASBM?

- Single/Dual Specialisation
- Open Electives & IIM-Model CBCS
- Case-Based Learning
- Finishing School for Employability
- Summer Project
- Capstone & Live Projects
- Excellent Placement Record
- Industry-Ready Curriculum



COURSE STRUCTURE

Core Papers for both Single & Dual Specialisation

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

Semester-II
- Management Theory and Practices
- Cost Accounting
- Business Statistics & Logic
- Business Communication-II
- Ethical Issues in Business
- Indian Ethos and Values
- Excel Spreadsheet Modelling

Semester-III
- Management Accounting
- Business Laws
- Organisational Behaviour
- Entrepreneurship and Start-Up Ecosystem
- Constitution of India
- Management Information System and DSS

Semester-IV
- Human Resource Management
- Financial Management
- Corporate Laws
- Business Research Methodology
- Business Environment
- Design Thinking & Innovation

Semester-V
- Marketing Management
- Operations Management
- Summer Internship Project
- Discipline Specific Electives-I
- Discipline Specific Electives-II

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

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

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

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

Semester-X
- Subject Electives (HR, Finance, Marketing, OL&SCM, BA, ABS, PM and TECH)
- Subject of Independent Study
- Open Electives
- Capstone Project/ Live Virtual Project

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



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

Ignite your potential. Build business acumen. Shape the leaders of tomorrow.

3/4-Year UG Programme | UGC–NEP 2020 Framework

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

BBA AT ASBM: KEY HIGHLIGHTS

- BBA Degree after 3 Years
- BBA (Hons./Research) after 4 Years
- Direct Ph.D. Eligibility for 75%+ Hons./Research graduates
- Industry & Academic Expert Faculty
- Continuous Evaluation
- Project-Based Learning

DISCIPLINE SPECIFIC ELECTIVE

(Any One)

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

CURRICULUM FRAMEWORK

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

RESEARCH / DISSERTATION

Students pursuing the four-year BBA (Hons. with Research) undertake a faculty-guided research project in the eighth semester. The programme concludes with dissertation submission and a viva voce examination.

COURSE STRUCTURE

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

Semester-II
- Management Theory and Practices
- Cost Accounting
- Business Statistics & Logic
- Business Communication-II
- Ethical Issues in Business
- Indian Ethos and Values
- Excel Spreadsheet Modelling

Semester-III
- Management Accounting
- Business Laws
- Organisational Behaviour
- Entrepreneurship and Start-Up Ecosystem
- Constitution of India
- Management Information System and DSS

Semester-IV
- Human Resource Management
- Financial Management
- Corporate Laws
- Business Research Methodology
- Business Environment
- Design Thinking & Innovation

Semester-V
- Marketing Management
- Operations Management
- Summer Internship - I
- Discipline Specific Electives-I
- Discipline Specific Electives-II

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

BBA (Hons.)

Semester-VII
- Entrepreneurial Leadership
- AI for Business
- Summer Intership - II
- Discipline Specific Electives-V
- Discipline Specific Electives-VI

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

BBA (Hons. with Research)

Semester-VII
- Advanced Data Analysis Tools
- Advanced Research Methodology
- Summer Intership - II
- Discipline Specific Electives-V
- Discipline Specific Electives-VI

Semester-VIII
- Dissertation (For Resesrach Track)

ASBM SCHOOL OF ACCOUNTANCY

Ph.D. I M.Com- Finance & Data Analytics I
B.Com (Hons./ Research) |
B.Com. – Fintech (Hons./Research) |
B.Sc. - Actuarial Science (Hons./Research)



M.Com | Finance & Data Analytics

Advance Your Knowledge. Elevate Your Career.

Commerce education has been taking a front seat as a career option for a long time. The continuous expansion of trade and commerce in the world has ensured the enduring relevance and importance of commerce as a field of study. The scope of employability or entrepreneurship is always an inherent opportunity for this discipline. Undergraduate studies in commerce also provide avenues to pursue further advanced studies to become a Professional Accountant or Management Accountant. The new-age commerce education has evolved significantly by integrating key components of management studies. It leads to the development of a managerial perspective in a commerce graduate.

COURSE STRUCTURE

Semester - I
- Corporate Financial Accounting & Reporting
- Managerial Economics and Analysis
- Behaviour at Work
- Principles of Banking and Insurance
- Professional Communication
- Research Methodology

Semester- II
- Strategic Financial Management
- Corporate Governance and Business Ethics
- Environmental, Social, and Governance (ESG) Practices
- Advanced Marketing Management
- Advanced Cost & Management Accounting
- Corporate Laws - Cases and Applications
- Internship and Dissertation

Semester- III
- Human Resource Management
- Any One Group from Elective Courses
- Research Project – I

Semester- IV
- Entrepreneurship Development
- Any One Group from Elective Courses
- Research Project – II

Elective Courses [DEC]
(Any One of the Following Groups May Be Chosen)

Group: A (Accounting and Finance)
- Behavioural Finance
- Tax Planning
- Security Analysis & Portfolio Management
- IND-AS and IFRS
- Financial Analytics

Group: B (Human Resource Management)
- Training and Development
- Talent Management
- HR Analytics
- Performance and Compensation Management

Group: C (Marketing Management)
- Consumer Behaviour and Marketing Research
- Customer Relationship Management
- Marketing Analytics
- Sales and Distribution Management

UNIQUE FEATURES OF ASBM'S M. COM

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



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

From Knowledge to Professional Excellence.

3/4-Year UG Programme | UGC–NEP 2020 Framework

The 3/4-year Bachelor in Commerce (B.Com. Hons. and Research) programme is designed to enable and empower students to acquire knowledge, skills and competencies to analyze financial information and corporate sectors and to make them ready to handle the finances of the corporate affairs.

The curriculum and syllabus combines the conceptual foundation and practical understanding in students to manage businesses and organisations. It prepares students to effectively navigate the evolving business environment and address the challenges and opportunities of tomorrow. It also encourages the students to explore the world of technology and digitization in the business world.

THE UNIQUE EDGE OF ASBM'S B. COM

- 4-Year B.Com (Honours/Research) with 3-Year Exit Option
- Direct Ph.D. eligibility for eligible B.Com (Hons./Research) graduates with 75%+
- Innovative teaching pedagogy
- Experienced faculty from industry, profession & academia
- Project-based learning
- Separate on-campus hostels for boys & girls
- University-owned transport for day scholars
- CAT/MAT & CA coaching on campus*

*Subject to minimum student registration; additional fees apply.



COURSE STRUCTURE

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

Semester - II
- Cost Accounting
- Microfinance
- Business Statistics
- Principles and Practices of Insurance
- Communicative English
- Excel Spreadsheet and Financial Modelling
- Indian Ethos & Values

Semester - III
- Business Laws
- Financial Accounting - II
- Macro Economics
- Start-Up and Entrepreneurship Development
- English Writing and Composition
- Soft Skills

Semester - IV
- Business Model Innovation
- Quantitative Techniques
- Corporate Laws
- Computerised Accounting
- Organisational Behaviour
- Language Proficiency and Impression Management

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

Semester - VI
- Income Tax Law and Practice
- Management Accounting
- Marketing Management
- Financial Statement Analysis and Decision Making
- Principles of Management

Semester - VII
- Gst & Indirect Tax Laws
- Corporate Governance & Reporting
- Research Methodology
- Corporate Tax Planning
- International Business

Semester - VIII
- Financial Market & Services
- Security Market Operation
- Project and Dissertation;

  OR
  - o Introduction to Security Analysis and Portfolio Management
  - o Personal Finance
  - o Fintech



B.Com.-Fintech (Hons./ Research)

Bachelor of Commerce in Fintech

Commerce Reimagined Through FinTech.

3/4-Year UG Programme | UGC–NEP 2020 Framework

The B.Com. - Fintech (Hons./ Research) is a power-packed, future-focused degree engineered to create the next generation of financial leaders. It is a highly specialized program that combines robust financial theory (Accounting, Corporate Law, Management) with disruptive technological expertise. The program offers an uncompromised deep-dive into areas like Blockchain Technology, Algorithmic Trading, AI, and Data Visualization, ensuring graduates transition from academic theory to driving innovation in digital finance, investment banking, and RegTech. This degree is the launchpad for a high-impact career in the globally evolving financial ecosystem.

WHY CHOOSE ASBM'S B.COM. IN FINTECH?

