



ODM
BUSINESS
SCHOOL

100%

Success is a relative term.
But, we don't agree...

ADMISSION BULLETIN

PGDM & BBA

2026-27



Get to Know Us

A journey striving for excellence with a legacy of 16 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.

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.

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 synergised 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, 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.

Prof. Satyabrata Bhuyan

Dean
ODM Business School



My Family

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Let's quench the inquisitiveness

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Wanna something big?

Do you want to fulfil your **career aspirations** by doing something **big and impactful**? Then....be a part of this journey striving for excellence...OBS

Insight



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. The PGDM Program is approved by AICTE, Ministry of Education, Govt. of India. The UG Program is 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.

Think
BIG!



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.

Distinguished Members of Board of Governors



Prof. (Dr.) Bidhu Bhusan Mishra
Vice Chancellor, Sambalpur University



Prof. (Dr.) Ashok K Mahapatra
Founder Director, AIMS Bhubaneswar,
Former Vice-Chancellor, SOA University.



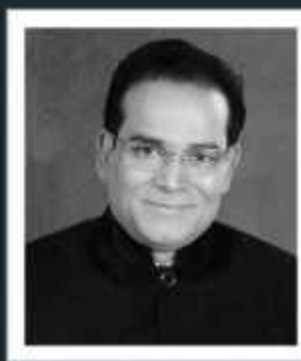
Mr. Niranjan Sahu, Retd. IAS
Former member of OPSC, Govt. of Odisha
Ex-Revenue Divisional Commissioner (North).



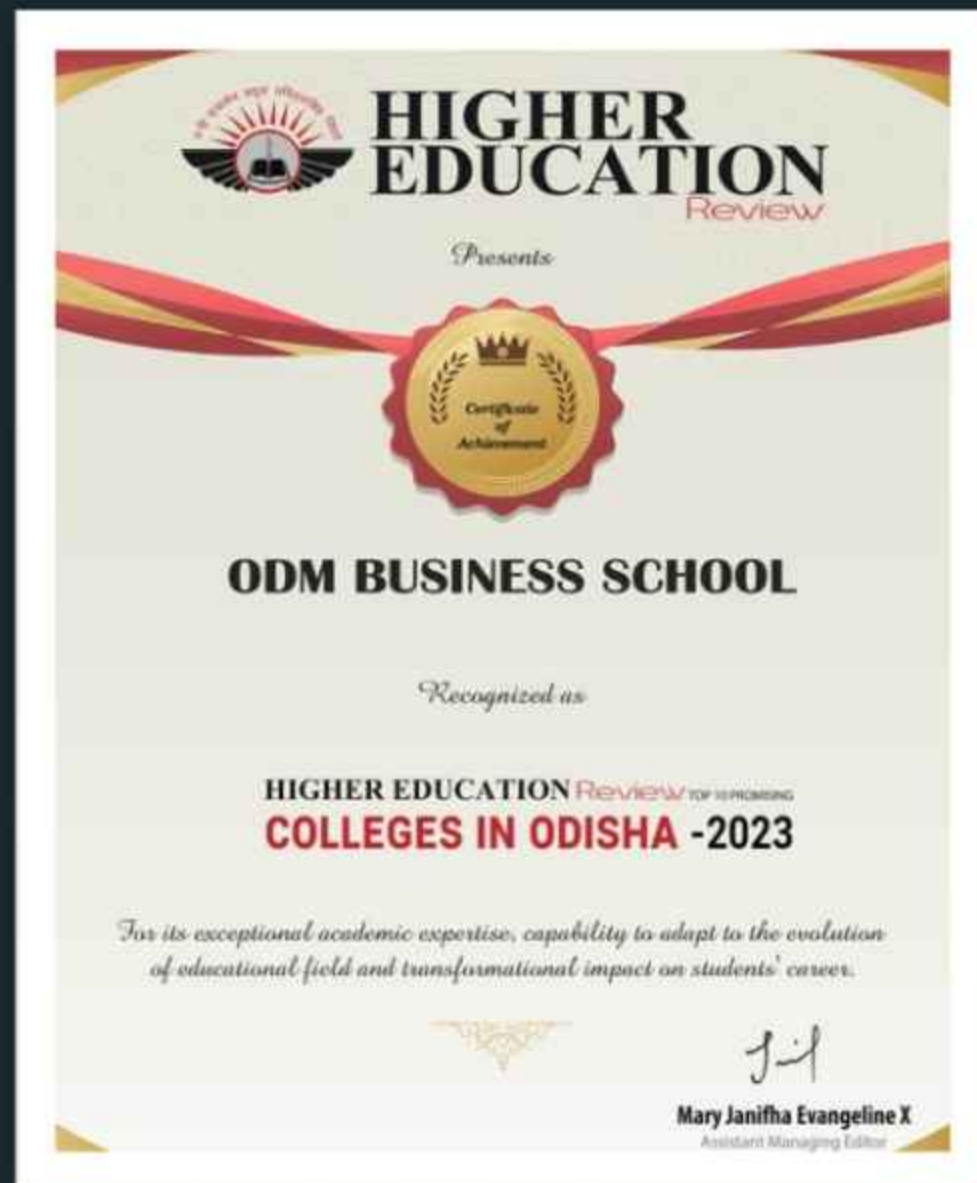
Prof. (Dr.) Prafulla Kumar Mohanty
Vice Chancellor, Khallikote University



