

ADAMAS

UNIVERSITY

PURSUE EXCELLENCE

KOLKATA

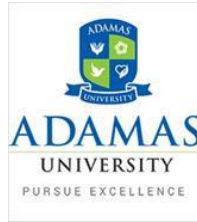
ADAMAS UNIVERSITY

SCHOOL OF BUSINESS

DEPARTMENT OF MANAGEMENT

MBA(BA)

2024-25



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE UNIVERSITY

To be an internationally recognized university through excellence in inter-disciplinary education, research and innovation, preparing socially responsible well-grounded individuals contributing to nation building.

MISSION STATEMENTS OF THE UNIVERSITY

M.S 01: Improve employability through futuristic curriculum and progressive pedagogy with cutting-edge technology

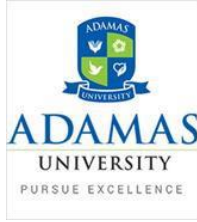
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

M.S 03: Instill the notion of lifelong learning through culture of research and innovation

M.S 04: Collaborate with industries, research centers and professional bodies to stay relevant and up-to-date

M.S 05: Inculcate ethical principles and develop understanding of environmental and social realities

CHANCELLOR / VICE CHANCELLOR



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE SCHOOL

To be a new-age school maintaining international standards of industry-relevant interdisciplinary education and research in the field of business, commerce and economics, developing professionals adept at leveraging technology, and conscious of society and environment.

MISSION STATEMENTS OF THE SCHOOL

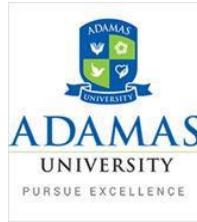
M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

M.S 02: Integrate theory with practice to create solutions, embracing sustainability and diversity

M.S 03: Inculcate trans-disciplinary culture through teaching and research in emerging areas.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical and societal values, and contribute to nation-building.

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

VISION OF THE DEPARTMENT

To be an internationally recognized center for management education through excellence in pedagogy, research and innovation, preparing socially responsible and industry-ready management professionals who will emerge as the preferred choice for organisations.

MISSION STATEMENTS OF THE DEPARTMENT

M.S 01: Improve employability through progressive, outcome-based pedagogy and regular interaction with industry for lifelong learning.

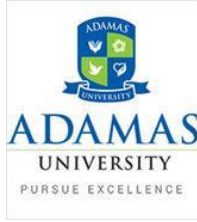
M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

M.S 03: Holistic development through transdisciplinary teaching and research in emerging areas leveraging technology.

M.S 04: Encourage students to inculcate entrepreneurial spirit, ethical, societal and professional values, and contribute to nation-building.

HOD

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 01: Imparting knowledge and problem-solving capabilities using management theory as per organizational requirements.

PEO 02: Developing expertise in the areas of leadership, interpersonal skills, entrepreneurship, finance, marketing and human resource management.

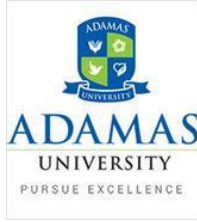
PEO 03: Enhancing professional competency in meeting the challenges of a globalized world of business.

PEO 04: Developing ethical, social and environmental consciousness.

PEO 05: Inculcating fundamental concepts and skills of research in various fields of business.

HOD

DEAN / SCHOOL CONCERNED



**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration

POST GRADUATE ATTRIBUTE / PROGRAMME OUTCOME (PO)

PGA 01 / PO 01: Management Knowledge- Demonstrate the knowledge of management principles to solve complex organizational problems using limited resources.

PGA 02 / PO 02: Problem Solution: Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, supply chain, operations and allied disciplines) to solve business problems.

GA 03 / PO 03: Leadership and Organization Skills- Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

GA 04 / PO 04: Ethics and Governance: Apply principles of ethics and corporate governance in day to day business practices.

GA 05 / PO 05: Environment and Sustainability- Understand the impact of the professionals in societal contexts, and demonstrate the knowledge of, and need for sustainable development

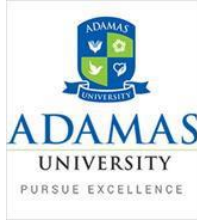
GA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

GA 07 / PO 07: Creativity and Innovation- Create ability to solve the problems of business and industry through research and innovative practices.

