

**Programme**

**DISCOVER  
A BRIGHT FUTURE**

**MBA**



Information Bulletin  
ADMISSION

**MBA/MBA-BUSINESS ANALYTICS**



Late Basant Kumar Birla and Sarala Birla

## VISION

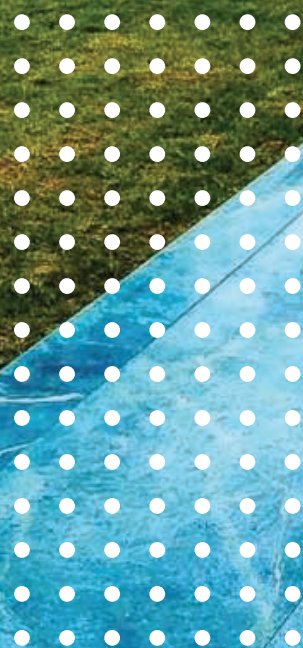
“TO **CREATE AND DISSEMINATE KNOWLEDGE** IN A **GLOBAL CONTEXT** WHILE PURSUING **EXCELLENCE, INNOVATIONS AND INCLUSIVENESS.**”



# DISCOVER A BRIGHT FUTURE

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

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**"CAREFULNESS COSTS YOU NOTHING.  
CARELESSNESS MAY COST YOU  
YOUR LIFE"**



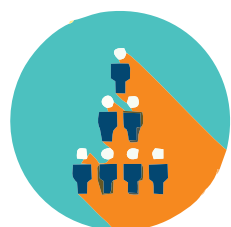
WASH HANDS



USE SOAP



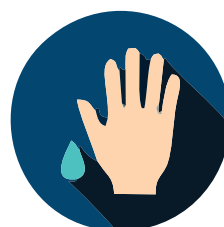
DON'T SHAKE HANDS



AVOID CONTACT



USE MASK



USE DISINFECTANT

## COVID-19 GUIDELINE

**In the wake of Covid-19 outbreak, entire mankind across the globe is suffering and we all know that prevention is better than cure. So it becomes our responsibility to take preventive measures to save ourselves as well the society.**

- Maintaining a Physical distance of at least 1 meter.
- Use of face covers/masks to be mandatory.
- Practice frequent hand washing (for at least 40-60 seconds) even when hands are not visibly dirty and use of alcohol based hand sanitizers (for at least 20 seconds).
- Avoid touching surfaces / objects, such as parcels or packets (ordered on-line and delivered by a person) touched by several hands and contaminated from a cough or sneeze of a person.
- Stop handshaking as a greeting.
- Avoid large gathering.
- Avoid going to crowded places.
- Covering your cough and sneeze with tissues and disposing the tissues in dustbins with covers.
- Anyone experiencing fever and / or symptoms of respiratory illness, such as, cough / difficulty in breathing should seek immediate medical help.





Pujya GD Birla with Mahatma Gandhi



Four Generations of Birla Family Together (L to R) Late Aditya Birla, Kumaramangalam Birla, Pujya GD Birla and Late Syt. BK Birla



Pujya GD Birla at Birla House



Late Dr. Smt. Sarala Birla & Late Syt. BK Birla visiting library at BIMTECH Greater Noida Campus



Pujya GD Birla with Sardar Vallabh Bhai Patel



A visit of Late Dr Smt. Sarala Birla and Late Syt BK Birla to the Pushp Vihar Campus. They are seen with Late Dr CB Gupta, Founder Director, BIMTECH



Pujya GD Birla with Mahatma Gandhi

# BIRLA LEGACY

Late Mr Basant Kumar Birla and Dr Sarala Devi Birla, successors of late Syt. G.D. Birla, are the Founders and Patrons of Birla Global University which owes its origin to Birla Academy of Art & Culture (BAAC), established in 1964 in Calcutta to promote arts, culture, literature and education. Birla Global University was earlier known as BIMTECH, Bhubaneswar.

Mr B. K. Birla not only played a pivotal role in setting up many nationally and internationally acclaimed educational institutes as part of his philanthropic contribution, but he was also involved in the management of his father's business since he was 15 years old. Apart from being associated with several companies like Birla Brothers Pvt. Ltd. and Kesoram Industries & Cotton Mills Ltd., he established many new industries for producing cotton, paper, polyester, nylon yarns, cement, chemical, tea, coffee, and cardamom.

He was the first Indian industrialist to set up a company abroad namely Indo-Ethiopian Textiles in 1959. For this, he was awarded the medal of Mainek II, the highest Ethiopian Award by the then emperor. Besides heading industrial ventures like Jay Shree Tea & Industries, Kesoram Industries Ltd., Century Enka Ltd., and Century Textiles Ltd., he made immense contributions to the education sector of the country. He was associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and BITS, Biwani as a trustee.

The educational institutes set up by Late Mr B.K Birla

1. Birla Global University (BGU), Bhubaneswar
2. Birla Institute of Management Technology, Greater Noida
3. Birla Vidya Vihar Trust, Calcutta
4. Birla Sanskriti Trust, Calcutta
5. Birla Vidya Mandir, Nainital
6. Birla Vidya Niketan, New Delhi
7. G.D Birla Memorial School, Ranikhet

# BIRLA GLOBAL UNIVERSITY

**B**irla Global University, a self-financed private unitary university, was established in 2015 by the enactment of Birla Global University Odisha Act, with its campus spread over an area of nearly 30 acres of lush green land in Gothapatna under Bhubaneswar city limits. The management of the university is carried out by a Board of Governors, headed by Smt. Jayashree Mohta, the Chairperson, Birla Academy of Art & Culture, as the main promoter of Birla Global University. The Honourable Governor of Odisha is the Chancellor of the university.

With a strong vision to be the best destination for the aspiring youths of the country, Birla Global University (BGU) is committed to redefine 'quality' in education with state of the art facilities, best of infrastructure and highly qualified faculty members. The core strength of the university is its commitment to research and development. The university caters to the educational needs of the young minds of the country and to take the state of Odisha to the global arena in the sphere of higher education.

Presently, the university operates with five schools, i.e.

1. **Birla School of Management offering BBA (Hons.), BBA (Hons.), Digital Marketing, BBA (Hons.), Business Analytics, MBA & PhD Programme**
2. **Birla School of Communication offering BAJMC & MAJMC**
3. **Birla School of Commerce offering B. Com (Hons.) & M. Com**
4. **Birla School of Social Sciences & Humanities offering B.A, Economics (Hons.) & M.A (Economics) & Ph.D. programme**
5. **Birla School of Law, offering five year BBA, L.L.B (Hons.)**

The university plans to extend the scope of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and PhD Programme in other schools.







**Our Mission**

- To globalize through international collaborations and exchange of students and faculty
- To strive for excellence in teaching and research
- To continuously innovate pedagogy and course content
- To encourage diversity and inclusiveness

**Values**

**HONESTY AND INTEGRITY**

We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.

**EMPATHY**

We recognize the needs of human development and respect diverse social, cultural and economic perspectives.

**TRANSPARENCY**

We believe in openness and assume responsibility as well as accountability in all our dealings and actions.

**FREEDOM**

We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.

**RESPECT**

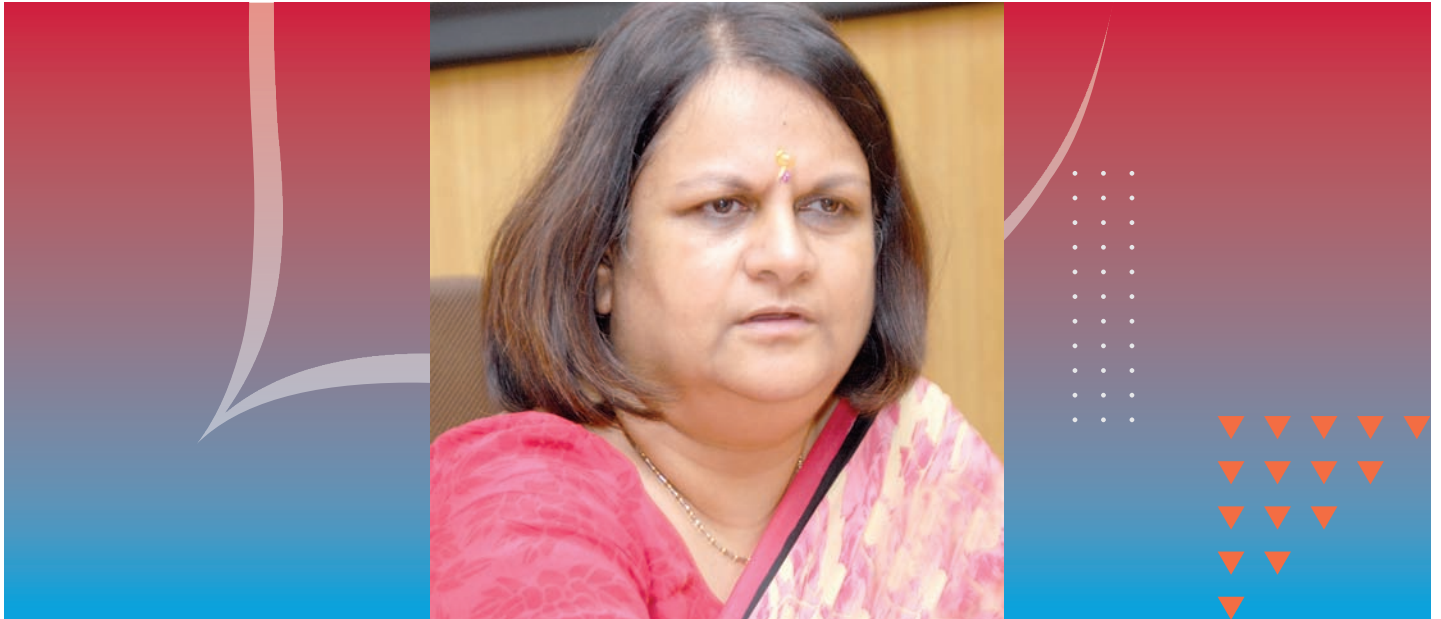
We foster a culture of respecting self and others.

