

# ASBM SCHOOL OF BUSINESS

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



## INFORMATION BROCHURE 2024

Ranked A+++ by Business India, 2024.

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



**ASBM University, Bhubaneswar**



+91 0674-2744881  
1800 3456 5855



info@asbm.ac.in  
www.asbm.ac.in



Shiksha Vihar, Bhola (Chandaka),  
Bhubaneswar-754012



## Excerpts from the convocation address of H.E. Shri Ram Nath Kovind, Hon'ble 14<sup>th</sup> 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 your 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 this 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.





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

**Formerly Distinguished Professor  
IIM, Indore, Lucknow & Mumbai**

**Founder & President, ASBM University**



## **The Legacy of Excellence and Innovation**

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

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

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

An internationally known expert in the domain of Human Resource Management, a Lagaan Famed an, a widely acclaimed management Guru, Prof. Biswajeet Pattanayak had an exceptionally enriching career with remarkable achievements, including becoming a full Professor in Indian Institute of Management (IIM) at the very young age of 35. He went on to adorn the position of Director of the Reserve Bank of India run Indian Institute of Bank Management at the age 37, a rare distinction again. In an exceptional manner, Prof. Pattanayak combines all the qualities of a management educator, 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 organization that he envisioned.

Leaving aside the coveted positions that he had occupied, Prof. Pattanayak preferred to return to his home state Odisha to pursue his dream of creating an IIM out of a private business school to provide an affordable platform to meritorious students across the

country, and outside as well, interested in pursuing a career in management. That is how Asian School of Business Management was established in the year 2006 in the very lap of nature in a green campus close to Chandaka Wildlife Sanctuary at Bhubaneswar, the capital city of Odisha. It was built in a record time of 180 days and was inaugurated by the Hon'ble Vice President of India, His Excellency Shri Bhairon Singh Shekhawat with the words, "a new sunrise in management education". His Excellency Shri Rameswar Thakur, Hon'ble Governor of Odisha and Shri Naveen Patnaik, Hon'ble Chief Minister of Odisha had also graced the occasion.

Asian School of Business Management was highlighted in the October, 2006 special B School issue of Business India as, 'a world-class business school modelled after the best IIMs set up in 180 days'. Over the years, it has been recognized as a front-ranking business school for its outstanding achievements and its unique industry-linked sectoral-focused programmes.

ASBM received international recognition through accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA and also by the South Asian Quality Systems (SAQS). In recognition of its outstanding journey of a decade and half benchmarking quality parameters, the Government of Odisha conferred on Asian School of Business Management the 'University Status' on 26 September 2019 by the enactment of the ASBM University, Odisha Act, 2019 (Odisha Act 4 of 2019). ASBM University now carries forward the ASBM legacy of excellence and innovation in education and research, and offers cutting-edge programmes in various fields of higher education. The University is engaged in imparting futuristic and holistic education at par with international standards with the objective of preparing our youth to face global competition and to participate in shaping India to become a world leader.

# Why ASBM University



## RECOGNITION

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



## STATE OF THE ART INFRASTRUCTURE

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



## GLOBAL ACCREDITATION

ASBM is the only University in Eastern India to have been awarded the prestigious ACBSP (Accreditation Council for Business Schools and Programmes, USA) Accreditation for its MBA Programme which has made it globally recognized. This accreditation has given ASBM University access to around 1,200 University campuses throughout the world for student and faculty exchange as a part of ACBSP's Global Network ACBSP Ignites a standard of excellence with an accreditation process based on Baldrige Education Criteria for performance.



## MATCHLESS MENTORS

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



## WORLD CLASS CURRICULUM

The curricula of all the 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.



## STELLAR RATINGS

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

## ASBM School of Business Edge

- ✓ Ranked A+++ in Business India B School survey in the league of IIM Tiruchahirappalli
- ✓ Only University in Eastern India to have been awarded accreditation by the prestigious ACBSP (Accreditation Council for Business Schools and Programmes, USA)
- ✓ Matchless mentors with background of Institution of national importance like, IIM, IIT, NIT etc.
- ✓ Track record of excellent campus placement



