



Established by Govt. of Odisha

*Rewriting the Mantra of Excellence*



**INFORMATION BULLETIN - 2024**

[www.asbm.ac.in](http://www.asbm.ac.in)



## THE ASBM LEGACY

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

'Jonathan Livingston Seagull' by Richard Bach is a fable about the significance of creating the most from our lives, even if our goals run contrary to the norms of society. Through the metaphor of flight, Jonathan's story shows that if we follow our dreams, we too can soar. This story by Richard Bach has inspired many, and Prof. Biswajeet Pattanayak is no exception. In fact, ASBM University and its earlier form – the Asian School of Business Management – owe their existence to the profound impact that Bach had on him.

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

Leaving aside the coveted positions that he had occupied, Prof. Pattanayak preferred to return to his home state Odisha to pursue his dream of creating an IIM out of a private business school to provide an affordable platform to meritorious students across the country and outside as well, interested in pursuing a career in management. That is how the Asian School of Business Management was established in 2006 in the very lap of nature in a green campus close to Chandaka Wildlife Sanctuary at Bhubaneswar, the capital city of Odisha. It was built in a record time of 180 days

and was inaugurated by the Hon'ble Vice President of India, His Excellency Shri Bhairon Singh Shekhawat, with the words, "a new sunrise in management education." His Excellency Shri Rameswar Thakur, Hon'ble Governor of Odisha, and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha, also graced the occasion.

Asian School of Business Management was highlighted in the October 2006 special B-School issue of Business India as a world-class business school modelled after the best IIMs set up in 180 days. Over the years, it has been recognised as a front-ranking business school for its outstanding achievements and unique industry-linked sectoral-focused programmes. As an autonomous institute, it offered Post Graduate Programmes in Management with due approval from AICTE, Ministry of Education, Govt. of India. The programme was accredited by the National Board of Accreditation and the Association of Indian Universities. ASBM received international recognition through accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA, and South Asian Quality Systems (SAQS). In recognition of its outstanding journey of a decade and a half benchmarking quality parameters, the Government of Odisha conferred on the Asian School of Business Management the 'University Status' on 26 September 2019 by the enactment of the ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019).

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



## Welcome to **ASBM UNIVERSITY**

India is well-known for its ancient wisdom. “सा विद्या या विमुक्तये”, says the Vishnu Purana. Swami Vivekananda, the great Indian philosopher, believes that education liberates one from negative tendencies and ignorance about one’s real ‘self’. So in his scheme of education, he harped on the holistic development of an individual by combining the body, mind, and soul.

Education is the key to life and livelihood. Of late, it has become very challenging for the learners and the teachers as well to keep them abreast of the ever-changing world as the pace of change has become very fast thereby accelerating our lifestyle.

ASBM University (ASBMU) believes in liberating the thought process of the students through self-disciplined and self-regulated progression. We are known for our unique teaching-learning process, which has resulted not just in employment, but also in creating responsible citizens.

The education imparted at ASBMU is a judicious mix of the East and the West in terms of context, content, and delivery. No doubt we focus on acquiring knowledge, skill, competency, and attitude. Simultaneously, we concentrate on mastering the art of life to become good human beings with holistic development.

I invite the stakeholders to come and experience the difference that ASBM is.

**Prof. (Dr.) Biswajeet Pattanayak**

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

Former Distinguished Professor, IIM Indore, Lucknow, & Mumbai

**Founder & President**



## VISION

ASBM University will set the 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, the 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 to create mature new-gen leaders.

## QUALITY POLICY

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



**Prof. (Dr.) Ranjan Kumar Bal**

M.Com. M.Phil. Ph.D., FDP (IIMA)

Former Professor & HOD, Commerce, Utkal University

**Vice-Chancellor**

ASBM University started its successful journey in the year 2006 as a stand-alone business school by the name, 'Asian School of Business Management' (ASBM). Founded by *Lagan* famed Prof. Biswajeet Pattanayak, a former distinguished Professor of IIM Lucknow, Indore and Mumbai, the institution was established in a record time of six months. This apparently impossible feat was made possible because of the unyielding determination, innovative planning, meticulous project, management and a quest for quality that characterize its founder Prof. Pattanayak.

ASBM University has geared up to meet the global challenges by harnessing the latest technologies on the education front. The move towards interdisciplinary studies, research-based and interactive learning with technology integration has opened up endless possibilities as well as created multiple challenges. ASBM is ceaselessly striving to create an optimised and vibrant platform for knowledge enhancement to bridge the gap between academics and industry with the objective of integrating knowledge with skills.

What makes the University stand apart is that it does not impart just teaching, rather it focuses on the holistic development of its students by making them realise their full potential.





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

ASBM was established in 2006 in this green lap of nature. I am told it was built in record time of 180 days. Such records are bound to be translated into academic excellence which ASBM is providing. The outstanding track record of ASBM ushered for it the 'University Status' in 2019 by the Government of Odisha. The true "sunrise in management education" had just begun. 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. ,

## OUR CAMPUS

- Sprawling E-Campus situated amidst a scenic landscape with natural flora and fauna.
- Residential campus with soothing ambience - Separate hostels for girls and boys with internet connection.
- Air-conditioned Central Library - 'Chanakya Knowledge Centre' - with more than 30,000 books and 12,000 international and national journals and e-journals.
- Mother Teresa Health Centre to provide 24-hour health service, with an ambulance for emergencies.
- Fully air-conditioned auditoriums with advanced acoustics and audio-visual equipment.
- Open Air Theatre, Food Court, Coffee Shop, Fast Food Centre, Ice-cream Parlour, Automated Washing Machines, Stationery Store, Reprography etc.
- Gymnasium, Yoga and Meditation Centre, Dance Studio and Entertainment Zone with indoor games for holistic physical, mental and spiritual development.
- Provision for outdoor games like volleyball, Badminton, etc.
- India Post Payment Bank, Union Bank ATM & ASBM University Post Office.
- Charles Babbage Computer Centre with modern computing facilities, SYSTAT Lab and Language Lab.





# Advisory Council



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

## Members :



**Ambassador Lalit Mansingh**  
Former Foreign Secretary  
Govt. of India



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



**Prof. Sukhdeo Thorat**  
Former Chairman, UGC,  
Govt. of India



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



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



**Ms. Renu Chalu**  
Former MD,  
State Bank of Hyderabad



**Prof. Devinder Malhotra**  
Chancellor, Minnesota State Colleges &  
Universities, USA



**Mr. T. Sudhakar Pai**  
Chairman,  
Manipal Group



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



**Mr. G. Upadhyaya**  
Former CMD,  
National Aluminium Co. Ltd.



**Prof. Aditya Prasad Padhi**  
Former Vice-Chancellor  
Berhampur University, Odisha



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



**Mr. Thothathri Raman**  
International Accreditation Adviser  
& Former Executive Editor,  
Business India

# Key Team Members



**Dr. Biswajeet Pattanayak**  
Founder and President



**Dr. Kalyan Shankar Ray**  
Vice President



**Dr. Ranjan Kumar Bal**  
Vice-Chancellor



**Dr. Phalgu Niranjana**  
Pro-Vice-Chancellor



**Dr. Smaraki Pattanayak**  
Principal Director



**Air Cmde. G.K. Patnaik, VSM**  
Registrar



**Dr. Manmath Nath Samantray**  
Controller Examinations &  
Dean, Academics & Research



**Dr. Padmanava Mohapatra**  
Dean, ASBM School of Accountancy  
& Director, IQAC



**Dr. Premananda Ranasingh**  
Dean, ASBM School of Law



**Dr. Eirene Leela Rout**  
Dean, School of Business



**Dr. Ricky Mohanty**  
Head, School of Information System



**Dr. Ananta Charan Mishra**  
Head, School of Liberal Arts



**Prof. Avijit Monadal**  
Asst. Dean, Student Affairs



**Prof. Saroj Kumar Bishey**  
Asst. Dean, Admission



# Board of Governors



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

## Members :



**Mr. Arvind Agarwal**  
Commissioner-cum-Secretary  
Higher Education Deptt.,  
Govt. Of Odisha



**Dr. Ranjan Kumar Bal,**  
Vice-Chancellor  
ASBM University



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



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



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



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



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



**Mr. Laxmidhara Pangari,**  
Senior Advocate,  
Orissa High Court



**Dr. Promod Kishore Das,**  
Former Professor of  
Economics, NCERT



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



**Dr. Smaraki Pattanayak,**  
Principal Director,  
ASBM University



**Air Cmde. Gopal Krishna Patnaik**  
Registrar, ASBM University  
Member Secretary

# Why ASBM University



## RECOGNITION

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



## GLOBAL ACCREDITATION

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



## WORLD CLASS CURRICULUM

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



## MATCHESS MENTORS

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



## STATE OF THE ART INFRASTRUCTURE

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



## STELLAR RATINGS

ASBM School of Business has been consistently performing well in many surveys, it has been rated A+++ in Business India B School survey 2024. This rank gives ASBM University the 51st position in the country.



# ASBM University Offers: 2024

## ASBM SCHOOL OF BUSINESS

### MBA (Master of Business Administration)

Single / Dual Specialisation (HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics | Agribusiness)

### 4-YEAR INTEGRATED MBA

(Single / Dual Specialisation)

### MBA - PHARMACEUTICAL MANAGEMENT

**MASTER IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS (MA-HRM & LR)** in collaboration with National HRD Network (NHRDN)

**BBA** (Hons. /Research)

**Ph.D.** - Management

## ASBM SCHOOL OF ACCOUNTANCY

**B.Com.** (Hons. /Research)

**M.Com.** | **Ph.D.** - Commerce

## ASBM SCHOOL OF LAW

**LLM**

**BA- LLB** ( Hons.)

**BBA- LLB** ( Hons.)

5- YEAR INTEGRATED PROGRAMMES  
Recognised by Bar Council of India

## ASBM SCHOOL OF LIBERAL ARTS

**M.A.** - Economics | English | Applied Psychology

**B.A.** - English | Economics | Psychology | Liberal Arts  
(Hons./ Research)

## ASBM SCHOOL OF INFORMATION SYSTEM

**B.TECH** (CS & IT - Hons.) | **BCA** (Hons. /Research) |

**B.Sc** - ITM (Hons. /Research) | **MCA** | **M.TECH** - IT

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

## INTERNATIONAL COLLABORATION



## DOCTORAL PROGRAMMES

ASBM University offers Doctoral Programmes in Management (Ph.D. in Management) and in Commerce (Ph.D. in Commerce) 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.) by the University (ASBMU). 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.