- 4-Year B.Com. FinTech (Hons./Research) with Professional Certification
- 3-Year Exit Option with B.Com. FinTech
- Direct Ph.D. Pathway for eligible 75%+ graduates
- Innovative Teaching Pedagogy
- Expert Faculty from Academia & Industry
- Project-Based Learning
- Separate On-Campus Hostels
- University Transport for Day Scholars
- CAT/MAT & CA coaching on campus*

*Subject to minimum student registration; additional fees apply.



COURSE STRUCTURE

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

Semester -II
- Cost Accounting
- Introduction to Fintech
- Business Statistics
- Principles and Practices of Insurance
- Communicative English
- Excel Spreadsheet and Financial Modelling
- Indian Ethos and Values

Semester -III
- Business Laws
- Financial Accounting – II
- Fundamentals of Artificial Intelligence
- Start-Up and Entrepreneurship Development
- English Writing and Composition
- Soft Skills

Semester -IV
- Micro Finance
- Quantitative Techniques
- Corporate Laws
- Banktech and Insutech
- Fintech Regulations and Ethics
- Language Proficiency and Impression Management

Semester -V
- Corporate Accounting
- Fundamentals of Financial Management
- Algorithmic and Robo Trading
- Indian Economy and Policies
- Internship and Dissertation

Semester -VI
- Data Visualization Using Tableau/Power BI
- Management Accounting
- Marketing Management
- Financial Statement Analysis and Decision Making
- Principles of Management

Semester -VII
- Blockchain Technology
- Corporate Governance and Reporting
- Research Methodology
- Fintech Risk Management
- Cryptocurrency and Payments

Semester -VIII
- Financial Market and Services
- Security Market Operation and Trading
- Project and Dissertation;

  OR
  - o Introduction to Security Analysis and Portfolio Management
  - o Personal Finance
  - o Marketing Research

B.Sc. – Actuarial Science (Hons./ Research)

Bachelor of Science in Actuarial Science

Turning Uncertainty into Opportunity

3/4-Year UG Programme | UGC–NEP 2020

The Bachelor of Science in Actuarial Science is a specialised undergraduate programme that provides rigorous training in the quantitative methods used to assess and manage risk. The curriculum integrates mathematics, statistics, economics, and financial theory to equip students with the analytical competencies required in insurance, finance, and related sectors. This programme also lays a strong foundation for professional actuarial certification by developing proficiency in modeling, forecasting, and data-driven decision-making. Graduates are prepared to contribute effectively to organisations that rely on sound risk evaluation and strategic financial planning.

WHAT SETS ASBM'S B.SC. – ACTUARIAL SCIENCE UNIQUE?

- 4-Year B.Sc. Actuarial Science (Honours/Research) with 3-Year Exit Option
- Direct Ph.D. eligibility for eligible graduates with 75%+
- Innovative teaching pedagogy
- Experienced faculty from industry, profession & academia
- Project-based learning
- Separate on-campus hostels for boys & girls
- University-owned transport for day scholars
- CAT/MAT & CA coaching on campus*

*Subject to minimum student registration; additional fees apply.

COURSE STRUCTURE

Semester - I
- Principles of Insurance
- Financial Accounting
- Business Economics
- English Language & Literature
- Digital Fluency
- Environmental Studies and Disaster Management
- Constitution of India

Semester - II
- Actuarial Practices
- Practices of Life Insurance
- Cost and Management Accounting
- Business Statistics
- Communicative English
- Excel Spreadsheet and Modelling
- Indian Ethos and Values

Semester - III
- Financial Mathematics
- Practices of General Insurance
- Applications of Life Insurance
- Legal Aspects of Insurance
- English Writing and Composition
- Soft Skills

Semester - IV
- Principles of Banking
- Mathematical Basis of Life Insurance
- Marine Insurance
- Fire Insurance
- Financial Market & Services
- Language Proficiency and Impression Management

Semester - V
- Mathematical Basis of General Insurance
- Other General Insurances (Motor, Health, Agricultural Insurance and Misc.)
- Actuarial Mathematics
- Fundamentals of Financial Management
- Internship and Dissertation

Semester - VI
- Group Insurance and Retirement Benefits
- Actuarial Statistics
- Reinsurance Management
- General Insurance Underwriting
- Financial Statement Analysis and Decision Making

Semester - VII
- Actuarial Risk Management
- Security Analysis and Portfolio Management
- Research Methodology
- Asset Management
- International Business

Semester - VIII
- Data Visualisation Using Tableau/Power BI
- Personal Finance
- Project and Dissertation; OR
  - o Enterprise Risk Management
  - o Fintech
  - o Python Programming

ASBM SCHOOL OF INFORMATION SYSTEM



- B. Tech. - Computer Science & Engineering
- B. Tech - Artificial Intelligence and Machine Learning
- BCA - Bachelor of Computer Application (Data Science) (Hons. / Research)
- MCA - Master of Computer Application
- Ph.D. in Computer Science & Information Technology



B.TECH | Computer Science & Engineering

Empowering Innovation Through Technology

The B. Tech (CSE) is a four-year undergraduate programme on the promising domains of Computer Science like Cyber security(CS), Data Science (DS), Artificial IntelligenceI(AL), Machine Learning (ML), IOT and Cloud Computing. The curriculum combines cutting edge technological knowledge with hands-on practical experience in the emerging areas of computer science, enabling students to develop the technical expertise and problem-solving skills required to succeed in the rapidly evolving IT industry.

Graduates can pursue diverse career opportunities, including roles as computer support specialists, database administrators, system administrators, information systems managers, programmers, network engineers, software developers, and data warehouse analysts.

WHY PURSUE A B.TECH IN COMPUTER SCIENCE & ENGINEERING AT ASBM?

- Innovative Teaching Pedagogy
- Employability-Focused Soft Skills through ASBM Finishing School and Language Lab Training
- Industry Exposure & Skill Development for enhanced placement opportunities
- Experienced Faculty from Industry, Professional Practice, and Academia
- Continuous Evaluation for consistent academic progress
- Hands-on Project Work supported by a Modern Computer Lab
- CAT/MAT & CA coaching on campus*

*Subject to minimum student registration; additional fees apply.

COURSE STRUCTURE

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

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

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

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

Semester-V
- Database Systems Development & Lab
- Data Communication & Computer Networking & Lab
- MOOC Coures
- Python for Machine Learning
- Summer Internship-II

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

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

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

Tie up with

BLACKBUCKS
GROUP OF COMPANIES

for value-added Employability Skill training

B.TECH | Artificial Intelligence & Machine Learning

Transforming Data into Intelligent Possibilities

The B.Tech. in AI & ML is a flagship, future-focused engineering degree that transcends traditional computer science to specialize in the technologies shaping tomorrow. Its unique strength is the deep, integrated training in Algorithm Analysis, Deep Learning, Natural Language Processing, and Data Analytics, ensuring graduates are not just coders, but creators of intelligent systems. The curriculum is a powerhouse of practical skills, emphasizing Python, Data Structure Lab work, and a capstone Project/Dissertation, combined with crucial related fields like Cybersecurity and IoT.

This focused specialization provides a massive competitive advantage, opening direct pathways to high-impact, sought-after careers as an AI Engineer, Machine Learning Specialist, or Data Scientist, enabling graduates to command premium salaries and lead innovation across every major global industry.

DISTINCTIVE FEATURES OF ASBM'S BTECH IN AIML

- Innovative teaching pedagogy
- Soft-skills & employability training
- Industry exposure & skill training
- Experienced faculty
- Continuous evaluation
- Modern computer labs & project-based learning
- Tech-fests, Hackathons & Coding Clubs
- Language Lab & Finishing School training



COURSE STRUCTURE

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

Semester - II
- Data Structure
- Data Structure Lab
- Discrete Mathematics
- Basic Electronics & Lab
- Ordinary Differential Equations
- Principles of Management
- Indian Ethos and Values
- Python Programming

Semester - III
- Database Systems Development
- Database Systems Development Lab
- Object Oriented Programming Using Java
- Java Programming Lab
- Probability & Statistics
- Business Economics
- Digital Marketing
- Summer Internship - I

Semester - IV
- Algorithm Analysis and Design
- Algorithm Analysis and Design Lab
- Artificial Intelligence
- Artificial Intelligence Lab
- Computer Architecture and Organization
- Theory of Computation
- Management Information System
- Organisational Behaviour

Semester - V
- Machine Learning
- Machine Learning Lab
- Data Communication and Computer Networking
- Data Communication and Computer Networking Lab
- MOOC Course
- Professional Communication
- Summer Internship - II

Semester - VI
- Operating Systems
- Operating Systems Lab
- Deep Learning
- Deep Learning Lab
- Cybersecurity
- Software Engineering
- Operations Research

Semester - VII
- Data Analytics
- Data Analytics Lab
- Compiler Design
- Compiler Design Lab
- Natural Language Processing
- Optimization Techniques
- Entrepreneurship and Startup Ecosystem

Semester - VIII
- Advanced Machine Learning
- Advanced Machine Learning Lab
- Internet of Things
- Project Work/Dissertation

Tie up with

BLACKBUCKS
GROUP OF COMPANIES

for value-added Employability Skill training

BCA | Data Science (Hons./ Research)

Your Gateway to the World of Technology

3/4 Years | UGC Curriculum & Credit Framework (NEP 2020)

With the rapid expansion of information technology across every sector, its effective application has become crucial for the success of any business or organisation. This growing dependence on technology has created a strong and increasing demand for skilled computer professionals.