Prof. (Dr.) Harekrishna Satapathy
Ex-Vice Chancellor, National Sanskrit University
Ex-Vice Chancellor, KISS University



Dr. Satyabrata Minaketan
Chairman, ODM Educational Foundation



Why



ODM Educational Group is a leading and well recognized educational conglomerate in the eastern part of the country with 36 years of journey with excellence. ODM Business School, a constituent of ODM Educational Group, focusing on higher education has a 16-year legacy in offering Business Management programs.

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 offers additionally value-added Certification Programs in the emerging areas viz. Digital Marketing, Data Analytics, Supply Chain & Logistics Management, Financial Modelling and Valuation, Startup and Entrepreneurship Mgmt, etc. Certification programs offer strong career, skill, and credibility benefits, especially in today's competitive job market.

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.

Academic Programs



Post Graduate Program in Management

About the Program

ODM Business School, an autonomous institute, has been offering the full-time Two-Year Post Graduate Program in Management since 2009. **The program 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.

The institute has been relentlessly consistent in its endeavor to provide quality-oriented value-based education to the students aspiring for management as a career. The institute strives hard to prepare the competent and trained professionals through a systematic approach of learning process and facilitates lucrative career opportunities for them.



Highlights of the PGDM Program

Program Duration	: 2 Years
No. of Trimesters	: Six Trimesters
Summer Internship	: Two months
Elective Scheme	: Dual
Elective Area	: 1. Marketing 2. Finance 3. HRM 4. Port, Shipping & Logistics (PSL) 5. Entrepreneurship & Startup Management

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

- 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



Program Duration & Structure

The duration of the PGDM Program is two years. The program is divided into six trimesters i.e. first three trimesters in the first year and the rest three trimesters in the second year. Summer Internship, an integral part of the PGDM program is conducted at the end of the first year.

Total Credit	: 104 credits
Core Courses	: 56 credits
Elective Courses	: 42 credits (<i>Elective 1 – 27 credits; Elective 2 – 15 credits</i>)
Summer Internship	: 6 credits