**COLLABORATION**

We encourage teamwork and partnership in all endeavors for knowledge creation, acquisition and dissemination.



# Message from the CHAIRPERSON



Heir to a glorious tradition of learning and scholarship, India today is modern, young and focused on reinventing itself to take its rightful place among the comity of nations. Demographically speaking, every Second Indian is less than 25 years of age today. The vast energy of such a youthful nation is finding creative outlets in all fields – be it education, business, entrepreneurship, defense, sports, governance etc.

This is the context in which we have to view education in our country. There is an insatiable thirst for knowledge, skills and entrepreneurship among the youth of India, as witnessed in the explosion of graduate and post-graduate education, especially professional courses. Their needs can be satisfied only by the quality educational institutions with requisite standards in every respect. Delivering anything less will be unjust and unfair to the aspirations of thousands of young hopefuls.

We are acutely conscious of our responsibilities in this regard and have been striving to render quality education with values.

We have ensured that BGU students can find complete self-expression in the university's ambience. We are, thus, rendering every help to them to make their dreams come true.

It gives me great pleasure to commend BGU to the youth of India !

**Smt. Jayashree Mohta**





## Message from the VICE CHANCELLOR



Welcome all the students who aspire to emerge successful in their career pursuits to Birla Global University!

Birla Global University, a brainchild of its visionary founders Late B.K. Birla and Late Sarala Birla, was established with an aim to provide excellence in teaching and research. The University provides exceptionally congenial academic environment for developing and nurturing talent and skills in the future leaders coming from diverse backgrounds and culture. I am extremely happy to learn that the University is bringing out Admission Brochure for our flagship MBA programme. It gives me immense pleasure and a sense of pride to note that the Birla School of Management, in a very short period of five years, has become a very vibrant business school and is offering various modern specializations. Our qualified and experienced faculty members, coupled with our strong industry interface enable us to provide Quality Management Education. We are aware of the Post-Covid19 challenges and opportunities. To manage the current disruption we are preparing ourselves to address the demands created for jobs which are really future proof in the present scenario.

There is an active interaction between faculty and students in the campus. The learning experience in the campus paves a strong path for enhancement of overall development of the learners and attempts to unlock inquisitiveness for experiential learning which fosters in the development of quality, leadership and entrepreneurship. The courses offered are very carefully designed keeping the functionality of output to bridge the gap between higher education and employment. We kindle the passion in students and churn them out as a brigade of passionate change leaders and ambassadors of the University. We not only provide a vibrant and positive ambience but a well-equipped library, sports, clubs and extracurricular facilities etc. The students are groomed to meet with the required academic knowledge, technical and soft skills in serene atmosphere away from the hustle and bustle of city. The University has built up collaborations with various Indian and foreign institutions. Students have opportunities to complete part of their studies abroad. Invited lectures from faculty from India and abroad enrich the learning experience of our students.

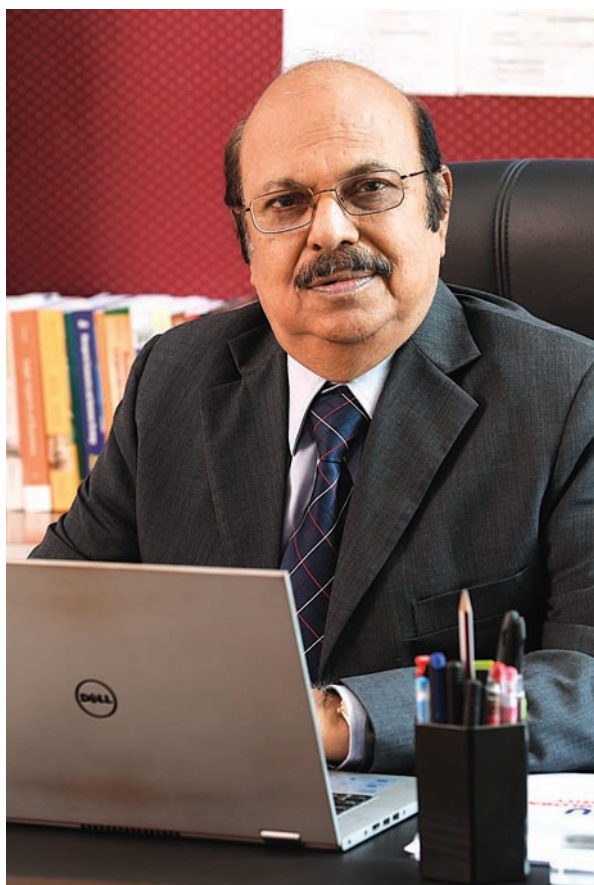
I have great pleasure in welcoming the prospective management education aspirants to the Birla Global University's Birla School of Management. I am sure that they will have a very pleasant and fruitful experience in their journey to become leaders in management.

**Prof. (Dr.) Premendu P. Mathur**

FNASc., FAMS, FISC  
Vice- Chancellor  
Birla Global University

## Message from the REGISTRAR

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



Birla Global University (BGU), established under Birla Global University Act 2015, cater to the needs of higher education not only in India but also plans to extend its reach to global students. Recognized by the University Grant Commission (UGC), Birla Global University committed to provide quality higher education to the meritorious students at Undergraduate, Post-Graduate and Doctoral level.

Inheriting the legacy of Birla's, the sole emphasis is to provide value based education to students. Standing on the pillars of ethics, BGU is well equipped with all modern amenities required for higher education. Thirty acres lush green toxic free campus at Bhubaneswar built with gothic infrastructure gives a sense of World Class University. Well qualified faculty members of the University always eager to extend their expertise to their students so as to make a solid foundation for a brilliant career.

University not only prioritizes academics but non-academic initiatives like sports and cultural activities are also being emphasized.

I welcome all students who have been aspiring for great academic career to Birla Global University.

**Prof (Dr.) B.K. Das**

BGU has the vision to offer undergraduate, postgraduate and doctoral studies in diversified areas of professional education in Business, Design, Communication, International Affairs, Odia Art & Culture development, Skill....



# Message from the **DEAN** Birla School of Management



## Dear MBA Aspirants,

Welcome to the Temple of Management Education at Birla Global University, Bhubaneswar!

At the Birla School of Management, we create opportunities for you to learn the nuances of becoming global business leaders and entrepreneurs. Our school provides unique experiential and blended learning platforms where a team of competent faculty will engage you both inside and outside the classroom in a technologically enabled smart campus. Birla Global University's sprawling 30 acres campus with unique architecturally designed buildings, depicts Odia culture and massive pillars indicate Birla's strong value system. Right from the first batch, students from 18 states have joined us to create mini-India culture in the Campus, a right platform for cross cultural development.

We at Birla University inculcate the guiding principles of excellence, ethics and values amongst our students while shaping and sharpening their mindset by academic rigor. We provide the skills you need to solve complex business issues in a range of environments with a challenging, rigorous education, and with coaching support and personalized attention. We believe strongly in the value of economics and statistics in the analysis of all business problems. The school continues to strive to meet the mission to mould young students into world-class technocrats of tomorrow who would endeavor to increase the quality of life for human kind. Our undergraduate and graduate programs in management are delivered by a team of outstanding faculty drawn from academia and industry having relevant business experience. Your interaction with them will be within and beyond the classroom.

Students' Summer Internships and short term projects are exclusively industry focused so as to equip them with latest management practices in various functional areas in the ever-dynamic context of domestic and international business environment.

I am confident that our faculty and staff will be fully dedicated to groom you as industry-ready Managers so that you can join the corporate and social organizations with required technical and managerial capabilities. On behalf of the management and faculty colleagues, I consider it as my pride and privilege to extend a cordial invitation to all the MBA aspirants to visit our Birla School of Management at Birla Global University and participate in the admission process for the MBA batch of 2021-23.

**Prof (Dr) Parameswar Nayak**

# INFRASTRUCTURE AND RESOURCES







This fully-residential campus is a blend of traditional Odia Architecture with modern amenities and resources.

