



PROSPECTUS 2023-2024

SRUSTI ACADEMY *of* MANAGEMENT (AUTONOMOUS)

Approved by AICTE, New Delhi | Affiliated to BPUT, Rourkela, Odisha

Call: +91 9439015757 / 7749813707

www.srustiacademy.ac.in



/srustiacademy



Visit by UGC Expert Team



State Level Business Quiz Competition - 2023

9th June 2023

Jointly organized by

ACADEMY of MANAGEMENT (Autonomous)

Dillip Satapathy Memorial Trust





A REPUTATION WELL EARNED AND HIGHLY ACKNOWLEDGED

At **Srusti Academy of Management (Autonomous)** we believe that the foundation of a thriving society lies in the creation of visionary leaders who can drive innovation, navigate complexities, and inspire positive change. As a premier institution for management and IT education, we have been at the forefront of nurturing these leaders for last 20 years. What sets us apart is our unwavering commitment to academic excellence, innovation, and industry relevance. Our institute is a melting pot of diverse talents, where ideas converge, and creativity flourishes.

The Institute has been steadily ranked higher amongst the B-Schools by various credible ranking agencies. The Institute Accredited as **"A" Grade Institute by National Assessment & Accreditation Council (NAAC) since 2011** has been declared **Autonomous** in 2021 on recommendation of UGC. An institutional life member of All India Management Association (AIMA), Association of Indian Management School (AIMS) and member in professional bodies like CMAI, NHRD, this Institute is ranked **131st in India and 12th in Eastern India** in B-School ranking 2022 by leading magazine **"The Week"**. Presently the Institute offers **two year full time MBA and MCA program**, approved by AICTE and Affiliated to BijuPatnaik University of Technology (BPUT), Rourkela. The Institute also offers **Ph.D. in Management**.

4 pillars of strength

Quality Education

The institute strives to set high standards of education by adopting industry endorsed syllabus updated from time to time and ensuring effective learning through case method of teaching, flipped class as well as experiential and immersive learning.

Focused Training

The institute empowers the students and makes them corporate ready through various modules on communication and soft skill, reasoning, quantitative aptitude, current affairs, business awareness and analytical deliberations on various corporate sectors.

Assured Placements

Institute maintains good rapport with various industries across various sectors. Placement is assured to all students of MBA and IMBA with good Placement Priority Score (PPS).

Strong Alumni Network

The Institute has since 20 years produced no of alumnus who are placed across the country and abroad in a single network to which every passing out student can access and professionally benefit.

Rating



Membership

This Institute is a member of a number of well- known professional associations and bodies.



VISION

To become a centre of learning that excels in management and IT education, research, consultancy and extension activities of the highest quality based on ethics, morality and values

CORE VALUES

- . Commitment
- . Quality
- . Collaborative Spirit
- . Trust

MISSION

- To develop professionals in various areas of management and IT education
- To improve quality and content of instruction to achieve academic excellence
- To provide conducive atmosphere to faculty members for improvement of teaching and research competence
- To promote industry-institute partnership
- To enhance employability through imparting industry-specific skills
- To promote entrepreneurship spirit among the students
- To create public awareness for environment protection, energy and water security and conservation of nature

GRADUATE OUTCOME

- * Decision making
- * Leadership
- * Innovativeness
- * Teamwork
- * Entrepreneurship

STUDENT CHARTER

Srusti Academy of Management strives to become a destination for quality education. In order to sustain quality, the Institute declares its responsibility towards students and reciprocation from students in the form of students' charter.

Institution's Responsibilities towards Students The Institute shall

- Communicate its goals and objectives clearly to all students
- Facilitate effective running of the teaching-learning programmes
- Obtain feedback from students on teaching, learning, evaluation, services and initiate preventive and corrective measures
- Impart training for enhancement of employability skills central to recruitment
- Ensure that the student assessment mechanism is reliable, valid and not discriminatory
- Ensure sufficient and well-run support services for all students
- Ensure a ragging-free environment

Students' Responsibilities for Learning The student shall

- Appreciate the institutional goals and objectives and contribute to the realization of the same by participating in institutional activities
- Have a clear knowledge of the programmes, rules and regulations of the Institution and follow time schedules
- Undertake regular study and make optimum use of learning resources
- Actively take part in training sessions for improving employability skills. Give feedback for system improvement
- Ensure not to indulge in any activity inside or outside the Institute amounting to ragging
- Live as worthy alumni of the Institution





SRUSTI@20: CELEBRATING STUDENTS' SUCCESS

With a vision to become a Centre of learning that excels in Management and IT Education, Research, Consultancy and Extension activities of the highest quality, Srusti Academy of Management(Autonomous) aspires to put its footprints on the threshold of time since its inception in 2003. With the current standing, the future intent of the institution will be to furnish every student with a facilitative environment for achieving his/her career goals and offer all required resources to gain excellence in education. In line with our Vision, Mission, Core Values and programme educational objectives (PEOs), grant of autonomy is an opportunity for the institute to move a little further in the short journey of academic excellence as we enter 20th Year of establishment.



Dr. Tanmay Panda, Professor, Business(Toronto, Canada) and former Dean, BITS, Dubai campus delivering his kenote speech during Srusti@20: Celebrating Student's Success on 3rd September 2022.



Dr. Satyajit Senapati, Founder and CEO, Focused Minds Consulting and Technologies, Bangalore addressing during Srusti @20: celebrating students' success at Srusti Academy of Management on 3rd September.



(Standing from L to R) Dr Umakant Dash, Vice Principal, Dr Ranjan Kumar Bal, chief Mentor, Dr. Satyajit Senapati, Founder and CEO,Focused Minds Consulting and Technologies, Bangalore, Dr. Tanmay Panda, Professor, Business(Toronto, Canada) and Former Dean, BITS, Dubai Campus, and Dr GD Mishra, Director (T & P) inaugurating Srusti Newsletter on the occasion of Srusti@20: Celebrating Student's Success

MESSAGE



Dr. Bibhuti B. Mahapatro
Principal

Greetings to all the aspiring minds!

I am delighted to welcome you to Srusti Academy of Management (Autonomous).

At Srusti, we believe in equipping our students with a blend of theoretical knowledge and practical skills. As an autonomous Institute, our curriculum is designed to be industry-relevant and keeps pace with the latest advancements in various fields. Our focus on experiential learning through internships, projects, and industry collaborations ensures that our students are well-prepared to make meaningful contributions from day one. We have been consistently striving to provide top-notch education and grooming young talents to become future leaders and change-makers. With a strong foundation laid on our core values of Integrity, Innovation, and Inclusivity, we aim to empower our students to face the challenges of the ever-evolving global landscape.

Our faculty members, a dedicated and accomplished group of academics and industry experts, are committed to nurturing the potential within each student. They go above and beyond to create an environment that encourages critical thinking, fosters creativity, and instills a lifelong love for learning.

Recognition



Approved by AICTE
Govt. of India, New Delhi



Affiliated to BPUT
Rourkela, Odisha



UGC
ज्ञान-विज्ञान विमुक्तये

Recognition by UGC
under section 2(F)

Accreditation



1st B-School in Odisha
with 'A' Grade
accreditation from NAAC

Quality Statement

Srusti Academy of Management is committed to quality education - the quality of academically demanding regimen and quality of commitment of the Institute is to the cause of holistic growth of students.

Srusti Academy of Management shall strive to impart management education to prepare future business leaders in such a manner so as to accomplish satisfaction of students, parents, employers and the society.

Srusti Academy of Management shall strive for continuous improvement in knowledge and skill.

Advantages of Autonomy

- Syllabus Updated looking to the need of the Industry and Job market.
- Wider choice of subjects and specializations for enhancing employability.
- Soft skill and personality development part of the syllabus.
- Transparent examinations and evaluations, timely publication of result.
- Scope for Value added courses offered by IITs and IIMs through MOOCs (SWAYAM, NPTEL).

INFRASTRUCTURE

Technology has entered campuses in a big way and its use has revolutionized the entire knowledge delivery system. The institute's wi-fi campus is a blend of modern form and functionality. State-of-the-art multimedia lecture halls, comfortable seating arrangements, library, computer lab, language lab, auditorium, hostel accommodation, cafeteria and transport are all meant to support value-based teaching. Processes, starting right from admission to placement, are done through the Campus ERP solutions.



CLASSROOM

Classrooms are equipped with modern teaching aids like computer-enabled smart boards, LCD projectors and audio-visual equipments which make learning a truly enriching and memorable experience at Srusti.



COMPUTER LAB

The computer lab is equipped with latest and fully networked computers with licensed software and high-speed broadband connectivity. The lab provides necessary training and exposure to our MBA and IMBA students.



LIBRARY

The state-of-the-art air-conditioned library and information centre serves as the fountainhead of knowledge for students as well as the faculty. It houses a rich collection of text and reference books, national and international journals, periodicals, newspapers, magazines and reference materials from industry. Availability of any resource can be checked on any network computer through KOHA Software.