Eligibility Criteria for Admission

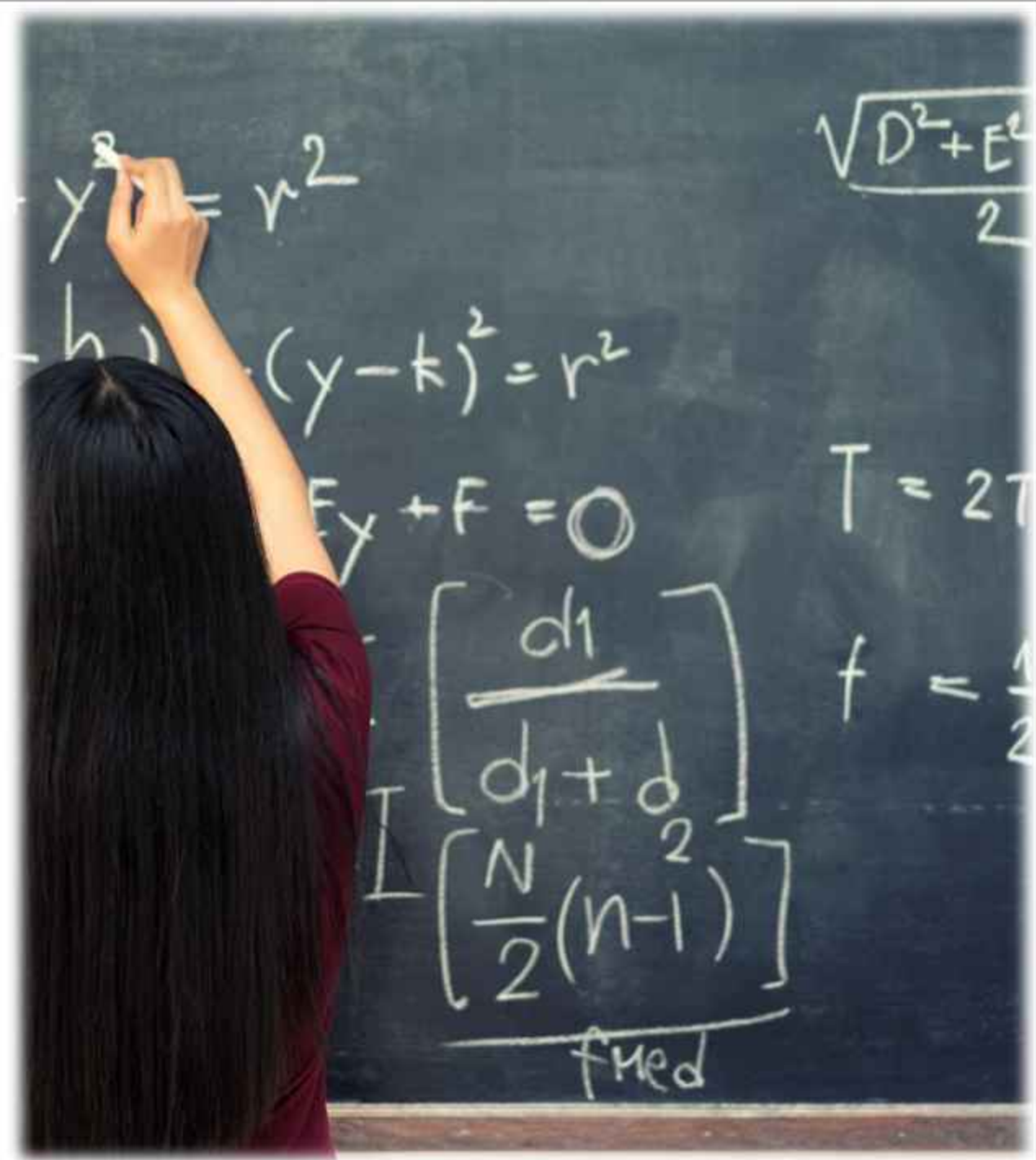
Graduation in any discipline i.e. BA/ BSc/ BCom/ BBA/ BCA/ BE/ BTech etc. from a recognized University, with at least 50% marks in aggregate or equivalent CGPA.

Final year degree students, who expect to complete their final examinations by June 30, 2026 (extendable subject to the situation) can also apply for PGDM Admission 2026.

Selection Process

The selection of students for PGDM admission is based upon the following parameters with appropriate weights:

- Scores in the admission tests viz. CAT/XAT/MAT/CMAT/ATMA/OJEE/ any other national-level admission test for the PGDM admission,
- Academic scores in Xth, XIIth, and Graduation,
- Performance in Personal Interview, and
- Work experience, if any



Required Documents

1. Four recent passport size colour photographs with white background.
2. The self-attested photocopies of certificates and mark sheets of Xth, XIIth and Graduation examinations passed.
3. In case the candidate has already appeared the final semester of Graduation exam, but the result is awaited, the applicant must attach the copy of the mark sheets of the previous semesters along with the Admit Card of the final semester exam.
4. Photocopy of the college leaving certificate and conduct certificate.
5. Photocopy of the photo-identity proof e.g. Aadhaar/PAN/Driving License.

Course Fees

1 st Instalment	2 nd Instalment	3 rd Instalment	4 th Instalment	5 th Instalment	Total Course Fees
₹ 118,200	₹ 93,200	₹ 93,200	₹ 93,200	₹ 93,200	₹ 491,000

Note: Additional INR 10,000 as caution money deposit (refundable) will be collected at the time of admission.

