India’s First University to Offer

MBA - MSME MANAGEMENT

in collaboration with National institute for MSME, Govt. of India

www.asbm.ac.in
The National Institute for MSME (ni-msme), an organisation of the Ministry of MSME, Govt. of India, is located at the metro-city of Hyderabad. Established way back in 1962, it engages in training, research and consultancy related to micro, small and medium enterprises. In fact it is now known as the mother institute for entrepreneurship management development programmes in India. The Institute has developed itself as a centre of excellence and has earned distinction in entrepreneurship promotion. It has received international recognition by the United Nations Industrial Development Organization (UNIDO).

ASBM University, Bhubaneswar
The Legacy of Excellence and Innovation

ASBM University was originally established in 2006 as Asian School of Business Management to offer management programmes along with training, consultancy and MDP. It has earned distinction for its MBA programmes and has been awarded global accreditation by the Accreditation Council for Business Schools and Programs (ACBSP), USA for excellence in academic delivery. Impressed by its performance and its quality parameters, the Government of Odisha converted into a full-fledged university in 2019. The Business School of the University has been rated A +++ by Business India with 51st place in the country. It is located at Bhubaneswar, the capital city of Odisha in a sprawling green campus close to Chandaka - Dampara reserve forest.
The micro, small and medium enterprises currently employ around 50 million people and account for about 8% of the country’s GDP, 45% of manufacturing production and 40% of the exports. The sector is growing by leaps and bounds and will play a prominent role in the development of the economy in the days to come. Such enterprises will have a huge requirement of management professionals to run these organisations. In this backdrop ASBM University in association with National Institute for MSME (ni-MSME), Ministry of MSME, Govt. Of India, for the first time in the country is offering two year full time MBA in MSME Management. National Institute for MSME is a centre of excellence with international recognition by the United Nations Industrial Development Organisation (UNIDO). This programme has been uniquely designed to create professionals with knowledge, skill, and competency to manage MSME organisations effectively and also can be capable of setting up their own start-ups as an entrepreneur. The students will get the opportunity to study in two campuses both at Bhubaneswar and Hyderabad and further will get best academic input and experiential learning from the MSME experts. I am sure this will help the students to become the true professionals with right set of attitude, knowledge, and skills to manage MSME for the development of the nation.

DG’s Message

According to a report by IAMAI and Kantar Research, the number of Internet users in India is set to touch 900 million by 2025, growing at a 45% CAGR post-pandemic. Digital adoption in rural parts of India grew 13%, clocking 299 million Internet users in 2020, which is 31% of India’s rural population. By 2025, there would be a greater number of Internet users in rural India than in urban India. The digital marketing wave is clear as the latest GroupM report - ‘This Year, Next Year 2022’ – forecasts that with 45% share, digital will overtake TV as the largest advertising medium in 2022, a trend many years in the making. Our education system only makes the management students wage employed; however, they’re not equipped to become self-employed if needed.

This is a unique course and master’s degree in Business Administration (MBA) in MSME which will address this gap. Students will be equipped to take up any challenges in the MSME segment. This course if offered jointly by National Institute for Micro, Small and Medium Enterprises (ni-msme), Ministry of MSME, Govt. of India, Hyderabad (ni-msme) and Asian School of Business Management University (ASBMU),
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ni-msme is known as mother institute for entrepreneurship management development programmes in India. This course is focused on bringing out successful managers as well as entrepreneurs as individuals. Jointly both ni-msme and ASBMU strive to provide the best industry linked learning opportunities to the working executives / professional to undergo the live start-up opportunity to incept the live organizations. Understanding the product or services promotions are important to formalize a sustainable enterprise in a realistic manner in MSME's. Several methods of pedagogy are adopted in this course through different game strategies and simulations process to replicate challenges of real-time. Furthermore, this course is a full-time MBA programme where the rigor in the classroom teaching with residential status is needed to be maintained. One year the course will be conducted at ASBMU, Bhubaneswar Odisha and another year it will be at ni-msme campus, Hyderabad for the better blending of classroom and live MSME's exposure. The pathway to acquire these capabilities is guided by the principle of 'learning through practicing and doing it by yourself'; in other words, individual reflection and collective discourse. The curriculum strikes a unique balance between academic rigor and industrial relevance by the industry experts by building a solid foundation. The visiting faculty with extensive research and industry experience provide mentorship in developing a deep-thinking and diving method that future managers, entrepreneurs, and leaders need. The relevant and rich curriculum with its world-class Faculty makes the full-time programme most challenging and rewarding in terms of academic learning while landing up with job with the dream enterprises and then starting own enterprise when one feels suitable.