DIGITAL LANGUAGE LAB

Digital language lab is used by students under supervision of trained teachers for acquiring proficiency, in pronunciation, accent, completing assignments on phonetics, intonations, vocabulary, etc. It provides various tools such as self-practice, assignments, audio-video presentations, clippings, etc. to hone the communication competence of the students.

FACILITIES

TRANSPORT

The Institute provides bus transport facility within city limits for picking and dropping students from different routes. Transport is also provided for groups of students on special occasions for their movement in the city. The Institute is also connected with city Green Bus service plying frequently in the route with the Institute as a designated stoppage.

GYMNASIUM AND INDOOR GAMES

The Institute has a modern multi-gym and provides free membership to students and faculty members. Facilities for indoor games like Chess, Carom and Table Tennis are provided.

HOSTEL ACCOMMODATION

Furnished in-campus accommodation for girls and boys with modern amenities

CANTEEN AND CAFETERIA

The canteen inside the campus serves as the meeting point for the students. Apart from serving lunch and dinner, a variety of ready-to-eat snacks and beverages are made available. The informal atmosphere at the canteen helps students unwind and spend some time to chit-chat and to pass some free time with friends.





ALWAYS INSPIRING

AROHAN

'Arohan' - The annual welcome and induction ceremony for freshers is organized every year at the beginning of the academic session. Eminent persons from industry and academia address the students and share their rich experience for a successful professional career ahead.

SENSATION

Sensation, the annual fest of the Institute, is observed each year with fun and frolic. Annual awards ceremony coupled with cultural extravaganza is the most awaited event for the Srustians.

VOICE OF SRUSTI

The best singing talents among the freshers get recognitions as Voice of Srusti.

DANCE & DRAMA

Ample opportunities are available for the students to showcase their cultural talents in the field of dance and drama. Apart from participating in intra-college competitions, students are also encouraged to participate in inter college competitions and bring glory to the Institute.

CO-CURRICULAR ACTIVITIES

Students are encouraged to participate in Quizzes, Debates, Extempore, Ad-Mad Shows and B-School competitions, , Investment competition, Budget analysis

B School meet: Radiance

Gully cricket, Biz-wiz, Reels song and Dance, Ramp Show, Collage and B-Plan Competition



LIFE @ SRUSTI





LIFE @ SRUSTI



you become what you believe



CLUBS



Mark it - Marketing Club

Mark it-The Marketing Club provides a forum for marketing-related events and activities in the institute. The club keeps members abreast of the changing dynamics of marketing such as Digital marketing, SEM, SEA, research, sales, social media marketing and integrated marketing communications.



HRuday- HR Club

HRuday, the HR Club aims to make the HR students get involved in knowing the current happenings in the field of HR and to highlight the role of Human Resource Management and IR in the corporate environment



Artha - Finance Club

Artha the Finance Club aims to bring together all the MBA/IMBA students who share an interest in the area of Finance and Investing. The club aims to enhancing students' knowledge in the area of Finance through peer to peer learning, events and competitions.



IT club

IT club is committed towards fostering awareness about the different facets of Information Technology among budding managers. With business going global and digital, developing a keen interest for learning the IT applications can provide managers an extra edge. This student- driven club endeavors to impart hands-on skills in Microsoft and Google Technologies and conduct Quiz on IT.



SPICMACAY HERITAGE CLUB

In order to help students alleviate mental stress due to rigorous work schedules and other pressing circumstances, Srusti Academy of Management(Autonomous) has established SPICMACAY HERITAGE CLUB. It seeks to inspire youth through experiencing the mysticism embodied in the rich and heterogeneous cultural tapestry of Indian and World Heritage, with a hope that the beauty, grace, values and wisdom embodied in these arts will influence their way of life, thinking and inspire them to become better human beings.



Srusti Yoga Club, through its well-planned activities, provides opportunities to students to rejuvenate their bodies and minds



YOUTH RED CROSS UNIT AND RED RIBBON CLUB

Aimed at driving social initiatives such as organizing blood donation camps, creating awareness for preventing AIDS, Srusti Youth Red Cross Unit and Srusti Red Ribbon Club contribute significantly in the following areas:

- Health awareness for AIDS prevention, blood donation, organ donation and cancer hazard by use of tobacco)
- Environment and Safety (Awareness for plantation, promoting rainwater harvesting, solar energy and road safety for Youth)
- Social injustice (Awareness for eradication of child labor)
- Women Empowerment



Scheme for Promoting Interests, Creativity and Ethics among Students (SPICES)



Srusti Social Media Club

To energize and position members of Srusti Social Media Club as facilitating entity for pursuit of individual interests, creative work, showcasing talent, networking and teamwork opportunities resulting in branding of their Institute in various digital platforms and social media.

THE CAREER ADVANTAGE

EXPERT LECTURE

The Institute regularly invites subject experts and scholars from institutions of repute to deliver value-added lectures. These lectures help students to think out of the box and bring a paradigm shift in their approach towards management practices.

EXPOSURE TO REAL-LIFE SITUATIONS

Study of practical application of management concepts and theory through case studies

INDUSTRY STUDY

As part of the syllabus curriculum, elected students are given an opportunity to study practical aspects of a topic selected by their mentor. The practical aspects / functioning are studied in an organization, wherein the students understand, analyze and interact with industry professionals for a clear understanding of the topic.

VALUE-ADDED COURSES

Srusti Academy of Management has entered into collaboration with a number of professional associations and bodies to offer short term value-added courses to enhance the employability of students as well as meet the ever-growing industry requirements of trained manpower. Some of the areas in which these

programs are being run include Logistics and Supply chain Management, Retail Management, Mutual Funds, Banking & Finance. We are conducting such programs in association with following Institutions.

- NISM
- IIBF
- SWAYAM
- NPTEL
- IIM BANGALORE

CAREER SKILL & PERSONALITY DEVELOPMENT PROGRAMS

"Practice is the hardest part of learning, and training is the essence of transformation"

To meet the demands of the job market, students must enrich themselves with the career skills. These days training stands as one of the important part to make the young generation capable of meeting fast changing corporate demands. We have developed training modules to offer skill development courses for the students to enhance their analytical, logical, social, interpersonal and other skills like mental aptitude, reasoning, GK,IT etc. along with their effective communication. Skills pertaining to Universal human values are also interwoven into the training modules.



CORPORATE TALKS

For better understanding of the applications of concepts, corporate people are invited to share their experiences with our students. This widens their practical knowledge.



SEMINARS AND SYMPOSIUMS

The institute regularly organizes various seminars /conferences and symposia on management topics with active support of experts from industry and academia. Over the years, these seminars and symposia have received wide participation from students, academicians and industry professionals from different parts of the country.



INDUSTRIAL VISIT

Regular industrial visits enhance the practical knowledge. Students directly interact with all levels of management which expose them to various practices in different industries.



MASTER OF BUSINESS ADMINISTRATION-MBA PROGRAM OVERVIEW

Post-globalization, rapid economic development has led to the creation of many new job opportunities in the business world. However, there is dearth of quality professionals to take up these challenging opportunities. During the MBA programme at Srusti, participants undergo academic rigour so that they learn to perform by the time they join the corporate world. The curriculum ensures their transformation from being individuals with great potential into go-getters in life. The programme helps in developing critical analytical skills and decision-making capabilities. Sound academic foundation, strong and effective content delivery by highly competent faculty, exposure to current business practices through industrial visits, seminars and summer internship projects as well as management research projects pave the way for the students in their journey from campus to the corporate world. In addition to 18 Core papers spread over four semesters, the Institute offers specialization / electives in six areas. The University offers dual specialization.

The academic programme at Srusti reflects a true passion for innovation in teaching and training for developing our students to shoulder higher responsibilities with confidence and pride. In order to achieve academic excellence and develop skills that match the industry requirements in management education, the following pedagogical tools are used:

Pedagogy

- Case method of teaching
- Blended learning
- Flipped classroom
- Experiential learning
- Assignments and internships
- Presentations and group discussions
- Industrial visits and live projects.



