

SINCE  
2009



**ODM**  
BUSINESS SCHOOL

[www.odmbs.org](http://www.odmbs.org)



**Live, Learn & Lead**

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*A **journey** striving for excellence*



12

YEARS OF

LEGACY



## Chairman's Column

An Educational Institute is not just about the design with bricks, mortar and concrete, but about building character, enriching minds and about experiences that last a lifetime.

It is easy to dream of building a nation with global citizens, but difficult to turn it into a reality. Education is a constant process where, each day, a brick is laid towards constructing the foundation for global citizenship. Improvisation and technological development contribute to exhaustive and in-depth learning. I believe in taking up the challenge of providing better facilities and infrastructure to every child entrusted to me.

Education today is no longer confined to the four walls of the classroom. All-round efforts are being made to provide qualitative, value based and activity oriented education here. The growing and overwhelming response is a testimony of our dedication in the field of education. The unstinted support of parents, students, teachers and all our stakeholders has been an incentive to compete against the odds and reach a platform where we can further explore new horizons.

Come! Experience a new dimension in education. Let your child be groomed to meet challenges and emerge successful in the global scenario.

**Dr. S. Minaketan**

Chairman

**ODM Educational Group**



## Dean's Desk

Welcome to ODM Business School in the city of Bhubaneswar!

In today's competitive and globalized world, having a professional and specialized education becomes imperative for future success. We, at ODM Business School, are committed in providing academic excellence in the field of business management.

At OBS, we offer value added quality education delivered by experienced and well-qualified mentors who bring an intellectual rigour and practical focus to their classrooms. Professional approach, practical orientation and pragmatic thinking corroborated with compassion and care form the genesis of our success.

The learning at OBS is not restricted to class rooms only. To make the learning process more effective, we stress upon live projects, corporate connect sessions, outbound activities, industrial tours and industry mentoring support. Besides education, we promote several student-led clubs, activities and events to provide a platform to nurture their creative talents and managerial instincts.

OBS represents a great diversity in terms of culture, geography, traditions and thinking which provide a vibrant and stimulating environment for a journey striving for excellence. Come and be part of this journey to align your future endeavours for a successful career.

**Prof. Satyabrata Bhuyan**

Dean

ODM Business School



**Arise! Awake!**

and stop not until  
the goal is reached.

Swami Vivekananda



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Insight

# About The Institute

ODM BUSINESS SCHOOL (formerly known as Astral Institute of Management Studies) under the banner of ODM Educational Group has been consistent in its pursuit for delivering quality education in the management domain since 2009. The B-School holds integrity, honesty and respect for individuals to be of paramount importance and it continues to develop competent and trained leaders through a rigorous approach of learning process along with offering an enriching array of opportunities.

We are dedicated to teaching, training and grooming that meets the highest standards of excellence. We are committed to provide service and solutions that helps the individuals as well as the communities on the local, national and global front. Over the years, ODM Business School has been able to create an identity for its excellence in the field of management education. The students of the institute are globally placed and widely recognized.

## Vision

Our vision is to be a globally renowned academic institution fostering excellence in management, innovation and entrepreneurship for business, government and society.

## Mission

- Live your Dreams through best-in class ed-tech teaching learning process.
- Learn your true Potential by mapping with the right mentors
- Lead your own Future with 100% Job Placements





# Why ODM Business School

A degree in management studies forms the important leg of an individual's educational journey. It shapes the personality and helps to be a pragmatic leader, channelizes thoughts into multi-dimensional domains and transforms an individual from an unskilled individual to a professional. ODM Business School, while continuing its legacy in the field of management education for the past 12 years is now reshaping to meet the 'skills for the future'. We are committed to impart management acumen that is complete and self contained for preparing well groomed modern day managers.

## Unique Value Propositions (UVPs)

- Rigour in Academics
- Distinctive Learning Architecture
- Smaller Batch Size – Focus on Quality
- Emphasis on Industry Exposure
- Exclusive Arrangement for Communication and Soft Skills Training
- Value-added Short-term Certification Programs in Emerging Areas
- Focus on Student Counselling
- Dedicated Approach for Placement Preparation
- Learning Beyond Classroom
- Provision for International Exposure
- Modern wi-fi Campus
- Residential Facility for both Men and Women.







# Academic Programs

# The PGDM Program

## About the Program

The Two-Years Post Graduate Diploma in Management program (equivalent to MBA) is approved by AICTE, Ministry of Education, Govt. of India. The dual specialization scheme of the PGDM program is well acclaimed by the industry. The program covers core and specialization courses spreading over six trimesters during two years' time period. Summer Internship, an integral part of the PGDM program is conducted at the end of the first year.