## ASBMU Campus

- ✓ Sprawling E campus situated in the midst of a scenic landscape with natural flora and fauna.
- ✓ Residential campus with soothing ambience and separate hostels for girls and boys with internet connection.
- ✓ Ray Kroc multi cuisine food court, Nestle Coffee shop, fast food centre and ice cream parlour.
- ✓ Gymnasium, Yoga & Meditation centre, Dance Studio and entertainment zone with indoor games for holistic physical, mental and spiritual development.
- ✓ Outdoor games like volley ball, badminton etc.
- ✓ Air conditioned central library - 'Chanakya Knowledge Centre' - with more than 30,000 books and 12,000 international and national journals and e-journals.
- ✓ Mother Teresa Health centre to provide 24 hours health service, with an ambulance for emergencies.
- ✓ Fully air conditioned auditoriums with advanced acoustics and audio visual equipment and open air theater.
- ✓ India Post payment bank, Union Bank ATM & ASBM University post office.
- ✓ Charles Babbage Computer Centre with modern computing facilities, Statistics lab, and language lab, etc.



## Courses offered

### UNDER GRADUATE Programme

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

### POST GRADUATE Programmes

- ✓ **MBA - MASTER OF BUSINESS ADMINISTRATION** - HR/Marketing/Finance Operations, Logistics & Supply Chain Management/Business Analytics/Agribusiness.
- ✓ **4 YEAR INTEGRATED MBA** - HR/Marketing/Finance/Operations, Logistics & Supply Chain Management/Business Analytics/Agribusiness.
- ✓ **MBA - PHARMACEUTICAL MANAGEMENT**
- ✓ **MASTER IN HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS (MA-HRM & LR)** in collaboration with National HRD Network (NHRDN)

### DOCTORAL Programme

- ✓ **PH.D. PROGRAMME IN MANAGEMENT**

# MBA: Master of Business Administration



Accredited by Accreditation Council  
for Business Schools & Programme,  
USA



## DUAL SPECIALISATION (Any Two):

HR/Marketing/Finance/ Operations,  
Logistics & SCM/Business Analytics/  
Agribusiness

## SUPER SPECIALIZATION (Any One):

HR/Marketing /Finance/Operations  
& LSCM/Business Analytics  
Agribusiness

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

## UNIQUE FEATURES

- Global Accreditation by ACBSP,USA
- Option of dual or single specialization
- Open electives
- IIM model choice-based credit system
- Case-based innovative teaching pedagogy
- Finishing school for employability
- Summer project
- Capstone project / Live Virtual projects
- Subject of independent study
- Excellent hostel facility
- Consistently excellent placement since inception

## CURRICULUM DESIGN

A student will undertake 74 credits of core or compulsory courses and 48 credits of elective courses. One has to complete at least 24 credits in any particular area (out of six elective areas) to declare it as the area of specialisation. The university follows an open credit system for electives. So a student has the freedom to opt for single specialisation or dual specialisation as per her/his choice. A student will undergo Summer Internship Project (SIP) and Subject of Independent Study (SIS) and submit dissertation.

# MBA: PHARMACEUTICAL MANAGEMENT



Worldwide, the Indian pharmaceutical industry is renowned for producing affordable vaccinations and generic medications. Indian Pharma has evolved into a thriving industry over the years, currently ranking third in terms of volume of pharmaceuticals. Master of Business Administration in Pharmaceutical Management (MBA in Pharmaceutical Management) has a lot of scope in dealing with managing the pharmaceutical industry. Students perusing 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, regulator relations, pharmaceutical marketing, and strategic planning. An MBA in Pharmaceutical Management prepares students to lead teams successfully, traverse intricate regulatory frameworks, and make data-driven decisions. It is the perfect option for students who want to combine their strategic business acumen with their enthusiasm for science to - enhance their careers in pharmaceuticals.

## UNIQUE FEATURES

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

## CURRICULUM DESIGN

A student will undergo minimum 1320 hours of source work during the two-year programme. The Course 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 consist of 132 credit where core course are of 58 credits, subject elective course are of 8 credits. Summer internship project id of 8 Credit and other non-classroom teaching course such as research paper analysis. Business sector analysis and live virtual project /MOOCs carry 6 credits.



# MA - HUMAN RESOURCE MANAGEMENT & LABOUR RELATIONS

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



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

With the backdrop, ASBM University (ASMBU) offers a two-year full-time master degree programme in Human Resource Management & Labour Relations in collaboration with National HRD Network (NHRDN), the national apex body of HR professionals in India and the largest HR network in the country with 30 chapters and more than 14,500 members spread across the country representing 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 provide assistance for summer internship and final placement in member organization and for visiting faculty from member organization to bring HR practice to the classroom.