- A campus spread across 30 acres, with nine blocks of buildings.
- The main Administrative Block, flanked on both sides by two Academic buildings each with walls of yellow stone cladding, inspired by ancient Indian style of Architecture, looks majestic.
- More than 50% of the area is kept green in the campus with existing philosophy of learning in the lap of nature. The buildings set among lush-green landscaped garden, have been designed to provide high standards in all respects.
- Language Lab to enhance communication skills in the areas of Listening, Speaking, Reading and Writing.
- Facilitate Business English Certification (BEC) examinations conducted by Cambridge English Language Assessment.





# INFRASTRUCTURE AND RESOURCES



## FACILITIES FOR LEARNING

- Fully equipped class rooms with multimedia facilities – based on participatory style of learning
- Modern library with facilities for academic learning.
- Fully-residential, air-conditioned and Wi-Fi enabled campus with state-of-the-art infrastructure.
- An environment which promotes team-work while maintaining the individual talent.
- Facilities for sports and recreation.



## I.T. RESOURCES

The campus is enabled with round the clock Internet facility.





## LIBRARY-ON-LINE RESOURCES

- Pro Quest, Emerald, Ebsco create indispensable research solutions that connect people with vetted, reliable information. It also provides access to over 90 Newspapers and Magazines including many which are not found in BSE.
- J-Gate Social & Management sciences: J-Gate is an electronic gateway to global e-journal literature. Launched in 2001 by Informatics India Limited, J-Gate provides seamless access to millions of journal articles available online offered by 8,750 + Publishers.



BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



## PUBLICATIONS

"Darpan" a periodical newsletter published by "Literary conduit" is a picturesque representation of all activities at BGU.





# THE MENTORS



Prof. (Dr.) Parameswar Nayak



Dr. Archana Choudhary



Dr. Pradipta Kumar Sanyal



Satyakam Mishra (CA)



Dr. Akshay Kumar Mishra



Dr. Snigdha Mohapatra



Dr. Anubha Ray



Prof. Saswati Tripathy



Dr. Manidatta Ray



Dr. Manas Kumar Pal



Dr. Lalatendu Sahoo



Dr. Sujit Kumar Patra



Dr. Sandeep Kumar Mohanty



Prof. Somnath Dutta



Dr. Sadanand Meher



Dr. Ajitabh Dash



Prof. Swagat Kishore Mishra



Dr. Mamata Rath



Dr. Pradip Kundu



Dr. Pritish Sahu

BGU has well-qualified and capable faculty fraternity drawn from the academia and industry bringing with them a rich repository of knowledge and experience who are engaged in research and consultancy. This is well supplemented by the advantage of drawing upon the expertise and knowledge of the team of expert faculty members of the greater Noida Campus of BIMTECH. The faculty also act as mentors of various student conduits and clubs promoting quizzing, gaming, public speaking etc.



# VISITING FACULTY

FROM BIMTECH



 01	 02	 03	 04	 05	 06
 07	 08	 09	 10	 11	 12
 13	 14	 15	 16	 17	 18
 19	 20	 21	 22	 23	 24
 25					

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



# MBA

## MBA BUSINESS ANALYTICS

# BIRLA SCHOOL OF MANAGEMENT

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR





Prior to establishment of BGU, Birla Institute of Management Technology (BIMTECH), Bhubaneswar was set up in the year 2013 by Birla Academy of Art & Culture as an off-shoot of its old top ranking B-School BIMTECH, Greater Noida in order to meet the felt need of an institute of international repute to create global learning environment in the eastern part of India. Within six years of its existence, BIMTECH, Bhubaneswar has made its presence felt and has earned a name for its value-driven quality education, successful placement of students and for creating an eco-friendly, highly disciplined and state-of-the-art campus. Now, it has become part of the Birla Global University with a new name of Birla School of Management.



BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



# WHY US?

## BIRLA SCHOOL OF MANAGEMENT

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

High Standards That Get Results

Personalized Support and Skill Development

At BGU, you can be sure of the highest standard of teaching. You will find the lessons dynamic, enjoyable and result-focused. The faculty members of BGU, most of whom have wide industry experience, are consistently praised for their outstanding quality by current and former students.

Throughout your stay at BGU, you can be sure of getting the personal attention you need for your overall personality development to make you industry-ready. We believe in the continuous evaluation of our students through Quizzes, Graded Assignments, Case Studies, Presentations and Mid Term tests etc., to ensure that learning takes place in a stimulating environment.







### Dynamic Learning Environment

At BGU, you would experience “learning in the lap of nature”. Our endeavour is to constantly update the learning pedagogy so as to be in line with today's changing environment. BGU students' success in all the facets of life can be attributed to perfect mix of dynamic learning environment, combining latest technology with modern teaching methods, experiential learning and self-management.

### Holistic Experience

BGU Bhubaneswar has a world class infrastructure and one needs to see it to believe it. The learning, living and other facilities here are truly beyond expectations. The Campus environment, in true sense, meets all the requirements of a world class B-School. BGU Bhubaneswar has adequate on campus facilities for boys and girls students and provides ultra-modern living environment. Rooms in Hostel are provided on twin-sharing basis. The hostels are designed to provide a proper mix of privacy and a unique social experience. Campus is also equipped with a Medical Centre along with Ambulance facility.

### International Exposure

Our MBA & BBA students get opportunities for international exposure by studying one trimester/semester at our partner Universities abroad. They can visit in groups for a short duration for industry-academia orientation, besides attending international conferences.







BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

Exchange Programme in School of Management ESSCA, France

# GLOBAL PARTNERSHIP & ALLIANCE

BGU BHUBANESWAR, AN OFFSHOOT OF BIMTECH GREATER NOIDA, DRAWS ITS RICH RELATIONS CULTIVATED BY ITS PARENT ORGANIZATION, WHICH HAS COLLABORATION WITH TOP B SCHOOL OF THE WORLD TO PROVIDE INTERNATIONAL EXPOSURE TO THE STUDENTS AND THE FACULTY STAFF. THE STRONG BELIEF IS THAT OUTSTANDING IDEAS COME FROM CROSSING TRADITIONAL BOUNDARIES AND HENCE WE PROMOTE: STUDENT EXCHANGE, FACULTY EXCHANGE, PARTNERSHIP WITH INTERNATIONAL UNIVERSITIES AND ORGANISATIONS; RESEARCH PROJECTS FOR STUDENTS, RESEARCH SHARING AND COLLABORATION; JOINT CERTIFICATE PROGRAMMES, DUAL DEGREE PROGRAMMES, EMERGING MARKET PROGRAMMES, JOINT SEMINARS AND OTHER ACADEMIC ACTIVITIES TO ENHANCE THE GRADUATION EXPERIENCE.



# EXCHANGE PROGRAMMES

**B**irla Global University is intellectually engaged with various leading institutions around the world to promote academic linkage and enrich an understanding of the cultures of different countries. The university signed MoUs with overseas universities to explore collaborative research, student and faculty exchange programme, and for cultural exchange. BSoM is committed to offering its students ample opportunities to diversify their educational experience not only by meeting people from other countries and travelling to different parts of the world but discovering new cultures while pursuing their degrees under BGU.

MoUs & the Student Exchange programmes with the following universities:

- **School of Management ESSCA, France**
- **University of Ljubljana, Slovenia**
- **Multi-Media University, Malaysia**
- **Kozminski University, Warsaw, Poland**



## BGU STUDENTS AT MMU, MALAYSIA

A team of sixty four students of MBA of 2018-20 batch with four faculty members went to Multi Media University, Malaysia for a five day trip in two batches. During the trip, the students attended various sessions on Management Studies from the Professors of MMU. The students visited Bank of Negara, Malaysia and Yakult factory, besides their joyful time at Kuala Lumpur.





# OUR MENTOR

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



## BIMTECH, GREATER NOIDA

BIMTECH Greater Noida, a 30 year old top ranking B-School has been our torch-bearer, guide & mentor. BGU, earlier known as BIMTECH, Bhubaneswar is an off-shoot of BIMTECH Greater Noida. The university inherits the legacy of high standard of teaching & learning drawing its inspiration from BIMTECH Greater Noida for its value-based education.



