



# Indian Institute of Management Sambalpur

Commences

## Bachelor of Science (B.S.) Programme in Management & Public Policy

*An Undergraduate Programme for the Sustainable Leaders of Tomorrow*

**Admission Through Common University Entrance Test - Undergraduate (CUET UG) 2025 Score**

“ Blending Management  
Excellence with Public Policy Insight ”



**Admissions Open for Batch 2025-29**

# ABOUT IIM SAMBALPUR

**Indian Institute of Management Sambalpur (IIM Sambalpur)**, is an institute of national importance (an autonomous institute under the aegis of Ministry of Education, Govt of India. It is one of India's most dynamic and fast-growing management institutes, is located amidst the serene hills and farmlands of Basantpur, Odisha. Established in 2015, IIM Sambalpur is built on the pillars of **Innovation, Integrity, and Inclusiveness**, shaping agile leaders for a rapidly changing global environment. Its permanent, state-of-the-art 200-acre campus underscores its national importance and forward-looking vision & Mission.



## Vision

To be an Institute par Excellence in nurturing Responsible Leaders with an Entrepreneurial Mindset.



## Mission

To advance Management Knowledge and develop Responsible Leaders with Managerial, Research, and Entrepreneurial competencies.



The institute's **flagship MBA program** stands out for its experiential and entrepreneurial pedagogy and strong industry integration. In addition to the flagship program, IIM Sambalpur has introduced a specialized **MBA in Business Analytics (MBA-BA)**, at its Delhi Centre in collaboration with the prestigious **Asian Institute of Technology (AIT), Bangkok**, offering students critical international exposure in analytics and innovation. Extending its reach to working professionals, the institute offers an **MBA for Working Professionals** based in Delhi and Executive MBA in virtual mode, crafted to equip mid- and senior-level executives with cutting-edge leadership skills and contemporary management while allowing them to balance their professional commitments. Further strengthening its academic depth, IIM Sambalpur offers both a **full-time Ph.D. program** for aspiring scholars, "**PhD in Management for Working Professionals**" and a Dual Degree "**Executive PhD & Doctor of Business Administration (DBA)**" program in collaboration with international organisation targeted at

senior executives and practitioners, providing avenues for deep research with global relevance.

IIM Sambalpur's commitment to excellence is reinforced by its memberships in prestigious global networks such as the **AACSB Business Education Alliance, BGA, EFMD and PRME**.

Its educational experience is further elevated through the adoption of **AI-powered learning platforms**, offering students a personalized and engaging academic journey.

Student life thrives with vibrant, student-led initiatives across business conclaves, innovation challenges, cultural events, and leadership forums, ensuring a holistic development environment. Through strategic collaborations, cutting-edge programs, and a commitment to action-centric research, IIM Sambalpur has rapidly emerged as a modern institution with strong roots — nurturing socially conscious, globally competent, and future-ready leaders.



धर्मेन्द्र प्रधान  
धर्मेश्वर प्रधान  
Dharmendra Pradhan



75  
आज़ादी का  
अमृत महोत्सव

शिक्षा मंत्री  
भारत सरकार  
Minister of Education  
Government of India



### MESSAGE

I am happy to know that **Indian Institute of Management (IIM), Sambalpur, Odisha** is going to launch two new 4-year B. S. Degree Programmes in Data Science & AI and Management & Public Policy respectively through JEE Main and CUET – two prestigious national level entrance examinations.

These degree programmes capture the vision of IIM Sambalpur which is in alignment with the spirit of multi-disciplinarity and flexibility enshrined in National Education Policy, 2020. I am sure, these programmes will be in sync with modern day industry requirements and help build the techno-managerial capacity to realise the vision of *Viksit Odisha@2036* and *Viksit Bharat@2047*.

I wish the IIM Sambalpur all success in this laudable initiative.

(Dharmendra Pradhan)

सबको शिक्षा, अच्छी शिक्षा

MOE - Room No. 301, 'C' Wing, 3rd Floor, Shastri Bhavan, New Delhi-110 001, Phone : 91-11-23782387, Fax : 91-11-23382365  
E-mail : minister.sm@gov.in

# MESSAGE FROM THE DIRECTOR



With this new interdisciplinary programme, we extend our academic vision to the undergraduate level, blending the principles of management excellence with the values of public service and sustainable leadership.



At IIM Sambalpur, our mission is to advance Management Knowledge and develop Responsible Leaders with Managerial, Research, and Entrepreneurial competencies, and contribute meaningfully to society and the environment. As a part of the core values of the institute, we believe the future needs more leaders with Integrity, Inclusiveness and focus on Innovation. With this new interdisciplinary programme, we extend our academic vision to the undergraduate level, blending the principles of management excellence with the values of public service and sustainable leadership.