## UNIQUE FEATURES

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

## CURRICULUM DESIGN

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

## Eligibility Criteria

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

## Selection Criteria

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

## Selection Process

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

## How To Apply

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



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

# 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 at least five years to earn an MBA degree - three years for bachelor 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. In fact, 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 Criteria

- +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



# BBA

## BACHELOR OF BUSINESS ADMINISTRATION

(Hons./ Research)

### Unique Features

- Designed based on Curriculum and Credit Framework for UG Programmes of UGC
- Option of three-years or four-years programme (honours with research) as per NEP, 2020
- Case-based innovative teaching pedagogy
- Finishing school for employability
- Continuous evaluation system
- Summer Project
- Research/Dissertation

### Curriculum Design

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

### Eligibility Criteria

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



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

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

## International Collaboration

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

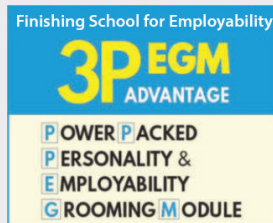


# FINISHING SCHOOL: THE CONDUIT to EMPLOYABILITY

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

## Unique Features

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



## FEE STRUCTURE FOR ADMISSION BATCH 2024-25

Courses	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year
MBA	3,70,000	3,16,000	—	—
MBA-PM	2,40,000	1,96,000	—	—
MA-HR & LR	1,60,000	1,00,000	—	—
BBA	61,750	59,500	59,500	60,250
4 Year Integrated MBA	61,750	59,500	2,40,000	1,96,000

## CAUTION MONEY

Particulars	Amount
Academic Programme	5,000
Hostel (if availing)	5,000



## INDUSTRY CONNECT

The Industry Connect Cell of the University facilitates avenues for 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 interaction with industry stalwarts and practitioners, which is a regular phenomenon at ASBM University.

## PLACEMENT

ASBM University has established its credibility through quality education backed by academic rigour with industry focused curricula and practical hands-on training on soft skills and professional etiquette through the Finishing School Modules. The Power Packed Personality & Employability Grooming Module (3PEGM), supported by learning through language lab and psychometric lab, has enhanced the employability of our students. ASBM University takes all initiatives for competency development of the students to exert high performance. ASBM from the inception has a track record of excellent placement of its MBA programme. Not only MBA, BBA students also placed in reputed companies like TCS.

Kudos to passing out MBA Batch 2023 for 100% Placement

## Our Proud Recruiters\*





# THIRD CONVOCATION



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



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



# THE NATIONAL TALENT FESTIVAL

IGNITE 2023



CULTURAL EXTRAVAGANZA OF THE YEAR 2023



**12<sup>th</sup> MarkLogistics Symposium**



**13<sup>th</sup> National HR Symposium**



**National Law Conclave**



**National Literary Symposium**



# Campus Life at ASBM

Freedom - Friendship - Fraternity



# About Bhubaneswar

Bhubaneswar , the capital city of Odisha , is one of the first planned cities of India and is now in the forefront of the smart city movement. Aptly called the City of Temples, it is home to a large number of temples , the more famous ones being Bharateswar & Satrugneswar (6th century AD), Parsurameswar (7th century), Rameswar & Vaital (9th century), Mukteswar (10th century), Rajarani & Brahmeswar (11th century) , and of course Lingaraj (11th century), the most renowned. Together with Puri (Jagannath temple) and Konarak (Sun temple, a world heritage site), it forms the golden triangle for tourism. The golden beaches of Puri and Konark add to the attraction. Bhubaneswar is also an acclaimed center for art and craft – appliqué work (from Pipli), handloom saree (from Sambalpur, Berhampur, Sonapur & Maniabandha), silver filigree (from Cuttack), stone carving, pata painting (from heritage village Raghurajpur), brass & bell metal work (from Kantilo & Balakati), dhokra casting, horn art, cane furniture etc. It is also home to world renowned Odissi dance and Odissi music.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhauli (with its Ashokan rock edict and Buddhist monument standing witness to transformation of Ashoka, the war Monger to Ashoka, the peace keeper), Chaushathi Yogini temple (at Hirapur, one among only five in India), Nandankanan (437 hectare zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History, Tribal Museum, Pathani Samanta Planetarium etc.