### Ph.D. in Management

Organisational Behaviour | HR | Finance | Marketing | IT Management | Operations & LSCM | Strategy | Entrepreneurship | Communication | Economics | Banking

### Ph.D. in Commerce

Trade & Commerce | Accountancy | Financial Markets | Insurance | Equity Markets | Commodity Markets

## ELIGIBILITY

Candidates need to satisfy the eligibility criteria for doctoral programmes as given below:

- Candidates who have completed
  - a 1-year/2-semester master's degree programme after a 4-year/8-semester bachelor's degree programme, or
  - a 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 the grading system is followed, ORhave acquired equivalent qualifications 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 access, accredit or assure quality and standards of the educational institution; OR
- 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; OR
- Candidates who have completed the M.Phil. programme with at least 55% marks in aggregate or its equivalent grade in a 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 access, accredit or assure quality and standards of educational institutions;
- A relaxation of 5% of marks, from 55% to 50%, or an equivalent relaxation of grade, may be allowed for those belonging to SC/ ST/ OBC (non-creamy layer), 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.





## 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, including coursework.

## PROCEDURE FOR ADMISSION

- A candidate desirous of pursuing a Ph.D. programme under ASBM University shall apply in the prescribed format. A candidate in regular service should submit a “No Objection Certificate” from the employer.
- 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 fellowship/scholarship in UGC-NET, UGC-CSIR NET or similar national level tests or in the 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.

For the selection of candidates, a weightage of 70% shall be given to the entrance test and 30% to performance in the interview/viva voce. The final merit list shall be notified after approval by the Vice-Chancellor.

## 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.



# ASBM SCHOOL OF BUSINESS

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

## **MBA (Master of Business Administration)**

Single / Dual Specialisation (HR | Marketing | Finance | Operations, Logistics & Supply Chain Management | Business Analytics | Agribusiness)

## **4-YEAR INTEGRATED MBA**

(Single / Dual Specialisation)

## **MBA - PHARMACEUTICAL MANAGEMENT**

**MASTER IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS (MA-HRM & LR)** in collaboration with National HRD Network (NHRDN)

**BBA** (Hons. /Research)

**Ph.D.** - Management



Ranked **A+++** with 51<sup>st</sup> Position in the Country  
Business India B-School Survey 2024



# MBA: Master of Business Administration

Accredited by Accreditation Council  
for Business Schools & Programme,  
USA



## DUAL SPECIALISATION (Any Two)

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

## SINGLE SPECIALISATION (Any One)

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

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

### UNIQUE FEATURES

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

### CURRICULUM DESIGN

A student will undertake 74 credits of core or compulsory courses and 48 credits of elective courses. One has to complete at least 24 credits in any particular area (out of six elective areas) to declare it as the area of specialisation. The university follows CBCS for electives. So, a student has the freedom to opt for a single or dual specialisation. Open Electives and Subject of Independent Study (SIS) give further choice to a student. Summer Internship Project (SIP) with dissertation is an essential feature of MBA.



### SELECTION PROCESS

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

### SELECTION CRITERIA

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

# COURSE STRUCTURE

## Core Papers for both Single & Dual Specialisation

### Semester - I

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

### Semester - II

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

### Semester - III

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

### Semester - IV

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

www.asbm.ac.in | 14

## Dual Specialisation - Elective courses in Semesters III & IV ( Any Two of 24 Credits Each )

### 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
- Principles and Practices of Commercial Banking
- Security Analysis & Portfolio Management
- Project Finance
- Risk Management & Derivatives

### Business Analytics

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

### Operations, Logistics & Supply Chain Management

- Production Management
- Supply Chain Management
- Materials & Purchase Management
- Inventory Management & Control
- Project Management
- Logistics Management
- Supply Chain Analytics
- Quality Management System

### Agribusiness

- Agribusiness & Rural Environment
- Food and Agriculture Policy
- Rural Marketing
- E-Commerce and Agribusiness
- Microfinance for Agribusiness
- Retail Management
- Agripreneurship Development

## Open Electives (Any Electives of 8 Credits)

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





## Single Specialisation ( Any One) Elective courses in Semesters III & IV

### Human Resource Management

#### Subject Electives

- 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

#### Subject Electives

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



- Strategic Cost Management
- Mergers, Acquisitions & Corporate Restructuring
- Financial Analytics

### Marketing Management

#### Subject Electives

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

### Operations & LSCM

#### Subject Electives

- Production Management
- Inventory Management & Control
- Supply Chain Management
- Materials Management
- Purchase Management
- Logistics Management
- Operations Strategy
- Stores Management
- Project Management
- Service Operations Management

## Single Specialisation ( Any One) Elective courses in Semesters III & IV

- International Logistics
- IT in Logistics & Supply Chain
- Enterprise Resource Planning – I & II
- Quality management system
- Supply chain analytics

## Business Analytics

### Subject Electives

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

## Agribusiness

### Subject Electives

- 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
- Agriprenurship Development
- Logistics Management
- Commodity Futures, Markets & Derivatives
- E-Commerce and Agribusiness
- Quality Management System

## Open Electives

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

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





# MBA: PHARMACEUTICAL MANAGEMENT



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

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

## Unique Features

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

## Curriculum Design

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

The curriculum consists of 132 Credits where Core courses are of 46 credits and subject elective courses are of 60 credits. Practice School – I (Summer Internship Project) is of 4 credits, Practice School – II (Dissertation and Viva-Voce) is of 20 credits and other non-classroom teaching courses such as research paper analysis and business sector analysis carry 2 Credits.

## Practice School – I

After the second semester, the students are required to undertake an internship for two months in any organisation to relate their classroom learning with the ground realities of industry. This is intended to sharpen their knowledge and hone their skills, and develop a better appreciation of the practical problems of business organisations, especially from the management point of view. The experience thus gained, also helps the students in planning their future professional careers.

## COURSE STRUCTURE

### Semester – I

- Organisational Behaviour
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Pharmaceutical Marketing Management
- Biostatistics
- Structure & Processes in Organisation
- Pharmaceutical Business Environment
- Business Ethics
- Finishing Module – I

### Semester – II

- Human Resource Management
- Management Information Systems
- Financial Management
- Research Methodology
- Pharmaceutical Production & Operations Management
- Legal Environment of Business
- Strategic Management
- Pharmacoepidemiology
- Research Paper Analysis
- Finishing School Module – ii

### Practice School – II (Dissertation and Viva-Voce)

A twenty-week full-time programme called "Practice School II" is offered to the students in their second-year. Students have the chance to gain practical experience in a Pharma organisation under the guidance of industry mentors and University faculty members. Through this curriculum, students can apply what they have learnt in the classroom, gain insight into the work culture of the company, and refine their behavioural skills.

### Semester – III

- Pharmaceutical Product & Brand Management
- Supply Chain Management
- Consumer Behaviour
- Drug Regulatory Affairs & Intellectual Property Rights
- International Marketing
- Project Management
- Sales and Distribution Management
- Management Control System
- Labour Laws
- Practice School – I
- (summer Internship Project) Business Sector Analysis
- Finishing Module – III
- Finishing Module – IV

### Semester – IV

- Entrepreneurship and Startup
- KPO Management
- Practice School – II  
(Dissertation and Viva-voce)





# MASTER IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS (MA - HRM & LR)

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



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

With the backdrop, ASBM University (ASBMU) offers a two-year full-time master's degree programme in Human Resource Management & Labour Relations in collaboration with National HRD Network (NHRDN), the national apex body of HR professionals in India and the largest HR network in the country with 34 chapters and more than 17,400 members spread across the country representing organizations in all sectors-public, private, MNCs, government, NGOs, etc.

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

## Unique Features

- Course designed jointly by ASBMU and NHRDN
- Innovative teaching pedagogy
- Experienced faculty from industry, profession, and academics
- Guest faculty from the industry to bring the practices to the classroom
- Continuous evaluation pattern
- Dissertation/Live projects
- Assistance by NHRDN for summer and final placement in its member organizations
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

## Curriculum Design

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



Exchange of MOU between Mr. Prem Singh, President, HR of JK Group & National President, NHRDN and Prof. Biswajeet Pattanayak, President, ASBM University

# COURSE STRUCTURE

## Semester – I

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

## Semester – II

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

## Semester – III

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

## Semester – IV

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



# 4-YEAR INTEGRATED MBA

Integrated MBA is a professionally designed programme focused on indepth study of management discipline to enable the students to build a rewarding career in management. Traditionally, a student takes atleast five years to earn an MBA degree - three years for batchelor degree in any discipline and two years in masters. The beauty of this programme is that a student will be awarded MBA after four years of intensive study of Business administration. Infact, it is a combination of BBA and MBA, but saves one year.

This is a uniquely designed four-year full-time programme open to students with +2 qualification from any discipline. It allows single or dual specialisation just like the regular flagship MBA programme of ASBM University and opens opportunities for ASBM campus placement

## DUAL SPECIALISATION (Any Two)

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

## SINGLE SPECIALISATION (Any One)

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

## UNIQUE FEATURES

- Global Accreditation by ACBSP, USA
- Option of dual or single specialisation
- Open electives
- IIM model choice-based credit system
- Case-based innovative teaching pedagogy
- Finishing school for employability
- Summer project
- Capstone project / Live virtual projects
- Consistently excellent placement since inception
- Residential programme - separate on-campus hostels for boys and girls

## CURRICULUM DESIGN

A student will undergo 184 credits including core courses of 91 credits, subject elective courses of 48 credits, open elective courses of 8 credits, skill enhancement courses of 9 credits, ability enhancement courses of 8 credits and value-added courses of 6 credits. In addition, there will be Summer Internship of 8 credits and other non-classroom teaching courses such as research paper analysis, business sector analysis and Capstone Project/ Live virtual project carrying 6 credits. The School follows a choice-based credit system for electives. So a student has the freedom to opt for single or dual specialisation as per her/his choice.