India is at a transformative juncture where visionary governance and dynamic managerial thinking must go hand in hand. Our B.S. in Management and Public Policy Programme is designed to prepare students to meet this challenge head-on. The programme will equip young minds with the tools of strategic

and sustainable thinking, analytical rigour, ethical leadership, and a deep understanding of public systems and societal needs.

Through a forward-looking curriculum, experiential learning, and opportunities for collaboration with industry, government, and international institutions, we aim to cultivate graduates who are not only career-ready but also change maker, capable of navigating and influencing complex socio-economic landscapes with clarity, compassion, and courage.

I welcome aspiring students to be part of this transformative journey where curiosity meets impact, education meets empowerment, and youth meets responsibility.

**Prof. Mahadeo Jaiswal**

Director, IIM Sambalpur



# MESSAGE FROM THE PROGRAMME CHAIR



Graduates of this program are well-positioned to pursue diverse career paths whether in corporate roles, consulting, public policy, research, international development, entrepreneurship, or higher education in premier institutions globally.



At the core of the B.S. in Management & Public Policy program at IIM Sambalpur lies a multidisciplinary and forward-thinking curriculum that blends foundational management education with the study of governance, public policy, and innovation. Designed to shape responsible leaders with a broad worldview, the program integrates rigorous academic training in core domains such as Marketing, Finance, Operations, Business Analytics, and Strategic Management with critical elements of public policy, economics, and sustainability.

What sets this program apart is its holistic approach to learning. Alongside technical and analytical knowledge, students develop crucial 21st-century skills such as critical thinking, design thinking, ethical reasoning, data interpretation, communication, and leadership. Courses are taught by faculty with deep academic and industry expertise, supported by innovative pedagogy that emphasizes problem-solving, collaboration, and creativity.

Real-world exposure is central to the learning experience. Students engage in immersive internships across NGOs, corporations, and government sectors, gaining hands-on experience in both social and commercial contexts. Capstone projects challenge

them to apply their skills in solving complex, real-life problems, often in collaboration with organizations. Workshops in areas such as design thinking, business simulation, and corporate etiquette provide further practical grounding.

Campus life includes a range of student-led clubs, cultural and academic festivals, national business conclaves, speaker series, and peer-driven initiatives foster leadership, collaboration, and personal growth. This culture of inclusion and innovation helps nurture not just skilled professionals, but thoughtful individuals who are ready to contribute to the society at large.

Graduates of this program are well-positioned to pursue diverse career paths whether in corporate roles, consulting, public policy, research, international development, entrepreneurship, or higher education in premier institutions globally. The program provides a robust foundation, enabling students to confidently chart unique and meaningful career journeys.

I invite you to be a part of this exciting journey of learning, leadership, and transformation.

**Prof. Diwahar Nadar**

Chairperson- B.S. in Management and Public Policy Programme

# ABOUT THE PROGRAMME



The Bachelor of Science (B.S.) in Management and Public Policy at IIM Sambalpur is a pioneering undergraduate programme designed to cultivate future leaders with a strong foundation in both business management and public governance. Rooted in interdisciplinary learning, the programme blends the analytical rigor of management education with the contextual understanding of public systems, economics, law, and policy.

This four-year programme (with entry/exit options as per NEP 2020 guidelines) empowers students to develop a nuanced perspective on the interconnections between private enterprise, public institutions, and societal outcomes. Through a carefully curated curriculum and experiential learning opportunities, students gain the knowledge, skills, and values needed to make meaningful contributions across sectors from corporate boardrooms to government corridors, and from think tanks to social enterprises.

The programme is ideal for students who aspire to be change-makers, policy influencers, entrepreneurs, or socially-conscious business leaders equipped to navigate the complexities of a rapidly evolving global landscape.

## Programme Objectives



Foster ethical, analytical, and responsible leadership.



Build competence in management and policy design.



Encourage innovation in solving social, economic, and public challenges.



Provide real-world exposure through internships, simulations, and research.

## Programme Highlights

01

Interdisciplinary degree combining management, public policy, and sustainability.

02

170-credit curriculum with capstone project and final-year dissertation.

03

Courses span marketing, economics, finance, operations, analytics with strong foundation in sustainability and policy.

04

Real-world exposure through internships with NGOs, corporates/government.

05

Personalized skill development through workshops on critical thinking, design, simulations, and personal branding.

06

Capstone project focused on a business plan or public policy memo.