BE A PART OF  
**BIRLA  
LEGACY**

**02**  
**CAMPUSES  
1 LEGACY**



BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



**BGU**  
**BIRLA GLOBAL  
UNIVERSITY**  
BHUBANESWAR

**BIRLA SCHOOL OF MANAGEMENT**

Bhubaneswar

# INDUSTRY ACADEMIA INTERFACE

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



**Dr. A. K. Dey**  
Professor,  
BIMTECH



**Dr. Gopababdh Mishra**  
Former Professor,  
Utkal University



**Dr. Joann Rolle**  
Dean, Medgar Evers College,  
University of New York



**Mr. Ashish Sinha**  
Sr. VP and Head  
First Abu Dhabi Bank, UAE



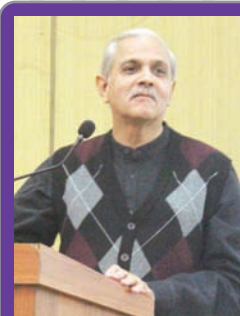
**Mr. Prakash Rath**  
Head, Strategic Asset Mgmt.  
L&T Finance



**Mr. Sumit Sankar Banerjee**  
Cluster Manager,  
Hindustan Coca-Cola



**Prof. Arup Choudhuri**  
Chairman and CEO,  
Acasia Global Consulting LLP



**Arvind Shukla**  
Professor  
BIMTECH, Greater Noida



**Prof. Karunesh Saxena**  
Professor, MLS University,  
Udaipur, Rajasthan



**Prof. R D Sharma**  
Ex-Vice Chancellor,  
Jammu University, Jammu



**Prof. Anol Bhattacharjee**  
Professor



**Dr. Sarat Mallik**  
Chief General Manager,  
SEBI, Mumbai



**Mr. Lingaraj Mohanty,**  
Senior Manager,  
UTI Mutual Fund



**Father A.C. Jesurajan S.J.,**  
Professor of XIMB



**Dr. Gerald Goh**  
Dean, Faculty of  
B M University, Malaysia



**Mr. Arun Mishra**  
CEO, Hindustan Zinc Ltd,  
Vedanta Group



## GUEST LECTURES BY INTERNATIONAL FACULTY

### **Professor Dorota Dobija**

Kozminski University,  
Poland

### **Mr Stephane Michelin**

CEO  
Sodexo India Pvt. Ltd

### **Prof. Shyam S. Lodha**

Professor  
School of Business, Southern  
Connecticut State University, USA

### **Prof Radheshyam Pradhan**

Professor  
Tribhubawan University,  
Kathmandu, Nepal

### **Prof. Rado Bohinc**

Professor and Dean  
Faculty of Social Sciences,  
University of Ljubljana,  
Slovenia,  
Europe

### **Dr Nar Bahadur Bista**

MD  
Uniglobe College,  
Nepal

### **Prof Dr Gerald Goh Guan Gan**

Dean  
Faculty of Business,  
Multi Media University,  
Malaysia

## GUEST LECTURES BY NATIONAL FACULTY

### **Mr. Sahil Nayar**

Senior Associate Director,  
Human Resource, KPMG,  
Mumbai

### **Mr. Yogi Sriram**

Senior Vice President &  
Corporate & Head HR,  
L&T Group, Mumbai

### **Mr. Chandrasekhar Mukharjee,**

CHRO,  
Magic Bus Foundation

### **Mr. Prabhu Nambiappan**

HR Head,  
Ramco Group,  
Chennai

### **Mr. Sankha Bhowmick**

Ex-VO-HR  
The Times of India Group  
Currently with Goldmans Sach

### **Mr. Ashwini Rao**

Senior Director HR,  
Southerland Global Services

### **Ms. Rosalin Mohanty**

Co-Founder ^ VP  
Cozentus

### **Mr. Dilip Mohanty**

President HR,  
Jayswal Neco

### **Mr. Nirmal Mohanty**

Head-MFC Spares Business  
Mahindra First Choice

### **Ms. Ritika Basu**

Regional HR,  
Godrej Properties

### **Mr. Umar Ali Shaikh**

CEO & Director  
ATOS

### **Mr. Sirbesh Beltharia**

Vice President & Group HR Head  
Shyam Steel Industries

### **Mr. Santosh Padhi**

Sr. HR,  
Reliance Jio

### **Mr. Rishab Mehrotra**

Head, Operation,  
Reliance Retail

### **Mr. Dinkar Kadam**

Director,  
People Sigma

### **Prof. Amarendra Sahoo**

DG & Professor,  
Sai Balaji Education Society,  
Chairman-Board member,  
Atom Technologies

### **Dr. Sarat Kumar Mallik**

Chief General Manager, Securities  
and Exchange Board  
of India, Mumbai

### **Dr. Karunesh Saxena**

Senior Professor, MLSU,  
Udaipur

### **Prof. B.K.Mohanty**

Sr. Professor, Decision Science  
Group, IIM-Lucknow

### **Mr. Sebastian Joseph**

General Manager (HR) & Head  
HR, NTPC, Eastern Region – II

### **Mr. Stephane Michellin**

Managing Director,  
Sodexo, SVC India, Pvt. Ltd.

### **Mr. Pravakar Mohanty**

Director, Finance,  
OHPC & OPGC

### **Pro. L.K.Mohan Rao**

Former Professor of Economics,  
Andhra University

### **Mr. Arun Mishra**

VP, TATA Steel & MD,  
TATA Steel & SEZ

### **Mr. Sugadev Vedachallam**

Senior Manager, S & P Global,  
Hyderabad.

### **Mr. S. Pal**

HR Manager  
Tata Realty and  
Infrastructure Ltd,  
Mumbai

### **Mr. Chinmay Kr. Podder**

Former Executive Director  
(HR & IR) of Neelanchal Ispat  
Nigam Limited.

### **Mr. Rakesh Adlakha**

Vice President,  
SMS India Ltd.

### **Mr. Biswa Ranjan Dehury**

State Head  
Chola General Insurance

### **Mr. Sushant Routray**

Senior General Manager &  
Head (Talent Acquisition),  
Tata Motors,  
Mumbai.

An International Conference on “Global Trends in Business Practices & Management Education”, organized by the Birla School of Management, Birla Global University, Bhubaneswar, India, in collaboration with the University of Ljubljana, Slovenia, Europe was held on 24-25 January, 2020, at the Hotel Crown, Bhubaneswar. The conference was inaugurated by Mr. Deepak Kumar Hota, Chairman and Managing Director, BEML Ltd, India. Dr. Jo-ann Rolle, the Dean, School of Business, Medgar Evers College, the City University of New York, was the Keynote speaker of the session. In her address, Dr Rolle emphasised on new methods of teaching to make new and effective future leaders. She said that we need to align our education with the rapid changes in modern days.







Dr. H. Chaturvedi, Director, BIMTECH, Greater Noida, was the Guest of Honour of the conference. The theme of the conference was delivered by three distinguished speakers- Prof. (Dr.) Aleksandra Kanjuo-Mrcela, Professor & Head-Doctoral Programme, Faculty of Social Sciences, University of Ljubljana, Slovenia, Europe, Dr. Monika Kalin Golob, Conference Co-Chair, Professor & Dean, Faculty of Social Sciences, University of Ljubljana, Slovenia, Europe, Prof. Shyam S. Lodha, Professor of Marketing, Southern Connecticut State University, USA. Prof. Golob and Prof Lodha addressed the participants online. Among the eminent dignitaries on the dais, Dr. Sarat K. Acharya, Former CMD, NLC India addressed the participants.

268 participants attended the conference from across the country and 13 foreign countries. More than 40 eminent speakers from different countries such as Europe, USA, Malaysia, Nepal, Nigeria, Tanzania delivered their addresses to the galaxy of intellectuals in various sessions during these two days.

Prof. Parameswar Nayak, the Conference Chair, Professor & Dean, Birla School of Management extended a warm welcome to the dignitaries, the paper presenters, the delegates from corporates, and the participants. Dr. B.K Das, the Registrar of the University proposed a vote of thanks. The conference was presided over by the Ex Vice Chancellor Prof. Sudhakar Panda. The conference was convened by Dr Archana Choudhary & Dr Anubha Ray.





# NATIONAL CONFERENCES & SEMINARS

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR



Birla School of Management organized National Seminar on “Decision Science and Operations Management: Recent Trends and Developments” on 07 March 2020.

A galaxy of professors, researchers, industry practitioners and intellectuals gathered at the university campus to deliberate on the various aspects of the issue regarding the importance of Decision Science and Operations Management in Business. The programme was inaugurated by Mr. Maheswar Sahu, IAS (Retd.) , Former Addl. Chief Secretary (Industries and Mines), Govt. of Gujarat and Independent Director, Adani Gas as Chief Guest along with Prof. Gopal Krishna Nayak, Director, IIIT, Bhubaneswar, as Guest of Honor, the former Vice Chancellor of Birla Global University Prof. Sudhakar Panda, Dean, Birla School of Management, Dr. P. Nayak and Dr. Manidatta Ray, Professor, Birla School of Management.

In his keynote address the Chief Guest Mr. Sahu spoke on various decision environments with a special reference to Govt. and corporate eco-system. The Guest of Honor of the occasion Prof. G. K. Nayak emphasized on Role of Innovation, Technology, Research and Development of leading global companies and countries. While welcoming the dignitaries and participants of the conference, Dr. Nayak deliberated on the role and importance of Operations Management in business success.

Dr. Manidatta Ray, the convener of the conference introduced the theme of the conference at the beginning of the programme and Dr. Pradip Kundu proposed a vote of the thanks.







**A Two Day National Conference on “Language, Literature and Diversity”** hosted by Birla School of Management on 15-16 February 2019. The two-day national conference provided an excellent forum for sharing knowledge and research findings among researchers, practitioners, academicians, professionals, and students.