## ELIGIBILITY & SELECTION PROCESS

- +2 Arts/ Science/ Commerce or its equivalent public examination with 45% marks by any recognized board of education in India. Candidates appearing for their final year +2 examination can apply.
- Qualifying score in ASBM University Entrance Examination (ASBMUEE)
- Personal Interview



# COURSE STRUCTURE

## Core Papers for both Single & Dual Specialisation

### Semester-I

- Introduction to Business
- Micro Economics
- India's Diversity and Business
- English Language and Literature
- Digital Fluency + Practical
- Environmental Studies & Disaster Management
- Constitution of India

### Semester-II

- Basic Financial Accounting
- Psychology for Management
- Business Mathematics
- Business Ethics and Corporate Governance
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

### Semester-III

- Cost Accounting
- Macro Economics
- Entrepreneurship and Small Business Management
- English Writing & Composition
- Personal Finance

### Semester-IV

- E-business
- Business Environment
- Organisational Behaviour
- Quantitative Techniques for Management
- Language Proficiency and Impression Management

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### Semester-V

- Management Accounting
- Legal Environment for Business
- Structure & Processes in Organisation
- Marketing Management
- Management Information System
- Summer Internship Project
- Finishing School Module – i

### Semester-VI

- Human Resource Management
- Operations Management
- Financial Management
- Indian Economy and Policies
- Strategic Management
- Research Paper Analysis
- Research Methodology
- Finishing School Module – II

### Semester-VII

- Subject Electives  
(HR, Finance, Marketing, OM & LSCM,  
Business Analytics & Agribusiness )
- Open electives
- Business Sector Analysis
- Finishing School Module – III
- Finishing School Module – IV

### Semester-VIII

- Subject Electives  
(HR, Finance, Marketing, OM & LSCM,  
Business Analytics & Agribusiness )
- Open Electives
- Capstone Project/ Live Virtual Project

### Specialisation and Open Elective Subjects

Same as MBA Programme of ASBM University





# BBA (Hons. / Research)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

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

### Unique Features

- BBA Degree after 3 years
- BBA (Honours/Research) after 4 years
- Students having BBA (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
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

### COURSE STRUCTURE

#### Semester-I

- Introduction to Business
- Micro Economics
- India's Diversity and Business
- English Language and Literature
- Digital Fluency + Practical
- Environmental Studies & Disaster Management
- Constitution of India



#### Semester-II

- Basic Financial Accounting
- Psychology for Management
- Business Mathematics
- Business Ethics and Corporate Governance
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

#### Semester-III

- Management Theory and Practices
- Cost Accounting
- Macro Economics
- Entrepreneurship and Small Business Management
- English Writing & Composition
- Personal Finance

#### Semester-IV

- E-Business
- Business Law
- Business Environment
- Organisational Behaviour
- Quantitative Techniques for Management
- Language Proficiency and Impression Management

#### Semester-V

- Financial Management
- Management Accounting
- Corporate Law
- Human Resource Management
- Management Information System and DSS
- Summer Internship Project

#### Semester-VI

- Organisational Change and Development
- Production and Operations Management
- Financial Management
- Marketing Management
- Indian Economy and Policies

#### Semester-VII

- Research Methodology
- Business Policy & Strategy
- HRD: Systems & Strategies
- Investment Analysis & Portfolio Management
- Financial Markets & Institutions

#### Semester-VIII

- Product and Brand Management
- Introduction to Banking and Insurance
- Research Project / Dissertation; OR
  - Business Analytics
  - Logistics & Supply Chain Management
  - Retail Management

### Curriculum Design

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

### Research / Dissertation

Students choosing a four-year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member in any functional area. The students are expected to complete the Research Project in the eighth semester. After the submission of the dissertation, there will be a viva voce examination.

The image shows a modern, multi-story building with a grey facade and a large blue-tinted glass window. In the foreground, two large, reddish-brown statues of horses with intricate carvings stand on a green lawn. The sky is clear and blue. A dark green semi-transparent box is overlaid on the bottom center of the image, containing white and yellow text.

# **ASBM SCHOOL OF ACCOUNTANCY**

**Ph.D. | M.Com. | B.Com. (Hons./ Research)**



# Master of Commerce (M.COM)

The Master in Commerce (M.Com.) programme aims at equipping students with advanced and specialized knowledge of the core commerce courses with creativity and problem-solving skills through innovative pedagogy and activities. As an advanced-level programme, it not only prepares students to handle the finances of an organization but also prepares them to venture into the world of research.

## Unique Features

- 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
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars



## COURSE STRUCTURE

### Semester - I

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

### Semester- II

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

### Semester- III

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

### Semester- IV

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

## Discipline Elective Courses [DEC]

(Any one of the following groups may be chosen)

### Group: A (Accounting Group)

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

### Group: B (Finance Group)

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

### Group: C (Marketing Group)

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

### Group: D (Financial Modeling & Analytics)

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

## Discipline Free Courses [DFC]

(Any one in Semester II and Any one in semester III)

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

Soft Skill (Compulsory in Semester I)

# B.COM. (Hons./ Research)

## 3/4 Years under Curriculum and Credit Framework for UG Programmes of UGC as per NEP 2020

The 4-year Bachelor in Commerce (B.Com. Hons. and Research) programme is designed to enable and empower students to acquire knowledge, skills and abilities to analyze and to make them ready to handle the finances of a company.

The curriculum and syllabus aim to instil conceptual and practical understanding in students to manage businesses and organisations and prepare them to drive and face the challenges of tomorrow. It also encourages the students to explore the world of technology and digitization in the relevant field.

### Unique Features

- B.Com (Honours/Research) after 4 years
- Exit option after 3 years with B.Com
- Students having B.Com (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Project Work
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars
- Arrangement for CAT/MAT and CA coaching on the **campus subject to registration by a minimum viable number of students. The normal fee structure of the Institute does not include this facility**

## COURSE STRUCTURE

### Semester -I

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

### Semester -II

- Cost Accounting
- Micro Finance
- NGO Management
- Startup and Entrepreneurship Development
- Communicative English
- Data Mining and Spreadsheet
- Indian Ethos & Values

### Semester -III

- Business Laws
- Financial Accounting II
- Macro Economics
- Principles and Practices of Insurance
- English Writing & Composition
- Soft Skills

### Semester -IV

- Personal Finance
- Business Statistics
- Corporate Laws
- Computerised Accounting
- SHG Management & Finance
- Language Proficiency & Impression Management

### Semester -V

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

### Semester -VI

- Income Tax Law & Practice
- Management Accounting
- Quantitative Techniques
- GST & Indirect Tax Laws
- Foreign Trade

### Semester -VII

- Corporate Governance & Reporting
- Financial Statement Analysis
- Research Methodology
- Corporate Tax Planning
- Principles of Management

### Semester -VIII

- Financial Market & Services
- Fintech
- Research Project and Dissertation; OR
  - o Introduction to Security Analysis and Portfolio Management
  - o Introductions to Derivatives
  - o Marketing Management





A photograph of the ASBM School of Liberal Arts building, a modern white structure with a curved facade and a central entrance. The building is surrounded by greenery, including a large tree with red flowers in the foreground and a lawn with orange flowers. The sky is clear and blue. The image is overlaid with a large grey triangle on the left side, which contains the text.

## **ASBM SCHOOL OF LIBERAL ARTS**

- **M.A. – English**
- **M.A. – Economics**
- **M.A. – Applied Psychology**
- **B.A. – Liberal Arts (Hons./ Research)**
- **B.A. - English (Hons./ Research)**
- **B.A. - Economics (Hons./ Research)**
- **B.A. – Psychology (Hons./ Research)**

# M.A. - ENGLISH

The University offers a two-year full-time Master of Arts in English Programme spread over four semesters of classroom interaction. The M.A. in English programme seeks to develop in the students an ability to relate literature(s) to their context, to compare literary theories and texts, and to explore the ways in which history, ideology, and material forces condition literary texts. The programme lays emphasis on introducing students to new ways of looking at literature in English, both from England and from other parts of the world, like India, America, Africa, Australia, etc. Courses in critical thought, both Western and Indian, literary theories, and culture studies further help students to develop the ability to relate works of literature to their contexts, to compare theories and texts, and to explore the way history, ideology, and material forces condition literary and other cultural texts.

## Unique Features

- Innovative teaching pedagogy
- Exposure to literary festivals/workshop and authors
- Continuous evaluation pattern
- Separate hostels for boys and girls inside the campus
- University-owned transport for dayscholars

## COURSE STRUCTURE

### Semester-I

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

### Semester - II

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

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### Semester - III

- British Fiction (18th and 19th Centuries)
- British Fiction (Modern Period)
- British Prose
- Discipline Specific Electives (Choose any Two)
  - o Introduction to Linguistics and Structure of Modern English
  - o Children's Literature
  - o Travel Writing
  - o Nineteenth Century American Literature

### Semester - IV

- Literary Criticism and Contemporary Theories
- Postcolonial Literature and Theory
- Project/Dissertation
- Discipline Specific Electives (Choose any Two)
  - o Popular Literature and Culture
  - o American Literature of the Twentieth Century
  - o Modern European Literature
  - o Modernism and Postmodernism





# M.A. - ECONOMICS

Master of Arts in Economics is geared towards acquainting the students with the analytical foundations in the discipline of economics in alternative theoretical approaches, global and Indian economic history and quantitative methods. The course aims to create a supportive academic environment that empowers its students to analyse complex economic issues, develop practical solutions and therefore make a positive impact on the world, as they embark upon a transformative journey of lifelong learning, filled with enrichment.

