



ODM
BUSINESS
SCHOOL

SINCE
2009

UG PROGRAMS

B.Sc. (CS) Honours

BBA

www.odmbs.org

A JOURNEY STRIVING FOR EXCELLENCE



Get to Know Us

A journey striving for excellence with a legacy of 14 years

Hello there!

Are you **ready** to go beyond
education? **Follow** me to
learn more.





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.

Continuous improvisation in pedagogy embedded with latest technological support contribute to exhaustive and in-depth learning. I believe in taking up the challenge of providing better facilities and infrastructure to every student associated with us.

Dr S Minaketan

Chairman
ODM Educational Group

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 ward be groomed to meet challenges and emerge successful in the global scenario.



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 synergised with compassion and care form the genesis of our success.

Prof. Satyabrata Bhuyan

Dean

ODM Business School

The learning at OBS is not restricted to class rooms only. To make the learning process more effective, we stress upon live projects, several corporate connect sessions, outbound activities, industrial tours and industry mentoring support. Besides education, we promote 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 endeavors for a successful career.

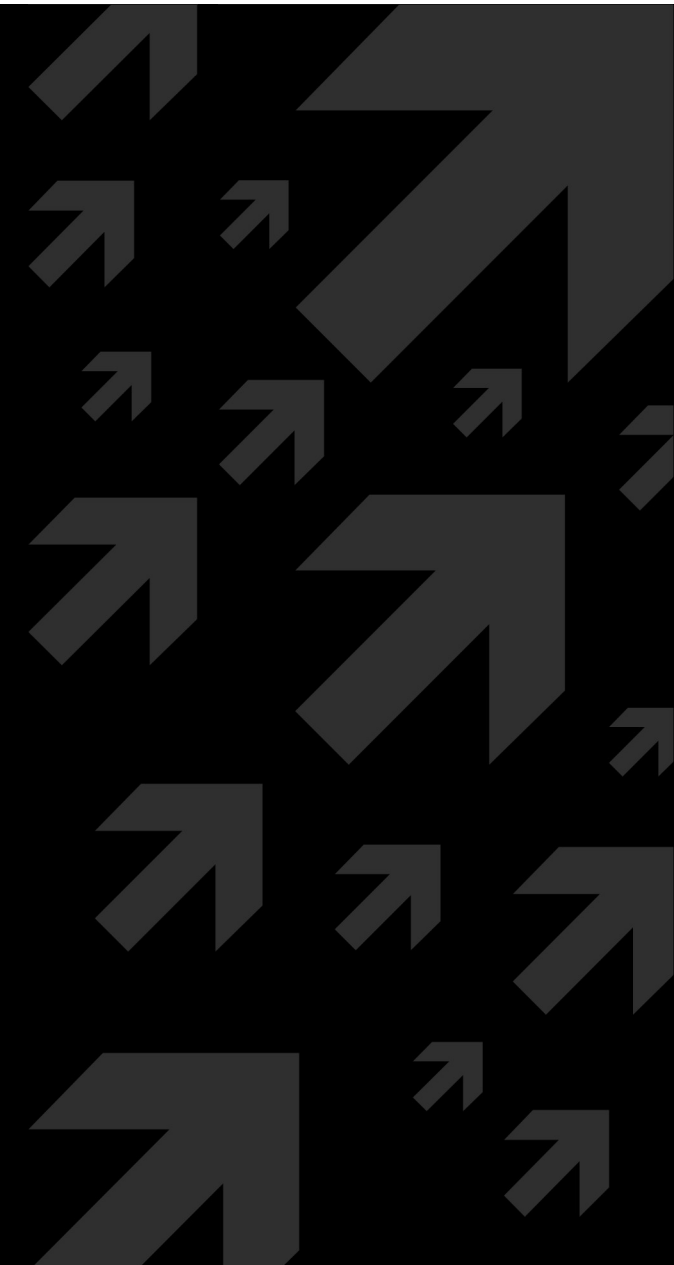


My Family

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Want big **impact?**
Walk with us..