PGA 08/PO08: Employability: Equipped to get employment in the diversified areas either in domestic and multinational organizations.

HOD

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**ADAMAS UNIVERSITY, KOLKATA
SCHOOL OF BUSINESS & ECONOMICS
DEPARTMENT OF MANAGEMENT**

Name of the Programme: Master of Business Administration

PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 01: Create capabilities of converting theoretical knowledge into practical applications as per organizational requirements.

PSO 02: Keep abreast of trans-disciplinary trends, which can be brought to bear in creating strategic and tactical benefits in a VUCA world.

PSO 03: Develop competencies to be socially responsible business professionals.

HOD

DEAN / SCHOOL CONCERNED

MBA (BA) Course Structure

THE PROGRAMME STRUCTURE

The Master of Business Administration (BA) Programme is divided into two parts as under. Each part will consist of semesters to be known as Semester – 1 and Semester – II. In the second year it is known as Semester III and Semester IV.

		Semester	Credit Distribution
Part I	First Year	Semester – 1	30
		Semester -2	30
Part II	Second Year	Semester – 3	25
		Semester – 4	26
		Total	111

Semester- I						
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Foundation	MGT21201	Business Communication	3	0	0	3
Core	OBH21202	Human Resource Management	3	0	0	3
Core	OBH21201	Organizational Behaviour	3	0	0	3
Core	MTH21517	Quantitative Techniques for Management	3	0	0	3
Foundation	ECO21206	Managerial Economics	3	0	0	3
Core	FAC21205	Financial Accounting for Managers	3	0	0	3
Core	MKT21201	Marketing Management	3	0	0	3
SEC (Newly introduced)	OLS21201	Logistics & Supply Chain Management	3	0	0	3
SEC (Newly introduced)	BAN21214	Data Structures & Algorithms	3	0	0	3
SEC (Newly introduced)	BAN22215	Introduction to Data Analytics	2	0	2	3
Total Credit						30

Semester- II						
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core (Newly introduced)	MKT21234	Sustainable Marketing	3	0	0	3
Core	MGT21204	Management Science	3	0	0	3
Foundation	ECO21602	Economic Environment of Business	3	0	0	3
Core	FAC21210	Financial Management	3	0	0	3
Core (Newly introduced)	FAC21247	Financial Services	3	0	0	3
Core (Newly introduced)	OLS21210	Operations Management	3	0	0	3
Core	MGT21207	Research Methodology	2	0	2	3
SEC	IST21201	Management Information System	2	0	2	3
SEC (Newly introduced)	BAN22222	Introduction to SQL	0	0	6	3
SEC (Newly introduced)	BAN22223	Introduction to R	0	0	6	3
Total Credit						30

Semester-III						
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MGT21206	Business Ethics & Corporate Social Responsibility	0	3	0	3
Core (Practical) (Newly introduced)	BAN23216	Advanced Statistical Modelling & Analytics	2	0	2	3
Core	LWJ21037	Legal Environment of Business	3	0	0	3
Core	MGT24207	Summer Internship	3	0	0	3
Core (Newly introduced)	BAN22225	Machine Learning	0	0	6	3
Core (Newly introduced)	BAN22226	Big Data with Hadoop	0	0	6	3
Core (Newly introduced)	BAN22227	Introduction to Python	0	0	6	3
Core (Newly introduced)	BAN22232	Social Media Analytics	0	0	6	3
Total Credit						25

Semester-IV						
Type of Course	Course Code	Title of the Course	L	T	P	Credit
Core	MGT24208	Live project/Dissertation	0	0	0	8
Core	MGT21205	Strategic Management	3	0	0	3
Core	EIC21201	Entrepreneurship Development	3	0	0	3
Core (Newly introduced)	BAN22228	Data Visualization Tools & Techniques	0	0	6	3
Core (Newly introduced)	BAN22229	Financial Analytics	0	0	6	3
Core (Newly introduced)	BAN22230	Marketing Analytics	0	0	6	3
Core (Newly introduced)	BAN22231	HR Analytics	0	0	6	3
Total Credit						26