MBA

COURSE STRUCTURE AND CURRICULUM

Semester-1

- Managerial Economics
- Marketing Management
- Organizational Behaviour
- Management Principles
- Quantitative Techniques for Managerial Decision Making
- Legal Aspects of Business
- Financial Analysis and Reporting
- IT & Enterprise Resource Planning
- Business Communication
- Career Advancement Skills and Development

Semester-2

- Corporate Finance
- Business Ethics and Corporate Governance
- Human Resources Management
- Business Research
- Operations Management
- Entrepreneurship Development
- Corporate Strategy
- Personality Development Lab
- One Subject (Specialization-I)
- One Subject (Specialization-II)

Dual Specialization

Students can opt for any two subjects from the bouquet of specializations provided

Specializations	Subjects
Marketing Management	Sales & Logistics Management
Financial Management	Financial Product, Services & Financial Markets
Human Resource Management	Manpower Planning
Systems Management	E-Commerce and Digital Markets
Operations Management	Supply Chain Management & Logistics
Business Analytics	E-Business Application

Semester-3

- Internship and Research Project
 - Corporate Readiness Training program
 - Four Subjects (Specialization-I)
 - Four Subjects (Specialization-II)
- Specialization Area: Marketing Management
- . Consumer Behaviour
 - . Retail Management and E-commerce
 - . Digital Marketing
 - . Service Marketing & CRM
- Specialization Area: Financial Management
- . Security Analysis & Portfolio Management
 - . Derivatives & Risk Management
 - . Cost and Management Accounting for Decision making
 - . Banking, Insurance & Inclusive finance
- Specialization Area: Human Resource Management
- . HR Analytics
 - . Labor Legislations
 - . Compensation and Benefit Management
 - . Performance Management System
- Specialization Area: Operations Management
- . Sales and Operation Planning
 - . Pricing & Revenue Management
 - . Operations Strategy
 - . Management of Manufacturing System
- Specialization Area: Systems Management
- . Data Mining for Business Decisions
 - . Strategic Management of IT
 - . Business Analytics
 - . Managing Digital Platforms
- Specialization Area: Business Analytics
- . R-Programming
 - . Web Analytics
 - . Cloud Computing
 - . Financial Analytics/HR Analytics/Marketing Analytics

Semester -4

- Two Subjects (Specialization-I)
 - Two Subjects (Specialization-II)
- Specialization Area: Marketing Management
- . Product & Brand Management
 - . B2B Marketing
- Specialization Area: Financial Management
- . International Financial Management & Project Finance
 - . Fin Tech for Finance
- Specialization Area: Human Resource Management
- . Strategic HRM
 - . Employee Relations
- Specialization Area: Operations Management
- . Sourcing Management
 - . Operations Research Applications
- Specialization Area: Systems Management
- . Managing Digital Innovation and Transformation
 - . Managing Software Projects
- Specialization Area: Business Analytics
- . Python
 - . IOT

MASTER OF COMPUTER APPLICATION-MCA PROGRAM OVERVIEW

The present era has seen momentous advancements in computer-driven technology. We have been dependent on computers for decades, and the growing demand for specialists has created new opportunities for those with Master's degrees in Computer Applications.

The Master of Computer Applications (MCA) is a two-year professional post-graduate program that offers learning related to computers, programming, and applications to students who wish to dig deeper into the field of computer application development. The curriculum combines both theoretical and practical expertise.

Learning Outcome

- After completion of the course the Students will be able to:-
- Develop an understanding and knowledge of the fundamental theory of Computer Science and Information Technology
- Develop understanding on theory, systems, and applications such as algorithms, data structures, data handling, data communication, and computation.
- Acquire the necessary and cutting-edge skills to meet industry standards.
- Use tools and technology to come up with new

ideas and business models.

Career Pathways

- Software Developer/ Software Specialists/ Software Engineer
- IT Project Manager/ Project Manager/ Software Consultant
- DevOps Specialist/ IT Specialists/ Full Stack Developers/
- Data Analyst/ Data Scientist/ Machine Learning Specialists/ AI Specialists
- Cloud Specialists
- Network Specialists, etc.

Programme Highlights

- 2-Year MCA Program, approved by AICTE, New Delhi and affiliated to BPUT, Odisha
- Offline Learning with Mentorship by Experts from Academia & Industry.
- As an Autonomous Institute, we have adopted an Industry endorsed advanced syllabus to optimize learning and employable programming skills.

COURSE STRUCTURE-MCA

1ST SEM

Discrete Mathematics
Problem Solving and Programming Using C
Business Communication
Computer System Architecture
Database Management Systems

PRACTICAL

C-Programming Lab
Language and communication skills Lab
DBMS Lab
Emerging Technology Lab-I
(Python Programming)

2ND SEM

Probability and Statistics
Design and Analysis of Algorithms
Object Oriented Programming Systems using JAVA
Operating System
Data Structure Using C

PRACTICAL

Design and Analysis of Algorithms Lab
Object Oriented Programming Systems using JAVA Lab
Operating System Lab
Emerging Technology Lab-II
(Internet and web technology Lab)

3RD SEM

Computer Network
Software Engineering and UML
Universal Human Values
Elective-I
Elective-II

PRACTICAL

Personality Development and soft skills Lab
Technical Seminar
Summer Internship Project/ Training
Minor Project

4TH SEM

Elective-III
Elective-IV
PRACTICAL
Major Project
Comprehensive Viva

FEE STRUCTURE

(As approved by Fees Structure Committee (FSC), Government of Odisha)

MBA (2023-25 Batch)

Fee Detail	1st Year (Rs.)	2nd Year (Rs.)	Amount Payable
Tuition Fee:	1,10,000/-	1,10,000/-	2,20,000/-
Lab Fee:	6,900/-	6,900/-	13,800/-
Seminar Fee:	4,400/-	4,400/-	8,800/-
Course Material / E-content:	5,200/-	5,200/-	10,400/-
Co-curricular & Club activities:	3,500/-	3,500/-	7000/-
Pre-placement Training Fee:	6,900/-	6,900/-	13,800/-
Blazer & Tie:	3,400	Nil	3,400/-
Caution Money(Refundable):	2,000	Nil	2,000
Value Added Course Fee:	2500/-	Nil	2,500/-
Youth Red Cross Fee:	20/-	Nil -	20/-
Form & Prospectus:	450/-		450/-
Alumni Fee:	300/-		300/-
Total	1,45,570	1,36,900	2,82,470/-

Note :

- (i) In addition to the above fees of the Institute, a student has to pay to OJEE Counseling fees of Rs. 450/- and BPUT Registration fees of Rs. 5000/- **i.e. Total ` 5450/-**
- (ii) Rs. 450/- additional fees shall be paid to OJEE by the students who participate in counseling through CAT / MAT / XAT / ATMA towards Counselling charges
- (iii) The student has to pay for Semester II,III & IV as fixed from time to time.

MCA (2023-25) BATCH

Fee Detail:	1st Year (Rs.)	2nd Year (Rs.)	Amount Payable
Tuition Fee:	54,250/-	60,100	1,14,330/-
Lab Fee:	6,900/-	6,900/-	13,800/-
Seminar Fee:	4,400/-	4,400/-	8,800/-
Course Material / E-content:	5,200/-	5,200/-	10,400/-
Co-curricular & Club activities:	3,500/-	3,500/-	7000/-
Pre-placement Training Fee:	6,900/-	6,900/-	13,800/-
Blazer & Tie:	3,400	Nil	3,400/-
Caution Money(Refundable):	2,000	Nil	2,000
Programming Fee:	3000/-	3000/-	6000
Youth Red Cross Fee:	20/-	Nil	20/-
Form & Prospectus:	450/-		450/-
Alumni Fee:	300/-		300/-
Total:	90,320/-	90,000/-	1,80,320/-

Note :

- (i) In addition to the above fees of the Institute, a student has to pay to OJEE Counseling fees of Rs. 450/- and BPUT Registration fees of Rs. 5000/- **i.e. Total ` 5450/-**
- (ii) Rs. 450/- additional fees shall be paid to OJEE by the students who participate in counseling through CAT / MAT / XAT / ATMA towards Counselling charges
- (iii) The student has to pay for Semester II,III & IV as fixed from time to time.

Hostel Fees (Optional)

Academic Year:	Fees per year (Rent + Fooding)
2023-24:	Rs 72,500 (August – June)
2024-25:	Rs 75,000 (August – June)

Transportation Fees (Optional)

Distance:	Amount
Up to 12KM:	Rs.12,000/-
More than 20KM:	Rs.17,000/-

VALUE ADDED COURSES

The Institute has entered into collaboration with a number of professional associations and bodies to offer short-term value-added courses to enhance the employability of students. The Institute is a registered local chapter of SWAYAM-NPTEL. The institute encourages the faculty members and students to enroll in the NPTEL courses so as to enhance their industry acceptance.