Scholarship

- Scholarship amount up to **Rs.100,000 (One Lakh)**
- Scholarship amount will be decided based upon the performance of the candidate in Merit Scholarship Test (MST), GD, Personal Interview, and academic credentials from Xth to Grad.
- **Chairman's Sponsorship** for Meritorious Students – **100% Sponsorship***.
- **Early Bird Discount** – up to ₹45,000

* Conditions apply



Bachelor of Business Administration (BBA)

About the Program

ODM Business School, Bhubaneswar offers 3-year, full-time Bachelor of Business Administration (BBA - Hons) Program. The BBA Program is recognized by Department of Higher Education, Govt. of Odisha and is affiliated with Utkal University, Bhubaneswar. 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.



Program Duration

The Bachelor of Business Administration (BBA) is a three year full-time professional degree program. The duration of the program 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. 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.



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

Year 1	: INR 70,000 (2 Installments of 35K each)
Year 2	: INR 70,000 (2 Installments of 35K each)
Year 3	: INR 70,000 (2 Installments of 35K each)
Admission Fee	: INR 10,000 (at the time of admission)
Total Fees	: INR 220,000

IMPORTANT

- Caution Money (refundable): INR 10,000 (at the time of admission)
- The installments towards course fees is payable before the starting of the respective semesters
- **Early Bird Discount** in Course Fees – up to ₹30,000

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

Learning Facilitation

Two thick, curved yellow lines are positioned below the title, resembling a stylized underline or a decorative flourish.



Graduation Day

Some just graduate with honors, I am honored to graduate

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

- Structured 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 (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
- Problem Solving Skills
- Outbound Activities
- Preparatory Sessions for Placement :
 - *Sector Specific Preparation*
 - *Company Specific Preparation*
 - *Practice Tests for Written Assessment*
 - *Mock Group Discussions*
 - *Mock Personal Interviews*







Study Tour

During the academic year 23-24 and 24-25, the students visited different industrial units viz. **Tractors & Farm Equipment Limited (TAFE)** in Bangalore, **Bata India Limited**, Hosur (TN), and **VST Industries**, Hosur (TN), **Titan Factory**, Hosur (TN), **TTK Prestige**, Hosur (TN), **Daimler India Commercial Vehicles**, Oragadam (TN), **Featherlite**, Sriperumbudur (TN), **TVS Motors**, Hosur (TN), **Hindustan Coca-Cola Beverages Plant**, Bhubaneswar, **JK Lakshmi Cement**, Cuttack, **NALCO**, Anugul, etc. during the study tour. Study tours serve as an excellent platform for an interactive learning and help in providing the practical workplace exposure to the students. The industrial visits offered an opportunity for students to experience the real machines, workstations, plants, assembly lines, etc., and they got to learn how the system works from the experienced experts in the industry.

The students observed how professionals perform at work and they implement certain industry-specific concepts such as benchmarking, Six Sigma, Poka-yoke for zero error detection, quality analysis, just-in-time production, current practices of health, environment, and safety policies, etc. They experienced professional work culture, and could also learn how the different segments of workforce such as workers, engineers, and managers work in harmony to achieve a common target. The insightful tour has significantly broadened the scope of future learning in their respective domains.

Mentors



**SATYABRATA BHUYAN**

Area : Accounting & Finance
Qualification : MBA (UU),
 FDP (XLRI, Jamshedpur),
 FIP (IISWBM, Kolkata),
 QIP (MDI, Gurgaon),
Teaching Exp : 29 Yrs

**NIRAJANA DAS**

Area : OB & HRM
Qualification : PGDM, MA (English),
 PhD (Utkal University)
Teaching Exp : 6 Yrs
Industry Exp : 15 Yrs

**SANJAY SARANGI**

Area : Marketing, Economics
Qualification : MBA, MA (Eco),
 PhD (Pursuing)
Teaching Exp : 8 Yrs
Industry Exp : 16 Yrs

**RAKHI DUTTA**

Area : Marketing
Qualification : PGDM (MKT),
 PGDCA, PhD (Pursuing)
Teaching Exp : 20 Yrs
Industry Exp : 5 Yrs

**DIPAK BISOI**

Area : Information Technology
Qualification : MCA, MTech (CSE),
 PhD (Pursuing)
Teaching Exp : 18 Yrs
Industry Exp : 6 Yrs

**SADANANDA BEHERA**

Area : Quantitative Techniques
Qualification : MSc (Math), MCA
 MTech (CSE), PhD (Pursuing)
Teaching Exp : 18 Yrs
Industry Exp : 6 Yrs