**Birla Global University organized a workshop on “Women 2020: Transforming Lives” on 29th February 2020 at its campus.**

The workshop was inaugurated by Chief Guest Shri Bipin Bihari Mishra, Former Director General of Police, IPS, Distinguished Guest of Honour, Prof. (Dr.) Sasmita Samanta, Pro Vice Chancellor, Kalinga Institute of Industrial Technology (KIIT), Deemed to be University, Guest of Honour Prof. (Dr.) Monica Das, Former Professor (Economics), Gargi College, Delhi University, Vice Chancellor Birla Global University, Prof. Sudhakar Panda and Dr. Archana Choudhary, the convener & faculty, Birla School of management. The inaugural session was followed by a Panel Discussion. The panel comprised of Prof. (Dr.) Monica Das, Former Professor (Economics), Gargi College, Delhi University, Dr. Amrit Pattojoshi, Neuro Psychiatrist, Hi-Tech Hospital, Bhubaneswar, Ms. Julie Nayak, Homemaker and Ms. Subhashree Dash, Founder, Audiotronics. Dr. Anubha Ray, faculty, Birla School of Management was the moderator who engaged the panellists in a sensitively intriguing discussion.





# Convocation 2019

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

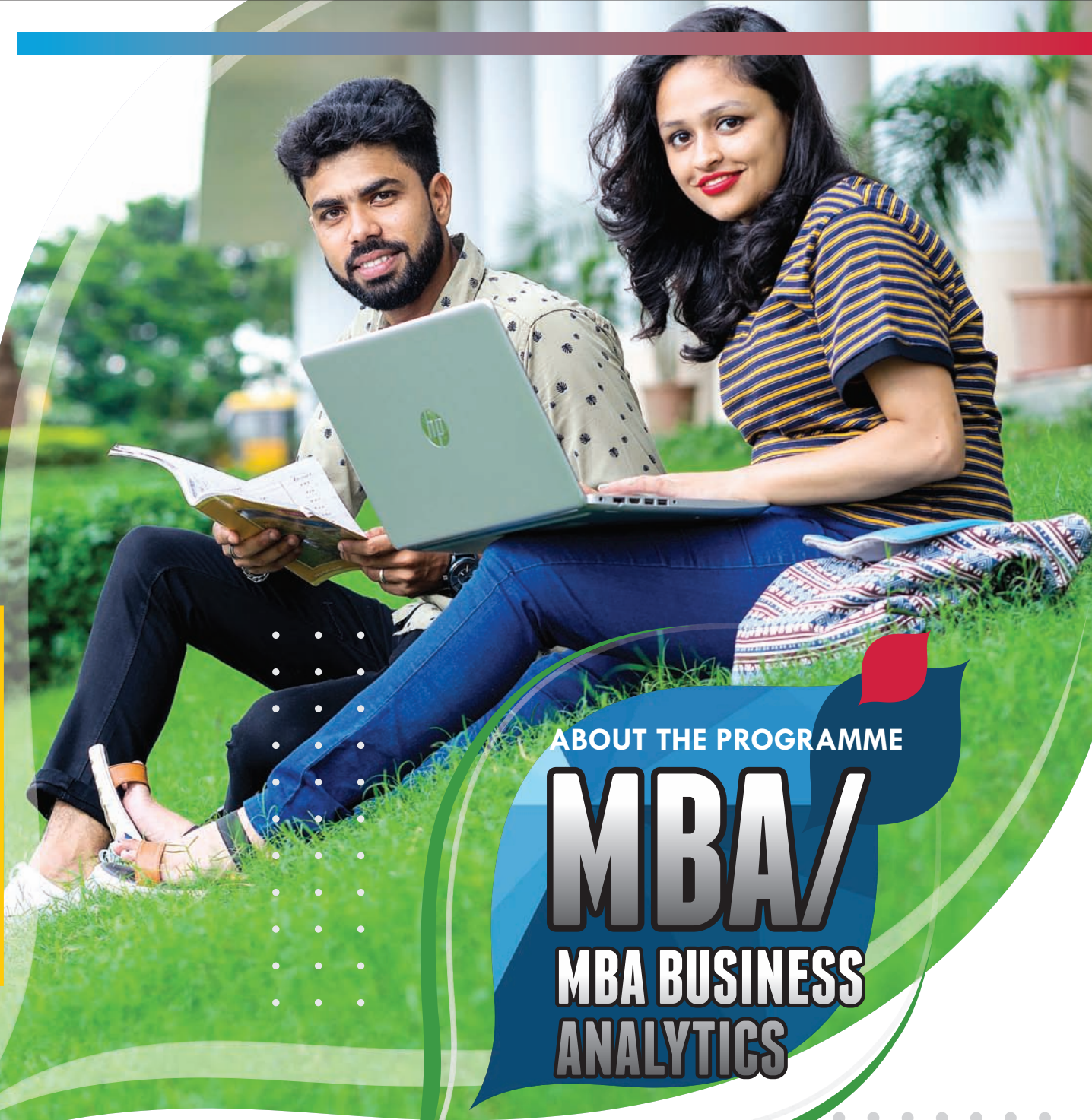
Birla Global University, Bhubaneswar celebrated its 2nd Annual Convocation for the MBA, MAJMC, M.Com, and MA Economics 2017-19 batch students at its campus in Bhubaneswar on 16 November 2019. Prof. Ganeshi Lal, Honourable Governor of Odisha and Chancellor of the University presided over the occasion. In his address, Honourable Governor said that the real mission of education is to create an universal man. He also said that true development is possible when technology and theology go hand in hand. The Governor urged the graduating students to look at their inner self and explore their potential to the maximum which he believed is true enlightenment.











ABOUT THE PROGRAMME

# MBA/ MBA BUSINESS ANALYTICS

**M**aster of Business Administration under Birla School of Management of Birla Global University offers two years full time residential programme designed in line with the best management program of different universities/Institution of the Country. It has the advantage of using a rich knowledge capital, developed by our Mentor, BIMTECH Greater Noida over the last 28 years.

The curriculum structure is expediently planned and drafted trimester-wise and reflects vision & mission of the institute. Further, it also consists of areas of specialisation in the field of Marketing, Finance, HR, and Operations that will be available to the students during the course.

The main goal of the MBA programme is to provide learning to students to become leaders and entrepreneurs in the face of global competition. It is designed to train high caliber professionals who devote themselves to effective management of an organization by achieving excellence with values. The programme enables the participants to understand current business challenges and prepares them with the aid of updated technologies and advanced pedagogy to successfully face global business challenges.





## PROGRAMME GOALS



To enhance the knowledge and skills of the students in different functional areas of management to work effectively in business & social organization.



To develop a positive attitude, interpersonal and leadership skills of the students through co-curricular and extracurricular activities.



To encourage students for innovative & entrepreneurial ventures.



To promote research-oriented project work among students.



To build a strong foundation for developing a value-based understanding to handle corporate social responsibilities affecting all stakeholders.

## SPECIAL FEATURES OF THE PROGRAMME

- Industry Employability Enhancement Programmes (IEEP) through special modules
- Teaching-Learning environment with modern Audio-visual facilities
- Regular Interaction with stalwarts from Industry and Academia from both India and abroad
- Opportunity for International Student Exchange Programme with partner Universities/ institutes
- Opportunity for on-the-job training through Industry Internship Programmes (IIPs) and Short Term Live Projects (STLPs)
- Activity Based Self Learning (ASL) Programmes
- Add-on opportunity to learn through compulsory Foreign Language Module
- Support for Industry Internship and Placements
- Involvement in Entrepreneurship Activities with support of the Centre for Innovation and Business Incubation (CIBI)
- Soft Skill training Programme
- Six Sigma Certification Course
- Capstone Certification Course
- Certification Programme on Business Analytics, Business Intelligence & Data Mining
- Certification Programme on Business Analysis by IIBA, Canada
- Personality Assessment/ Personal Positive Impact by British Council and Oyster Life Projects, etc.