ASBM University offers the Bachelor of Computer Application (BCA-Data Science) course to students after completing their + 2/12th class examinations. This programme aims to create computer professionals with a strong foundation of advanced skills and the right ethical values to face the challenges and opportunities in the IT industry. The BCA programme is designed to bridge the gap between the demand for and supply of skilled professionals in computer applications.

COURSE STRUCTURE

Semester – I
- Programming Using 'C'
- Computational Mathematics
- Economics & Costing
- English Language and Literature
- Computer Application Fundamentals
- Environmental Studies and Disaster Management
- Constitution af India

Semester – II
- Digital Logic
- E-Commerce
- Internet and Web Technology
- Principles of Management
- Communicative English
- Python Programming
- Indian Ethos and Values

Semester – III
- Data Structure
- Computer Organisation and Architecture
- Management Information System and DSS
- Statistics and Probability
- English Writing and Composition
- Soft Skills

Semester – IV
- Programming Using 'C++'
- Database Management System
- Operating System
- Artificial Intelligence
- Data Science & Lab
- Language Proficiency and Impression Management

Semester – V
- Computer Graphics
- Computer Networks
- Object Oriented Programming Using Java
- Organisational Behaviour
- Internship and Dissertation

Semester – VI
- Software Engineering
- Cyber Security
- Design and Analysis of Algorithms
- Compiler Design
- Numerical Technique

Semester – VII
- Research Methodology
- Distributed System
- Data Mining
- Unix Programming
- Embedded System

Semester – VIII
- Advanced Computer Architecture
- Internet of Things
- Research Project /Dissertation;
  OR
  - o Data Analytics
  - o Cloud Computing
  - o Machine Learning

Tie up with

BLACKBUCKS
GROUP OF COMPANIES

for value-added Employability Skill training



MCA | Master of Computer Application (Data Science)

Advancing Knowledge, Accelerating Careers

ASBM University's Master of Computer Applications (MCA) programme is designed for graduates aspiring to build careers in emerging technology domains such as Artificial Intelligence, Software Engineering, Data Science, App Development, System Administration, Financial Analytics, and IT Consulting.

The programme develops strong programming, problem-solving, analytical, and creative skills, enabling students to apply technology effectively and work both independently and collaboratively. Its industry-oriented curriculum provides a strong foundation in programming techniques, computational thinking, and modern programming languages, preparing students for the evolving IT landscape.

WHY ASBM FOR MCA?

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



COURSE STRUCTURE

Semester - I

- Programming and Problem Solving in C
- Programming and Problem Solving in C Lab
- Computer Organisation and Architecture
- Computational Mathematics
- Python Programming
- Python Programming Lab
- Professional Communication

Semester - II

- Data Structure and Algorithm
- Data Structure and Algorithm Lab
- Object Oriented Programming Using Java
- Programming Lab Using Java
- Computer Networks
- Operating Systems
- MOOC Course

Semester - III

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

Semester - IV

- Elective - IV (Choose Any One)
  - Distributed System
  - Compiler Design
  - Generative AI
- Research Project





ASBM SCHOOL OF LAW

- **5-Year Integrated BA LLB (Hons.)**
- **BBA LLB (Hons.)**
  Approved by Bar Council of India
- **LL.M**
- **Ph.D. in Law**



BA-LLB (Hons.)

5-Year Integrated Programme
Approved by Bar Council of India

Building Tomorrow's Legal Minds

ASBM University offers Bachelor of Arts & Bachelor of Law – Honours (BA LLB - Hons.) courses as a five-year full-time integrated programme recognized and approved by the Bar Council of India. With a well-structured curriculum, this programme is carefully designed to equip the students with a strong foundation, both in core and law subjects that will help them gain in-depth knowledge to understand the dynamics of practical application of law in the real world.

Graduates can pursue diverse careers in judicial services, civil services, law firms, corporate houses, banks, legal consultancy, and professional legal practice, across both public and private sectors.

WHY ASBM FOR B.A LLB?

- Experienced faculty from industry & academia
- Moot Courts & Internships for practical learning
- Honours in Business Law, IPR, IT & Cyber Security
- Foreign Language Training
- Finishing School training for employability



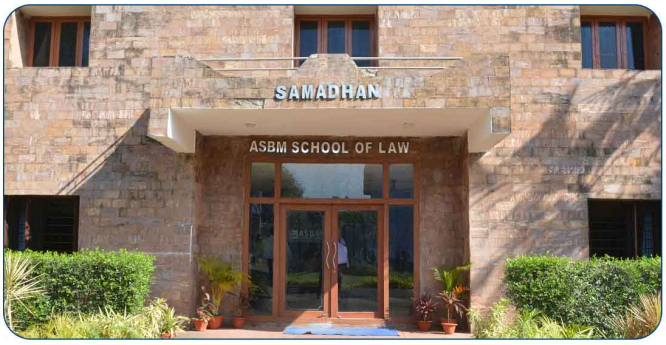
INTERNSHIP

The students will undertake twenty weeks of internship - four weeks every year in a forum, where law is practiced either in action or in dispute resolution or in management, to relate their classroom learning with the ground realities. This is intended to sharpen their knowledge and hone their skills and develop a better appreciation of the practical aspects of the legal profession. The experience, thus gained, will also help the students plan their future professional career.

MOOT COURT EXERCISE

Moot court exercise is an essential part of the curriculum to help the students learn the nuances of legal practice and court room interaction. They will regularly participate in such exercise based on assigned problems and will be evaluated for both written submission and oral advocacy. In addition, the students will attend actual trials in the courts of law.





CURRICULUM DESIGN

The students will undergo 240 credits of course work during the five-year programme that includes 56 credits of Core Discipline subjects, 80 credits of Core Law subjects, 56 credits of optional papers, 16 credits of Clinical subjects and 32 credits of Honours.

COURSE STRUCTURE

Semester-I
- English – I: English Language and Literature
- Political Science – I: Introduction to Political Science
- Managerial Economics
- Law of Contract
- Constitutional Law - I
- Family Law - I

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

Semester - III
- English – III: English Writing & Composition
- Indian Legal and Constitutional History
- Economics – II: Macro Economics
- Law of Tort and MV Act and Consumer Protection Laws
- Public International Law
- Law of Crime Paper-I (Bharatiya Nyaya Sanhita)

Semester - IV
- English – IV: Language Proficiency and Impression Management
- Economics – III: Indian Economy and Policies
- Sociology – II: Indian Society and Practices
- Bharatiya Sakshya Adhiniyam
- Law of Crime Paper-II (Bharatiya Nagarik Suraksha Sanhita)
- Administrative Law

Semester-V
- Sociology – III: Social Disorganization and Deviance
- Political Science – II: Political Theory
- Jurisprudence
- Civil Procedure Code and Limitation Act
- Human Rights - Law and Practice
- Women and Criminal Law

Semester-VI
- Company Law
- Environmental Law
- Humanitarian and Refugee Law
- Media and Law
- Private International Law
- Law of Transportation

Semester-VII
- Property Law (Transfer of Property Act)
- Law of Insurance
- Intellectual Property Rights
- White Collar Crime
- Prison Administration
- Alternate Dispute Resolution



Semester-VIII
- Labour and Industrial Law – I
- Law on Education
- Bio-diversity Protection
- Cyber Law
- Law of Carriage
- Drafting, Pleading & Conveyance

Semester-IX
- Labour and Industrial law – II
- Competition Law
- Banking Law
- Right to Information
- Gender Justice & Feminist Jurisprudence
- Professional Ethics & Professional Accounting System

Semester-X
- Principles of Taxation Law
- Penology and Victimology
- Offences Against Children and Juvenile Justice
- Health Law
- Law of Investment
- Moot Court Exercise, Internship and Viva-Voce

BBA–LLB (Hons.)