Insight



LET'S KNOW ABOUT THE INSTITUTE

ODM Business School (OBS) under the banner of ODM Educational Group is one of the top educational institutes in the state of Odisha. The institute has been consistent in its pursuit of delivering quality education to the students aspiring for management as a career since 2009. It offers PG Program in Business Management and UG Programs in Business Administration and Computer Science. The PGDM Program is approved by AICTE, Ministry of Education, Govt. of India. The UG Programs are approved by the Department of Higher Education, Govt. of Odisha followed by affiliation under Utkal University. OBS provides an excellent platform for career building that requires adaptability to the changing dynamics, an innovative mindset, and an entrepreneurial spirit. It has a vibrant student community with a modern campus.

OBS is dedicated to teaching, training and grooming which meet the highest standards of excellence. It is committed to developing competent, trained, and skilled manpower through a rigorous and highly effective learning architecture, along with offering an enriching array of opportunities. The professional approach, practical orientation, and pragmatic thinking combined with a culture of compassion and care form the genesis of our success.





VISION

- To be a globally renowned academic institution dedicated to continuing tradition of excellence in providing relevant and high-quality education.
- To create competent and holistic leaders to face the challenges of the changing environment.

MISSION

- Provide industry relevant, application-oriented and up-to-date course curricula in the fields of business management and information technology.
- Provide a vibrant learning environment to students and transform their outlook and attitude while shaping them into capable and confident corporate leaders.
- Collaborate with industry partners to widen knowledge and expertise.
- Instill values and sensibilities in the students to mould them into inclusive leaders.
- Ensure that education reaches all irrespective of their financial standings.

VALUES

- We believe in integrity and professional ethics, and try to instill them in our employees and students.
- We celebrate diversity and try to inculcate the same sensibility in our students.
- We value innovation and continuous improvement in all areas.
- We encourage our faculty and staff members to develop their knowledge and skills, and adopt newer and more efficient processes to produce higher outputs at the workplace.

Why



ODM Educational Group is a leading and well recognized educational conglomerate in the eastern part of the country with 34 years of journey with excellence. ODM Business School, a constituent of ODM Educational Group, focusing on higher education has a 14-year legacy.

ODM



OBS focuses on building 'skills for the future'. Besides knowledge development in the respective fields, the institute gives emphasis on skills the students need to succeed in the changing scenario of the market and technology. Effective communication, problem solving skills, attitude, leadership, analytics, and ideation are the essential skills in today's context.

Business



OBS has made a collaboration with **upGrad Campus**, the leading and renowned Edtech company for offering value-added Certification Programs in the emerging areas viz. **Digital Marketing and Data Analytics**. upGrad Campus will facilitate personalized teaching, training and mentorship by industry experts besides placement assistance in top notch companies viz. Cognizant, Microsoft, Wipro, Ernst & Young, Nielsen, MakeMyTrip, DWAO, etc.

School?



Quality education with distinctive learning pedagogy is the hallmark of OBS. The institute gives emphasis on adequate practical exposure through different learning mechanisms viz. Case Analyses, Field Studies, Real Life Projects, Seminars, Workshops, Corporate Talks, Alumni Talks, Industrial Tours, Study Tours, etc.

UG Programs



Bachelor of Business Administration (BBA)

About the Program

ODM Business School, Bhubaneswar offers 3 years, full-time Bachelor of Business Administration (BBA) Program. This program is designed to provide a strong foundation in business courses. It gives a broad knowledge of the different functional aspects of a business entity and their integration. The program deals with the fundamental knowledge of business management and core insights in Finance, Marketing, Human Resource Management, Accounting, Economics, and Business Operations, to help gain managerial, leadership, and entrepreneurial skills.

The emphasis is on contemporary issues affecting business management and acquisition of necessary skills to face challenges in an increasingly dynamic business environment. The pedagogy at OBS incorporates practical exposure in the form of case study analyses, projects, presentations, role plays, business simulations, internships, industrial visits, and interaction with industry experts. BBA-Hons program is the gateway to numerous job opportunities in different domains like Sales & Marketing, Banking, Insurance, Financial Services, EdTech, E-Commerce, IT, ITES, Logistics, and Operations, etc.



Bachelor of Science Computer Science Honours (B.Sc. Comp Sc - Hons)

About the Program

B.Sc. (Hons) Computer Science is a three-year undergraduate program that focuses on strong foundations in the discipline of computer science and information technology. The program covers important areas such as Programming Using C, C++, Java, Python, Android; Digital Logic, Data Structure, Database System, Operating System, Computer Network, Web Technologies, Software Engineering, Computer Graphics, Web Technologies, Artificial Intelligence, Data Science, Data Mining, etc.