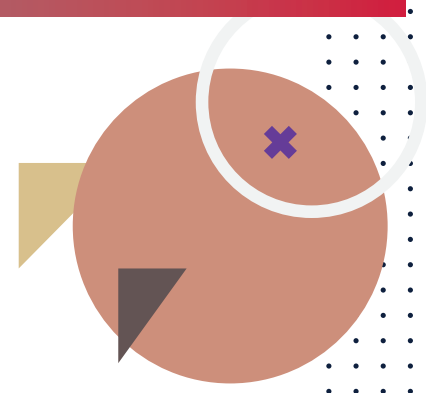


2021-23

# PROGRAMME STRUCTURE



(MAJOR & MINOR SPECIALIZATIONS)



BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

## SEMESTER-I

- Accounting for Decision Making
- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Statistics for Management
- Business Communication
- Management Information System
- Research Methodology
- Leadership
- Developing Self for Corporate Readiness-I

## SEMESTER-II

- Human Resource Management
- Cost and Management Accounting
- Macroeconomics for Business Decision Making
- Financial Management
- Strategic Marketing
- Production and Operations Management
- Advance Business Communication
- Decision Modelling and Optimization
- Developing Self for Corporate Readiness-II
- Social Immersion Project
- Elective – I

## SEMESTER-III

- Responsible Business
- Design Thinking & Entrepreneurship
- Artificial Intelligence and Deep Learning
- Developing Self for Corporate Readiness-III
- Elective – II
- Elective – III
- Elective – IV
- Elective – V
- Elective- VI
- Summer Internship Project

## SEMESTER-IV

- Strategic Management
- Business Law & IPR Management
- International Economics
- CAPSTONE Business Simulation
- Developing Self for Corporate Readiness – IV
- Elective – VII
- Elective – VIII
- Elective – IX
- Industrial Visits
- Activity Based Self-Learning
- Knowledge Enhancement Course (select One)
- Element of Basic Econometrics
- International Marketing
- International HRM
- Marketing Analytics
- Advanced Entrepreneurship

## MARKETING

- Sales and Distribution Management
- Services Marketing
- Customer Relationship Management
- Integrated Marketing Communication
- Brand Management
- Retail Management
- Bottom of Pyramid Marketing
- Consumer Behaviour
- Digital Marketing
- International Marketing

## FINANCE

- Financial Product, Services & Financial Markets
- Management of Banks & Financial Institutions
- Investment Management
- Financial Report Analysis & Valuation
- Retail Banking & Insurance
- Derivatives and Risk Management
- International Financial Management & Project Finance
- Social Banking & Microfinance
- Corporate Taxation
- Management Control System

## HUMAN RESOURCE

- Learning & Development
- Industrial Relations and Labour Laws
- Managing People and Performance in Organizations
- Organization Development and Leadership
- Acquisition, Retention & Engagement
- Strategic HRM
- Compensation Management and HR Metrics
- HR Analytics, Tools and Techniques
- Cross Cultural HRM
- Human Resource Development: Strategies and Systems

## OPERATIONS

- Supply Chain and Logistics Management
- TQM for Business Excellence
- Service Operations Management
- Operations Strategy
- Sustainable Operations Management
- Predictive Analytics and Big Data
- Technology, Innovation and New Product Development
- System Optimization and Management Science
- Project Management
- World Class Manufacturing

## BANKING TECHNOLOGY

- Banking Principles and Practice (Including Banking Regulation and Management of Commercial Banks)
- Artificial Intelligence and Banking Functions
- Digital Customer Management System
- Payment System and UPI
- Big Data Analysis
- Distributed Ledger Technology & Blockchain
- Financial Product & Services
- Financial Institutions & Markets
- Modelling and Design Lab
- Chatbots and Robotic Process Automation

### Important Note

A student has to select 9 electives from two specialized areas only i.e. 5 from major specialization area and 4 from minor specialization area. A list of elective courses is mentioned below specialization wise. An elective will be offered only when seven (7) or more students opt for it.

### Important Note

A student has to select 10 electives from any two specialization areas- 6 from major and 4 from minor specialization area. An elective will be offered only when seven (7) or more students opt for it.





2021-23

## PROGRAMME STRUCTURE

# MBA (BUSINESS ANALYTICS)

## SEMESTER-I

- Accounting for Decision Making
- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Statistics for Management
- Business Communication
- Management Information System
- Research Methodology
- Leadership
- Developing Self for Corporate Readiness-I

## SEMESTER-II

- Human Resource Management
- Cost and Management Accounting
- Macroeconomics for Business Decision Making
- Financial Management
- Strategic Marketing
- Production and Operations Management
- Advance Business Communication
- Decision Modelling and Optimization
- Machine Learning with Business Applications
- Developing Self for Corporate Readiness-II
- Social Immersion Project

## SEMESTER-III

- Responsible Business
- Design Thinking and Entrepreneurship
- Artificial Intelligence and Deep Learning
- Developing Self for Corporate Readiness-III
- Advanced Database Technology
- Social Media Analytics
- Data Mining and Business Intelligence
- Cloud Computing and Applications
- Statistical Data Modelling using R
- Summer Internship Project

## SEMESTER-IV

- Strategic Management
- Business Law and IPR Management
- Big Data Analytics
- CAPSTONE Business Simulation
- Developing Self for Corporate Readiness – IV
- Internet of Things (IoT) and Applications
- Text Mining and Mobile Analytics
- Project Management
- Industrial Visits
- Activity Based Self Learning
- **Knowledge Enhancement Course (select one)**
- Financial Risk Analytics
- IT Security and Risk Management
- Supply Chain Analytics
- Marketing Analytics
- HR Analytics





# FINAL SELECTION CRITERIA

## Minimum Eligibility & Selection Criteria for MBA at BGU Bhubaneswar:

Candidate should have good academic record with minimum 50%\* marks (or equivalent CGPA) in his/her Graduation (10+2+3 system) from a recognized university. Candidates appearing for their final year graduation examination are also eligible to apply, however they must submit their mark sheet immediately on the receipt of the same.

\* University may consider 5% relaxation in exceptional cases.

### Final Selection Criteria:

The applicant to the programme is selected on the basis of BGU Selection process based on past academic performance in 10th, 12th, and graduation; CAT/XAT/GMAT/CMAT/MAT score; GDPI or Comprehensive PI; written ability test (WAT). Suitable weightages for Work Experience, Academic & Regional Background, and Professional Qualification etc. are also given.

NOTE: Applying for the admission does not ensure that candidate will be called for PI process or get admission. The discretion of the admission committee of the university will be final in all such matters.



## Selection Procedure for MBA Programme

Steps in selection for admission at School of Management of BGU include:

### STEP I

Availability of Application Forms: Application form is available on University Website : [www.bgu.ac.in](http://www.bgu.ac.in)

### STEP II

For applying online: Application form can be filled online through payment of Rs. 1150/-by Debit/ Credit Card / Net Banking.

### Step III

#### Call for Group Discussion and Personal Interview:

Call letter will be issued to shortlisted applicants for appearing for WAT and PI Process at Various Locations.

#### Tentative Venue for GD and PI

Bhubaneswar, Kolkata, Ranchi, Patna, Jamshedpur, Chennai, Bengaluru, Hyderabad, Mumbai, Guwahati and Greater Noida (More GDPI centers may be added based on no of candidates)

### Step IV

Declaration of Final Selection List: Final Selection list would be declared on finalization of selection list.

### Step V

#### Fee Submission:

Time of fifteen days would be given to the selected candidates from the day of declaration of final selection list to submit first installment of tuition fee as specified.

Programme	No. of Seats	Selection Procedure	Broad Eligibility Criteria	Programme Tuition Fee (for full course)
MBA- 2 Year, Full Time UGC Approved	120	CAT 2019/ XAT 2020/ CMAT 2020 or MAT (Sept 2019/ December 2019/ February 2020/ May 2020)	Graduation with min. 50% marks (10+2+3 pattern)	Rs. 8,50,000* (for 2 years)

\*Excluding hostel, mess, laundry and other facilities. & Program fee includes tuition fee, Books, study materials, Examinations fees, Workshops, Guest Lectures, Soft Skill training, Industrial tour etc.



## Highlights of MBA 2018-20 Batch Final Placement



Monika Meher



Swetapadma Nayak



Soumyashree Mahapatra



Subhashree Panda



Snehanshu Sekhar Mishra



Sweta Padma Nayak



### Industries and sector visiting BGU

FMCD, Financial Service,  
Consulting, FMCG, IT, Banking,  
Insurance, Edu-Tech

Companies Shown trust by revisiting of BGU	:	<b>62%</b>
Newly Added Companies	:	<b>38%</b>
No. of Opportunities created	:	<b>854</b>
Average Chance Given to student	:	<b>10</b>

## Final Placement drive by Top Notch Brands for BGU Students



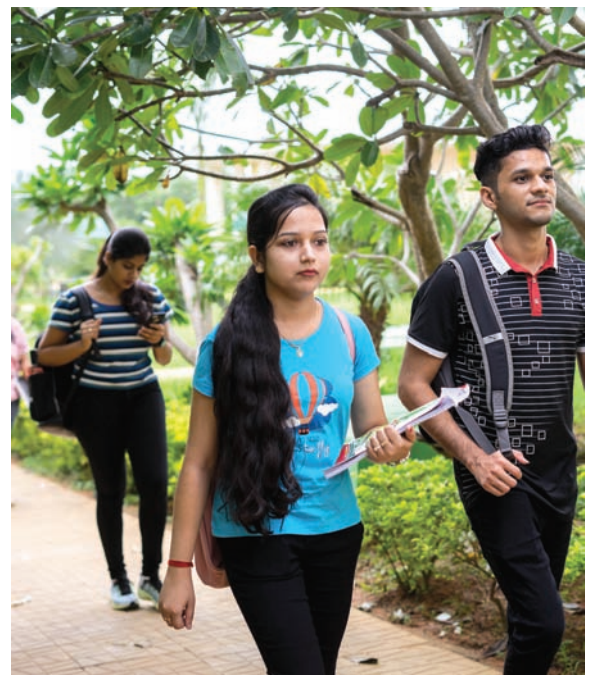


## OUR SUMMER PLACEMENT RECRUITERS

Andhra Bank  
Autofin  
Axis Bank  
Bajaj Finserv  
Bhubaneswar Stock Exchange  
Birla Capital  
Britannia  
Canara bank  
Carlsberg  
CCD  
CII  
Coca Cola  
Crompton Greaves  
Dabur  
DC Design  
DS GROUP  
Edupristine  
Emami  
Emami Agro-Tech  
EMIL  
Ernst & Young (EY)  
Fame Per Second  
Federal Bank  
Fine Switch Gears  
Future Group  
Greenply Industries  
Haldia Petrochemicals  
HDB Finance  
HDFC Bank  
Hindalco Industries  
Hitechplast  
Hyundai  
ICICI Bank  
IDBI Bank  
IDBI Federal Life insurance  
Idea Notebooks  
IFFCO  
IMRB International  
India Infoline  
Indian Oil