## Unique Features

- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Separate hostel facilities for boys and girls inside the campus
- University-owned transport for dayscholars

## Dissertation / Project

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

## COURSE STRUCTURE

### Semester-I

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

### Semester-II

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

### Semester-III

- Economics of Growth and Development
- Financial Institutions & Markets
- Research Methodology
- DSE- I (**Choose any One**)
  - o Advanced Econometrics
  - o Agricultural Economics
- DSE- II (**Choose any One**)
  - o Rural Economics
  - o Environmental Economics

### Semester-IV

- Public Economics
- International Trade
- DSE- III (**Choose any One**)
  - o Financial Econometrics
  - o Regional Economics
- DSE- IV (**Choose any One**)
  - o Urban Economics
  - o Economics of Natural Resources
- Dissertation



# M.A - APPLIED PSYCHOLOGY

## Specialisation in Clinical Psychology, Industrial & Organisational Psychology, and Counselling Psychology

Master of Arts (M.A.) in Applied Psychology programme intends to familiarize students with the extensive study and application of psychological principles and findings. Banking upon the concepts and theoretical frameworks from various disciplines such as clinical psychology, industrial & organizational psychology and counselling psychology, the programme facilitates students to learn how to empower people throughout communities, regardless of their social, economic, racial or educational background.

The programme equips students to create a strong research oriented theoretical foundation in consonance with recent advances in the discipline of psychology and enables students to take a creative, empirical and ethical approach to the programme that combines conceptual repertoire and research practices in both quantitative and qualitative traditions. Master of Arts in Applied Psychology will enable the potential learners to pursue a career in counselling, clinical psychology, industry or organisations, research, social work sector, the healthcare sector and many more.

### Unique Features

- Practical hands-on experience in Mental Health Institute at SCB Medical College,
- Experienced faculty from industry, profession and academics
- Internship
- Separate hostel facilities for boys and girls inside the campus
- University-owned transport for dayscholars

## COURSE STRUCTURE

### Semester-I

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

### Semester-II

- Applied Cognitive Psychology
- Psychology of Scaling and Testing
- Community Psychology
- Organizational Behaviour
- GE - Anyone from the list
- DSE – Anyone 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 – Anyone from the list
- DSE – Anyone from the list
- Field Training

### Semester-IV

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

### 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.

**Discipline-Specific Electives – Any one of the following areas**

#### Clinical Psychology

- Psychopathology
- Psychotherapeutic Processes
- Forensic Psychology
- Childhood Psychopathology
- Neuropsychology
- Psychoneuroendocrinology

#### 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

#### 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

#### General Electives (GE) – Any two Electives (One each for 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)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

Liberal Arts is gaining importance as employers are interested in employees with broad outlook and multi-disciplinary focus. The ASBM Liberal Arts programme exposes the students to various disciplines like humanities, social and behavioural sciences, linguistics, and creative arts that help them in developing holistic understanding with analytical and problem solving skills. So they will have better acceptance by the industry. It is a 4-Year full time programme spread over eight semesters.

### 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 Masters.
- Exposure to literary festivals/workshop and authors
- Continuous evaluation system
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

### 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

- Intermediate Microeconomics-I
- Intermediate Macroeconomics-I
- Statistical Methods for Economics
- Demographic Studies
- Internship and Dissertation

#### Semester-VI

- Intermediate Microeconomics-II
- Intermediate Macroeconomics-II
- Financial Economics
- Development Economics
- SHG Management & Finance

#### Semester – VII

- Introductory Econometrics
- Research Methodology
- International Economics
- Environmental Economics
- Introduction to MSME

#### Semester – VIII

- Research Project / Dissertation; OR
  - o Introductory Behavioural Economics
  - o Applied Econometrics
  - o Agricultural Economics



# B.A. - ENGLISH (Hons./ Research)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

This programme intends to immerse students in an extensive study of literature, including various forms of poetry, prose, novel, drama and criticism. They will study the different periods of literature, which will help them interpret and analyse how literature and writings evolve over time.

The 4-Year programme is spread over eight semesters of classroom interaction and prepares the students to analyse and develop critical insights using suitable methodological and contexts through reflective reading and writing practices. It will enable the learners to get exposed to English Studies through immersive experiences such as meeting writers from different countries, engaging in discourses with academicians, publishers, editors, and journalists, and provides a plethora of opportunities to develop writing and communication skills with critical and analytical thinking .

### COURSE STRUCTURE

#### Semester – I

- Chaucer to Shakespeare: 14th to 16th Century British Literature
- Foundations of Indian Civilization
- Indian Economy
- English Language and Literature
- Soft-skill
- Environmental Studies & Disaster Management
- Indian Ethos and Values

#### Semester – II

- MILTON TO POPE: 17th and 18th Century British Literature
- British Prose
- Creative Writing
- Psychology and Literature
- Communicative English
- Introduction to IT
- Constitution of India

#### Semester-III

- British Romantic Age (1798-1837)
- British Victorian Age (1837-1900)
- Understanding Human Behaviour
- Film Appreciation
- Academic Writing and Composition
- Art of Public Speaking

#### Semester -IV

- Popular Literature
- Modern Age (1900-1945)
- Contemporary English Literature (Post 1945)
- Post-Colonial Literature
- Media Relations and Corporate Communication
- Personality Development and Impression Management

#### Semester -V

- American Literature
- Indian Writing in English
- Literary Criticism
- Indian Society and Practices
- Internship and Dissertation

#### Semester -VI

- Literary Theory and Criticism
- Women Writing
- Modern European Drama
- Partition Literature
- Reporting and Writing

#### Semester – VII

- Language and Linguistics
- European classical literature
- Literature of the Indian Diaspora
- Modern Indian writing in English Translations
- Indian Folk Narrative

#### Semester – VIII

- Research Methodology
- Organizational Culture
- Research Project; OR
  - o Vedic Literature
  - o World Literature
  - o Indian Classical Literature

### Unique Features

- BA - English (Honours/Research) after 4 years
- Exit option after 3 years with BA - English
- Students having BA - English (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Exposure to literary festivals/workshop and authors
- Continuous evaluation system
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars





# B.A. - ECONOMICS (Hons./ Research)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

The Bachelor of Arts in Economics (Hons/Research) is a 4-year course with a descriptive and investigative approach to acquaint the students with all aspects of economic areas, focusing on micro, macro and global paradigms. The course essentially involves studying the main aspects of improving an organisation's overall profitability through diverse approaches and techniques. It equips a student with analytical, communication and problem-solving skills to effectively identify issues, source information and efficient practical solutions.

### Unique Features

- BA - Economics (Honours/Research) after 4 years
- Exit option after 3 years with BA - Economics
- Students having BA - Economics (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
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

### Research/Dissertation

Students choosing a four-year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member in any functional area. The students are expected to complete the Research Project in the eighth semester. After the submission of the dissertation, there will be a viva voce examination.

## COURSE STRUCTURE

### Semester-I

- Introductory Microeconomics
- Organizational Behavior
- Introduction to Business
- English Language and Literature
- Digital Fluency + Practical
- Environmental Studies & Disaster Management
- Constitution of India

### Semester-II

- Introductory Macroeconomics
- Economic History of India
- NGO Management
- Principles of Management
- Communicative English
- Excel Spreadsheet Modelling
- Indian Ethos and Values

### Semester-III

- Indian Economy-I
- Mathematical Methods for Economics-I
- Fundamentals of Insurance
- Business Law
- English Writing & Composition
- Soft Skills

### Semester-IV

- Indian Economy-II
- Mathematical Methods for Economics-II
- Money and Banking
- Public Economics
- Microfinance
- Language Proficiency and Impression Management

### Semester-V

- Intermediate Microeconomics-I
- Intermediate Macroeconomics-I
- Statistical Methods for Economics
- Demographic Studies
- Internship and Dissertation

### Semester-VI

- Intermediate Microeconomics-II
- Intermediate Macroeconomics-II
- Financial Economics
- Development Economics
- SHG Management & Finance

### Semester – VII

- Introductory Econometrics
- Research Methodology
- International Economics
- Environmental Economics
- Introduction to MSME

### Semester – VIII

- Research Project / Dissertation; OR
  - o Introductory Behavioural Economics
  - o Applied Econometrics
  - o Agricultural Economics



# B.A. - PSYCHOLOGY (Hons./ Research)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

Psychology, as a discipline, is of paramount importance to address mental health concerns (for example depression, anxiety, stress, learning difficulty, suicide etc.) and to restore psychological well-being. This programme is a preferred choice for students who are fascinated by how the mind works and want to know how people are motivated to work.

In today's first changing life psycho-social issues are on the rise creating challenges for the society. This course has been designed to enable the psychology graduates to appreciate and handle these challenges.

This 4-Year programme is spread over eight semesters of classroom interaction and prepares the students to discover and understand the self and others, understand why people act the way they do and inculcate the required skills in students to understand and respond to the changing psychological needs of society.

### 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
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

## 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

### 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 Wellbeing

### Practical Exposure

The University has a collaboration with the Mental Health Institute-Centre of Excellence, SCB Medical College and Hospital, Cuttack for practical exposure. A bachelor's degree in Psychology provides a wide scope towards a career in counselling, social work, research, teaching, human resources and many more.



# **ASBM SCHOOL OF INFORMATION SYSTEM**

**B. Tech. - Computer Science & Information Technology**  
**Bachelor of Computer Application (BCA - Hons. / Research)**  
**B.Sc. - IT Management (Hons. / Research)**  
**M. Tech. - Information Technology**  
**Master of Computer Application (MCA)**



# B.TECH. (Computer Science & Information Technology - Hons.)

B. Tech CS & IT is a four-year undergraduate programme that focuses on practical and theoretical knowledge not just in computer hardware and software but also in data security, operating system, data science, artificial intelligence, machine learning and database management systems. It also entails the study of diverse procedures that will help in the storage, development, recovery, transmission, and security of data. B. Tech. in CS & IT will open doors to a myriad of excellent professional prospects such as computer support specialist, database administrator, system administrator, information systems manager, programmer, network engineer, software developer, data warehouse analyst, etc. to name a few.