Value Added Courses Completed (2022-24)

- Leadership and Team Effectiveness (IIT, Roorkee)
- E-Business(IIT, Kharagpur)
- Financial Institutions and Markets (IIT, Kharagpur)
- Business Development: From Start to Scale (IIT, Madras)



Value Added Courses Completed (2021-23)

- Financial Accounting and Analysis (IIM, Bangalore)
- Effective Business Communication (IIM Bangalore)
- Marketing Management-II (IIM Bangalore)
- NISM



Congratulations



Value Added Course In
**Business Development:
From Start to Scale**
Host Institution:
IIT, Madras

Abhishek Nanda
Ajaya Kumar Satapathy
G Priya
ItipragynaNarendra
JayashreeMohanty
MonaliPradhan
Namita Rout

PallaviSahoo
RashmiRanjanMohakud
Sagar Kumar Barik
Smruti Rani Jena
SouravRanjanAdhikari
Subrat Kumar Pradhan



Value Added Course In
E- Business
Host Institution:
IIT, Kharagpur

Abhilash Guru
Amit Kumar Mohapatra
Animesh Mohapatra
ChandanKumar Jena
ChittaranjanNayak
HemanginiMeher
Jnyanaranjan Mohapatra

Mir SehenuajAkhtar
MohitMohanty
Somyajit Maharana
SoumyadeepSasamal
Subha Kumar Pradhan
Suvendu Panda
Swarupa Nanda Panigrahy



Value Added Course In
**Financial Institutions
and Markets**
Host Institution: **IIT, Kharagpur**

BijyalakshmiSahoo
Debasis Mishra
Dibyajyoti Mishra
LinatamanaSahu

Mohammed Mustaq
Satyaranjan Rout
Savitri Gupta



Value Added Course In
**Leadership and
Team Effectiveness**
Host Institution:
IIT, Roorkee

Arpita Panda
ArpitaKar
AurosmittaParida
BandanaraniRoutray
BiswajiniJagdev
ChinmayeeMoharana
D Durgatinashinee
DipikaPriyadarsiniKar
GulAndam
ItiprajnaSahu
KumariAyswaryaPatanaiik
LaxmipriyaBarik
LayatmikaParida
LayusiMohanty
LijaSamal
MousumiPanigrahi
Nikita Sahu
PradeeptaPatra

PratikshyaPriyadarshini
PriyankaPurohit
Priyasha Dalai
Priyanka Raul
Rasmita Singh
Rohan Kumar Pradhan
SaritaPatra
SatyajitNayak
SaumyarupDutta
Shakti Swarupa Panda
Somanatha Das
SubhalaxmiHota
SuhasiniTripathy
SumanPatra
SumitBhadra
SwarnaPravaSahoo
SwarnalikaMohanty

Ph.D PROGRAMME

Srusti Academy of Management offers PhD in management as per the guidelines of UGC regulation 2016-18 in accordance with the notification by BPUT. The main goal of the PhD program is to develop researchers who are well-equipped to undertake research challenges of the future for the benefit of the society with the learning objective of having expertise in the core and advanced subject area of management discipline, ability to identify pertinent research problems and to formulate a research plan, to execute a research plan, to generate and analyze original research results, and to communicate those results through oral presentations and written publications, which will help one in life long process of research and learning.

COURSE STRUCTURE OF Ph.D. IN MANAGEMENT STUDIES

Paper Name/ Code	Title	Paper Type	Credit Hours	Marks [Internal + End Term]
Paper-I 22CW001	Research Methodology	Theory	4	100 [40+60]
Paper-II	Domain Subjects	Theory	4	100 [40+60]
22CW002(A)	Marketing Management			
22CW002(B)	Financial Management			
22CW002(C)	Human Resource Management			
	Allied Subjects			
Paper-III 22CW003	Research and Publication Ethics	Theory and Practical	2	100 [40+60]
Paper-IV 22CW004	Literature Review and Presentation of Research Proposal	Theory	4	100
Total			14	400

COURSE STRUCTURE Ph.D. IN COMPUTER APPLICATION & SCIENCE

Paper Name/ Code	Title	Paper Type	Credit Hours	Marks [Internal + End Term]
Paper-I 23CW001	Research Methodology	Theory	4	100 [40+60]
Paper-II 23CW002	Computer Application & Science	Theory	4	100 [40+60]
Paper-III 23CW003	Research and Publication Ethics	Theory and Practical	2	100 [40+60]
Paper-IV 23CW004	Literature Review and Presentation of Research Proposal	Theory	4	100
Total			14	400



OUR FACULTY

Faculty Members are the driving force of the Academy, making Srusti a truly faculty-driven institution. Our faculty team comprises of academicians as well as industry professionals who come with great deal of expertise in their respective fields. They are also actively engaged in research in their respective core competencies with support from AICTE and UGC.



PROF. UMAKANT DASH

Prof. Umakanta Dash possesses a rich expertise in the area of Marketing and General Management. He has to his credit a work experience of 26 yearst. He has conducted MDPs for working executives in the areas of Personal Effectiveness, Building Learning Organization and Quality & Effectiveness through Systems Thinking. Apart from being an adept professor, he is an efficient administrator. He holds the designation of Vice-Principal.



DR. PRAGYAN PARAMITA SARANGI

Dr. Pragyan Parimita Sarangi has an accomplished academic and research experience of more than 17 years. She holds an MBA degree in Finance and Marketing from Utkal University. She has a Ph.D. In Finance from Utkal University and.. With her strong research acumen, she successfully coordinates the Research and Development cell of the institute. She also holds the position of IQAC coordinator and administers the institutional ranking activities. Presently she is the Head of MBA programme.



DR. JAKKI SAMIR KHAN

Dr. Jakki Samir Khan, MBA, Ph.D, is an Associate Professor in Finance. He has 3 years of industry and 13 years of experience in Academics. He has published research papers in national and international journals of repute, indexed in ABDC, Scopus and UGC Care. He is specialized in the area of Corporate Finance, Security analysis, Portfolio Optimization and Risk Management.



DR. ARPAN MAHAPATRA

Dr. Arpan Mahapatra holds a Ph.D. Degree in Finance from the prestigious Sri Sri University, Cuttack. He has a teaching and research experience of around 8 years. He has to his credit indexed journals.. Apart from taking core papers in finance, Dr. Arpan has special expertise in grooming students in soft skill. He has been conducting sessions of personality development and various other soft skill activities.



DR. G D MISHRA

Dr. Gangadhar Mishra, a career specialist in the area of Sales and Marketing has rich industry and academic experience of more than 30 years. His area of interest includes Sales, Business Development, Strategy, Training, Quality Management Systems, Accreditation Management, and Corporate Relations. He has been imparting sessions on sector specific updates and specialized training to the students so as to improve their employability skills. Apart from teaching, he holds the position of Director (Training and Placement)



ER. GOPIKRISHNA PANDA

Er. Gopikrishna Panda, an accomplished ME CSE graduate from Utkal University, brings rich experience from pre-doctoral training at the Indian Institute of Science, Bangalore. With pre-doctoral training at IISc, Bangalore, and a PhD submission at Sri Sri University, he shines in Data Science & Cloud Computing. Notably, his 13 published papers in esteemed journals, indexed in Scopus and Springer, reflect his expertise. Committed to student development and growth.



DR ANURADHA MISHRA

Dr Anuradha Mishra is accomplished in dynamic Human resource skills with experience of 10 years in all areas of human resources, general administration, Purchase and teaching with diversified experience in different fields. She has done her PhD at the prestigious Utkal University. Apart from a well-experienced career in academics, she has also published many papers in her field as well as excels in the area of administration and human resources.



MR. NIRMAL KUMAR ROUTRA

Mr. Nirmal Kumar Routra holds an MBA degree in Finance from Biju Patnaik University of Technology (BPUT), Rourkela. He has a teaching experience of over 9 years. He has to his credit publication of papers in Scopus indexed journals. Presently he is continuing his PhD. From BPUT, Rourkela in the area of behavioral finance. He is the Course-Coordinator of MBA programme and also efficiently handles the position of faculty-in-charge of examination.



MR. JYOTISHMAN DAS MAHAPATRA

Mr. Jyotisman Dasmohapatra holds an MBA degree from Central University of Orissa, Koraput, Odisha. Presently he is continuing his Ph.D. In Marketing from Utkal University. His major area of interest includes Digital Marketing and B2B marketing. He has presented papers in several National and International conferences and has also publications in UGC care listed journals.



DR. BHABANI MALLIA

Dr. Bhabani Mallia has been awarded Ph.D. in Mathematics from SOA (Deemed to be) University, Bhubaneswar. She has completed M.Phil and P.G. in Statistics from Utkal University, Bhubaneswar. She has more than seven years of experience in teaching and research. She has to her credit published three research papers in Scopus indexed journals.



DR. ANINDITA DAS

Dr. Anindita Das has a teaching and research experience of 8 years. She has done her Ph.D. From Sambalpur University in the area of HR. She has published research articles in UGC care listed journals. Apart from taking core papers in HR she also conducts special training sessions to groom the students aspiring for a career in HR.



Dr. PRAMOD KUMAR SAHOO

Dr. Pramod Kumar Sahu, an accomplished academician, possesses a teaching and research experience of about 32 years. He is passionate about financial accounting which assists him in improving performance of slow learners in the area of accounting. He has attended several conferences and symposium in his related field.



ER. RAJESH KUMAR OJHA

Er. Rajesh Kumar Ojha, a dynamic educator and researcher, holds BE, M Tech, and PG DBM degrees, currently pursuing a PhD. With 16 years of teaching expertise, he's a trailblazer in Artificial Intelligence, Machine Learning, and Recommender Systems. With 4 patents, 8 Scopus-indexed articles, and contributions to NPTEL courses, his impact is substantial.