Business Acumen. Legal Excellence

5-Year Integrated Programme | Bar Council of India Approved

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

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

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

WHY ASBM FOR B.A LLB?

- Experienced faculty from industry, profession & academia
- Moot Courts & Internships for experiential legal learning
- Honours in Business Law, IPR, IT & Cyber Security
- Foreign Language Training
- Finishing School training for employability

INTERNSHIP

The students will undertake twenty weeks of internship - four weeks every year in a forum, where law is practiced either in action or in dispute resolution or in management, to relate their classroom learning with the ground realities. This is intended to sharpen their knowledge and hone their skills and develop a better appreciation of the practical aspects of the legal profession. The experience, thus gained, will also help the students plan their future professional career.



MOOT COURT EXERCISE



Moot court exercise is an essential part of the curriculum to help the students learn the nuances of legal practice and court room interaction. They will regularly participate in such exercise based on assigned problems and will be evaluated for both written submission and oral advocacy. In addition, the students will attend actual trials in the courts of law.

CURRICULUM DESIGN

The students will undergo 240 credits of course work during the five-year programme that includes 56 credits of Core Discipline subjects, 80 credits of Core Law subjects, 56 credits of optional papers, 16 credits of Clinical subjects and 32 credits of Honours.







COURSE STRUCTURE

Semester-I
- English – I: English Language and Literature
- Basic Financial Accounting
- Managerial Economics
- Law of Contract
- Constitutional Law - I
- Family Law - I

Semester - II
- English – II: Communicative English
- Quantitative Techniques for Management
- Indian Ethos and Values
- Special Contract
- Constitutional Law – II
- Family Law – II

Semester - III
- English – III: English Writing & Composition
- Indian Legal and Constitutional History
- Fundamentals of Management and Organisational Behaviour
- Law of Tort and MV Act and Consumer Protection Laws
- Public International Law
- Law of Crime Paper-I (Bharatiya Nyaya Sanhita)

Semester - IV
- English – IV: Language Proficiency and Impression Management
- Human Resource Management
- Financial Management
- Bharatiya Sakshya Adhiniyam
- Law of Crime Paper-II (Bharatiya Nagarik Suraksha Sanhita)
- Administrative Law

Semester-V
- Marketing Management
- Operations Management
- Jurisprudence
- Civil Procedure Code and Limitation Act
- Human Rights - Law and Practice
- Women and Criminal Law

Semester-VI
- Company Law
- Environmental Law
- Humanitarian and Refugee Law
- Media and Law
- Private International Law
- Law of Transportation

Semester-VII
- Property Law (Transfer of Property Act)
- Law of Insurance
- Intellectual Property Rights
- White Collar Crime
- Prison Administration
- Alternate Dispute Resolution

Semester-VIII
- Labour and Industrial Law – I
- Law on Education
- Bio-diversity Protection
- Cyber Law
- Law of Carriage
- Drafting, Pleading & Conveyance

Semester-IX
- Labour and Industrial law – II
- Competition Law
- Banking Law
- Right to Information
- Gender Justice & Feminist Jurisprudence
- Professional Ethics & Professional Accounting System

Semester-X
- Principles of Taxation Law
- Penology and Victimology
- Offences Against Children and Juvenile Justice
- Health Law
- Law of Investment
- Moot Court Exercise, Internship and Viva-Voce

LL.M
(Corporate & Commercial Law)

Deepen Knowledge. Strengthen Advocacy.

ASBM School of Law offers one-year fulltime LLM in Corporate & Commercial Law and Criminal Law in the academic session 2026 – 27. This programme will enable the students to attain expertise in different aspects of Corporate and Commercial Law, and Criminal Law. It aims at imparting specialised Law subjects for career advancement in teaching, research, judiciary, corporate service, public service and specialised practice in corporate law and criminal law.

COURSE STRUCTURE

Semester-I

- Research Methodology and Legal Writing
- Comparative Legal Systems
- Law and Justice in a Globalised World
- **Any one group from specialisation courses**

o **Group: A (Corporate and Commercial Law)**
- Banking and Insurance Law
- Company Law
- International Trade Law

o **Group: B (criminal Law)**
- Cyber Law
- White Collar Crime
- Prison Reform

Semester-II

- **Any one group from specialisation courses**

o **Group: A (Corporate and Commercial Law)**
- Intellectual Property Law
- Securities & Financial Markets Law
- Investment Law

o **Group: B (Criminal Law)**
- Criminology
- Penology
- Victimology

- Dissertation

UNIQUE FEATURES OF ASBM'S LL.M

- Experienced faculty from academia & legal profession
- Retired Judges, Practitioners & Corporate Executives for practical insights
- Specialised Law Library with E-Resources
- Interdisciplinary Legal Education
- Specialised training in Legal Compliance & Practice
- Continuous Evaluation System





ASBM SCHOOL OF LIBERAL ARTS

- Ph.D. - Economics | English
- M.A. - English Language & Literature
- M.A. - Economics
- M.A. - Applied Psychology

- B.A. - Liberal Arts (Hons./ Research)
- B.A. - English (Hons./ Research)
- B.A. - Psychology (Hons./ Research)
- B.Sc. - Economics and Data Science (Hons./Research)



MA- ENGLISH LANGUAGE & LITERATURE

The Power of Words, The Depth of Ideas

The M.A. in English programme is framed to develop the ability to critically engage with diverse literary texts and Critical theories, draw meaningful comparisons, and examine how history, ideology, and material conditions shape the production, interpretation, and circulation of literature.

English Studies today is interdisciplinary in its analytical or theoretical approaches incorporating Critical Theory, Cultural Studies, Digital Humanities, Film and Media Studies.The Courses in both Western and Indian critical thoughts, literary theories, and culture studies further help students to develop the ability to relate literature to broader socio-economic contexts, compare theories and texts, and explore how history, ideology, and material forces condition literature, films, digital artifacts and other cultural texts.

WHY CHOOSE M.A IN ENGLISH LANGUAGE & LITERATURE AT ASBM?

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

COURSE STRUCTURE

Semester-I
- Foundations: History of English Literature
- British Poetry from Chaucer to Pope
- Indian Writing In English and English Translation
- History and Spread of English Language
- Language Management and Communication Skills
- **Choose Any One**
  - Indian Myths and Epics – New Perspectives
  - Film and Literature

Semester - II
- Research Methodology In Literary & Cultural Studies
- Nineteenth to Modern British Poetry
- British Drama (Marlowe to Dryden)
- British Drama (18th Century to Modern Period)
- **Choose Any One**
  - Children's Literature
  - Gender and Literature
- Field Project

Semester - III
- British Fiction
- 19th Century American Literature
- **Choose Any One**
  - Linguistics and ELT
  - Travel Writing
  - British Prose
- Research Project

Semester - IV
- Literary Criticism and Contemporary Theories
- 20th Century American Literature
- **Choose Any One**
  - Popular Literature and Culture
  - Postcolonial Literatures and Theory
  - Modern European Literature
  - Modernism and Postmodernism
- Research Project



MA-ECONOMICS

Think Economically. Lead Strategically

The Master of Arts in Economics programme is designed to build on students' existing foundation in economics and equip them with the ability to apply economic principles to real-world situations. The Master's program offers a balance between microeconomic, macroeconomic, and econometrics theories alongside their scientific applications.

WHY CHOOSE M.A. ECONOMICS AT ASBM?

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

DISSERTATION / PROJECT

An in-depth study of a student-selected topic, integrating **theoretical concepts with real-world applications**. Faculty supervision guides students from **topic selection to project submission**, developing research, analytical, and practical skills.