**SMITA MISHRA**

Area : Business Communication
Qualification : MA (English),
 PGDT (SBIOA, Chennai)
Teaching Exp : 10 Yrs

**HIMANSU B GOCHHAYAT**

Area : Finance, Banking
Qualification : MBA (FIN), MSc (Math)
 PhD (Utkal University)
Teaching Exp : 19 Yrs
Industry Exp : 2 Yrs

**G RAM KUMAR**

Area : Logistics Management
Qualification : M.Com, MBA
Exp : 19 Yrs

**NIRANJANA NAYAK**

Area : Banking

Qualification : M.Com, LLB,
CAIIB, MBA, PhD

Exp : 38 Yrs

**SISIR PANDA**

Area : Business Communication

Qualification : MA (DU),
PGDBM (XLRI, Jamshedpur)

Exp : 41 Yrs

**SHASHI BHUSHAN GIRI**

Area : Port, Shipping & Logistics

Qualification : PGDBM

Industry Exp : 19 Yrs

**CHANCHAL MUKHERJEE**

Area : HRM

Qualification : MBA (HRM),
MA (English), M.Com,
PhD (Pursuing)

Teaching Exp : 27 Yrs

**KAUSHIK DAS**

Area : HRM

Qualification : MBA,
PhD (Pursuing)