### Highlights of PGDM Program

Program Duration	: 2 Years
No. of Trimesters	: 6 Trimesters
Summer Internship	: 2 months
Specialization Scheme	: Dual
Specialization Area	: Marketing, Finance, HRM and Port, Shipping & Logistics (PSL)

## Add-on Benefits

The student enrolled for PGDM Program is entitled to get the following add-on benefits :

- Free enrolment for one Professional Certification Program (PCP)
- Free enrolment for two Knowledge Capsule Programs (KCP)
- 150 Hours of Soft Skills Development Programs (SSDP)
- 150 Hours of Placement Preparatory Programs (PPP)
- 50 Hours of Industry Expert Interaction Programs (IEIP)
- Multiple Field Projects
- Industrial Tours
- Provision for International Study Tours

# Professional Certificate Programs (PCPs)

## About the PCPs

The Professional Certificate Programs are value-added short-term programs designed to help the aspirants develop skills and exposure necessary for domain-specific high paying jobs. These programs can be useful for students pursuing UG/PG programs in different streams along with people who are just starting their careers, as well as for people who already have years of experience and want to boost their skills or are looking for a mid-life career change.

ODM Business School offers Professional Certificate Programs in different domains viz.

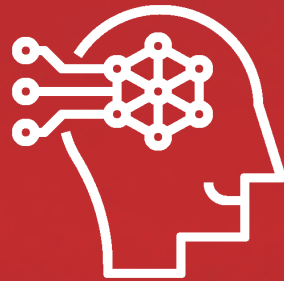
- E-Commerce
- Digital Marketing
- Public Relations & Corporate Communication
- Customer Service
- Business Analytics
- Six Sigma
- Advanced Excel in Business Management
- Selling & Negotiation Skills
- Business & Financial Modeling
- Financial Statement Analysis
- Finance for Non-Finance Professionals
- Business Skills
- Business Communication
- Office Management
- Retail Management
- Hospitality Management
- Event Management
- Start-Ups & New Venture Management











# Learning Facilitation

# Learning Facilitation

OBS provides a contemporary learning platform which helps in creating future managers who are knowledgeable, capable, responsible, dynamic and sincere in pursuance of their professional career. OBS being an autonomous institute has the privilege of following a stringent but flexible approach in learning process to ensure quality education. Practice-based learning, industry-oriented pedagogy, grooming and mentoring are some of the hallmarks of the learning facilitation at OBS.

## Learning Architecture

- Class Room Lectures
- Case Study Discussion
- Business Simulations
- Class Room Presentations
- Live Projects
- Summer Internship
- Corporate Talks
- Alumni Talks
- Domain-specific Capsule Programs
- Seminars & Workshops
- Panel Discussions
- Soft Skills Development Program
- Placement Preparatory Program
- Industrial Visits
- Study Tours



700+  
Alumni

1:10  
Faculty Student  
Ratio

15+  
Faculties

## Centre for Student Development (CSD)

Centre for Student Development is an exclusive arrangement which plays the role of a finishing school. The centre facilitates the students for grooming and making them ready for the industry. It functions using a structured approach from entry till exit in development of students and helps them in fulfillment of their career goals.



**Some of the important elements of CSD are :**

- Student Assessment & Profiling
- Career Planning
- Career Counselling
- Personality Development
- Improving Communication
- Attitude Shaping
- Confidence Building
- Team Dynamics
- **Preparatory Sessions for Placement :**
  - » Sector Specific Preparation
  - » Company Specific Preparation
  - » Practice Tests for Written Assessment
  - » Mock Group Discussions
  - » Mock Personal Interviews

## Student Counselling

Counselling is an integral part of the learning process at OBS. Counselling helps the students enhance their performance and development in the personal and professional front. The counselor as a role model/guide/coach facilitates in drawing a right path for a student in career building. The distinct feature of counselling at OBS is inclusion of alumni and corporate guides along with the faculty trainers.

150+  
Students

30%  
Women

Financial Aid/  
Scholarship



## RESIDENTIAL FACILITY

We offer state of the art residential facilities for our students. There are separate hostels for boys and girls. Spacious, airy and well furnished rooms are provided. Individual lockers and study tables are also provided. Full time wardens act as residential guardians and look after the welfare of the students. Several planned activities and outings are available to make them feel at home. A full fledged medical centre with round the clock pharmacists are available.



## ACTIVITY SPACE

Well designed activities take place inside and outside the classroom that reinforce or supplement classroom curriculum in some way. They are meant to bring social skills, intellectual skills, moral values, personality progress and character appeal in students. OBS aims at all round development of its students and along with the academics there is a well balanced calendar for out of classroom activity enrichment across all semesters.