COURSE STRUCTURE

Semester - I
- Micro Economic Analysis
- Macro Economic Analysis
- Statistics for Economics
- Mathematical Economics
- Computer Applications in Economic Analysis
- **Choose any one**
  - o Agricultural Economics
  - o Public Economics

Semester - II
- Basic Econometrics
- Advanced Micro Economic Analysis
- Advanced Macro Economic Analysis
- Research Methodology
- **Choose any one**
  - o Rural Economics
  - o Environmental Economics
- Field Project

Semester - III
- Financial Institutions and Markets
- Indian Economic Policy
- **Choose any one**
  - o International Trade
  - o Regional Economics
- Research Project

Semester - IV
- Advanced Econometrics
- Financial Econometrics
- **Choose any one**
  - o Urban Economics
  - o Economics of Natural Resources
- Research Project



M.A - APPLIED PSYCHOLOGY

Specialisations: Clinical Psychology, Industrial & Organisational Psychology, and Counselling Psychology.

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

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

UNIQUE FEATURES

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

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

Clinical Psychology

Psychopathology Psychotherapeutic Processes Forensic Psychology Childhood Psychopathology Neuropsychology Psychoneuroendocrinology Counselling Psychology Educational and Vocational Guidance and Counselling Developmental & Positive Psychology for Counselling Behaviour Dysfunction Psychological Assessment in Guidance & Counselling Humanistic and Feminist Approaches to Counselling

Counselling Psychology

Educational and Vocational Guidance and Counselling Developmental & Positive Psychology for Counselling Behaviour Dysfunction Psychological Assessment in Guidance & Counselling Humanistic and Feminist Approaches to Counselling

Industrial & Organizational Psychology

Applied Industrial & Organizational Psychology Organizational Change and Development Training and Consulting in Organizations Managing across Cultures Leadership in Organizations Labour Laws at Workplace

PRACTICAL TRAINING

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

COURSE STRUCTURE

Semester-I

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

Semester-II

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

Semester-III

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

Semester-IV

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

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

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

B.A. – LIBERAL ARTS
(Hons./ Research)

Where Words Inspire, Ideas Transform

3/4 Years | UGC Curriculum & Credit Framework aligned with NEP 2020

Liberal Arts is becoming increasingly important for broad perspectives, interdisciplinary knowledge, and diverse skills. The ASBM Liberal Arts programme acquaints students with humanities, social and behavioral sciences, linguistics, and creative arts, fostering a holistic understanding and developing analytical skills and preparing them for a wide range of career opportunities . It is a 4-year full-time programme spread over eight semesters.

COURSE STRUCTURE

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

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

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

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

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

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

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

Semester – VIII
- Popular Literature
- Rhetoric
- Project and Dissertation; OR
  - o Indian Drama
  - o Counselling Psychology
  - o Integrated Marketing Communication

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



B.A. - ENGLISH

(Hons./ Research)

Literature is the art of discovering something extraordinary about ordinary people.

3/4 Years | UGC Curriculum & Credit Framework aligned with NEP 2020

This programme immerses students in the extensive study of literature, including poetry, prose, novels, drama, and critical theory, across different periods, enabling students to understand the evolution of literary forms, ideas, and traditions.

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

COURSE STRUCTURE

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

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

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

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

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

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

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

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



DISTINCTIVE FEATURES

- 4-Year B.A. English (Honours/Research) with 3-Year Exit Option
- Direct Ph.D. eligibility for eligible graduates with 75%+
- Literary Festivals, Workshops & Author Interactions
- Continuous Evaluation System
- Innovative Pedagogy and advanced syllabus

B.Sc. – Economics and Data Science

(Hons./Research)

From Economic Theory to Data-Driven Decisions

The Bachelor of Science in Economics and Data Science is a 3-Year or 4-year course comprising qualitative and quantitative approaches to Social Science. The course essentially involves studying the main aspects of improving an organisation'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.

WHY CHOOSE B.SC – ECONOMICS AND DATA SCIENCE?

- Combines Economic Theory & Data Science
- Quantitative & Computational analysis of real-world economic issues
- Bridges Policy & Data-Driven Decision-Making
- Innovative teaching pedagogy
- Continuous Evaluation
- Project-Based Learning

COURSE STRUCTURE

Semester-I
- Introductory Microeconomics
- Mathematical Methods for Economics – I
- Introduction to Business
- English Language and Literature
- Digital Fluency
- Environmental Studies and Disaster Management

Semester-II
- Introductory Macroeconomics
- Introduction to Data Science
- Statistics and Probability
- Principles of Management
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

Semester-III
- Intermediate Microeconomics – I
- Introductory Econometrics
- Mathematical Methods for Economics – II
- Business Laws
- English Writing and Composition
- Introduction to Programming R

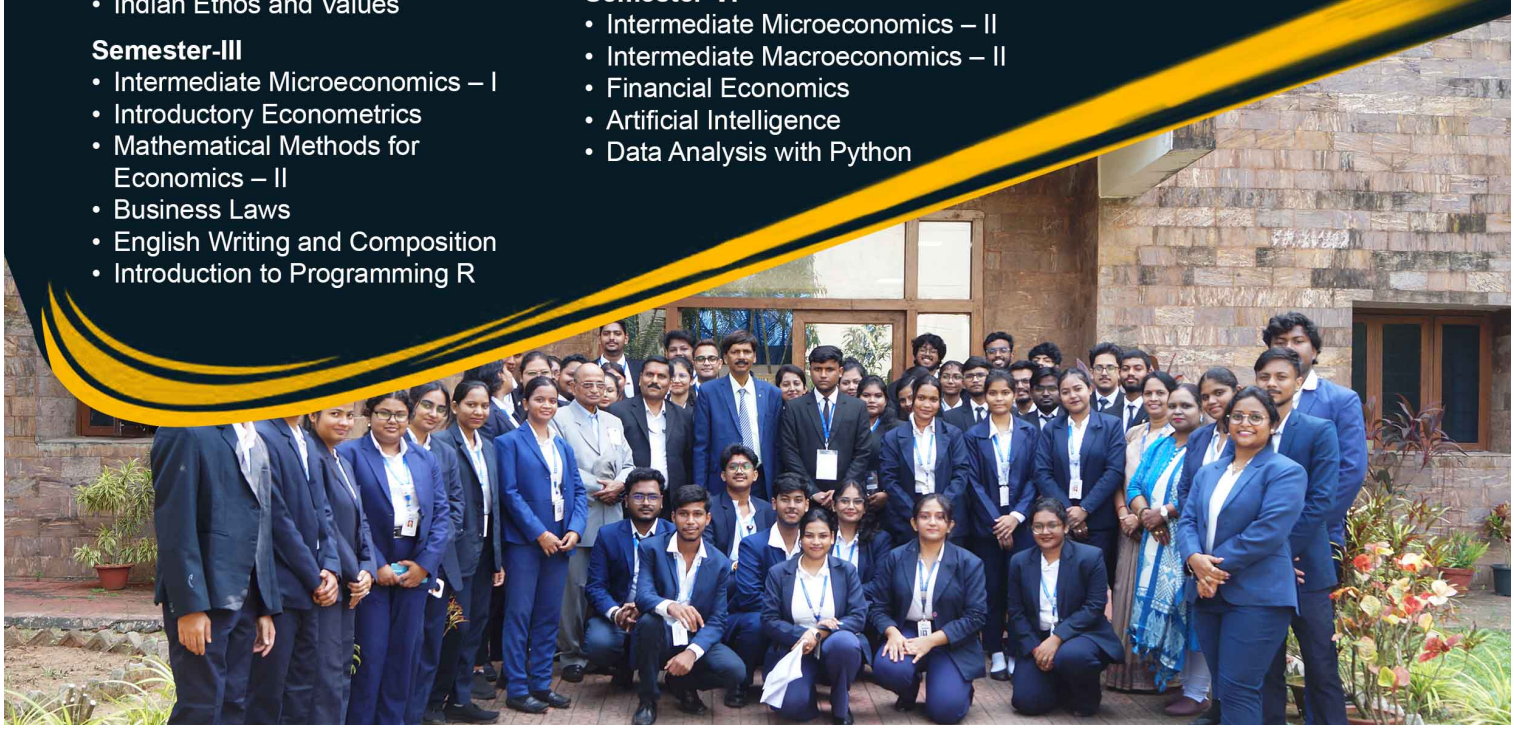
Semester-IV
- Public Economics
- Intermediate Macro Economics – I
- Development Economics
- Applied Econometrics
- DBMS for Economic Analysis
- Language Proficiency and Impression Management

Semester-V
- International Economics
- Money and Banking
- Indian Economy
- Time Series Econometrics with R Lab
- Internship and Dissertation

Semester-VI
- Intermediate Microeconomics – II
- Intermediate Macroeconomics – II
- Financial Economics
- Artificial Intelligence
- Data Analysis with Python

Semester-VII
- Advanced Microeconomics
- Research Methodology
- Industrial Economics
- Environmental Economics
- AI in Finance

Semester-VIII
- Advanced Macroeconomics
- Introduction to Big Data Analytics
- Project and Dissertation OR
- Corporate Finance
- Health Economics
- Agricultural Economics



B.A. – PSYCHOLOGY

(Hons./ Research)

Understanding People, Inspiring Change

3/4 Years | UGC Curriculum & Credit Framework aligned with NEP 2020

Psychology explores the human mind, behaviour, and motivation, while addressing contemporary psycho-social challenges such as anxiety, stress, learning difficulties, and mental health concerns. The programme equips students with the knowledge and skills to understand human behaviour and contribute effectively to psychological well-being and society.