## Unique Features

- Innovative teaching pedagogy
- Soft skills for employability through ASBM Finishing School and Language Lab Training
- Industry exposure and skill training
- Experienced faculty from industry, profession and academics
- Continuous evaluation system
- Project Work
- Separate hostel facilities for boys and girls inside the campus
- University-owned transport for dayscholars

## COURSE STRUCTURE

### Semester-I

- Programming using C
- Physics
- Math I
- Communicative English
- Office Automation
- Environmental Studies & Disaster Management
- Constitution of India
- Programming using C Lab
- Physics Lab
- Office Automation Lab

### Semester-II

- Digital Logic
- Introduction to Multimedia Technology
- Applied Physics
- Math II
- Principle of Management
- Python programming
- Indian Ethos and Values
- Digital Logic Lab
- Applied Physics
- Python programming Lab

### Semester-III

- Data Structure
- Programming using 'C++
- Engineering Economics
- Statistics and Probability
- English Writing & Composition
- Soft Skills
- Internship I
- Data Structure Lab
- Programming using 'C++ Lab

### Semester-IV

- Design and Analysis of Algorithm
- Computer Architecture and Organization
- Operating System
- Internet & Web Technology
- Microprocessor
- Organisational Behaviour
- Design and Analysis of Algorithm Lab
- Computer Architecture and Organization Lab
- Operating System Lab

### Semester-V

- Database Management System
- Computer Networks
- Computer Architecture and Organization
- MIS & DSS
- Swayam NPTEL Programme Or Android Programming
- Database Management System Lab
- Computer Networks Lab
- Summer Internship Project

### Semester-VI

- Data Science
- Cyber Security
- Computer Graphic
- Automata Theory
- Embedded System
- Data Science Lab
- Cyber Security Lab
- Computer Graphic Lab

### Semester-VII

- Artificial Intelligence
- Programming using Java
- Design and Analysis of Algorithm
- Cloud Computing
- Ecommerce Technologies
- Artificial Intelligence Lab
- Programming using Java Lab

### Semester-VIII

- Software Engineering
- Internet of Things
- Major Project
- Software Engineering Lab





# BCA - (Hons./ Research)

## 3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020

This programme envisions creating computer professionals with a strong foundation of application-oriented skills and the right ethical values to face the challenges and opportunities in the IT industry. The Curricula and Syllabi of the course are designed by incorporating the latest developments through hands-on training labs, and collaborative learning experiences to equip students with high-end skills in software development and critical thinking to excel in the domain of IT industry.

### COURSE STRUCTURE

#### Semester-I

- Programming using 'C'
- Mathematical Foundation to Computer Science
- Economics and Costing
- English Language and Literature
- Office Automation
- Environmental Studies & Disaster Management
- Indian Ethos and Values
- Programming using 'C' Lab
- Office Automation Lab

#### Semester-II

- Digital Logic
- E-commerce
- Internet and Web Technology
- Principles of Management
- Communicative English
- Python programming
- Constitution of India
- Digital Logic Lab
- Python programming Lab

#### Semester-III

- Data Structure
- Computer Architecture and Organization
- MIS & DSS
- Statistics and Probability
- English Writing & Composition
- Soft skills
- Data Structure Lab
- Computer Architecture and Organization Lab

#### Semester-IV

- Programming using 'C++'
- Database Management Systems
- Object Oriented Programming using Java
- Introduction to Artificial Intelligence
- Computer Hardware & Networking
- Language Proficiency and Impression Management
- Programming using 'C++' Lab
- Database Management Systems Lab
- Object Oriented Programming using Java Lab

### Unique Features

- BCA (Honours/Research) after 4 years
- Exit option after 3 years with BCA
- Students having BCA (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Experienced faculty from industry, profession and academics
- Project Work
- Separate hostel facilities for boys and girls inside the campus for interested students
- University-owned transport for dayscholars
- Industry exposure and skill training

#### Semester-V

- Computer Networks
- Computer Graphics
- Operating Systems
- Organisational Behaviour
- Summer Internship Project
- Computer Graphics Lab
- Computer Networks Lab
- Operating Systems Lab

#### Semester-VI

- Software Engineering
- Cyber Security
- Compiler Design
- Design and Analysis of Algorithm
- Numerical Technique
- Software Engineering Lab
- Cyber Security Lab
- Design and Analysis of Algorithm Lab
- Numerical Technique Lab

#### Semester-VII

- Research Methodology
- Data Mining
- Cloud Computing
- UNIX Programming
- Embedded System
- Data Mining Lab
- UNIX Programming Lab

#### Semester-VIII

- Advanced Computer Architecture
- Internet of Things
- Research Project / Dissertation/ OR
- Cloud Computing
- Distributed system
- Machine Learning
- Advanced Computer Architecture Lab
- Machine Learning Lab



# B.Sc. - IT MANAGEMENT (Hons./ Reserach)

**3/4 Years under Curriculum and Credit Framework for UG programmes of UGC as per NEP 2020**

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

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

The B.Sc. (ITM) from ASBM University will prepare the students for Application Programmer, Information Systems Manager, Computer Support Specialists etc., which need involvement in crucial decision-making in the organisation.

## Unique Features

- B.Sc-ITM (Honours/Research) after 4 years
- Exit option after 3 years with B.Sc-ITM
- Students having B.Sc-ITM (Hons. & Research) with minimum 75% eligible for direct admission to Ph.D. without Masters.
- Experienced faculty from industry, profession and academics
- Project Work
- Separate hostel facilities for boys and girls inside the campus for interested students
- University-owned transport for dayscholars
- Industry exposure and skill training

## COURSE STRUCTURE

### Semester-I

- Digital Logic
- Computational Mathematics
- Basic Financial Accounting
- English Language and Literature
- Office Automation
- Environmental Studies & Disaster Management
- Constitution of India
- Digital Logic Lab
- Office Automation Lab

### Semester-II

- Programming using 'C'
- Principles of Management
- Internet and Web Technology
- Numerical Techniques
- Communicative English
- Python Programming
- Indian Ethos and Values
- Programming using 'C' Lab
- Python Programming Lab

### Semester-III

- Programming using C++
- Database Management Systems
- Organisational Behaviour
- Operation Research
- English Writing & Composition
- Soft skills
- Programming using C++ Lab
- Database Management Systems Lab

### Semester-IV

- Operating Systems
- Object Oriented Programming using Java
- Cost Management Accounting
- Introduction to Artificial Intelligence
- Digital Marketing
- Language Proficiency and Impression Management
- Object Oriented Programming using Java Lab
- Operating Systems Lab

### Semester-V

- Software Engineering
- Computer Graphics
- Computer Network
- Production and Operations Management
- Software Engineering Lab
- Computer Graphics Lab
- Summer Internship Project

### Semester-VI

- Marketing Management
- Cyber Security
- Cloud Computing
- Business Environment
- Computer Hardware & Networking
- Cyber Security Lab
- Computer Hardware Networking Lab

### Semester-VII

- Research Methodology
- Theory of Computation
- Data Science
- Fundamentals of Financial Management
- Project Management
- Theory of Computation Lab
- Data Science Lab

### Semester-VIII

- Compiler Design
- Logistics and Supply Management
- Research Project /Dissertation: OR
- Managerial Economics
- Internet of Things
- Data Mining and Data Warehousing
- Compiler Design Lab



# M.TECH. (INFORMATION TECHNOLOGY)

M. Tech. in IT is a two-year post-graduate programme that focuses on advanced versions in practical and theoretical knowledge in data security, operating system, data science, artificial intelligence, machine learning, database management systems and programming. It also entails the study of various procedures that will help in the storage, development, recovery, transmission, and security of data. A degree in M. Tech. with CS IT will open doors to a myriad of excellent professional prospects such as computer support specialist, database administrator, system administrator, information systems manager, programmer, network engineer, software developer, data warehouse analyst, etc to name a few.

## Unique Features

- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Dissertation
- Live projects and industry internship
- University-owned transport for dayscholars
- Separate hostels for boys and girls inside campus

## COURSE STRUCTURE

### Semester I

- Advanced JAVA Programming
- Advanced Computer System Architecture
- Advanced Database Management System
- Machine learning
- Advanced JAVA Programming Lab
- Advanced Computer System Architecture Lab
- Advanced Database Management System Lab

### Semester II

- Distributed Systems
- Data Analytics
- Advanced Cyber Security
- Elective I (Any one)
  - o Mobile Computing/
  - o Natural Language Processing
- Distributed Systems Lab
- Data Analytics Lab
- Advanced Cyber Security Lab

### Semester III

- Software Project Management
- Elective II(Any one)
  - o Soft Computing
  - o Pattern Recognition
- Thesis Part I

### Semester IV

- Seminar
- Comprehensive Viva-Voce
- Final Thesis



# MASTER OF COMPUTER APPLICATION (MCA)

The 2-Year Master in Computer Application (MCA) program is specially designed for those with a passion and zeal to use technology for solving problems. The curriculum and syllabus of the course are formulated considering the recent technological advancements and best practices of the IT industry to help students learn solving problems, accomplishing IT tasks, and expressing creativity, both individually and collaboratively. The course imparts not just knowledge and skills but also precision, creativity and careful reasoning to its students which is essential to become competent and shine as software engineers, system administrators, data scientists, financial analysts, app developers and IT consultants.

ASBM University believes in holistic development of its students. Hence, in addition to studies and curricular activities, the students are encouraged to participate in co-curricular and extra-curricular activities like conferences, seminars, lectures, debates, cultural programmes, social responsibility activities, games, festivals, etc. Conferences and seminars are conducted regularly on different subjects to update the knowledge base of the students.