MR SANDHYA DARSHAN DAS

Mr Sandhya Darshan Das has experience of 8 years with both Industry and teaching. He has the highest qualification of Masters in finance and control from the prestigious Utkal University. He has qualified the National Eligibility test in his concerned subject and has done research on the topic of demonetization and its impact on stock price movements in banking sector in India. He has also published his articles in many journals.



MS KALYANI SENAPATI

Ms. Kalyani Senapati has completed MBA in Finance from Biju Patnaik University of Technology (BPUT), Rourkela. Her key area of interest is Financial Accounting, Cost and Management Accounting and Business Law. She is instrumental in preparing academic instruments for papers in finance specialization. She coordinates the activities of Research and Development cell of the institute.



MS ROSY BARIK

Mrs. Rosy Barik has earned her Master's degree in HR and Finance from NIT, Rourkela, Odisha. She completed her B.Tech from BPUT. She has 8 Years of teaching experience in different Engineering & Management colleges. She has a keen interest in Human Resource Management.



MS SARITA MANJARI PRUSTI

Ms Sarita Manjari Prusti, is a vibrant academic, holding a Master's in English and currently pursuing a Doctorate at SOA University. Seamlessly blending seminar presentations, global journal publications including Scopus, and vibrant conference participation, she ignites minds. Her expertise in communication, business English, and nurturing confidence makes her an invaluable, inspiring educator.



MS. DEBADEEPTI JAGATY

Ms Debadeepti jagaty is an assistant professor at Srusti Academy of Management (Autonomous). She has taught in multiple diverse colleges and institutions since 2011. She has done her MBA from BPUT University, Rourkela and B.Com from Utkal University. Her area of specialization lies in Marketing and finance. In addition with these she has participated in many national and international seminars through the years.



ER. SUDIPTA DASH

Er. Sudipta Dash, a Computer Science & Engineering faculty, boasts 7 years of teaching experience. Holding B.Tech and M.Tech from VSSUT, Burla, she pursues a PhD in NLP and Machine Learning at BPUT. With 2 Scopus-indexed research papers, she excels in machine codes, OS, networking, and more. A presenter at global seminars, she combines expertise with stellar academics.



MR. DHARMA KUMAR ROUT

Mr. Dharma Kumar Rout holds a Masters in Business Administration in the area of Marketing. His interest areas include relationship marketing. He has industry and teaching experience of 16 years. He has coordinated many National and International conferences. In addition to his academic assignments he is the faculty in-charge of placement operations.



MS AFREEN ALI

Ms Afreen Ali, a dynamic scholar with an MPhil in English from Berhampur University, radiates a passion for psychoanalysis. Her innovative research, published in reputable journals and presented at global conferences, showcases her commitment to expanding knowledge horizons. Proficient in blending traditional and modern pedagogies, she imparts expertise in effective communication, skill enhancement, and personality development.



SUSMITA DAS

Susmita Das, an accomplished academician, possesses an MBA, M.Phil, and near-completed PhD in Management. Her impactful research spans strategic planning, leadership, and decision-making, enriching prestigious journals. With diverse institutional experience, she's a thought leader, renowned speaker, and committed educator, shaping Management's evolution and mentoring future leaders.



MR RASHMI RANJAN BISWAL

Mr Rashmi Ranjan Biswal, an adept Assistant Professor at MCA, brings a rich IT background. Holding a Master's in Computer Applications and experience at Capgemini and Cognecto, he excels in software development. His impactful contributions and proactive learning approach showcase his dedication to progress and expertise in research and development.



MR. JITENDU NANDA

Mr. Jitendu Nanda has done his Masters in Business Administration in Finance from Fakir Mohan University, Balasore. Having an experience as a practitioner in finance and accounts for about 10 years, Mr. Nanda is an active member of the institute's Finance committee and is involved in preparation of annual budget.. He also coordinates and monitors extra-curricular as well as YRC activities.



MR. ANIL KUMAR MISHRA

Mr. Anil Kumar Mishra is an alumnus of Rajdhani College of Engineering and Management, Bhubaneswar, where he has earned his MBA degree in HR and Marketing. With an industry experience of around 20 years, he also holds a post graduate diploma in Plastic Engineering technology and Diploma in Computer Programming and Applications.



MS ANJANA MISHRA

Ms. Anjana Mishra, holds a Masters degree in Business Administration in HR and Marketing from Biju Pattnaik University of Technology, Rourkela. Presently she is pursuing her PhD. in Human Resource Management from Sri Sri University, Cuttuck. Apart from her keen interest in classroom teaching, she has participated in a number of Faculty Development Programs/workshops and presented papers in various conferences.



MR HIRANYA KUMAR ROUT

Mr Hiranya Kumar Rout has more than 10 years of teaching and industry experience combined. He has completed his MBA in Marketing and Finance from the reputed Utkal University. Apart from these he has completed Post graduation Diploma in Computed Application. With an excellent industry and teaching career he too possess a good communication and training skill.



MR SATYANARAYAN DHAL

Mr Satyanarayan Dhal is an assistant professor in Marketing with more than 10 years of Industry and teaching experience. He has completed his MBA in Marketing and HR under the reputed FM University, Balasore. Adding on to this, Mr Dhal has tremendous achievement in the industry field with many feathers to his cap like Best sales executive, sales expert for Maruti Suzuki, team leader for Odisha ford and many others.



MR. PRITI RANJAN BEHERA

Mr. Priti Ranjan Behera has completed MBA in Finance and Marketing from Biju Patnaik University of Technology, Rourkela. His key area of interest is Financial Accounting and Management Accounting.



MR. NARAYAN NAYAK

Mr. Narayan Nayak holds a Master in Business Administration (MBA) in Marketing from Gandhi Institute for Technology, Bhubaneswar. His major area of interest is Consumer Behaviour. He also coordinates various co-curricular and extra-curricular activities



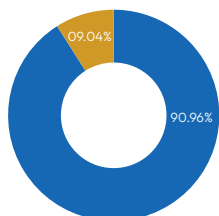
MS ARUNA RANI SAMAL

Ms. Aruna Rani Samal, holds a Masters degree in Business Administration in HR and Marketing from Biju Pattnaik University of Technology, Rourkela. Her practical exposure in the area of recruitment, selection, negotiation etc. She conducts special training classes for HR specialization students.

ACADEMIC ACHIEVEMENT

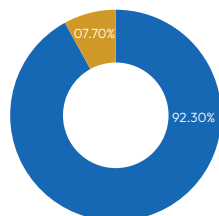
RESULT ANALYSIS 2023

MBA 2021-23 BATCH



No. of Student Appeared : 177
No of Student Passed : 161
Pass Percentage : 90.96%

I-MBA 2017-22 BATCH



No. of Student Appeared : 13
No of Student Passed : 12
Pass Percentage : 92.30%

HIGHEST CGPA

MBA 2021-23 BATCH



PRIYANKA
PATNAIK



ROJALIN
NANDA



SONALI RANI
PANDA



SUMEET NAYAK



ARTI SINGH

I-MBA 2017-22 BATCH



SOUMYALAGNA
PATTANAİK



KHITIPRAVA
DORA



DIBYALOK
SAHOO



ELISHA SWAIN



DIPTIMAYEE
PRADHAN

INDUSTRY INSTITUTE PARTNERSHIP CELL (IIPC)

One of the major challenges faced for management education today is the need to constantly adapt to the changing requirements of industry. Industry Institute Partnership Cell (IIPC) at Srusti Academy of Management, established with funding from AICTE, takes initiative to conduct several activities such as - Corporate talks, Industry visits, Workshops, Industry studies, Industry Sponsored Market Research, Guest lectures, Seminars and participation of students in Industries' CSR Programmes. To foster the industry-institute collaboration, IIPC at Srusti provides an interface between the academic and the corporate world through interactive sessions and Internship Programmes. Leading practitioners from diverse industry backgrounds share their insights and management lessons. As a facilitator between academics and corporate, IIPC creates distinct spillover, benefits for the Institute in areas such as review of training curriculum and alignment with recruiter expectations and as reinforcement for wider Internship and campus recruitment opportunities.

TRAINING & PLACEMENT CELL

The Institute has an accomplished Training & Placement Cell piloted by a dedicated team and is equipped with experienced faculty and staff members guiding the students to reach their career goals. Career Guidance and Personality Development Seminars, soft skill development training and workshops and corporate talks are organized regularly to improve the performance of students in job market. The Cell also nurtures student-corporate interaction through frequent industrial visits, practical and effective training and projects of industrial relevance for the students, with the intention to close the gap that exists between an industry and the classroom.