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

UNIQUE FEATURES

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



COURSE STRUCTURE

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

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

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

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

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

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

Semester – VII
- Psychological Research
- Forensic Psychology
- Cultural and Indigenous Psychology
- Educational Psychology
- Consumer Behaviour

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

PRACTICAL EXPOSURE

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

ADMISSION ELIGIBILTY CRITERIA (POST GRADUATE PROGRAMMES)

PROGRAMMES	ELIGIBILITY
MBA Single / Dual Specialisation (HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics | Agribusiness | Pharmaceutical Management | Tech Management) **MBA- AI for Business**	Bachelor's degree (any stream) or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognize university. A valid CAT/ XAT/ MAT/ CMAT/ CUET/ASBMUEE test score. Essential: • A degree in science, technology or any related field for Technology Management specialisation • A background in pharmacy, life sciences or any equivalent field for Pharmaceutical Management specialisation.
5 YEAR INTGRATED MBA	At least 45% marks in +2/ xii Class (any stream) or its equivalent public examination from any recognized board of education in India.
M. COM	Bachelor's degree in Commerce or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognize university.
MA – ECONOMICS	Any Graduate with Economics as one of the subjects with minimum 50% in aggregate marks (45% for reserved category) from any recognize university.
MA - ENGLISH LANGUAGE & LITERATURE	Bachelor's degree in English or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognize university.
MA - APPLIED PSYCHOLOGY	Bachelor's degree in Psychology or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognize university.
MCA	Bachelor's degree (any stream) or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognize university defined by UGC with Mathematics as a subject at +2 or Graduate level.
LLM	Bachelor's degree in Law or equivalent degree with minimum 50% marks in aggregate (45% for reserved category) from any recognize university.

* **Final year students can also apply**

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



ADMISSION ELIGIBILTY CRITERIA (UNDER GRADUATE PROGRAMMES)

PROGRAMMES	ELIGIBILITY
BBA (Hons./Research) **(Hons./Research)**	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
B. COM (Hons./Research) **B. COM - FINTECH (Hons./Research)**	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India. Mathematics or Computer Science is complusory for B.Com Fintech
B.SC- ACTUARIAL SCIENCE (Hons./Research)	At least 45% marks in +2/ XII Class (any stream with Mathematices or Statistics) or its equivalent public examination from any recognised board of education in India.
B.SC- ECONOMICS & DATA SCIENCE (Hons./Research)	At least 45% marks in +2/ XII Class (any stream with Mathematices/ Statistics/Economics) or its equivalent public examination from any recognised board of education in India.
BA – ENGLISH (Hons./Research)	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
BA – LIBERAL ARTS (Hons./Research) **BA - PSYCHOLOGY (Hons./Research)**	At least 45% marks in +2/ xii Class (any stream) or its equivalent public examination from any recognized board of education in India.
B. TECH - (CSE) **B. TECH - (AI & ML)**	At least 50% marks (45% for reserved category) in +2/ xii Class (Science stream) and valid JEE/ASBMUEE Test scorecard, OR Three years Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognisd by the State Council of Technical Education and Vocational Training.
BCA (Hons./Research)	At least 45% marks (40% for reserved category) in +2/ xii Class (any stream) or its equivalent public examination from any recognized board of education in India, OR Three years Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognisd by the State Council of Technical Education and Vocational Training.
BA LLB (Hons.) **BBA LLB (Hons.)**	At least 45% aggregate marks (42% for OBC category & 40% in case of SC and ST category) in +2/ xii Class or its equivalent examination. A valid CLAT/ AILET/ CLET/ ASBMUEE Test scorecard.

***Final year students can also apply**



DOCTORAL PROGRAMMES / Ph.D

ASBM University offers Doctoral Programmes in **Management, Commerce, Computer Science and Information Technology, English, Economics and Law** for quality research in related subjects to contribute new/ additional knowledge to the discipline leading to the award of the degree of Doctor of Philosophy (Ph.D.). The programmes are designed to prepare the scholars to gain a thorough knowledge of the concepts and research methods for professional leadership in the field of management and commerce, promote the culture of research, and develop a multi-disciplinary quest combining different areas of management and commerce.

ELIGIBILITY

Candidates need to satisfy the eligibility criteria for doctoral programmes as given below (A or B or C) :

(A) Candidates, who have completed
1-year/2-semester master's degree programme after a 4-year/8-semester bachelor's degree programme, OR
2-year/4-semester master's degree programme after a 3-year/6-semester bachelor's degree programme, OR
qualifications declared equivalent to the master's degree by the corresponding statutory regulatory body,

with at least 55% marks in aggregate in the master's degree or its equivalent grade in a point scale wherever grading system is followed,

OR

Candidates, who have have acquired equivalent qualification from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to assess, accredit or assure quality and standards of the educational institution.

(B) Candidates, who have completed a 4-year/ 8-semester bachelor's degree programme with a minimum of 75% marks in aggregate or its equivalent grade on a point scale wherever the grading system is followed;

(C) Candidates, who have completed the M.Phil. programme with at least 55% marks in aggregate or its equivalent grade in a 10-point scale wherever grading system is followed or equivalent qualification from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognised or authorised by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to assess, accredit or assure quality and standards of educational institutions;

A relaxation of 5% marks from 55% to 50% or its equivalent grade may be allowed for the candidates belonging to SC/ ST/ OBC (non-creamy layer), Differently-Abled, Economically Weaker Section (EWS) and other categories of candidates as per the decision of the UGC from time to time.

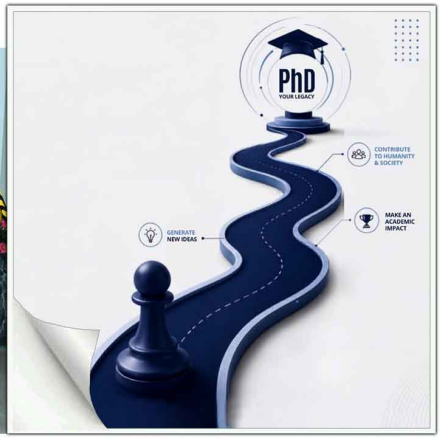
PROCEDURE FOR ADMISSION

A candidate desirous of pursuing a Ph.D. programme under ASBM University Shall apply in the prescribed format.

Selection for admission shall be made through a two-stage process, viz., (a) a Written entrance test, and (b) an Interview.

A candidate has to qualify in any one of the following written tests to be eligible to be called for an interview such as UGC-NET, UGC-CSIR NET or similar national level tests or ASBM University Research Aptitude Test (ASBM-RAT) by securing at least 50% marks, provided that a relaxation of 5% of marks (from 50% to 45%) shall be allowed for the candidates belonging to SC/ST/OBC (non-creamy layers), differently-abled, Economically Weaker Section (EWS) and other reserved categories of candidates as per the decision of the University Grants Commission (UGC) from time to time.





- A weightage of 70% shall be given to the entrance test and 30% to performance in the interview/viva voce for the preparation of the merit list.
- A candidate in regural service should sumbit 'No objection certificate' from the employer to pursue Ph.D. Programme including mandatory course work

DURATION OF THE PROGRAMME

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

COURSE WORK

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

Centres of Excellence

GATI CENTRE FOR EXCELLENCE IN LOGISTICS & SUPPLY CHAIN MANAGEMENT

CENTRE FOR THEATRE AND FILM IN EDUCATION

ASBM TECHNOLOGY BUSINESS INCUBATOR FOUNDATION

CENTRE FOR SOCIAL RESPONSIBILITY



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 counselling
- 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



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.