## Unique Features

- Innovative teaching pedagogy
- Experienced faculty from industry, profession and academics
- Continuous evaluation pattern
- Dissertation
- Live projects and industry internship
- University-owned transport for dayscholars
- Separate hostels for boys and girls inside campus

## COURSE STRUCTURE

### Semester I

- Data Structure using 'C'
- Operating System
- Computational Mathematics
- Microprocessor
- Economic and Costing
- Data Structure using 'C' Lab
- Operating System Lab

### Semester II

- Computer Architecture and Organization
- Programming with Java
- Cyber Security
- Data Base Management System
- Python Programming
- Computer Architecture and Organization Lab
- Programming with Java Lab

### Semester III

- Software Engineering
- Design and Analysis of Algorithm
- Elective I (Any one)
  - o Data Science
  - o Artificial Intelligence
  - o Distributed System
- Elective II (Any one)
  - o Cloud Computing
  - o Image Processing
  - o Machine Learning
- Elective III (Any one)
  - o Compiler Design
  - o Internet and Web Technology
  - o Mobile Computing

### Semester IV

- Elective IV (Any one)
  - o Computer Graphics
  - o Data Ware Housing and Data Mining
  - o Deep Learning
- Project Work and Viva-Voce





# ASBM SCHOOL OF LAW

## ASBM SCHOOL OF LAW

5-Year Integrated

BA LLB (Hons.) | BBA LLB (Hons.)

*Recognised by Bar Council of India*

**LLM**





# BA - LLB (Hons.)

## 5-Year Integrated Programme Recognised by Bar Council of India

No civilized society can survive without the enforceability of law, and hence the importance of law education.

ASBM University offers Bachelor of Arts & Bachelor of Law – Honours (BA LLB - Hons.) course as a five-year full-time integrated programme with recognition and approval from 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 real world.

Successful completion of this course can open a wide array of opportunities both in public and private sectors, such as judicial service, civil service, law firms, corporate houses, banks, consultancy etc. of course in addition to professional law practice.

### Unique Features

- Experienced faculty from industry, profession and academics
- Moot Court Exercise and Internship for practice-driven experiential learning
- Honours in Law related to Business, Intellectual Property, Information Technology and Cyber Security
- Foreign language training
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

[www.asbm.ac.in](http://www.asbm.ac.in) | 42

### Curriculum Design

The students will undergo 256 credits of course work during the five-year programme that includes 80 credits of Core Discipline subjects, 108 credits of Core Law subjects, 16 credits each of Electives and Clinical subjects, 32 credits of Honours and 4 credits of Dissertation.

### 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.

# SAMADHAN





## COURSE STRUCTURE

### Semester I

- English - I: English Language and Literature
- Political Science - I: Introduction to Political Science
- Fundamentals of Management & Organisational Behaviour
- Economics -I: Microeconomics
- Law of Contract
- Constitutional Law - I

### Semester II

- English-II: Communicative English
- Political Science -II: Political Theory
- Sociology - I: Introduction to Sociology
- Economics - II: Macro Economics
- Special Contract
- Constitutional Law - II

### Semester III

- English - III: English Writing & Composition
- Political Science - III: Public Administration
- Sociology - II: Indian Society & Practices
- Economics - III: Indian Economy and Policies
- Family Law-I
- Law of Tort and MV Act

### Semester IV

- English - IV: Language Proficiency and Impression Management
- Sociology - III: Social Disorganisation & Deviance
- Indian Legal & Constitutional History
- Indian Culture and Ethos
- Family Law - II
- Public International Law

### Semester V

- Jurisprudence
- Law of Evidence
- Indian Penal Code - I
- CRPC-1
- Administrative Law
- Elective - I (Any one)
  - o Human Rights - Law and Practice
  - o White Collar Crime
  - o Farmer and Breeders' Rights

### Semester VI

- Environmental Law
- Land Laws
- Indian Penal Code - II
- CRPC-11
- Corporate Law - I (Company Law)
- Elective - II (Any one)
  - o Humanitarian and Refugee Law
  - o Media and Law
  - o Transportation Law

### Semester VII

- Corporate Law - II
- Civil Procedure Code - I
- Transfer of Property - I
- Alternate Dispute Resolution
- Law of Insurance (Honours)
- Intellectual Property Rights (Honours)
- Elective -III (Any one)
  - o Private International Law
  - o Law on Education
  - o Bio-diversity Protection

### Semester VIII

- Interpretation of Statute
- Civil Procedure Code - II
- Transfer of Property - II
- Drafting, Pleading & Conveyance
- Cyber Law (Honours)
- Law of Carriage (Honours)
- Elective-IV(Any one)
  - o Gender Justice & Feminist Jurisprudence
  - o Prison Administration
  - o Penology and Victimology

### Semester IX

- Labour and Industrial Law-I
- Women & Criminal Law
- Right to Information
- Professional Ethics & Professional Accounting System
- Competition Law (Honours)
- Banking Law (Honours)
- Dissertation and Viva-voce

### Semester X

- Labour and Industrial Law - II
- Offences against Children & Juvenile Justice
- Principles of Taxation Law
- Consumer Protection Law
- Health Law (Honours)
- Law of Investment (Honours)
- Moot Court Exercise and Internship



# BBA - LLB (Hons.)

## 5-Year Integrated Programme Recognised by Bar Council of India

No civilized society can survive without the enforceability of law, and hence the importance of law education.

ASBM University offers Bachelor of Business Administration & Bachelor of Law – Honours (BBA LLB - Hons.) course as a five-year full-time integrated programme with recognition and approval from 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 real world.

Successful completion of this course can open a wide array of opportunities both in public and private sectors, such as judicial service, civil service, law firms, corporate houses, banks, consultancy etc. of course in addition to professional law practice.



### Unique Features

- Experienced faculty from industry, profession and academics
- Moot Court Exercise and Internship for practice-driven experiential learning
- Honours in Law related to Business, Intellectual Property, Information Technology and Cyber Security
- Foreign language training
- Separate hostels for boys and girls inside campus
- University-owned transport for dayscholars

### 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 256 credits of course work during the five-year programme that includes 80 credits of Core Discipline subjects, 108 credits of Core Law subjects, 16 credits each of Electives and Clinical subjects, 32 credits of Honours and 4 credits of Dissertation.



## COURSE STRUCTURE

### Semester I

- English - I: English Language and Literature
- Accounting for Managers
- Fundamentals of Management & Organisational Behaviour
- Introduction to Political Science
- Law of Contract
- Constitutional Law - I

### Semester V

- Jurisprudence
- Law of Evidence
- Indian Penal Code - I
- CRPC-1
- Administrative Law
- Elective – I (Any one)
  - o Human Rights - Law and Practice
  - o White Collar Crime
  - o Farmer and Breeders' Rights

### Semester IX

- Labour and Industrial Law-I
- Women & Criminal Law
- Right to Information
- Professional Ethics & Professional Accounting System
- Competition Law (Honours)
- Banking Law (Honours)
- Dissertation and Viva-voce

### Semester II

- English-II: Communicative English
- Managerial Economics
- Quantitative Techniques for Management
- Financial Management
- Special Contract
- Constitutional Law - II

### Semester VI

- Environmental Law
- Land Laws
- Indian Penal Code - II
- CRPC - II
- Corporate Law – I (Company Law)
- Elective - II (Any one)
  - o Humanitarian and Refugee Law
  - o Media and Law
  - o Transportation Law

### Semester X

- Labour and Industrial Law – II
- Offences against Children & Juvenile Justice
- Principles of Taxation Law
- Consumer Protection Law
- Health Law (Honours)
- Law of Investment (Honours)
- Moot Court Exercise and Internship

### Semester III

- English - III: English Writing & Composition
- Production and Operations Management
- Human Resource Management
- Marketing Management
- Family Law-I
- Law of Tort and MV Act

### Semester VII

- Corporate Law - II
- Civil Procedure Code - II
- Transfer of Property - I
- Alternate Dispute Resolution
- Law of Insurance (Honours)
- Intellectual Property Rights (Honours)
- Elective – III (Any one)
  - o Private International Law
  - o Law on Education
  - o Bio-diversity Protection

### Semester IV

- English - IV: Language Proficiency and Impression Management
- Business Policy and Strategy
- Indian Legal and Constitutional History
- Indian Culture and Ethos
- Family Law - II
- Public International Law

### Semester VIII

- Interpretation of Statute
- Civil Procedure Code – II
- Transfer of Property – II
- Drafting, Pleading & Conveyance
- Cyber Law (Honours)
- Law of Carriage (Honours)
- Elective - IV (Any one)
  - o Gender Justice & Feminist Jurisprudence
  - o Prison Administration
  - o Penology and Victimology

### Moot Court



# LLM

## (Corporate & Commercial Law)

The recent advancements in trade and commerce the world over have created a demand for law professionals with expertise in corporate and commercial law.

The objective of the programme is to provide high-quality legal research education that fosters creativity and excellence. The students are prepared to meet the needs of society in the ever-changing global environment. The programme will enable the students to have theoretical legal foundations as well as a research orientation towards law practice, enabling them to perform as effective legal practitioners while also taking on greater social responsibilities.

ASBM School of Law offers a one-year full-time LLM (Corporate & Commercial Law). This programme will enable the students to attain expertise in different aspects of corporate and commercial 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.

### Unique Features

- Experienced faculty from the academics and legal profession
- Retired judges, practitioners and corporate executives to share practical experience
- Special law library with E-Resources
- Interdisciplinary Approach to Legal Education
- Designed to provide specialised legal training in the functioning of law compliances and practices
- Continuous evaluation system;
- Separate hostels for boys and girls inside the campus.