## TECH-ENABLED CLASSROOM

The classrooms are equipped with latest advanced technologies including smart boards, projectors, slide viewers, online drawing board, microphones, digital podiums etc. On top of that, the whole campus is fully Wi-Fi accessible to ensure smooth learning even outside the classroom.



## DIGITAL LIBRARY

Library is a treasure trove of knowledge that provides information on a wide range of subjects. OBS firmly believes that technology will never replace books at any time. So books of all concerned subjects are available in its library. But keeping in pace with the latest trends, there is access to a wide range of digital books, magazines and journals that will help the students to enrich themselves.



## FOOD AMENITIES

Hygienic and quality food is provided to the students in OBS canteen. To keep the students healthy and well nourished, a well equipped, hygienic kitchen with trained staff prepares a balanced diet under the guidance of an expert nutritionist. Random quality check of food is mandatory by staff and management members. Water purifiers are available in hostel and classroom areas. A cafeteria is also there providing all kinds of snacks and tit-bits to cater to the students.



## SAFETY & SPACE

The campus is guarded by well-trained security guards including lady guards equipped with communication sets at gates and in hostel blocks. The campus remains under observation through CCTV cameras positioned at strategic points round-the-clock. The campus also has a robust fire and safety team with fire extinguishers, fire alarm systems, smoke and heat detectors across the building.









# Curriculum

# Curriculum

## Core Courses

- Organizational Behaviour - I & II
- Business Communication - I & II
- Financial Accounting
- Costing & Decision Making
- IT Skills for Managers - I & II
- Management Information System
- Managerial Economics
- Economic Environment of Business
- Quantitative Analysis
- Operations Management
- Financial Management
- Marketing Management – I & II
- Human Resources Management
- Modern Retail Management
- Legal Aspects of Business
- Business Research Methods
- Business Ethics & Corporate Governance
- Entrepreneurship Development & Mgmt.
- Introduction to Port, Shipping & Logistics Mgmt

## Specialization Courses (Finance)

- Financial Markets
- Banking
- Risk Management in Banks
- Micro Finance
- Insurance & Risk Management
- Practices of General Insurance
- Practices of Life Insurance

- Underwriting
- Claims & Settlement
- Mutual Fund
- Project Appraisal and Financing
- Financial Statement Analysis
- Working Capital Management
- Security Analysis & Portfolio Management
- Financial Modeling
- Merger, Acquisition & Corporate Restructuring
- International Finance
- Leasing & Hire Purchase
- Income Tax Planning

## Specialization Courses (Port, Shipping & Logistics)

- Customs & Free Trade Agreement
- Freight Forwarding Services
- Air & Road Transport
- Fundamentals of Indirect Tax
- Cargo Management at Port
- Warehouse & Inventory Management
- Management of Port Agency & Law
- Shipping Business & Law
- Multi Modal Transport

## Specialization Courses (Marketing)

- Sales and Distribution Management
- Consumer Behaviour
- Product & Brand Management
- Services Marketing
- Retail Store Operations
- Supply Chain & Logistics Management
- Business to Business Marketing
- Rural Marketing
- Digital Marketing
- Customer Relationship Management
- Integrated Marketing Communication
- Marketing Research
- Product & Innovation Marketing
- Buying & Merchandising
- E-Retailing

- Wages & Salary Administration
- New Age HR Interventions
- Employee Engagement
- Leadership & Emotional Intelligence
- Leadership & Emotional Intelligence
- Counselling Skills for Managers

## Specialization Courses (HRM)

- Human Resource Planning
- Recruitment, Selection & Training
- Learning & Development
- Organizational Change & Development
- Performance and Competency Management
- Performance and Competency Management
- Labour Legislation – I & II
- Strategic HRM







Alumni

# Alumni

The alumni of OBS as the matured and accomplished professionals are the source of constant inspiration for the continuing students. They drive the students for excellence and motivate them to dream for an exciting future. OBS is truly proud of its alumni because of their illustrious achievements and exemplary leadership in the field of business management.



Arijit (Batch 2011-13)

Capgemini Technologies

"Astral has the most innovative methodology towards designing the career of its students. My journey of 2 years (2011-2013) has built up the confidence to explore the competitive market with paradigm. I wish all my good wishes to the upcoming batches to focus on their aspirations aligning to the institution's vision "



Ramesh (Batch 2017-19)

Kottaram Agro Foods

"It is a good institute and the faculties members are very cooperative. It has the best faculty team who provide a 360-degree support to the students, any time possible. I am always proud to say that I am an alumnus of the PGDM course of the institution. "



Jyotirmay (Batch 2009-11)

Reliance Retail

" Astral has the most innovative methodology towards designing the career of its students. My educational journey in the institute was insight ful and memorable. I wish all my good wishes to the upcoming batches to focus on their aspirations aligning to the institution's vision "