07

Electives in areas like health, energy, supply chain, and platform businesses.

08

Dedicated research upskilling focus in final year with dissertation.

09

Courses on emerging technologies, AI, and behavioural economics.

10

Entry-exit flexibility with certificate, diploma, degree, and honours options.

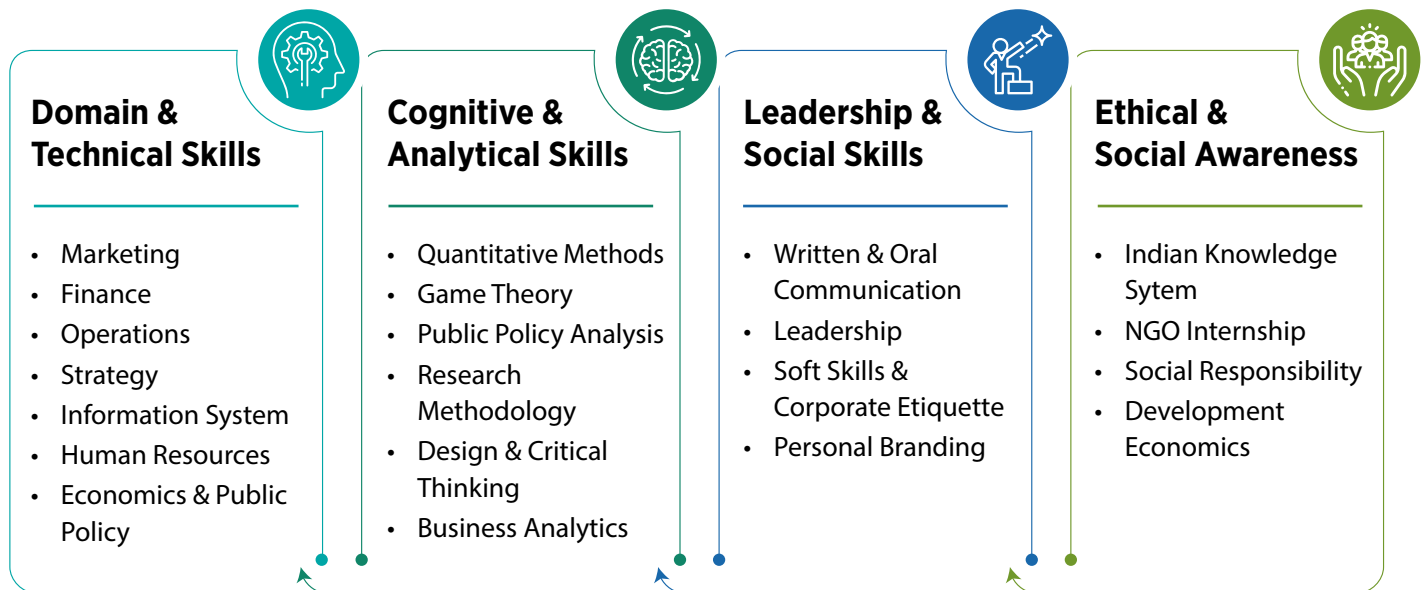
11

Active student participation in clubs, conclaves, cultural events, and entrepreneurship cells.

12

Strong industry and policy interface through conclaves and guest lectures.

# Skills gained and Career Prospects



## CAREER OPTIONS

- Management Analyst/ Consultant
- Project Manager
- Human Ressourcess Specialist
- Business Development Specialist
- Sales Analyst
- Entrepreneur/Start-up Founder
- Marketing Strategist
- Supply Chain Analyst
- Financial Analyst
- Credit Analyst
- Product Manager
- Retail Associate
- Management Trainee
- Economic Research Analyst
- Public Policy Analyst
- Post-Graduate studies





# PROGRAMME STRUCTURE

TOTAL CREDITS: 170 | 8 SEMESTERS

## YEAR 1: FOUNDATION

### SEMESTER

I

#### Foundation

- Political Philosophy & Sociology
- Foundations of Information Systems
- Quantitative Techniques I
- Indian Knowledge Systems
- Yoga & Positive Psychology
- Oral Communication

*Non-Credit course: Workshop on Critical Thinking*

### SEMESTER

II

#### Foundation

- Principles of Economics
- Quantitative Techniques II
- Fundamentals of Programming
- Written Communication

#### Core

- Principles of Management
- Public Policy: Theories and Practices

*Non-Credit course: Workshop on Design Thinking, Summer Internship (NGO)*

## YEAR 2: CORE MANAGEMENT & POLICY

### SEMESTER

III

#### Core

- Evaluation & Analysis of Public Policy
- Financial Accounting & Analysis
- Principles of Marketing
- Indian Economics
- Operations Management
- Business Regulation & Policy
- Research Methodology