IndusInd Bank  
Indusnet  
Jindal Steel And Power  
JK Paper  
JSW  
Jusco  
Karnataka Bank  
Karvy Stock Broking  
Kensai Nerolac Paints  
Keventer Agro  
Kotak Mahindra Bank  
Kotak Mutual Fund  
Kotak Securities  
KPMG  
Kronas Logistics  
Kurl On  
Larsen And Toubro  
Lee Pharma  
Lex Mantra  
Mafoi Analytics  
Mahindra Finance  
Maidan Power  
Maruti Suzuki  
MCL  
Mendwall  
Milk Mantra  
Mobizz  
Mother Dairy  
Motherson & Sumi  
Motilal Oswal  
Nalco  
Nestle  
ONGC  
Pantaloons  
Pidilite Industries  
Punjab National Bank  
Ramkrishna Forgings  
Reliance Jio Infocom  
Reliance Retail

Reliance Securities  
Rohats Dairy Project  
RSP  
Sahyadri Agro Retail  
Shyam Metals And Energy  
South Indian Bank  
Sriven Corporation's  
State Bank Of India  
Tata Motors  
Tata Steel  
Tatwa Technologies  
Textnook Online Books  
The Calcutta Stock Exchange  
The Co Operative City Bank  
TRF  
TVS  
Uco Bank  
Ultratech Cement  
Unibic  
Usha Martin  
Wallang Exports  
Wuerth







## INDUSTRY TOUR

MBA 19 21 students of Birla Global University, Bhubaneswar visited Central Tool Room and Training Center, Bhubaneswar as part of the Operation Management course of Trimester II. It was an exposure to the Manual Central Lathe & conventional drilling machine to # D Printing Machine.

The 5-axis CNC machines used for producing parts for Air Force and Space Research was a thrilling experience. The number of parts produced for multiple customers in a number of CNC machines was a great learning experience on how parts are being produced. The inspection and quality process was also explained to them. CTTC trainers explained the operation of Robots through live demonstration as well as the design simulation for product development. The concept of skill development of trainees from school drop outs to graduate engineers was an eye opener from the Human Resource Management aspect.

Thanks to CTTC and especially Dr. S.K. Kar for this wonderful learning experience.







# Student Conduits



BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

### CCR Conduit

This Conduit is the student representative team for the Centre for Corporate Relations (CCR). This is the single-window for contacting Organizations to invite them to the campus for various activities like guest lectures, student interactions, projects, internships, final placements etc.

### Discipline Conduit

Members of this conduit ensure that discipline is maintained on the Campus, in the hostel and in the mess. Any observations of deviations are dealt with deftly and differences resolved between differing individuals at the earliest.

### Editorial Conduit

This Conduit ensures that all events are recorded and reported; this is later brought out in the form of a biannual Newsletter "Darpan". The student team of this conduit is responsible for writing, compiling and editing articles on the various activities that happen on the campus. It also highlights the laurels achieved by students, faculty and staff in various spheres.

### Sports Conduit

Facilities are available on campus to engage students in several sporting activities throughout the year. There is also a State-of-the-Art gym for use by students and faculty at dedicated times. The sports conduit organizes various events both within the institute and also takes on the responsibility of forming teams for different competitions in intercollegiate events. The sports conduit is responsible for all the sports and gym equipment including fresh requirements according to the needs of the students. Cricket, Football, Volleyball, Badminton, Table tennis, Carrom etc. are some of the popular games on the campus.

### Cultural Conduit

The members organise various functions and festivals with the help of other student volunteers. Fresher's party, Independence Day, Eid, Janmashthami, Ganesh Chaturti, Onam, Diwali, Christmas, New Year, Lohri, Saraswati Puja, and Farewell Party etc. have been organised on

the campus. This conduit also organises other events like debates, quizzes, song & dance, elocution competitions, besides antakshari, fashion shows, music recitals, theatre workshop, and other fine art related events.

### Food Conduit

In addition to 'food for thought' adequate importance is also given to "food for the stomach". Being a residential campus, food is important for the life on the campus. The Food Conduit members coordinate and assist the campus mess in preparing the monthly menu for all meals like breakfast, lunch, tea and dinner. Besides this, the conduit also organises special meals on special occasions to the satisfaction of all the residents on the campus. The conduit members are responsible for the quality and variety of food served on a daily basis including its taste and nutritional value. The menu is drawn up in consultation with the students, faculty and staff and regular feedback is obtained, which is conveyed to the mess.

### Media & PR Conduit

This Conduit maintains relations with the local and national media houses and ensures that all events conducted by the institute are given due coverage. People from media are invited to the campus on a fairly regular basis to cover all the happenings on the campus. The conduit members are trained to interact with the media and to also prepare press releases.





# Student Club Activities



## Marcob

MARCOB, the marketing club of BGU, conducted a competition on identifying a unique store in Bhubaneswar. Various teams participated in this unique experience of exploring new stores dealing with unique merchandise and customer base. Sonali Dash, Krutananda Acharya, and Sidhant Siladitya Das won 1st position for talking about Banaras Pan Bhandar. Barsha Saraogi, Ashutosh Rout, and Shilpa Pattnayak won 2nd position for presenting about Edoxon Cabs while Apurba Behera, Debi Prasad Mohapatra and K. Deeksha stood third for their study and presentation on Doordarshan Mutton.

## Aikarthy (HR Club)

Aikarthy (HR club) conducted team building activities in the month of March for the 1st year MBA students. The activity consisted of Fun Games in two rounds. All the students participated in the activity. The winners and runners were felicitated by Mr. S.N. Mishra, the General Manager.



## Communication Club Activities

Communication Club activities were held on 17 March involving all the MBA students. The club activities included interactive role play/Skit, Public Speeches and extempore JAM. All the students participated in activity of their choices. It was extremely engaging and enjoyable for all.





# STUDENT ACTIVITIES

## Awareness Drive and Distribution of Sanitary Napkins on Women's Drive

The CSR volunteers conducted women health and hygiene awareness programme on the occasion of Women's Day in urban slum area, Bhubaneswar. The student volunteers explained the importance of hygiene and use of sanitary pads. The volunteers taught the women about making of homemade sanitary napkins and finally, sanitary pads were distributed to the women of the village. 39 students from B.Com, Journalism, BBA and MBA participated in the CSR activity.



## A Day with Village School Children

Students from B.Com, BBA, MBA and Journalism Department of our university spent the Republic Day with school children at Buginha Village, in Chandaka Dampada Abhayaranya, Bhubaneswar. A Drawing Competition was held for the students of the school. The program concluded with prize distribution ceremony for the Drawing Competition winners, followed by distribution of food packets and note books by our students.



## Blood Donation Camp

Birla Global University, Bhubaneswar organised a Blood Donation Camp on 17 October 2017 on the campus in association with Bharath Vikash Parishad. This drive aimed to collect rare blood group samples and to spread awareness about the importance of blood donation for serving the society. Faculty members, staff and students from all the schools of BGU participated in the camp. 102 units of blood were collected in a single sitting of 4 hours by the organizers.



## Joy of Giving Week

On 6 October, 2017, 10 CSR conduit members served lunch to Domestic Staff members on campus as part of Joy of Giving week celebration. The students learnt to give back to the staff members who served them on a daily basis. They also understood the difficulty of the serving staff members. It gave some relief to the mess staff who work continuously.



# CSR ACTIVITIES



## Each One Teach One An Innovative CSR initiatives by Birla Global University, Bhubaneswar

Our University has an exclusive student conduit known as 'Corporate Social Responsibility (CSR)' conduit. As part of this conduit, responsibility, we encourage our university students to do social and community development activities in and around the campus in their free time.

Some of our students are involved in a program called 'Each One Teach One' in which they offer assistance to enhance the learning level of the primary and secondary school children. On weekdays, they go with the university identity card and offer their service to the school students between 3 pm. They revise all the school subjects taught in the school. They offer assistance to the weaker children. They also teach the spoken English, etiquette and hygiene life style.

This initiative has a very good impact on the school children. The school children are welcome our students with joy. They enthusiastically participate in the learning process. Our university students donated stationary items like pencil box with pencil, eraser and sharpener.