## COURSE STRUCTURE

### Semester-I

- Research Methodology and Legal Writing
- Advanced Legal Writing
- Comparative Legal Systems
- Law and Justice in a Globalised World
- Company Law
- Banking and Insurance Law
- International Commercial Dispute Resolution

### Semester-II

- Securities & Financial Markets Law
- Intellectual Property Law
- International Trade Law
- Investment Law
- Competition Law
- Infrastructure Law
- Dissertation





## ADMISSION ELIGIBILITY CRITERIA

PROGRAMMES	ELIGIBILITY
<b>MBA</b> <b>MBA – Pharmaceutical Management</b>	Bachelor's degree (any stream) or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised university. A valid CAT / XAT/ MAT/CMAT/ATMA/ASBMUEE test scorecard.
<b>4 YEAR INTGRATED MBA</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>MA – HRM &amp; LR</b>	Bachelor's degree or equivalent with minimum 50% marks in aggregate (45% for reserved category) in any discipline from any recognised university.
<b>M. COM</b>	Bachelor's degree in Commerce or equivalent in relevant discipline with minimum 50% aggregate marks from any recognised University.
<b>MA – Economics</b>	Any graduate with Economics as one of the subjects with minimum 50% aggregate marks (45% for reserved category) from a recognised university.
<b>MA - English</b>	Bachelor's degree in English or equivalent in relevant discipline with minimum 50% marks in aggregate (45% for reserved category) from any recognised University.
<b>MA - Applied Psychology</b>	Bachelor's degree in Psychology or equivalent in relevant discipline with minimum 50% aggregate marks (45% for reserved category) from any recognised University.
<b>M. Tech - IT</b>	Bachelor's degree in Engineering/Technology or equivalent in an appropriate area or M.Sc. (Computer Science/IT) or Graduates (AMIETE) from Institute of Electronics & Telecommunication Engineers (IETE) in Computer Science & Engineering or MCA or M.Sc. (Mathematics/Mathematics & Computing/Statistics) with minimum 60% marks from a recognised University.
<b>MCA</b>	Bachelor's degree (any stream) or equivalent with minimum 50% aggregate marks (45% for reserved category) from any recognised university defined by UGC with Mathematics as a subject at +2 or Graduate level.
<b>LLM</b>	Bachelor's degree in Law or equivalent degree with minimum 55% marks in aggregate (50% for reserved category) from any recognised University.

### Foreign/ NRI students : Eligibility

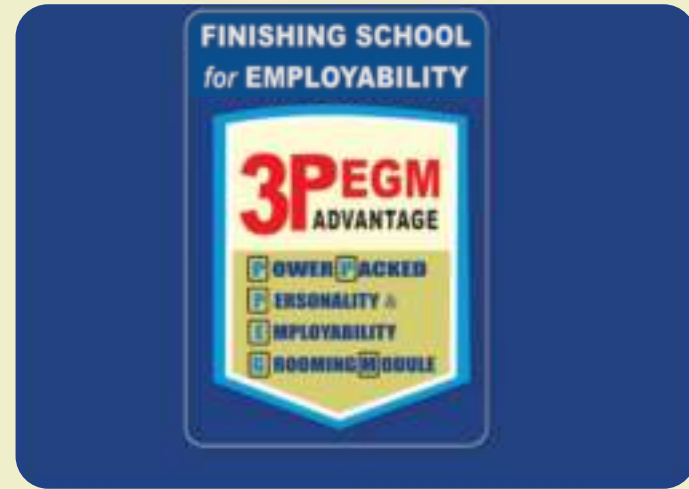
Students who have requisite qualification from foreign universities or board of higher education as equivalent to the higher secondary, graduation, post-graduation stage of India and recognised by Association of India Universities (AIU) are eligible for admission.

PROGRAMMES	ELIGIBILITY
<b>BBA (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>B. Com (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA - Economics (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA – English (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA – Liberal Arts (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>BA - Psychology (Hons./Research)</b>	At least 45% marks in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India.
<b>B. Tech – CSIT (Hons./Research)</b>	At least 50% marks (45% for reserved category) in +2/ XII (Science Stream) and valid JEE/ASBMUEE Test scorecard.
<b>BCA (Hons./Research)</b>	At least 50% aggregate marks (45% for reserved category) in +2/ XII Class (any stream) or its equivalent public examination from any recognised board of education in India. OR Three-year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by the State Council of Technical Education and Vocational Training.
<b>B.Sc. - IT Management (Hons./Research)</b>	At least 50% marks (45% for reserved category) in +2/ XII Class (Science stream) or its equivalent public examination from any recognised board of education in India. OR Three-year Diploma in Engineering with minimum 50% marks in aggregate (45% for reserved category) from an institution recognised by the State Council of Technical Education and Vocational Training.
<b>BA LLB (Hons.) BBA LLB (Hons.)</b>	At least 45% aggregate marks (42% for OBC category and 40% in case of SC and ST category) in +2/ XII Class or equivalent examination. A valid CLAT/ AILET/ XLET/ ASBMUEE Test scorecard.



## FINISHING SCHOOL : THE CONDUIT to EMPLOYABILITY

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



### UNIQUE FEATURES

- Potential assessment through psychometric tests
- Language ability assessment
- Complete grooming through mentoring and counseling
- Professional, social and personal etiquettes
- Effective communication through language lab intervention
- Resume building
- Participating in group discussion
- Facing interviews
- Impression management
- Full dress rehearsal for placement



## Industry Connect

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

Hands-on industry exposure is gained through internship which is compulsory at ASBM for management and all under-graduate programmes.



## Placement

ASBM University has established its credibility through quality education backed by academic rigor with industry focused curricula and practical hands-on training on soft skills and professional etiquette through the Finishing School Modules. The Power Packed Personality & Employability Grooming Module (3PEGM) supported by learning through language lab and psychometric lab, makes the students industry-ready thus, enhancing the employability of the students. ASBM University takes all initiatives for competency development of the students to exert high performance. From its inception, ASBM has a consistent record of excellent placement of its MBA programme with multiple offers. The interested BBA students have also bagged coveted placements. A well-organized placement team streamlines the recruitment process ensuring that the students get the jobs of their choice.





# Our Proud Recruiters\*



\* An indicative list



# ASBM University 3rd CONVOCATION 2023



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







# 2023 IGNITE THE NATIONAL TALENT FESTIVAL *The Most awaited Cultural Extravaganza of the year*

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.

### **Start-up Carnival**

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



# Campus Life at ASBM







**Campus  
Life at  
ASBM**

# Alumni Testimonials



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

**Arijit Brahma, Batch 2016-18,**  
General Manager, Operations, Bharat Financial Inclusion Limited



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

**Deepak Mishra, Batch 2008**  
Supply Chain & Operations (North America), SKF Group, USA



Started in 2006 the 'decade old institution has proved to be a front runner in management education in the world. The B-School is a pioneer of the case-study approach' to management education. Its flagship event 'Market' is a holistic approach towards reinforcing the education in practice in a fun way, which is one of its kind in the whole Asia. I owe not only the management lessons but also the life lessons learnt to my college. The learned faculty members, beautiful campus, rich library and intelligent batch mates made a great impact on my personality and learning.

**Abhipsa Mishra, Batch 2006,**  
Business & Change Agility - CN, T & O  
Accenture



Learning & grooming in ASBM brought changes in me. The course curriculum and innovative ways of delivery have made me different and successful in my career.

**Pritish Uttaray, Batch 2010**  
Chief Manager, Bank of Baroda



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

**Ayushman Ray, Batch 2008,**  
State Format Head - Trends  
Reliance Retail



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

**Souryabrata Nayak, Batch 2008**  
Cluster Manager, Reliance Retail



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

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



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

**Chayanika Hazra, Batch-2017-19**  
Tax Consultant, Deloitte India



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

**Ankita Parida, Batch-2018**  
Success Factors Consultant, iXerv



My two years in ASBM were 'memorable as it was the first time I was into hostel life, some 2000 kms away from my hometown Lucknow. During the two years I took all the opportunities and challenges with a positive frame of mind; be it being the class representative, placement cell co-ordinator or marketing club member. Most of my time in the evening after classes I used to spend it in library reading newspapers and journals. I owe a lot to my alma mater ASBM, my mentors and professors; with quality education I got a great platform being placed in Asian Paints (my 1st employer) where I spent 5 years and that helped me in turn get into Maruti Suzuki later (my current employer). I then got married to Abreyee Choudhury who is now my better-half from my batch in ASBM. She is also well settled in Axis, Bank.

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



# Leader's Testimonials



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

**Her Excellency, Smt. Pratibha Devisingh Patil,**

Former President of India



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

**Ambassador Lalit Mansingh,**

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



It was an excellent experience to be a part of the ASBM University's Convocation. Under the guidance of Prof. Pattanayak, the University is poised to break new barriers in academic excellence, and more important academia - corporate relationship.

**Mr. Atanu Kumar Das**

Managing Director & CEO, Bank of India



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

**Dr. Craig Mitchell Brewer,**

Dean, Los Angeles Pacific University, USA



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

**Dr. Alby Anand Kurian,**

Professor, Exeter University, UK



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

**Mr. Richard Rekhy,**

Former Chief Executive Officer, KPMG - India

It fills me with great joy and pride to see such a flowering university under the able guidance and vision of Prof. Biswajeet Pattanayak.

**Dr. Bishnupada Sethi, IAS**

Principal Secretary, Higher Education, Govt. of Odisha



This University is a temple - a temple of knowledge. Your Head Priest Dr. B. Pattanayak is a fantastic leader. Pleasure being with you all.

**Mr. S. V. Nathan**

Partner & Chief Talent Officer, Deloitte India & National President, NHRDN



My admiration and salutations to Dr. Biswajeet Pattanayak and his Team for building this great Institution and temple of learning. It is created out of love and dedication. With best wishes to the team to continue the great service to society.