*Non-Credit course: Workshop on Business Simulation*

### SEMESTER

IV

#### Core

- Social Responsibility & Business Ethics
- Corporate Finance
- Strategic Management
- Taxation & Public Finance
- Human Behaviour in workplace
- Policy Design & Milestone
- Development Economics



## YEAR 3: SPECIALISED AND FOCUSED

### SEMESTER



#### Core

- Sustainability and ESG
- Game theory for Management & Public Policy
- Project Consulting
- Digital Marketing & Branding
- Entrepreneurship

#### Elective (Any 2)

- Elective 1
- Elective 2

*Non-Credit course: Workshop on Personal Branding*

### SEMESTER



#### Core

- International business & economics
- Business Analytics
- Personal finance
- Behavioural Economics

#### Capstone

- Business Plan or Policy Memo

#### Elective (Any 2)

- Elective 3
- Elective 4

### TENTATIVE ELECTIVES FOR SEMESTER 5 & SEMESTER 6

- Platform business
- Financial Markets & Institutions
- Health Economics & Policy
- Supply Chain Management
- Indian Polity, Constitution, and Social Justice
- Decision Science
- Change & Conflict Management
- Strategic Marketing
- Agriculture Economics & Policy
- Energy Economics & Policy
- Consumer Behaviour
- Business History

## YEAR 4: RESEARCH

### SEMESTER



#### Research

- Quantitative analysis & Econometrics
- Marketing Research & Analytics
- Emerging Tech & AI
- Qualitative Research
- Economic Reasoning & Policy Research

### SEMESTER



#### Research

- Dissertation

### Exit Options Available After Each Year

Year	Exit Option	Award
1	Certificate	Certificate
2	Diploma	Diploma
3	Degree	B.S. Degree
4	Honours	B.S. (Hons.)

# ADMISSION



## Eligibility Criteria

- Must have either passed their Standard XII/HSC or equivalent examination in the year 2024 or 2025, or be currently appearing for Standard XII/HSC or equivalent examination, with results expected by June 2025.
- Min. 70% in both Standard X/SSC and Standard XII/HSC or equivalent examinations (General Category); 65% for SC/ST/OBC-NCL/ PwD and EWS Categories.
- Must have passed English language examination in both Standard X/SSC and Standard XII/HSC or equivalent examinations.
- Max age: 21 years (as of July 31, 2025); relaxations as per Govt. norms.



## Entrance Requirement

- Common University Entrance Test-Undergraduate (CUET UG) 2025: General Aptitude & English subjects scores (mandatory for all applicants).



## Admission Process (Two-Stage)

### 1. Apply Online via IIM Sambalpur Admission Portal

- Submit CUET (General Aptitude & English subjects) 2025 Test score.
- Standard Standard X/SSC and Standard XII/HSC or equivalent examinations scores, certificates, category/ PwD proofs.

### 2. Merit List Preparation

- CUET 2025 Score: The final merit list will be prepared based on the CUET (UG) 2025 Score of General Aptitude and English subjects.



## Application Fees

- ₹1000 + applicable taxes ( General Category)
- ₹500 + applicable taxes (SC/ST/PwD/NC-OBC/ EWS Category)



## Important Dates (Tentative)

Application Window  
**June 15 – 30 July, 2025**

Merit List Release  
**August 18, 2025**

Programme Begins  
**September 2025**



Batch Size  
**90 Students**





# Life @ IIM Sambalpur

## Beyond Academics



Clubs for policy, debate, entrepreneurship, sustainability



Field immersions, NGO and government projects



Guest lectures from industry, bureaucracy, think tanks



Annual fests, cultural events, student-led initiatives

## Campus & Culture



A modern, eco-friendly campus in Odisha with digital infrastructure



Peer-driven culture with mentorship by IIM faculty and alumni



Facilities for sports, wellness, and creativity



## Accommodation



Students will be provided shared residential accommodation on campus.







### Contact Us

#### B.S. Programme Office

Bachelor of Science in Management & Public Policy  
Indian Institute of Management Sambalpur  
Basantpur, Sambalpur, Odisha – 768025

**Email: [bs.admissions@iimsambalpur.ac.in](mailto:bs.admissions@iimsambalpur.ac.in) | Website: [www.iimsambalpur.ac.in](http://www.iimsambalpur.ac.in)**

**Phone: 91 9078546024 / +91 7327014789**