This program equips students with the skills needed to be successful in this exciting and fast evolving field. These skills enable our graduates to keep pace with this dynamic field and secure rewarding careers, which can be pursued globally. The program helps the students in their ability to critically evaluate design paradigms, languages, algorithms, and techniques used to develop complex software systems. They also learn to evaluate and respond to opportunities for developing and exploiting new technologies. The course gives students a lot of preparation for the real world, where they can demonstrate their abilities as a Software Developer, System Integrator, and System Analyst, among other job roles.



Program Duration

The Bachelor of Business Administration (BBA) and Bachelor of Science – Computer Science (B.Sc. CS-Hons), are three year full-time professional degree programs. The duration of both the programs shall be 3 years with 6 semesters. Odd semesters are from July to December (i.e. 1st, 3rd, 5th semester) and even semesters are from January to June (i.e. 2nd, 4th, 6th semester). The examination shall be held tentatively in the months of December and May for odd and even semesters respectively.

Eligibility Criteria for Admission

The candidate should have passed +2 Examination of C.H.S.E., Odisha or its equivalent in any discipline with minimum 45% marks in aggregate. Mathematics/ Statistics/ Comp Science should be one of the papers in XII/10+2 Science Exam for BSc (CS). The selection would be based on the career and written test with equal weightage for each.

Admission Procedure

The candidates can collect the application form from the institute. The duly filled in application form along with required documents can be submitted physically to the Admission Office, OBS Business School, Near DLF Cyber City, Patia, Bhubaneswar. The outstation candidates can download the application form. Thereafter, the scanned copy (PDF version) of the duly filled in application form along with required documents can be sent as attachments to the institute through Email.

The candidate should carefully fill up the application form using legible handwriting in **BLOCK LETTERS** only. The candidate should ensure that the application form is complete in all respects and accompanied with the required documents. After scrutiny of the application form, the selection will take place and the selected candidates will be intimated about the next course of action.



For downloading the Application Form, visit
www.odmbs.org

Required Documents

1. Two recent passport size colour photographs.
2. The self-attested photocopies of certificates and marksheets of Xth & XIIth examinations passed.
3. In case the candidate has already appeared XIIth exam, but the result is awaited, the applicant must attach the copy of the Admit Card.
4. Photocopy of the school/Junior college leaving certificate and conduct certificate.
5. Photocopy of the photo-identity proof e.g. Aadhaar/PAN/Driving License.
6. In case of SC/ST applicant, photocopy of income proof, caste certificate and residence proof are required along with the other documents.

Course Fees

Program	Course Fee per Year	Number of Years	Total Course Fees
BBA	INR 50,000	3	INR 150,000
B.Sc. CS (Hons)	INR 60,000	3	INR 180,000

In addition to the above fees, the students have to pay INR 10,000 as security deposit (refundable) and INR 5,000 as student development fees at the time of admission. The annual course fees for each session is payable before the starting of the respective academic session.

For downloading the Application Form, visit
www.odmbs.org

Unique Opportunity

- ODM Business School has made collaboration with upGrad Campus for Certification Programs in **DIGITAL MARKETING & BUSINESS ANALYTICS**.
- Personalized teaching, training, and mentorship by **top industry experts**.
- Hands on experience with **real life projects and cases**.
- **Innovative curriculum** catering to the industry requirements.
- **Top notch placements** in reputed companies viz. *Cognizant, Microsoft, Ernst & Young, Wipro, Nielsen, MakeMyTrip, HDFC Bank, DWAO etc.*

Learning Facilitation



Learning Facilitation

OBS provides a contemporary learning platform which helps in creating future leaders who are knowledgeable, capable, responsible, dynamic and sincere in pursuance of their professional career. OBS puts emphasis on 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



Centre for Student Development

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 given below.

- Student Assessment & Profiling
- Career Planning
- Mentoring
- Personality Development
- Improving Communication
- Attitude Shaping
- Confidence Building
- Team Dynamics
- Sector Specific Preparation
- Company Specific Preparation
- Practice Tests for Written Assessment
- Mock Group Discussions
- Mock Personal Interviews



Mentoring

Mentoring/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 fronts. The counselor as a role model/guide/coach facilitates in drawing the 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.