Best Wishes for the course.
The micro, small, and medium enterprises currently employ around 50 million people and account for about 8% of the country’s GDP, 45% of the manufacturing production, and 40% of the exports. The sector is growing by leaps and bounds and will play a prominent role in the development of the economy in the days to come. Such enterprises will have a huge requirement of management personnel to run these organisations.

Hence ASBM University (ASBMU) offers Master of Business Administration in MSME Management (MBA-MSME Management) in collaboration with National Institute for Micro, Small and Medium Enterprises (ni-msme). The collaboration between the apex national institute for MSME and ASBM University will pave the way for a quality MBA programme in MSME management. It has been designed and developed in line with the National Education Policy, 2020 (NEP, 2020).

MBA in MSME Management is a two–year full-time residential programme spread over four semesters. Selected students will undergo the 1st & 2nd semesters at ASBM University (ASBMU), Bhubaneswar and the 3rd & 4th semesters at ni-msme, Hyderabad. This will help them master professional competency through expert classroom exposure and professional hands-on experience. On successful completion of the programme, the students will be awarded MBA degree by ASBM University.

After completion of the programme, the students can enter an array of specialised career options in various sectors such as manufacturing, services, trade, electricity and so on, in addition to promote entrepreneurship among the youth and create owners of start-ups.

Unique Features

- Collaboration between the apex national institute for MSME and a university known for its management programmes for a quality MBA programme in MSME management.
- First year at ASBM University, Bhubaneswar and the second year at ni-msme, Hyderabad to master professional competency through expert classroom exposure and professional hands-on experience.
- Residential campus at both Bhubaneswar and Hyderabad with all amenities
- Reasonable fee
- ASBM Finishing School for holistic personality development and employability
- Excellent placement record established by ASBM since inception
- Placement assistance with wide opportunity for employment the growing MSME sector
- Training in entrepreneurship with opportunity to establish Start-Ups
Experience an innovative and action-oriented Programme

Unique Collaboration
This programme is offered by ASBM University in collaboration with National Institute for Micro, Small and Medium Enterprises (ni-msme).

World-class Curriculum
The curriculum of the programme is benchmarked with the best institutions and universities worldwide. These are developed with continuous input from industry, experts, practitioners and other stakeholders.

Matchless Mentors
Faculty members are drawn from best of industry and academia with background of institutions of national importance like IIM, IIT, NIT, TISS 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.

Pedagogy
Emphasis is given on case analysis and presentation by the students with multi-disciplinary approach to sharpen analytical and decision-making skills.

Capstone Project
The capstone project is designed to provide experiential learning where students apply their classroom learning throughout the semester into practice of innovation & Entrepreneurship.

Curriculum Design
The curriculum consists of 132 Credits where foundation courses are of 58 credits, discipline core courses are of 52 credits and subject elective courses are of 8 credits. Internship Project is of 8 credits and other non-classroom teaching courses such as research paper analysis, business sector analysis and capstone project/live virtual project carry 6 Credits. Each credit is equivalent to 10 hours of teaching.

Campus Life

Green Campus
Sprawling E-Campus situated in the midst of a scenic landscape with natural flora and fauna.

Clubs
Students with wide range of extra-curricular and co-curricular interests whether a keen debater, budding singer or a creative writer, will find a club where they can explore their interests and find like-minded friends.

Resources and Facilities
The campus offers all the facilities required to stay comfortably. Mother Teresa Health Centre provides 24 hours health service, with an ambulance for emergencies. Ray Kroc multi-cuisine Food Court, Nestle Coffee Shop, Fast Food Center and Ice-cream Parlour, post office, ATM and laundry facilities are all provided for within the campus.

Sporting
Sports and extra-curricular activities play an important role in learning and development of students and faculty. The campus houses gymnasium, yoga & meditation centre and Entertainment Zone with indoor games for holistic physical, mental and spiritual development. In addition, outdoor games include like Volley Ball, Badminton etc.

Hostels
This programme is a fully residential, beautiful campus, situated with soothing ambience - Separate hostels for girls and boys with internet connection.

Security and Safety
The campus is constant monitored and controlled by the manned patrols round the clock to ensure safety.
Course Structure

Semester – I
- Organisational Behaviour
- Managerial Communication
- Accounting for Managers
- Managerial Economics
- Marketing Management
- Qt for Managers
- Structure & Processes in Organisation
- Business Ethics
- Research Paper Analysis
- Finishing Module – I

Semester – II
- Human Resource Management
- Management Information Systems
- Financial Management
- Research Methods
- Operations Management
- Legal Environment of Business
- Strategic Management
- Business Sector Analysis
- Capstone Project: Development of Business Idea into A Proof-Of-Concept and Working Prototype
- Finishing School Module – II

Semester – III

Industry Internship & Mentorship
After the second semester, the students are required to undertake an internship for two months in any organisation to relate their classroom learning with the ground realities of the industry.

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

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

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