TRAINING ACTIVITY

Self Grooming | Team Building | Time Management | Reasoning and logical thinking | Business Correspondence | Presentation | Current affair Discussion | Extempore and GD | Cross Cultural Awareness | Stress Management | FAQs discussion to strengthen Domain Knowledge | Communicational Skill



Training is meant to polish the skills of our students to make them corporate-ready professionals. The existing strong amity between the Industry and the Institute creates a win-win situation for both the sides and also proves to be beneficial for the students. We groom our students by providing them Employability Enhancement Programmes from time to time throughout the academic session. It includes Corporate talks, Industrial Visits, Internships and regular training classes by certified trainers.

EMINENT PERSONS WHO DELIVERED TALKS AT SRUSTI

Dilip Wadhawani

Vice President-Sales,
CeaseFire

Manoj Kumar Panda

Delivery Centre Head, TCS

Rajesh Chintak

GM-Corporate Services,
Odisha TATA Steel Ltd.

Samir Shah

Director,
BVC Group Logistics

J.K Rath

Director, Mechem Pvt. Ltd.

Debasmit Samal

Regional Head-Odisha
Indusind Bank

Aditya Bhalotia

Regional Head, Magma

Devesh Sinha

President, ESSPL

Prakash Panda

General Manager HR (East)
Pantaloons

Dipendu Saha

DGM-
Business Development
TCI Freight

Ranjeet Kumar

HR Recruitment,
OM Logistics Ltd

Sanjay Sharma

Dy. General Manager - HR
Aditya Birla Retail

Rajesh S. Nandanwar

AVP-Hiring, GENPACT

Binod B. Choudhury

Circle Head, Axis Bank

Virendra Nautiyal

CEO,
Dartair Service Pvt. Ltd.

Vijay Khatri

Executive Director-HR,
Total Group

Joseph George K.

Asst. Vice President,
Geojit BNP Paribas

Priyanka Mukherjee

Sr. HR Executive, Just Dial

Debananda Dwibedi

Cluster Head-Orissa,
IDBI Bank

Sandip Grover

Sr. VP- Corporate Strategy,
Welspun Group

Ranjit Roy

Dy. General Manager -HR,
Godrej

A.R. K. Sastri

GM-S&D,
Paradeep Phosphates Ltd.



Mr. Sanjeev Gupta,
Vice President, Marketing,
Mahasakti Cement



Srusti Academy of management has been established with noble purpose of imparting quality education in the field of business management. My interface with the students during pre placement talks and personal interview is quite encouraging as far as the knowledge and skills of the students are concerned the institute is continually making progress for holistic personality development of the students making them corporate ready.



Prakash Chandra Panda
Corporate HR Head
Star Cements, Kolkata



I have been associated with Srusti Academy for over a decade now and the experience has been great.

Srusti Academy was conceived with the noble intent to propagate management education across the length and breadth of the state to aspiring youngsters and enhance their employability quotient, at the most affordable means.



Mr. Mecon Swain,
Zonal HR, Pantaloons



Srusti Academy of Management has always been a great interface for academia & industry. The institute has established industry institute partnership sale(IIPC) and I am happy to be part of it, constant dialogue between industry personnel from different sector with the institute gives the right perspective.



Budhadev Mishra
Zonal HR Head South & East India
Greenlight Planet



Srusti Academy of Management has always been a great interface for academia & industry. It has been a journey of 5 years alongside this great Management Gurukul with its budding young managers. During these years we have recruited more than 25 students, the best talent pool who have proved their merit & worth, grown over times and showed what roots Srusti has imbibed through great learning atmosphere.

SUMMER INTERNSHIP PROGRAMME (SIP)

Summer Internships are a unique opportunity for a student to get exposed to work situations before really starting to work in corporates. Summer Internship Programme provides the students with work experience that is directly related to the chosen specialization opted during the management program and is an important career-stepping stone and MBA hopefuls need to recognize this fact sooner than later. The Institute arranges 6 – 8 weeks of Summer Internship Programme (SIP) in leading industries across different sectors mostly in metropolitan cities. The numbers of paid internships is on the increase. year on year basis.

STUDENTS PLACED DURING INTERNSHIP PROGRAMME

Pantaloons	Eureka Forbes Ltd
NALCO	Globaldata
Jindal Stainless Steel Ltd.	Globecapital
Aditya Motors Company	HDFC Bank
Lotusmint Advisors Ltd	IIFL
Talent Corner	Cooperative Bank
HDB Financial Services Ltd	Ohhpro Technology
HRN Technology Private Limited	Opensky Consultancy
Dalmia Cement	Pixel PII
NJ India Invest Pvt. Ltd.	Printlink
Aditya Birla Capital	Sobisco Biscuits
Alankit Assignments	Vedanta
AMRI Hospitals	Tata Steel Foundation
Apollo Hospital	Abhijit Ferrotech Ltd
BAPS & Associated	
DVARA KGFS Pvt Ltd	

PAID SIP | HDB | Mot MacDonald | Talent Corner | Meedenlabs

AROUND GROOMING EXPOSER TO ICONIC PERSONALITIES



“Saw a lot of dreams in the eyes of the students and pray all of it come true.”

Ranjib Biswal
Chairman,
National Cricket Academy
President,
Orissa Cricket Academy



“Glad to be part of webinar on “Social entrepreneurship and financial inclusion: Roads Ahead” organized by Srusti Academy of Management congratulations.”

Prof. Muhammad Yunus
Nobel Peace laureate, Fonder of Grameen Bank & Yunus Social Business, Bangladesh

“My best wishes with you.”

Padmashri Dillip Tirkey
Former Indian Hockey Captain
Memebr, Rajya Sabha



“I feel happy to have visited and talked to the students and teachers at Srusti Academy. All my good wishes for a bright future of the Institute.”



Dr. Sandip Pandey
Recipient of
Raman Magsaysay Award



“Thoroughly enjoyed the interaction with students and faculty members, very well organised and students' willingness to participate.”

Abasar Beuria
Former Indian Diplomat



“Very promising institution with good infrastructure, ambitious vision and bright students. I wish you all the very best... Stay Hungry.”

Rashmi Bansal
Eminent Writer

“Excellent! Wonderful experience in the Institute. It was an honour and pleasure.”

Dr. Haris Handey
Founder, SELCO
Recipient of
Raman Magsaysay Award



“I am happy to attend the annual fest of Srusti Academy of Management. I see lots of dreams among the students and wish that all come true.”

Dr. Sidhant Mohapatra
Former Member of Parliament



“Happy to interact with the students and faculty of Srusti Academy of Management.”

**Padmashri
Mrs. USHA CHAUMAR**

FINAL PLACEMENT

Placement department maintains excellent rapport with leading corporate houses located in different parts of the country. The department actively collaborates with them to conduct placements and has been successful in providing a choice of jobs to the students, based on their specialisations.

It also seeks suggestions from companies from time to time to take steps for enhancement of different skills appropriate to the present needs of the industry. Our students have joined reputed companies through campus and off-campus recruitments and the placement record of the Institute has been improving year by year.

ROLE OF PLACECOM MEMBERS

The Students Placement Committee (Placecom) is constituted every year to play active role in placement process. The Placecom members play active role in:

- Framing Placement policies & rules
- Visiting companies ,making presentations and professional networking
- Invite Corporate leaders for talk
- Coordinate with students and Manage Campus

PLACEMENT PROCESS

Companies accept invitation and after confirming eligibility criteria for the job provide additional information such as job profile, job description, location, compensation package, expected date of joining, etc.

Date for campus recruitment is decided with mutual consent followed by pre-placement talk by the recruiters on specified date and time.

Registered students go through selection processes like written test/GD/PI.

Recruiting organizations declare results immediately and issue offer letters.