Get to Know Us

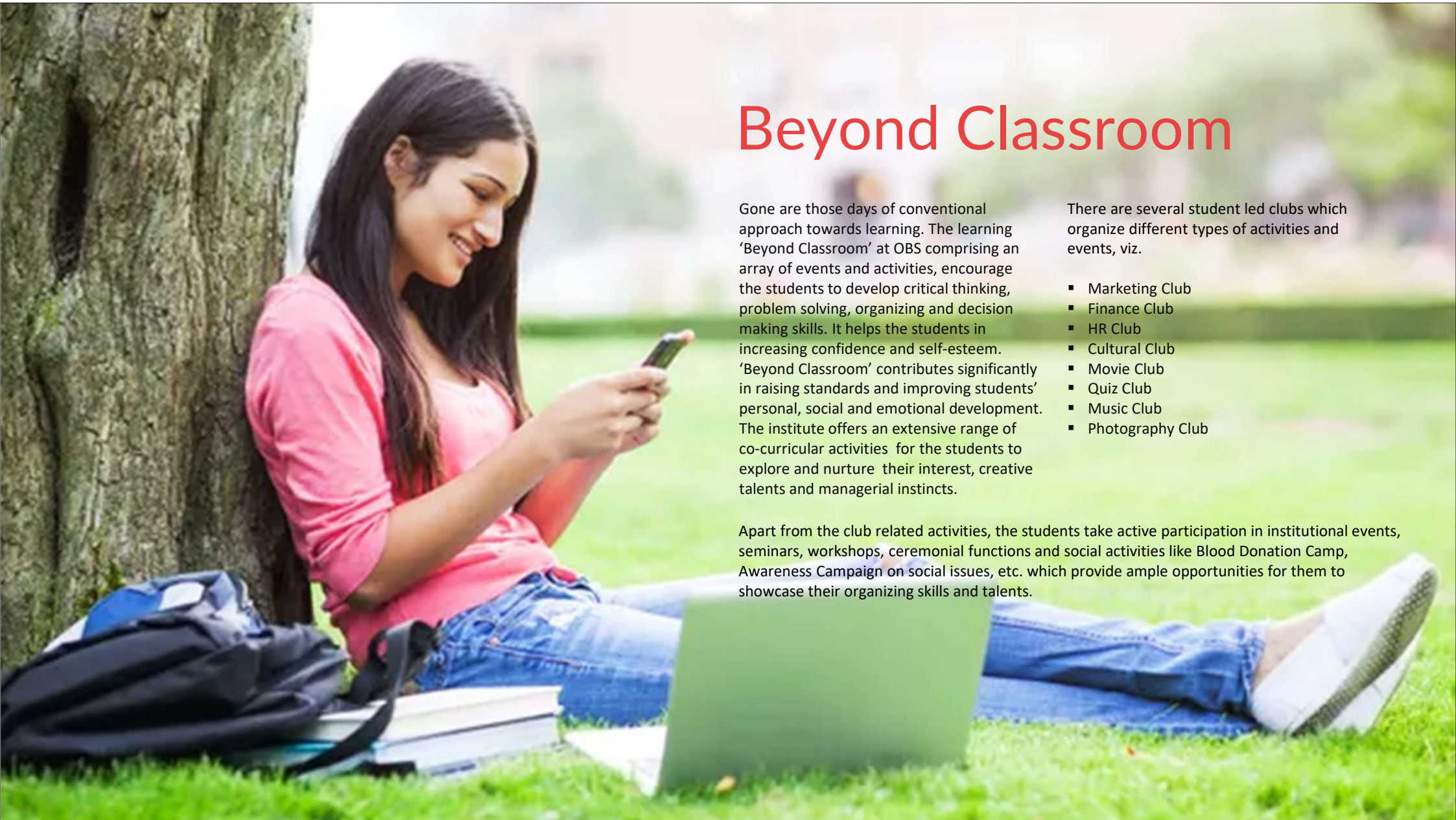
Some just graduate with honors, I am honored to graduate

Campus Life





LIVE | LEARN | LEAD



Beyond Classroom

Gone are those days of conventional approach towards learning. The learning 'Beyond Classroom' at OBS comprising an array of events and activities, encourage the students to develop critical thinking, problem solving, organizing 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. The institute offers an extensive range of co-curricular activities for the students to explore and nurture their interest, creative talents and managerial instincts.