INDUSTRY CONNECT

The Industry Connect Cell is established to strengthen links with industry and provide students with practical exposure that complements classroom learning. Industry visits are organized to help students understand real work environments, people management, and overall organizational functioning. Hands-on experience is further enhanced through compulsory internships for all management and undergraduate programmes at ASBM.

OUR PROUD RECRUITERS*

ITC Limited · PhonePe · Godrej · HDFC Bank · ICICI Bank · Deloitte

ESAF Small Finance Bank · PropertyPistol · PhronesisPartners · Vi · niva Bupa Health Insurance · HDFC Life

Bharat Financial Inclusion Ltd · OxyZEN · Kansai Nerolac Paints Limited · WisdmLabs · CapitalVia Investment Advisor · Decathlon Raipur

HCL Infosystems Ltd. · Bisleri · Tech Mahindra · Colgate-Palmolive · lifestyle · Reliance Retail

Aditya Birla Chemicals · Chola MS General Insurance · In2IT EBS · make my trip · Annapurna Finance · Geojit

OCL India Ltd. · IntelliPaat · WisdmLabs · Axis Bank · Red FM 93.5 · AkzoNobel

Manappuram Finance Limited · Ventura · Tata AIG · emami limited · pantaloons · SBI general insurance

Capital IQ · Antra · Collabera · kotak Life Insurance · airtel · Dhanush Infotech Ltd

KKCL Kewal Kiran Clothing Limited · clay · Transworld Terminals Private Limited · Visa Steel · Gati Kwe · Dhanush Infotech Ltd

Nielsen · Flipkart · TATA · TCS Tata Consultancy Services · genpact · IndusInd Bank

indiamart · S&P Global · SBI Life Insurance · Haldiram's · lifestyle · Bajaj Allianz

Arohan Aavishkaar Group · indu group · Spandana · Blue Dart · Everest · Delhivery

HRMantra · Nestlé · kotak Mahindra Bank · Max Life Insurance · Reliance Retail · Reliance Securities Ltd.

Berger · Justdial · asianpaints · KUTCHINA · Swiggy · wipro

OYO · Bajaj Capital · Skoda Auto · Cipla · The Times Group · Bandhan Bank

*indicative list

Campus Life at ASBM



At ASBM, campus life goes beyond classrooms. It is a vibrant blend of learning, friendships, creativity, sports and personal growth. A place where ideas meet opportunities and students evolve into future leaders.

IGNITE

THE ASBM NATIONAL TALENT FESTIVAL

Ignite is Eastern India's largest business school cultural festival, started in the year 2012 as business cum cultural festival and has since then evolved into a purely cultural one with a particular theme – "Confluence of Ignited Minds". From its humble beginning, IGNITE has grown to a full-fledged Youth Talent Festival. Over the years it has witnessed increased participation from students across the length and breadth of the country.

- AD-MAD
- LET'S NACHO
- WAR OF BANDS
- VOICE OF IGNITE
- FASHION FUSION
- TREASURE HUNT
- BGMI
  (Battlegrounds Mobile India)
- QUIZZERA
- FUN FAIR
- FREE FIRE
- BEAT BOXING
- MODERN ART
- RAP COMPETITION
- FILM FESTIVAL





















Alumni Testimonials



For me, ASBM University will always represent a defining chapter—a place where I pursued an academic qualification, began shaping my professional identity, and experienced the many dimensions of personal growth. As I move forward into the next phase of my life, I do so with gratitude for the journey behind me, confidence in the lessons it has taught me, and optimism for the possibilities that lie ahead.
Piyush Patnaik Batch 2026 (Executive Officer, Confederation of Indian Industry) (CII)



My journey at ASBM University has been a truly enriching experience that has shaped both my personal and professional growth. I am deeply grateful to Prof. Biswajeet Pattanayak Sir, Smaraki Mam, and all the faculty members for their constant guidance, encouragement, and support. ASBM has given me not just academic knowledge but also beautiful memories, valuable life lessons, and lifelong connections. I will always cherish my journey here and proudly remain a part of the ASBM family as an alumnus.
Tanzima Alam Batch 2026 (Junior Resource Manager, TPIPay Fintech Private Ltd.)



Being a part of ASBM University has been a remarkable chapter of my life, filled with new experiences, challenges, and opportunities. The university has provided me with a platform to discover my potential, broaden my perspective, and prepare for the professional world. From classroom learning to campus events, every moment has contributed to making my university journey special. As I step into the next phase of my life, I will always look back at ASBM with pride and gratitude for the foundation it has given me.
Sushrita Rout Batch 2026 (Executive, JMD Shared Service Pvt Ltd)



I am truly grateful to my university, faculty members, and placement team for their continuous support and guidance. ASBM University has played an important role in my professional growth and career development.Thank you, ASBM University, for helping me to take this important step toward my career.
Sambhu Gopal Mishra Batch 2026 (Executive Officer, Bajaj Life Insurance)



My experience at ASBM University has been amazing so far! The environment is vibrant, positive, and very supportive. The faculty members are approachable and always encouraging, and there are plenty of opportunities to learn, grow, and explore new things. Overall, it's been a wonderful journey that has helped me grow both personally and academically. I'm really happy to be a part of ASBM University.
Anamika Tripathy Batch 2026 (Sales Manager, Geojit Financial Services Ltd and PlanetSpark)



Five incredible years at ASBM University, from B.Com to MBA has been transformative, with great faculty and practical learning. Thank you, ASBM, for shaping my future and kickstarting my career.

Faiza Feroz, Batch 2025, Management Trainee, Geojit Financial Services



Being a part of ASBM University has been a rewarding experience for me. The university offers a great platform to gain knowledge, interact with people from different backgrounds, and develop skills beyond the classroom. The guidance from faculty and the overall learning environment make it a place where students can discover their strengths and prepare for future opportunities. I'm glad to have been associated with the university.
Harsh Jha Batch 2026 (Business Development Officer, PlanetSpark)



Today I am delighted to serve as an HR professional at Silverskills Private Limited-a milestone made possible by the strong foundation laid during my time at ASBM. The university's academic rigor, transformative mentorship, and focus on overall professional growth gave me the confidence to excel in the corporate realm. I am immensely grateful to ASBM for shaping my career trajectory.
Anjali Kumari Batch 2026 (HR professional at Silverskills Private Limited)



From learning management concepts to managing real-time operations, ASBM University has been instrumental in my professional growth. It's industry-oriented learning and placement support helped me begin my career with AAJ Supply Chain Management, where I currently work as an Inventory Executive, handling B2C inventory operations and managing a team. I am grateful to ASBM for equipping me with the knowledge, skills, and confidence to turn learning into professional success.
Kusumita Das Batch 2026 (Operation Manager, Aaj Logistics)



ASBM University has given me more than a degree; it has given me a platform to believe in myself, embrace opportunities, and move forward with confidence. I am proud to be an alumnus of this institution, and I will always remain grateful for the role it has played in my journey.
Soumyajit Pattanaik Batch 2026 (Sales Executive, EpsumLabs Pvt. Ltd.)



I am truly grateful to ASBM University for playing an important role in my entrepreneurial journey. For me, ASBM is not just the place where I earned my degree; it is where I gained the knowledge, confidence, and inspiration to turn my vision into action. Thank you, ASBM University, for helping me take my first steps towards making my dream a reality.
Sibani Sahoo Batch 2026 (Entrepreneur, A 2 Zed Collection)

Leader's Testimonials



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

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



Very Happy to see a university dedicated to providing quality education based on value and ethics. I wish the university growth by leaps and bounds.

Hon'ble V. Ramasubramanian (Chairperson of the National Human Rights Commission and former Judge of the Supreme Court of India)



Loved my interaction at the campus. Thank you for the lovely time.

Dr. Badari Narayan Executive Director, Talent, Deloitte, South Asia



Well-crafted, thought-provoking, and forward-looking theme of the 15th National HR Conclave. Quite impressed with the quality of deliberation and excellent arrangements. ASBM's quality education and such industry industry-academia interface is helpful for all future leaders.

Shri Prakash Chandra Panda
Head of Human Resources, McNROE Consumer Products Pvt. Ltd.



First time at ASBM, and definitely, not my last time. Beinghwith reversed fraternity & young minds is heart warming.

Ms Lagna Panda Whole Time Director & CHRO, CSM Technology



May your Prarambha become the beginning of an extraordinary journey. Congratulations to all of you, and my very best wishes for a bright and meaningful future.