Soumya (Batch 2017-19)

Shoppers Stop

" We got quality education, this is why today I am here at Shoppers Stop that to be in a regional role. Appreciating the effort they gave to make us diamond, they cut and polished us so nicely that today we are shining. Nobody can sell Diamond unless Diamond itself can. Grateful to Institute "



Sanat (Batch 2009-11)

Li & Fung India

" I feel proud to be a part of this institution. The department has made me gain knowledge and solid experience on issues like business, ethics, personality and professionalism. My doubts and queries were always welcomed by the lecturers and sometimes lead to healthy discussion which motivated me to develop curiosity and in-depth thinking. "



Anjan (Batch 2009-11)

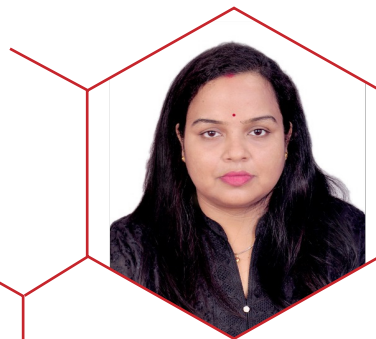
Anatolia Tile & Stone

"The institute has shaped me from the day one to face the corporate world. The environment in the placement cell has taught me to be innovative and meticulous in approach to any strategic goals set for a professional. Whether the work scope is within domain of expertise or not, a proper approach can solve all issues in hand. It's because of the knowledge I gained in during the course. "





# Mentors





**Prof. Satyabrata Bhuyan**

Area : Accounting & Finance  
MBA (UU), FDP (XLRI, Jamshedpur),  
FIP (IISWBM, Kolkata), QIP (MDI, Gurgaon),  
PhD (Pursuing)  
Exp : 26 Yrs

**Prof. Bishnu Pal**

Area : OB & HRM  
MBA, MPhil, LLB  
Exp : 24 Yrs

**Prof. Nirajana Das**

Area : Marketing  
PGDM (KIIT University), MA (English),  
PhD (Pursuing)  
Exp : 17 Yrs

**Prof. Dipak Bisoi**

Area : Information Technology  
MCA, M.Tech (CSE)  
Exp : 16 Yrs

**Prof. Sadananada Behera**

Area : Quantitative Technique  
MSc (Math), M.Tech (CSE)  
Exp : 14 Yrs

**Prof. Anirban Patnaik**

Area : Operations Management  
MBA  
Exp : 22 Yrs

**Prof. Sarat Chandra Jena**

Area : Business Communication  
MA (English), MA (Sociology),  
PGDM, PhD  
Exp : 20 Yrs

**Prof. Deepa Dewan**

Area : Logistics Management  
PGDM (IISWBM, Kolkata)  
Exp : 12 Yrs

**Prof. G. Ram Kumar**

Area : Logistics Management  
M.Com, MBA  
Exp : 15 Yrs

**Prof. Raj Gopal Pankaj**

Area : Finance  
M. Com, PGDHR  
Exp : 12 Yrs

**Prof. Soumya Patnaik**

Area : Economics  
B.Tech, MBA, PGDM (HR),  
SAP – HR, SAP – FICO  
Exp : 5 Yrs

**Prof. Kaushik Das**

Area : Soft Skills  
B.Tech (IT), MBA,  
PhD (Pursuing)  
Exp : 8 Yrs





# Beyond Classroom

Gone are those days of conventional approach towards learning. The learning 'Beyond Classroom' at OBS comprising of array of activities, events and activities encourage the students to develop critical thinking, problem solving skills, organizing skills and decision making skills. It helps the students in increasing confidence and self-esteem. 'Beyond Classroom' contributes significantly in raising standards and improving students' personal, social and emotional development. Institute offers extensive range of co-curricular activities for the students to explore and nurture their interest, creative talents and managerial instincts.

## Student Clubs & Activities

There are several student led clubs who organize different types of activities and events, viz.



- |                         |                           |
|-------------------------|---------------------------|
| • <b>Marketing Club</b> | • <b>Movie Club</b>       |
| • <b>HR Club</b>        | • <b>Photography Club</b> |
| • <b>Finance Club</b>   | • <b>Quiz Club</b>        |
| • <b>Cultural Club</b>  | • <b>Music Club</b>       |

Apart from the club related activities, the students take active participation in institutional events, seminars, workshops, ceremonial functions and social activities like Blood Donation Camp, Awareness Campaign on social issues etc. which provide ample opportunities for them to showcase their organizing skills and talents.

“We believe in holistic development of a student.”





# Our Recruiters







## ADMISSION

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**Mr. Uma Shankar Rath**

Head (Admission)

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**Ms. Silpa Nanda**

Student Relation Executive

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# Contact Us

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