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

- Marketing Club
- Finance Club
- HR Club
- Cultural Club
- Movie Club
- Quiz Club
- Music Club
- Photography Club

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.





Placement





Placement Highlights

of ODM Business School, Year 2023

SMART
INVESTMENT

Highest Salary	: INR 10.34 LPA
Average Salary	: INR 5.28 LPA
% of Placement	: 100%
Multiple Offers	: 57% of the batch
Salary > 9.00 Lakhs	: 10% of the batch
Salary > 6.00 Lakhs	: 33% of the batch

STUDENT QUOTES



PRATYUSH K MISHRA

(Batch 21-23)

Internship: ITC

Placement: ITC (CTC 9.00+ LPA)

"I am grateful to OBS and my teachers for equipping me with the knowledge and skills to get an amazing opportunity to begin my corporate career. I got the chance to work as a Summer Intern in the globally renowned FMCG company ITC. Subsequently I was offered Pre-Placement Offer (PPO) from ITC, which has reinforced my knowledge and self-confidence. Thank you, OBS, for this wonderful opportunity."



DEEPA YADAV

(Batch 21-23)

Internship: MAX Lifestyle

Placement: Bandhan Bank (CTC 4.52 LPA), Vodafone Idea (CTC 6.30 LPA)

"I got offers from Bandhan Bank and Vodafone Idea. I am extremely happy and extend my gratitude to my teachers at OBS and the Placement Cell for helping me in fulfillment of my dream. Apart from successful placement, the training and developmental sessions at OBS have helped me immensely in grooming my personality. OBS is the BEST."



PRIYANKA SAHU

(Batch 21-23)

Internship: Reliance Consumer Products Ltd

Placement: Vodafone Idea (CTC 6.30 LPA), Bandhan Bank (CTC 4.52 LPA), & upGrad (CTC 6.84 LPA)

"Choosing OBS for my PGDM program was one of my best decisions. I enrolled in the PGDM program with a course fees of Rs.3 lakhs only, but I am elated that I got my dream job at UpGrad, Bangalore, with a salary of 6.84 LPA, which is double the amount I had invested in my course fee. Thank you, OBS, for making my career journey truly rewarding."

STUDENT QUOTES



ABHISHEK JENA

(Batch 21-23)

Internship: ITC

Placement: NoBroker (CTC 6.00 LPA), Global Data Plc (CTC 4.50 LPA)

"As a proud student of OBS's PGDM program, I can confidently say that the investment I made in my education has paid off. The extensive curriculum, exceptional faculty, and top-notch placement opportunities have enabled me to secure my dream job at Global Data Plc. with a 4.5 LPA salary, which is about 150% ROI on my fees paid for the entire PGDM program at OBS."



RAHUL DEV SHAW

(Batch 21-23)

Internship: ITC

Placement: Bandhan Bank (CTC 4.52 LPA)

"I am super excited to be selected in the campus placement by one of the leading private banks..... Bandhan Bank. Banking sector has always been the most preferred sector for me to start my professional career. The teaching and mentoring by my teachers could make this happen. I am glad that I took the right decision to join OBS for the PGDM Program."



ALBI ACHARYA

(Batch 21-23)

Internship: Decathlon

Placement: Vodafone Idea (CTC 6.30 LPA), Bandhan Bank (CTC 4.52 LPA), & Decathlon (CTC 4.70 LPA)

"The PGDM program from OBS has been a game-changer for my career. The quality of education and personalized career guidance helped me get 3 lucrative job offers while finishing my degree, and I happily chose Decathlon, with a salary of 4.70 LPA, where I am expecting an exciting increment too this year. Thank you, OBS, for making my dream a reality."

TOP RECRUITERS



BYJU'S

upGrad

paytm

DCB
BANK

max

DHL

GlobalData.

RAMCO
SUPERGRADE
Engineered for Concrete

DECATHLON

XGATI

Reliance



VITM

Justdial

Thank you!



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