Our Recruiters



PLACEMENT STATISTICS



Top 10%

Avg CTC-5.21 LPA



Top 25%

Avg CTC-4.49 LPA



Top 50%

Avg CTC-3.95 LPA



GENDER WISE CTC



Avg CTC of Male
3.32 LPA



Avg CTC of Female
3.01 LPA



SPECIALIZATION WISE AVG CTC

Avg CTC in Marketing
3.39 LPA

Avg CTC in Finance
3 LPA

Avg CTC in HR
2.83 LPA

Avg CTC in Operations
4.08 LPA



Avg Salary of Top 50 offers
4.16 LPA



Avg Salary of Top 75 offers
3.83 LPA



Avg Salary of Top 100 offers
3.55 LPA



BATCH PROFILE



Total no of Students
195



Avg Age
23



Gender Diversity
30% - Female
70% - Male



KEY STATISTICS

Total no of Students
195

Total no of Recruiters
71

Highest CTC
10 LPA

% Increase in Median CTC
30 %

Total no of Students participated in Campus
150

Maximum offers by a single company
18

Average CTC
3.62 LPA

% Increase in Average CTC
35.5 %

Total no of Students Placed
140

Total No of New Recruiters
27

Median CTC
3.375 LPA



AVERAGE CTC OVERVIEW

Top 10%ile-5.21 LPA

Top 25%ile-4.49 LPA

Top 50%ile-3.95 LPA



COMPENSATION CATEGORIZATION

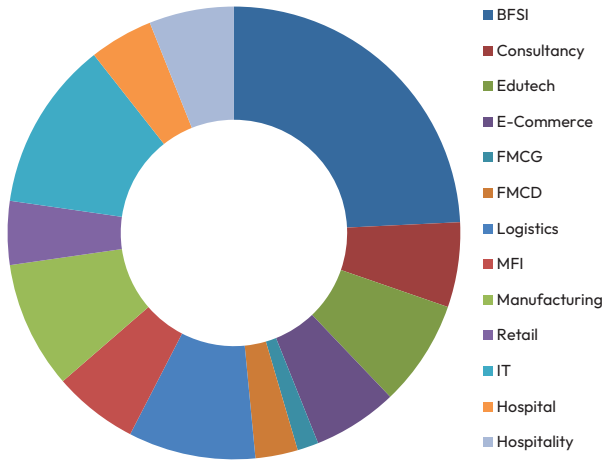
Top 10%ile:- Average CTC-5.21 LPA, Median CTC-5.16 LPA

Top 25%ile:- Average CTC-4.49 LPA, Median CTC-4.5 LPA

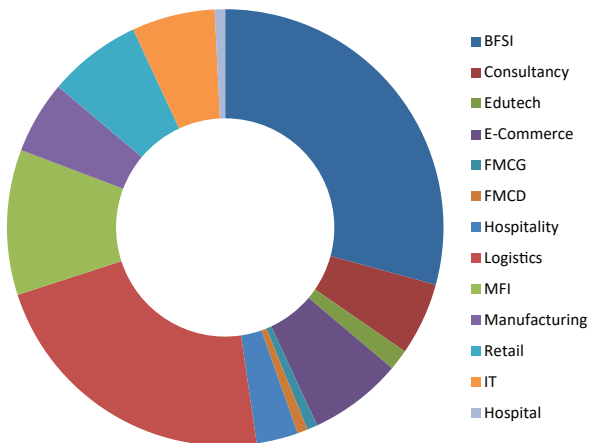
Top 50%ile:- Average CTC-3.95 LPA, Median CTC-3.5 LPA

Entire Batch:-Average CTC-3.62 LPA, Median CTC-3

SECTOR WISE COMPANY VISITED



SECTOR WISE OFFERS MADE



DOMAIN WISE HIGHEST CTC



HR
4.5 LPA



Marketing
9 LPA



Finance
6 LPA



Operations
4.5 LPA



Business Analytics
4.05 LPA

HIGHEST PACKAGE - 2023



SUBHRAJEET
SWAIN

9L/LPA



SADASIB KAR

6.5L/LPA



JYOTIPRAKASH
SAHOO

6.5L/LPA



SK
RAHIMUDDIN

5.16L/LPA



SUSHIL KUMAR
BEHERA

5.16L/LPA



AKASH RANJAN
ROUT

5.16L/LPA



MD. ARSHAD
HUSSAIN KHAN

5.16L/LPA



SAUMYA RANJAN
NAYAK

4.5L/LPA



GITIKA
PRIYADARSHINI DAS

4.5L/LPA



SK. MD.
ZAWED RAZA

4.5L/LPA



RAJESH KUMAR
BISWAL

4.5L/LPA



SNEHALATA
SWAIN

4.25L/LPA





What Recruiters' Say ...

"All students were good, but we picked the best from the lot."

Durga Prasad Rao

Regional Manager, Manappuram Finance Ltd.

"Good attitude and skills shown by the students, have picked the best ones."

Nihar Baran Das

Area Manager (Ops.), Dr Reddy's Foundation

"Good Infrastructure, students have a creative bent of mind."

Manash Pattanayak

Station Head, 93.5 RED FM

"Overall it is good."

A Pratap

DGM Ceasefire

"Excellent Infrastructure and courtesy."

Dipendu Saha

DGM, TCI

"Good Infrastructure and team player."

Himanshu Agarwala

Manager HR, OM Logistics

"Good institute, confident students."

Debasis Mohanty

Zonal Head, KARVY

"Really good and appreciable experience."

Satyabrata Das

Cluster Manager, HDFC Ltd.

"Nice relation with the institute and looking forward for a stronger relationship for years to come."

Babul Chakraborty

Regional Head, HDFC Realty

"Good institute, students possess the required skills."

Mr. Swarup Dumpala

VP, HR, Spandana Sphoorty

"Selected students have the attitude and confidence to be a part of Logistics Industry."

Shantanu Chakraborty

Regional Manager, DTDC

"Excellent infrastructure, students have clarity on management concepts."

G.D. Kabat

Regional Sales Manager, Anmol Biscuits

"Selected students have the confidence and attitude for the positions selected."

Ms. Anubhab Kukreja

Assistant Manager (HR) Total Group

"Good institute, Good students."

Vamsi Krishna Chenupati

Head HR, Mahindra Finance

"Good institute, Students have developed the requisite skill."

Subhasish Sarkar

Territory Manager, NIIT Ltd.

"Selected students' confidence and attitude, have made the difference."

Alok Kumar Sahoo

Chief Sales Manager Retail, ICICI Direct



ALUMNI SPEAK



Stusti Academy has not only given me the recognition in terms of academics—it's overall approach towards training has helped me a lot in achieving my career goals in this competitive world. I am a proud Srustian.

Siddharth Pattanaik, ICI Dulux



"I came to Srusti Academy of Management with high hopes to build a strong career with a solid foundation. Today I am extremely happy and satisfied with the knowledge and success gained and suitable placement provided by my institute."

Soubhagya Mishra, Cease Fire



Two years at Srusti Academy of Management has shaped my career. I have learnt more than I was taught for the exposures and opportunities that the institute has provided. My teachers and Training & Placement Department always work for the interest of students. I am indebted to my alma mater.

Ankita Samal, Jaro Education



"Before joining MBA at Srusti Academy of management I knew that the key to success for management graduate is having a good communication skill. I have got able guidance for improving my communication skill consequently becoming successful in campus placement."

Amit Saxsena, Byjus



"I have never felt a distance between me and my teachers during the two years of study at Srusti Academy. Apart from theory, I have received able guidance during my summer internship project (SIP) and mini project work carried out by me in different subject areas."

Rajesh Mohapatra, Bata



Srusti Academy of Management as a B-School is certainly one of the best in its class. The mentor programme has not only helped me to gain confidence but also improved my overall personality. Srusti Academy of Management has given me the opportunity to attach our name with big brands in the industry and helps get an amazing head start.

Debasis Das, Bajaj Finserv



Initially I was feeling nervous to make any presentation or participate in seminar activities. Constant guidance from training department has brought in tremendous improvement in my confidence level and communication skills as a result of which I could be through in campus recruitment by Polycab.

Debasis Muni, Polycab





ALUMNI SPEAK



Two years at Srusti Academy of Management have been a real learning experience and have in many ways, made me industry ready potential human resource. I express my sincere gratitude to faculty members of my institute who played a crucial role in shaping up my career.

Nabaraj Khamari, PWC



I am proud to have Srusti Academy of Management as my alma mater. My two years at Srusti not only improved my knowledge but also motivated me to look for heights. I am thankful to my faculty members who consistently mentored me to explore new opportunities and make a conscious career choice. The confidence and capability brought by SAM will stay throughout my life.

**G. Satyam Dey
Hindustan Unilever**



"As the MCA student of Srusti Academy of Management feels blessings from God. Extremely excellent Teacher's guidance and with the blessings of well maintained path by our honorable chairman sir so that i well trained in my career. Today I am a successful teacher and a business woman reach the top of mountain."

**Rashmirekha Swain
Assistant Professor
Hitech College Bhubaneswar**



"Only because of the highly qualified and experienced professors of Srusti Academy of Management, who mentoring me in the right way has made me achieve my dream career. Much obliged to Srusti Academy of Management for assisting with setting me up for this present reality!"

**Mr. Tapas Ranjan Pati
Technical Lead,
Riaxe Systems Pvt Ltd**



I always feel that I took the right decision to have chosen MCA as my career. Through the rigor of MCA curriculum as well as keeping myself open to technological advancements from time to time, I today have technical edge over many of my counterparts. I am a proud Alumni of Srusti Academy of Management."

**Mrutyunjaya Sahoo
MCA-2012-15
Technical Lead
HCL Technology Pvt. Ltd
Chennai**





ALUMNI SPEAK



Srusti Academy of Management has provided me with the platform to transform my career. Being an autonomous Institute, our Institute has adopted a new syllabus and the curriculum is relevant for our professional career. Examinations were held and result was published in-time. The industry exposure, and excellent placement support enabled me to secure my dream job.