Dr. Satyajit Naik-IPS
Inspector General of Police, Central Range, Kataka



Interesting Topic & need of the hour for future ready talent & national development.

Mr. Dillip Kumar Behera, DGM, Paradeep Phosphates Ltd .



It is quite nostalgic for being part of Prarambh and looking of the energy and enthusiasm of the students. I am sure the batch here will go a long way to shape-society, economic & culture of the country. Thank you for inviting me here.

Mr. Amit Bajaj, Partner, Ernest & Young LLP.



Feel privileged to be here today. Best wishes to the new batch and ASBM University.

Dr. Anand Poddar, Director, Ardent Steel Ltd., Bhubaneswar



Enriching experience to be present in the annual Day of ASBM. Thank you so much.

Col. Satyabrata Swain, Indian Army



Highly impressed visiting the beautiful campus and meeting Prof. Biswajeet Pattanayak. Best Wishes to ASBM University.

Mr. Sandeep Patnaik
Director(HR), The Odisha Hydro Power Corporation Ltd.



It is always energising to come to ASBM. This conference is so relevant for time we live in. The university continues to grow every time I came here. Prof. Biswajeet Pattanayak has built an institute for the young students.

Mr. Richard Rektty, Vice Chairman, Grant Thornton Bharat LLP & Former CEO, KPMG-India

CONFERENCE & SYMPOSIUM



16th National HR Symposium - 2026 The School of Business, ASBM University, organised the 16th National HR Symposium on 11th September 2026 on the theme "Gen Z Workforce Emerging Employment Relations" It featured Prof. (Dr.) Biswajeet Pattanayak, Dr. Badari Narayana, Ms. Lagna Panda & Mr. Prakash Chandra Panda.

National Law Symposium organised by ASBM School of Law was held on 24th January, 2026 on "Balancing the Rights of the Victim & the Accused: Legal Challenges" Graced by Hon'ble Mr. Justice Ananga Kumar Patnaik, Former Judge, Supreme Court of India, Hon'ble Mr. Justice V. Gopala Gowda, former Judge of the Supreme Court of India, Prof. (Dr.) Paromita Chattoraj, Professor, National Law University, Odisha, Prof. (Dr.) Biswajeet Pattanayak, Founder and President, ASBM University, Prof. (Dr.) Ranjan Kumar Bal, Vice-Chancellor, ASBM University,



INAUGURATION OF NEW BATCH



Prarambha, The formal inauguration of the new academic batch of 2026–27, on 17 August 2026. The occasion featured Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr Satyajit Naik, Shri Anand Poddar & Shri Amit Bajaj.

IMCon 2026

The 11th International Management Conference (IMCon'26) was organized by the School of Business, ASBM University, on 06th & 07th February 2026, focusing on the theme "Management Renaissance: Profit Meets Purpose" The inaugural session was graced by Dr. Kas Henry, Mr. Richard Rekhy, Prof. (Dr.) Biswajeet Pattanayak, Founder & President of ASBM University; Prof. (Dr.) Ranjan Kumar and Prof. Smaraki Pattanayak, Conference Chair & Principal Director.



Events for Professional Exposure & Holistic Development

Conference & Symposium

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

Student Events

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



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



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



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



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

FEE STRUCTURE
FOR ADMISSION BATCH 2027-28

POST GRADUATE PROGRAMMES

Details	MBA (Dual/Single)	MBA (Business AI for Business)	MA (Economics)	MA (English)	MA (Applied Psychology)	M.Com.	MCA	M.TECH (IT)	LLM	DOCTORAL PROGRAMMES
Duration	2 Years	2 Years	2 Years	2 Years	2 Years	2 Years	2 Years	2 Years	1 Year	Till Thesis submission (Minimum 3 Years)
Per Year (Rs)	3,96,000	3,96,000	75,000	75,000	80,000	75,000	1,10,000	1,10,000	1,32,000	1,50,000 + Admission 25,000 + Thesis Sumbission 60,000

UNDER GRADUATE & 5-YEAR INTEGRATED PROGRAMMES

Details	BBA (Hons./ Research)	B.Com (H/R)	BA-English (H/R)	B.Sc. Economics & Data Science (H/R)	BA Psychology (H/R)	BA Liberal Arts (H/R)	B.Tech. (CSE)	B.Tech. (AI & ML)	BCA (Data Science)	BA - LLB (Hons.)	BBA - LLB (Hons.)	B.SC. Actuarial Science (H/R)	B.Com. Fintech (H/R)	Integrated MBA
Duration	4 Years	4 Years	4 Years	4 Years	4 Years	4 Years	4 Years	4 Years	4 Years	5 Years	5 Years	4 Years	4 Years	5 Years
Per Year (Rs)	93,000	90,000	60,000	60,000	65,000	50,000	1,48,500	1,48,500	65,000	1,00,000	1,00,000	85,000	85,000*	First 3 Yrs. @93,500 Last 2 Yrs. @3,96,000

* Additional One-time Professional Certification Fee - Rs.50,000/-

Academic Fee for Lateral Entry: The year of entry determines the applicable rate. For example, if a student joins the second year of the B.Tech programme of Batch 2026-27 during the academic year 2027-28, the fee structure applicable for years I, II, and III of Batch 2027-28 will apply the her.

Hostel Charges for Boarders

Establishment

- Double Room (Common Toilet) - ₹ 22,500/- per Semester
- Single Room (Common Toilet) - ₹ 33,500/- per Semester
- Double Room (Attached Toilet) - ₹ 39,375/- per Semester
- Single Room (Attached Toilet) - ₹45,000/- per Semester

Mess

₹ 40,150/- per Semester

Transport for Day Scholars

₹ 20,000/- per Semester

Caution Money

Day Scholar - ₹ 5,000

Hostel Boarder (Additional) - ₹ 10,000

Note: Establishment dues will remain the same till the end of the programme. Mess and Transport dues will change from year to year. The revised fees will be notified at the beginning of each academic year.

ANTI-RAGGING POLICY

Measures for Prevention and Prohibition of Ragging

Introduction

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

Objectives

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

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

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

Zero Tolerance Policy

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

Measures for Prevention of Ragging

1. Every student has to submit at the time of admission an affidavit to the effect that he/she is aware of the law regarding prohibition of ragging as well as the punishments, and that she/he, if found guilty of the off3ence of ragging and/or abetting ragging, is liable to be punished appropriately. A student taking admission to the university's hostel shall submit additional affidavits countersigned by his/her
parents or guardians. 2. The parent/guardian of the student will also have to submit another affidavit to the effect that she/he is also aware of the law in this regard and agrees to abide by the punishment meted out to his/her ward in case the latter is found guilty of ragging and/or abetting ragging.
3. The University has an Anti-Ragging Committee with the Vice-Chancellor as the Chairman. It is the duty of this committee to ensure compliance with these regulations as well as the provisions of any law for the time being in force concerning ragging. This Committee also monitors and oversees the performance of the Anti-Ragging Squad in prevention of ragging in the University.
4. The University has a smaller body known as the Anti-Ragging Squad for maintaining vigil, oversight and patrolling functions. It is the duty of the Squad to make surprise raids on hostels and other places vulnerable to incidents and having potential for ragging. It has to be mobile, alert and active at all times, and has to patrol the campus. This Squad is empowered to inspect places of potential ragging and make surprise raids on hostels and other vulnerable places.
5. It is also the duty of the Anti-Ragging Squad to conduct on-the-spot inquiry into any incident of ragging referred to it by the Vice-Chancellor or any member of the faculty or staff or any student or any parent or any guardian or any employee of a service provider or by any other person, as the case may be. The Squad shall conduct such inquiry observing a fair and transparent procedure and the principles of natural justice and after giving adequate opportunity to the student or students accused of ragging and other witnesses to place before it the facts, documents and views concerning the incidents of ragging and considering such other relevant information as may be required. The inquiry report along with recommendations shall be submitted to the Anti-Ragging Committee for action.

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

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

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

Explore Bhubaneswar at: https://bhubaneswartourism.in

How to Reach ASBMU

Approx. Distance from Bhubaneswar Railway Station: 24 Km.

Approx. Distance from Bhubaneswar Airport: 20 Km.

Approx. Distance from Baramunda Bus stand: 10 Km.

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.





ASBM UNIVERSITY

Established by Govt. of Odisha

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