## Donation of Kent R.O to the tribal school children

On special occasions like Independence day and Republic day, the CSR members visit the government school located in the village area and involve in social services. On 15th Auguts, students' members of CSR conduit of the university along with the faculty mentors had visited the Godibari government, Dompapa, Chandaka on 15th August.

Various activities such as music, games were organised for the school children by CSR conduit students. Clothes and foods were distributed to the villagers and students. A Kent R.O Water purifier was donated by the BIRLA GLOBAL UNIVERSITY to the school. It was installed by the university staff on the day itself.

The drinking water problem was resolved for the 170 school children because of the Kent RO water purifier. The purified water is also used in the cooking of food for the children.







BIRLA GLOBAL UNIVERSITY, BHUBANESWAR

# BGU ANNUAL FEST

Birla Global University, Bhubaneswar organised its BGU Cultural Annual Fest on 26th and 27th January 2019. The two day event started with lighting of the lamp by Vice Chancellor, Prof. Sudhakar Panda in the presence of Dr. B.K.Das, Registrar and Prof. Parameswar Nayak, Dean Birla School of Management, Faculties and Students.

The event started with street theatre competition in the afternoon. On 26th evening, the fashion show and dance competition were organised which saw participants from different universities across the city. The evening ended with BGU students' band performance.

On 27th January 2019, the day witnessed different competitions like Quiz, Short Film, Case Study, Solo Song and videogame PUBG. In the evening the winners were felicitated for their effort and performance by Vice Chancellor, Prof. Sudhakar Panda in the presence of Dr. B.K.Das, Registrar and Prof. Parameswar Nayak, Dean Birla School of Management.

The winners of street theatre were Somatirtha Purohit and Sweta Bagh for Best Actor Male and Female respectively. The dance competition

saw the Shangri-la team taking the trophy home where as the Danza- the unison raid and Bantaai group won 1st and 2nd runners up place respectively. In the quiz competition , Mukti Swaroop Pradhan won the first prize, second prize went to Abhishek Garadia and third went to Bhabani Prasad Jena. The short film competition which had pan- India participation witnessed a movie 'Green Group' by Hope Welfare Trust won the first prize. The second prize went to Aneek Chakraborti for the film 'Mukti' and the third prize to Anshuman Senapati for the film 'Safar'. In case study completion, Alok Upadhyay won the first prize, the second prize went to Biswajit Das and third prize to Kamalalochan Patra. The solo singing competition had many beautiful voices compete with Rupesh Kumar Padhi winning the first prize. The second and third prize went to Hasman Isabel Pedro and Roumyaj Kumar Pradhan respectively.

The evening ended with the students enjoying a musical night with Indian Idol 2018 finalist Vibhor Parashar.





### BGU Inter-University Sports Fest

Birla Global University witnessed record number of participants as 850 sports persons from 33 different colleges and universities participated in its BGU Inter-University Sports Fest. The crowd was one of its kinds so far as any sport event organized by any institution in the state is concerned. The event was a splendid success with spirited participation by students from institutions from Odisha and beyond like SOA, IIT, IIIT, CET, KIIT, SILICON, CV Raman, BJB, IMI, NLU, Ravenshaw University, SCB, DRIEMS, MS Law College, SRIT Jabalpur, MGMM Jabalpur, NIST Berhampur & IGIT Sarang. Football, Cricket, and Basketball were the three tournaments conducted during this mega event.

The fest was inaugurated by Lt. Gen. J. K. Mohanty (Retd.), Former G.O.C in C (Army). Other distinguished dignitaries present during the ceremony were Prof (Dr) Sudhakar Panda, the Vice Chancellor, Birla Global University, and Dr B.K. Das, Registrar, BGU.

Winners were awarded with cash prizes, medals, and trophies during the closing ceremony in the presence of Mr. Sishir Grahacharya, Youth Specialist, Smart City Project, UNFPA and Dr P. Nayak, Dean, Birla School of Management. Dr B.K. Das, Registrar, BGU, graced the closing ceremony as the chief guest.

NIST stood as winner in Cricket whereas KSOT was the winner of Football and KIIT won both the Men's and Women's Basketball. Apart from these winner awards, runners up were GITA and GIFT in Cricket, NIST and BGU in Football, SOA and MGMM in Basketball for women and C.V Raman and SRIT Jabalpur in Basketball for men.

The two-day mega event was a completely student-run programme under the leadership of Dr Supriyo Mondal, the Sports Officer of the university. The event concluded with great fervour and joy with all the sports persons congratulating each other.

# BGU Inter-School Sports Fest



### BGU inter-School Sports Fest "ATOS' 2017-18

Birla Global University organised an inter-school sports fest "ATOS. Dr. Sudhakar Panda, Vice Chancellor, inaugurated the fest and encouraged the participants to perform to the best of their abilities. More than 450 students from 28 different schools participated. Sai International School was the champion followed by BJEM, Bhubaneswar and DPS Kalinga in Football tournament. St. Paul's School, Rourkela, emerged as the Champion of Basket Ball (Boys') Tournament whereas DAV Chandrashekharpur and Mother's Public School stood second and third respectively. Mother's Public won the Basketball tournament for girls.

Sambit Panda from DAV Unit-8 stood as champion of Chess whereas Champion title in Table Tennis was won by BJEM, Bhubaneswar and Table Tennis for girls was championed by St. Joseph School Bhubaneswar. All the winners were felicitated with trophies sponsored by Burma Sports and cash prizes.

### BGU at CUTM Sports Fest

CUTM, Paralakhemundi, conducted Sports Fest. The Cricket, Badminton, and Basketball teams from BGU participated in those tournaments in the Sports Fest. BGU Basketball team emerged as winner. Mr. Nirupam Sharma of BGU bagged the Men singles trophy in Badminton with his outstanding performance. BGU Cricket and Badminton Doubles teams also performed well in the Sports Fest and were the semi-finalist. Winners and runners up of different tournament were awarded with cash prizes, certificates and Trophies during the closing ceremony.

### IIT Sports Fest

Basketball Team of Birla Global University brought laurels for the University as they stood as Runners up in IIT Basketball Tournament held on 28th and 29th of January at IIT, Bhubaneswar. They won against the teams from Ravenshaw University and IIT, Bhubaneswar

### Birla Global University: A Part of Hero Super Cup 2018

BGU Football field was recognized as a practice venue for the inaugural Hero Super Cup 2018 from 31st March to 20th April. 16 Football clubs of India from the I-league and the Indian Super League participated in this tournament.





# Festivals and Celebrations

BIRLA GLOBAL UNIVERSITY, BHUBANESWAR





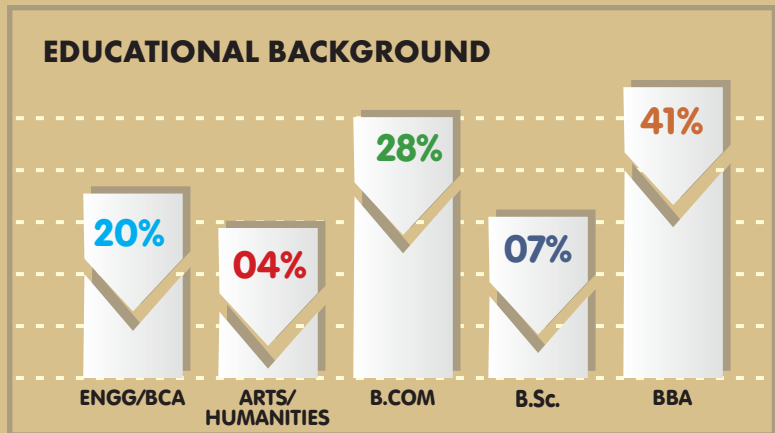
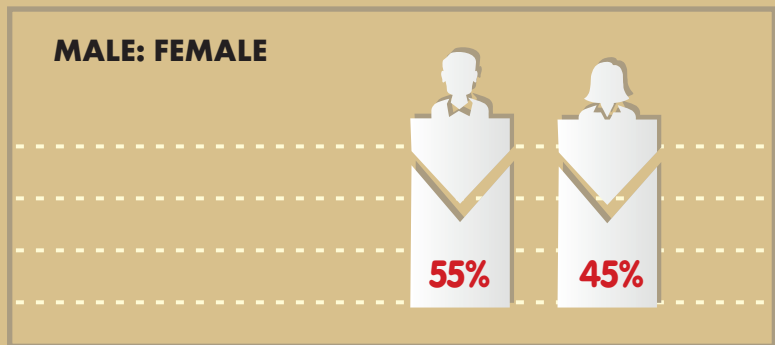


BIRLA GLOBAL UNIVERSITY, BHUBANESWAR





# MBA 2019-21 Snapshots





# Places of Tourist Interest Near Bhubaneswar



## Some of the Places of Tourist Interest near Bhubaneswar

Puri

Konark

Chilika Lake

Gopalpur

Chandipur

Brahmagiri

Taptapani

## Train and Flight Connectivity

Bhubaneswar




New Delhi Mumbai Kolkata Chennai Bengaluru Hyderabad Ahmedabad Cochin Trivandrum Guwahati Chandigarh





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