Teaching Exp : 12 Yrs

**PRABHAT R CHOUDHURY**

Area : Economics, Marketing

Qualification : MBA, PhD

Exp : 20 Yrs

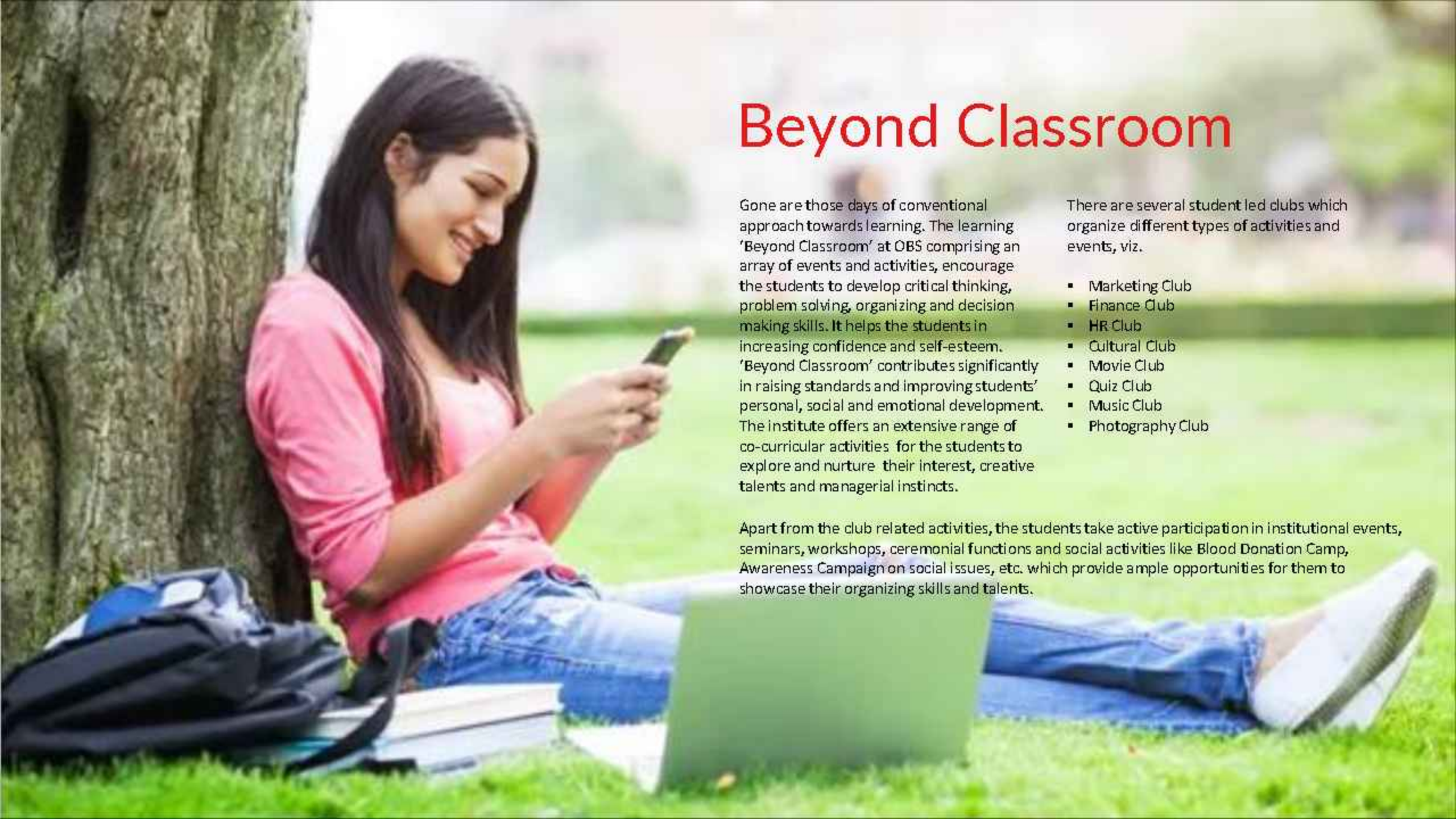


Campus Life





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



BATCH 2021-23



BATCH 2022-24



BATCH 2023-25

A close-up photograph of three hands from different people, all giving a thumbs-up gesture. The hands are positioned in the center-left of the frame, with the thumbs pointing upwards. The background is slightly blurred, showing what appears to be a group of people in a professional setting.

SMART INVESTMENT

BATCH 23-25

COURSE FEE
₹4.21 L

MAX SALARY
₹14.00 L

AVG SALARY
₹5.80 L

STUDENT QUOTES



DEBASMITA KAR

(Batch 22-24)

Internship: Pantaloons

Placement: ITC

"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 in the globally renowned FMCG company ITC, which has reinforced my knowledge and self-confidence. Thank you, OBS, for this wonderful opportunity."



WASIM RAZA KHAN

(Batch 22-24)

Internship: Decathlon

Placement: Bandhan Bank, Birla Opus Paints

"Choosing OBS for my PGDM program was one of my best decisions. I enrolled in the PGDM program with a course fees which was much lesser to other institutes. But I am elated that I got offers from Bandhan Bank and Birla Opus Paints. I have joined Birla Opus Paints with a decent salary, which is double the amount I had invested in my course fee. Thank you, OBS, for making my career journey truly rewarding."



PRAPTI BHATTACHARJEE

(Batch 22-24)

Internship: DCB Bank

Placement: Net2Source, Simplilearn

"I got offers from Net2Source and Simplilearn in HR profile. 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."

STUDENT QUOTES



CHANDAN GUPTA

(Batch 22-24)

Internship: Dabur

Placement: Dabur

"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 pre-placement offer from Dabur with a very good salary package, which is about 150% ROI on my fees paid for the entire PGDM program at OBS."



BISWA SANKAR PRADHAN

(Batch 22-24)

Internship: Pantaloons

Placement: Airtel

"I am super excited to be selected in the campus placement by one of the leading telecom companies..... Airtel. Telecom 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."



ARPIT KUMAR WADHWA

(Batch 22-24)

Internship: DCB Bank

Placement: NoBrokerHood

"The PGDM program from OBS has been a game-changer for my career. The quality of education and personalized career guidance helped me get a lucrative job offer from NoBrokerHood, Gurgaon. Thank you, OBS, for making my dream a reality."

STUDENT QUOTES



SAURAV BARAL

(Batch 22-24)

Internship: ITC

Placement: Ramco Cements

"OBS is a great platform for quality education, value addition in terms of industry exposure and building a professional career with the active support of faculty members. The placement specific developmental sessions are praise-worthy. I got selected in the campus drive by Ramco Cements with a very good pay package. I'm a proud OBSian."



SUBHRAJEET SIYA

(Batch 21-23)

Internship: Dabur

Placement: Birla Opus Paints

"I can vouch that OBS offers complete value for money. We have studied hard at OBS, and enjoyed harder. We had industrial visits, seminars, cultural events, picnics, and interactions with people from the industry. I am grateful to OBS for the short-term project in ITC, and the internship at Dabur India. The cherry on the cake is of course the dream placement I got at Grasim Industries Ltd. (Birla Opus Paints), where I joined as a Territory Sales Manager."



PALLAVI MAHANTA

(Batch 21-23)

Internship: Pantaloons

Placement: Shopper Stop

"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."

RECRUITERS PARTICIPATED



RECRUITERS PARTICIPATED



ODM BUSINESS SCHOOL

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