Ameera Rath, Reliance Jio



I can confidently say that choosing Srusti Academy of Management was one of the best decisions I made for my career. The faculty members are experts in their fields, and the comprehensive course structure prepared me well for the industry. The placement cell at Srusti played a crucial role in helping me secure an exciting job opportunity.

Ritika Thirani, Portea Health



At Srusti Academy of Management, I not only received a world-class education but also developed a strong network of peers and industry professionals. The mentorship and guidance I received during my time at Srusti were instrumental in shaping my career. Thanks to the placement support, I landed my dream job.

Aquib Ahmed, Flextronics



Srusti Academy of Management provided me with a holistic learning experience that prepared me for the challenges of the corporate world. The emphasis on practical learning, industry interactions, and internship opportunities in Metro Cities gave me the confidence and skills to excel in my professional journey.

Jyoti Prakash Sahoo, Capgemini



Being a student at Srusti Academy of Management has been a transformative experience for me. The faculty members are not just teachers but mentors who genuinely care about the students' success.

Ansuman Narayan, Tata Steel



The learning environment at Srusti Academy of Management is unparalleled. The faculty members are highly knowledgeable and approachable, always ready to guide and support us. The regular industry interactions, guest lectures, and workshops equipped me with the practical skills and insights required to thrive in the corporate world. I'm grateful to Srusti for facilitating my successful placement.

Subhrajee Swain, Intellipaath



Choosing Srusti Academy of Management was a game-changer for me. The institute's strong industry connections, professional development programs, and career guidance made all the difference in my placement journey. The mentors and alumni network at Srusti provided valuable insights and support, enabling me to secure a well-paying job.

Sunandarani Panda

Annappurna Microfinance Ltd



ALUMNI SPEAK



Srusti Academy of Management not only provided me with a top-notch education but also helped me develop my overall personality and leadership abilities. The institute's focus on experiential learning and industry-relevant projects gave me a competitive edge during placements.

Rakesh Jha, Pantaloons



As a proud alumnus of Srusti Academy, I am honored to share my journey and experiences that have been deeply shaped by the remarkable education I received here. From the moment I stepped onto the campus, I knew I was entering a world of endless possibilities and growth.

**Sradha Dalabehera
Chola MS GIC Pvt Ltd**



It brings me immense pride to reflect on my journey as an alumnus of Srusti Academy of Management. The time I spent at college was not only marked by academic growth but also by personal transformation. The institute's unwavering commitment to excellence, its dedicated faculty, and the vibrant training created an environment that fostered learning, collaboration, and innovation.

**Bikash Kumar Panda
Nissin ABC Logistics Pvt Ltd**



The exceptional faculty at Srusti played a pivotal role in shaping my education. Their expertise, mentorship, training and unwavering support empowered me to explore new horizons, challenge my limits, and discover my true potential. Whether it was through engaging classroom discussions, hands-on projects, or one-on-one guidance, the faculty consistently went above and beyond to ensure our success.

Utkarsh Achari, Global data



The education I received at Srusti had equipped me with the knowledge, skills, and confidence to navigate the challenges of the real world. The rigorous curriculum, complemented by hands-on experiences and industry interactions, provided a holistic understanding that continues to serve as a strong foundation for my career.

Khitiprava Dora, ICICI Bank



Today, as I look back on my time at Srusti Academy, I am filled with gratitude for the education, opportunities, and lifelong bonds that it has provided. As an alumnus, I carry the institute's values and teachings with me, influencing my decisions and guiding my path.

**Shakti Prasad Das
SBI Cap Securities**



Beyond academics, the institute instilled in me a sense of responsibility, leadership, and empathy. Participation in various clubs, events, training sessions and community initiatives helped me develop well-rounded skills and a deeper understanding of the impact I could have on society as well as in corporate.

**Utkalika Priyadarshini Patra
Axis Bank**



ALUMNI ASSOCIATION

Alumni of Srusti richly contribute to the all round development of their Alma mater. Recognised as "Srusti Alumni Association", a registered association, it conducts Alumni Meet every year. The association maintains a close networking among all Srustians for a positive and progressive purpose.

Members of alumni association working in various corporate houses in the country share their experience among the juniors for a successful professional career. They also conduct various competitions amongst juniors and recognise the young talents. The association also provides valuable support in the area of training and placement.

Our Distinguished Alumni

	Ansuman Narayan Senior Manager HRM BATCH : 2004-06 		Swadhin Kumar Mishra Area Sales Executive Batch : 2008-10 		Sarita Mohanty Data Resercher – II Batch : 2011-13 
	Jagat Jyoti Biswaranjan Nayak Dy. Manager Finance Batch : 2005-07 		Md. Anwar Anti Money Laundering Analyst Batch : 2016-18 		Shakti Prasad Mohanty Customer Relationship Officer Batch : 2017-19 
	Jyoti Prakash Sahoo Service Delivery Manager Batch : 2004-06 		Upendra K. Swain Dy. Manager Batch : 2004-06 		Debashrita Biswal MANAGER Batch : 2009-11 
	Satyanaryan Rath Sharma Dy. Manager Batch : 2015-17 		Rajanikant Pradhan Dy. Manager – HR Batch : 2004-06 		Sudeсна Nayak Dy. Manager HR Batch : 2004-06 
	Jagan kumar jena Dy. Manager 2013-15 		Aquib Ahmed Sr. Financial Analyst Batch : 2016-18 		Rameswar Jethi Regional Marketing Head Batch : 2005-07 
	Amit Kumar Singh Manager Marketing 2009-11 		Sushil Kumar Pradhan Cluster Head 2011-13 		Debasish Muni Marketing Manager 2011-13 
			Ritika Thirani ASM - HR 2009-11 		Shashikant Patnaik Sr.SAP Consultant Batch : 2006-08 
					Debasish Mohanty DGM-Marketing 2010-12 
					Ameera Ratha AM-HR 2020-22 
					Jyoti Prasad Khadiratna Manger-Sales 2014-16 
					Debasish Das Area Manager 2016-18 
					Priyabrata Bagha Marketing Executive 2016-18 

INTERNATIONAL EXPOSURE

It is an undeniable fact that global exposure will enable you to be more confident in yourself and to be independent. You will learn skills like problem solving, practical thinking and the ability to make decisions that are the best for you. You will become more confident in the knowledge and abilities you have gained through your education. You will learn to be independent, both in your personal life and financially with the better job opportunities you receive.



International Academic Workshop on leadership and NLP for young managers during 24th -27th Oct.2019 in University Utara Malaysia (UUM), Malaysia.

International Academic Visit to King's Palace, Malaysia (24th -27th Oct.2019)



Students of Srusti Academy of Management participated in 7th Uniglobe International Management Conference in Kathmandu, Nepal

Mr. Sanket Parida, Student of 2nd Semester MBA, presenting a paper on Emerging Trends in Business: A Challenge for Competitive Markets at Uniglobe College, Kathmandu, Nepal.



ENTREPRENEURSHIP DEVELOPMENT CELL (ED CELL)

The mission of the Entrepreneurship Development Cell at Srusti Academy of Management is to empower the Young Professionals to exploit their full potential for setting up their own ventures thus becoming "job generators" rather than "job seekers". Unemployment is one of the biggest problems faced by India today. Unemployment not just among uneducated but also has branched its roots to the educated youths in large numbers. India being a young country, major chunk of its population are youth and to tap their full potential we need to empower our youth with the right set of skills and opportunities. Entrepreneurship is one of the greatest weapons to combat the menace of unemployment.

STATUTORY COMMITTEES

- Governing Body
- Academic Council
- Board of Studies
- Industry Institute Partnership Committee (IIPC)
- Internal Quality Assurance Cell (IQAC)
- Anti-Ragging Committee
- Internal Complaint Committee (ICC)
- Grievance Redressal Committee
- ST & SC Committee
- Finance Committee
- Standing Disciplinary Committee

GRIEVANCE REDRESSAL

The Institute has a grievance redressal committee. Any student or staff can login their grievance online 24x7. The grievance redressal committee proactively consider grievances so submitted and redresses the same within stipulated time.

RAGGING IS PROHIBITED

- Ragging is punishable as per the decision of hon'ble Supreme Court of India in writ petition no. (c) 656/1998.
- Ragging is neither a means of formalization nor an introduction with freshers, but a form of psychopathic behavior. Ragging is a violation of human rights. Respect humanitarian values and say NO to Ragging

Anti Ragging Helpline

1800 180 5522

E-mail: helpline@antiragging.in.



STARTUP CENTRE

Srusti Academy Development Foundation incorporated as a Section 8 Company is recognised as an "Incubator" by Micro, Small & Medium Enterprises Department, Government of Odisha under the Odisha "Startup Policy"-2016. The Center is established to nurture entrepreneurship among the students.





SRUSTI ACADEMY *of* MANAGEMENT (AUTONOMOUS)

Approved by AICTE, New Delhi | Affiliated to BPUT, Rourkela, Odisha

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