**Capt. G.R. Gopinath**

Founder, Air Deccan



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

**Dr. Bijoy Kumar Sahoo,**

Executive Vice-Chancellor & Provost, Southern University, USA



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

**Mr. Mahendra Agarwal,**

Founder, Gati - KWE Limited



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

**Mr. Rakesh Sharma,**

MD & CEO, IDBI Bank



## Events for Professional Exposure & Holistic Development

### Conference & Symposium

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

### 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 and Vigilance Awareness
- International Women's Day



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 memento from Prof. Biswajeet Pattanayak, President, ASBM University.



Prof. Biswajeet Pattanayak, Founder & President, ASBM University presenting his book Human Resource Management to H.E. Shri Raghubar Das, 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.



Prof. Biswajeet Pattanayak, Founder & President, ASBM University Presenting Economic Survey Report of Odisha to Mr. V. K. Pandian, IAS, Chairman 5T (Transformational Initiatives) & Navin Odisha





# Conference & Symposium



**National HR Symposium- 2023** organised by ASBM School of Business was held on 18th November 2023 on "Global HR: Building Organisations of the Future." Graced by Mr. Prem Singh, National President, NHRDN & Group HR-JK Organisations, Mr. Suresh G., Executive Director, Odisha Asset, Arcelor Mittal Nippon Steel Ind. Ltd., Ms. Pallavi Pednekar, Talent Director, Deloitte India, Ms. Brishti Mondal, VP-HR, NRI Fintech India, Dr. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Ranjan Ku. Bal, VC, ASBM University, Dr. Smaraki Pattanayak, Principal Director, ASBM University.



**National Commerce & Finance Symposium- 2023** Organised by ASBM School of Accountancy was held on 04th November 2023 on "Corporate Excellence : Reforms in Accounting & Finance." Graced by Prof. Arka Ku. Dasmahapatra, VC, Odisha State Open University, Prof. Shakti Ranjan Mohapatra, Dean of Management, BPUT, Mr. Prabhakar Mohanty, Former Finance Director, OPGC & OHPC, Prof. Biswajeet Pattanayak, Founder & President, ASBM University and Dr. Ranjan Ku. Bal, VC, ASBM University.



**National Marklogistics Symposium** organised by ASBM School of Business was held on 21st January 2023 on "Meeting the Customer Demand - Building a Responsive Supply Chain." Graced by Mr. R.N. Mohapatra, Executive Director (Commercial - Marketing), NALCO, Sri Kamdev Mohanty, Chief Operating Officer Grocery Retail & JioMart, Reliance Retail, Sri B.C. Mohanty, Managing Director, ORICLEAN Pvt. Ltd., Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Rutuparna Dash, Coordinator, ASBM University.



**National IT Symposium** organised by ASBM School of Information System was held on 11th February 2023 on "IoT and Industry 4.0." Graced by Mr. Subrata Mohanty, Group General Manager (Systems, BD & R&D), NALCO, Mr. Shashank Choudhary, Chief Technical Officer, Odisha Skill Development Authority, Prof. Jibitesh Mishra, HOD, Dept. of Computer Sc. & Application, OUTR, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Ranjan Ku. Bal, VC, ASBM University, Dr. Ricky Mohanty, Head, School of Information System, ASBM University.

# Conference & Symposium



**National Literary Symposium** organised by ASBM School of Liberal Arts was held on 25th February 2023 on "Trauma and Tension in Contemporary Literature." Graced by Dr. Bishnupada Sethi, IAS, Former Principal Secretary, Dept. of Higher Education, Govt. of Odisha, Shri Haraprasad Das, Eminent Writer & Former Deputy Comptroller & Auditor General of India, Dr. Mrinal Chatterjee, Director, IIMC, Dhenkanal, Dr. Sachidananda Mohanty, Former VC, Central University of Odisha, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Ranjan Ku. Bal, VC, ASBM University, Dr. Kalyan Shankar Ray, Vice President, ASBM University.



**National Law Conclave** organised by ASBM School of Law was held on 21st January 2023 on "The Role of the Judiciary in a Changing World." Graced by Hon'ble Justice Mr. Anang Kumar Patnaik, Former Judge, Supreme Court of India, Mr. Ashok Kumar Parija, Advocate General, Odisha, Prof. Ved Kumari, Vice-Chancellor, National Law University, Cuttack, Prof. Biswajeet Pattanayak, Founder & President, ASBM University and Dr. Binay Kumar Das, Dean, School of Law, ASBM University.



**Meet the Author** - organised by ASBM University and Odisha Art & Literature Festival was held on 2nd November 2023. Graced by Mr. Evald Flisar, Slovene Novelist, Poet & Playwright, Mr. Manu Dash, Poet, Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Dr. Kalyan Shankar Ray, Vice President, ASBM University.



Capt. G. R. Gopinath, Founder Air Deccan addressed the students of ASBM University under Road to Excellence Lecture Series



# Foundation Day Lecture



Shri Asit Tripathy, IAS, Principal Advisor to CM Odisha, Chairman of Western Odisha Development Council graced the occasion as the Chief Guest and delivered the Foundation Day Lecture.

## Inauguration of New Batch



**Prarambha**, the Inauguration of the New batch of ASBM University on 02nd September 2023 graced by Dr. Douglas J. Gilbert, Professor, Walden University, USA, Mr. Manas Ranjan Panda, MD, Odisha Computer Application Centre, Mr. Rajiv Bhatnagar, ED, ArcelorMittal Nippon Steel India Ltd., Prof. Biswajeet Pattanayak, Founder & President, ASBM University, Prof. Ranjan Kumar Bal, Vice-Chancellor, ASBM University.

## Akanksha-Freshers' Day



## MERIT SCHOLARSHIP

**MBA** - Rs. 1,00,000/- (Rupees One Lakh)

Minimum 60% marks or equivalent CGPA throughout the career

**ALL OTHER PROGRAMMES - 20% of the Academic Fee**

(except Ph.D., MBA, MBA - Pharmaceutical Management, and Integrated MBA)

Minimum 60% marks or equivalent CGPA throughout the career

Bank of India



## Educational Loan

ASBM University recognised under Bank of India's Star Vidya Loan Scheme for Educational Loan to all Indian nationals

## FEE STRUCTURE FOR ADMISSION BATCH 2024-25

### POST GRADUATE PROGRAMMES

Details	MBA	MBA Pharmaceutical Management	MA - HRM & LR	M.COM	M.A.-ECO	M.A.-ENG	MA-Applied Psychology	MCA	M.TECH- IT	LLM
Course Fee- 1st Year	370000	240000	160000	50000	25000	25000	50000	80000	80000	100000
Course Fee- 2nd Year	316000	196000	100000	50000	25000	25000	50000	80000	80000	

### UNDER GRADUATE & 4-YEAR INTEGRATED MBA PROGRAMMES

Details	BBA (Hons/ Research)	B.Com.(Hons./ Research)	BA -English (Hons./Research)	BA -Economics (Hons./Research)	BA - Liberal Arts (Hons./Research)	BA - Psy (Hons./Research)	B.TECH- CS & IT (Hons.)	B.SC. -ITM (Hons./Research)	BCA (Hons./Research)	4-YEAR INT. MBA
Course Fee- 1st Year	61750	55000	25000	25000	25000	30000	100000	35000	35000	61750
Course Fee- 2nd Year	59500	50000	25000	25000	25000	30000	100000	35000	35000	59500
Course Fee- 3rd Year	59500	45000	25000	25000	25000	30000	100000	35000	35000	240000
Course Fee- 4th Year	60250	50000	25000	25000	25000	30000	100000	35000	35000	196000



## UG LAW PROGRAMMES

Course Fee	BBA LLB(Hons)- Integrated	BA LLB (Hons)- Integrated
1st Year	80000	80000
2nd Year	80000	80000
3rd Year	80000	80000
4th Year	80000	80000
5th Year	80000	80000

## DOCTORAL PROGRAMME IN MANAGEMENT & COMMERCE

Particulars	FEE
Admission Fee	20000
Course Work Fee	40000
Academic Fee (Semester)	35000
Half Yearly Report Submission Fee	1000
Examination & Viva-Voce	60000

### CAUTION MONEY

Particulars	Amount
All Programmes (Residential)	10000
All Programmes (Non-Residential)	5000

### HOSTEL FEE

Year	Accommodation			Mess
	Single Occupancy (Attached Toilet)	Single Occupancy (Without Attached Toilet)	Twin Sharing	
1 <sup>st</sup> Year	81200	67500	45080	67100
2 <sup>nd</sup> Year	103124	85500	57000	73000
3 <sup>rd</sup> Year	103124	85500	57000	81000
4 <sup>th</sup> Year	130967	107730	65300	89100
5 <sup>th</sup> Year	144064	118503	71830	98010

### TRANSPORTATION CHARGE

Year	Amount
Year 1 <sup>st</sup>	43923
Year 2 <sup>nd</sup>	48300
Year 3 <sup>rd</sup>	53000
Year 4 <sup>th</sup>	58300
Year 5 <sup>th</sup>	64130



# 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 offence 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.



# About Bhubaneswar

Bhubaneswar, the capital city of Odisha, is one of the first planned cities of India and is now in the forefront of the smart city movement. Aply called the City of Temples, it is home to a large number of temples, the more famous ones being Bharateswar & Satrugneswar (6th century AD), Parsurameswar (7th century), Rameswar & Vaital (9th century), Mukteswar (10th century), Rajarani & Brahmeswar (11th century), and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath Temple) and Konark (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konark add to the attraction.

Bhubaneswar is also an acclaimed center for art and craft- applique work (from Pipili), handloom saree (from Sambalpur, Berhampur, Sonepur & Maniabandha), silver filigree (from Cuttack), stone carving, pata painting (from heritage village Raghurajpur), brass & bell metalwork (from Kantilo & Balakati), dhokra casting, horn art, cane furniture etc. It is also the home to world renowned Odissi Dance and Odissi music.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhauli (with its Ashokan Rock edict and Buddhist monument standing witness to transformation of Ashoka, the War Monger to Ashok, 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.



## How to Apply :

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

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

Candidates appearing at the final examination can also apply.







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