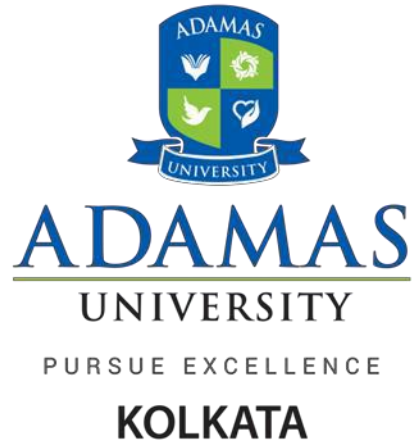


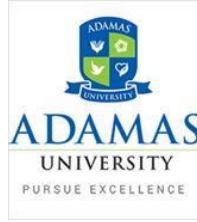
Annexure-I



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

MBA, MBA(BA), MBA(LSCM)

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

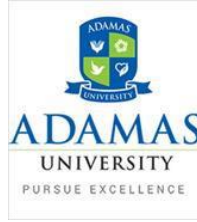
M.S 02: Foster outcomes based education system for continuous improvement in education, research and all allied activities

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

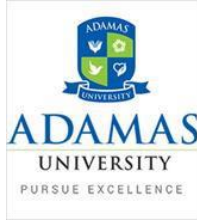
M.S 01: Focus on outcome based curriculum enabling intellectual, personal and professional growth through life-long learning.

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.

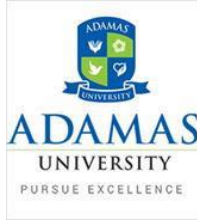
M.S 02: Integrate theoretical knowledge with real-life practices through industry interface.

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.

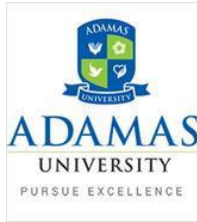
PEO 03: Enhancing professional competency in meeting the challenges of a globalized world of business.

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

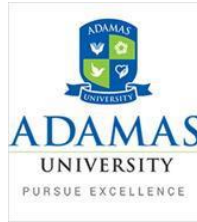
GA 06 / PO 06: Life-long Learning- Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of business world.

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

DEAN / SCHOOL CONCERNED



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

Name of the Programme: Master of Business Administration

PROGRAMME SPECIFIC OUTCOME (PSO)

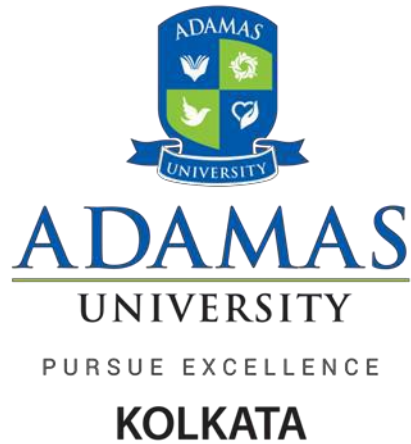
PSO 01: Create capabilities of converting theoretical knowledge into practical applications as per organizational requirements.

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



ADAMAS UNIVERSITY

School of Business &

Economics DEPARTMENT OF

MANAGEMENT

**COURSE STRUCTURE &
SYLLABUS**

o
f

**Master of Business
Administration**

**2024-
25**

THE PROGRAMME STRUCTURE

The Master of Business Administration 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 | 27 |
| | | Semester -2 | 27 |
| Part II | Second Year | Semester – 3 | 30 |
| | | Semester – 4 | 26 |
| | | Total | 110 |

MBA Course Structure

| 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 | OLS21201 | Logistics & Supply chain management | 3 | 0 | 0 | 3 |
| SEC (Newly introduced) | BAN22215 | Introduction to Data Analytics | 2 | 0 | 2 | 3 |
| Total Credit | | | | | | 27 |

| Semester-II | | | | | | |
|----------------|-------------|-----------------------|---|---|---|--------|
| Type of Course | Course Code | Title of the Course | L | T | P | Credit |
| Core- Newly | MKT21234 | Sustainable Marketing | 3 | 0 | 0 | 3 |

| | | | | | | |
|-------------------------------|-----------------|----------------------------------|----------|----------|----------|----------|
| introduced | | | | | | |
| 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 | OLS21210 | Operations Management | 3 | 0 | 0 | 3 |
| Core | MGT21207 | Research Methodology | 3 | 0 | 0 | 3 |
| SEC | IST21201 | Management Information system | 3 | 0 | 0 | 3 |
| SEC- Newly introduced | BAN22221 | IT Skills for Manager | 0 | 0 | 6 | 3 |
| Total Credit | | | | | | 27 |

| 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 | 1 | 0 | 4 | 3 |
| Core | LWJ21037 | Legal Environment of Business | 3 | 0 | 0 | 3 |
| Core | MGT24207 | Summer internship | 3 | 0 | 0 | 3 |
| Specialization | MKT21203 | Consumer Behaviour | 3 | 0 | 0 | 3 |
| Marketing | MKT21232 (Newly introduced) | Product & Brand Management | 3 | 0 | 0 | 3 |
| | MKT21205 | Digital & Social Media Marketing | 3 | 0 | 0 | 3 |
| Specialization | FAC 21244 (Newly introduced) | Security Analysis & Portfolio Management | 3 | 0 | 0 | 3 |
| Finance | FAC21245 Newly introduced | Banking and Financial Institutions Management. | 3 | 0 | 0 | 3 |
| | FAC21214 | Financial Derivatives | 3 | 0 | 0 | 3 |
| Specialization HRM | OBH21204 | Industrial Relations & Labour Laws | 3 | 0 | 0 | 3 |
| | OBH21213 (Newly introduced) | Strategic HRM | 3 | 0 | 0 | 3 |
| | OBH21206 | Performance and Compensation | 3 | 0 | 0 | 3 |

| | | | | | |
|--|------------|--|--|--|----|
| | Management | | | | |
| Total Credit: 4(Core) x 3+ 3(Specialisation 1) x 3+ 3(Specialisation 2) x 3 | | | | | 30 |

| 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 |
| Specialization | MKT21206 | Services Marketing | 3 | 0 | 0 | 3 |
| Marketing | MKT21233 (Newly introduced) | Technology Driven Marketing | 3 | 0 | 0 | 3 |
| Specialization | FAC21246 | International Finance & Foreign Exchange Management | 3 | 0 | 0 | 3 |
| Finance | FAC21248 (Newly introduced) | Financial Modelling | 2 | 0 | 2 | 3 |
| Specialization | OBH21207 | Talent Acquisition & Development | 3 | 0 | 0 | 3 |
| HRM | OBH21208 | International HRM | 3 | 0 | 0 | 3 |
| Total Credit: 1 Live Project/Dissertation x 8+ 2(Core) x 3+ 2(Specialisation 1) x 3+ 2(Specialisation 2) x 3 | | | | | | 26 |