Adamas University

NAAC A, UGC-Entitled, AICTE Approved, NIRF #100-150

B.Tech (Business AI)

Type	Mode
Ug Program	Campus
Duration	Total fees
4 Years	₹ 843,800

UNIVERSITY

Adamas University

Adamas University is located in Barasat, just 13 km from Netaji Subhash Chandra Bose International Airport, Kolkata. The university has a large green campus spread across 120 acres, offering students a peaceful and modern learning environment. Now in its 10th year of operation, the university aims to provide high-quality education to students in West Bengal. It has well-equipped research facilities and an experienced team of teachers who guide students both academically and professionally. Adamas University is accredited with a NAAC 'A' Grade, reflecting strong academic processes, faculty quality, learning outcomes, and institutional governance. With 10+ years of focused academic delivery, the university has built a learning ecosystem grounded in consistency, progression, and student success.

PROGRAM

B.Tech (Business AI)

Highlights

- Campus-supported learning with a mix of academic depth and practical exposure.
- Course themes such as Engineering Mathematics I, Environmental Science, Applied Science, and Introduction to Programming give learners a focused understanding of business AI, analytics, and technology-enabled decision-making.
- Interactive learning helps students ask questions, collaborate, and build confidence in the subject.
- Experiential work supports application of concepts to business processes, digital workflows, and AI-supported decisions and discipline-specific challenges.
- Relevant for learners seeking a strong start or further progression in business analytics, AI-enabled operations, digital transformation, and technology-focused business roles, including areas such as Business Analyst, Data Analyst, and AI Business Consultant, with added focus on ethical awareness.

Learning outcomes

- Within B.Tech (Business AI) from ADAMAS University, relate theories, methods, or tools from Engineering Mathematics I, Environmental Science, Applied Science, and Introduction to Programming to business processes, digital workflows, and AI-supported decisions.

- Address technology-led business challenges and opportunities for smarter operations through structured reasoning and subject-specific approaches.

- Critically evaluate AI use cases with business value, feasibility, and ethical considerations while maintaining practicality, responsible use, and business impact.

- Develop clear AI use-case notes, analytical project plans, and digital business recommendations for assignments, projects, or professional communication.

- Use the learning foundation to plan further academic or professional growth in business analytics, AI-enabled operations, digital transformation, and technology-focused business roles, including areas such as Business Analyst, Data Analyst, and AI Business Consultant, while strengthening ethical awareness.

Eligibility Criteria

Minimum 60% aggregate in 10+2 or equivalent from any recognized board with Physics, Mathematics + Chemistry/Computer Science/Electronics/Information Technology/Biology/Informatics Practices/Biotechnology/Technical Vocational Subject/Agriculture/Engineering Graphics/Business Studies/Entrepreneurship (with minimum 45% marks in the respective subject).

Curriculum Overview

Semester 1 (15 subjects)

- Engineering Mathematics I
- Environmental Science
- Applied Science
- Introduction to Programming
- Electrical and Electronics Technology
- Programming Lab
- Electrical and Electronics Technology Lab
- English Communication
- Principles and Applications of AI
- Life Sciences
- Design Thinking & Prototyping
- Engineering Mechanics
- Engineering Drawing and CAD
- Engineering Workshop
- Certification Course

Curriculum Overview (continued)

Semester 2 (16 subjects)

- Engineering Mathematics II
- Environmental Science
- Applied Science
- Introduction to Programming
- Electrical and Electronics Technology
- Programming Lab
- Electrical and Electronics Technology Lab
- English Communication
- Principles and Applications of AI
- Venture Ideation
- Soft Skills and Aptitude I
- Design Thinking & Prototyping
- Engineering Mechanics
- Engineering Drawing and CAD
- Engineering Workshop
- Certification Course

Curriculum Overview (continued)

Semester 3 (12 subjects)

- Engineering Mathematics III
- Probability and Inferential Statistics
- Data Structure and Algorithms
- Data Structure and Algorithms - Lab
- Introduction to Modern Business Ecosystems
- Principles of Programming Language
- Principles of Programming - Lab
- Numerical Techniques Lab
- Introduction to Artificial Intelligence
- Community Service
- Minor Project
- Certification Course

Semester 4 (11 subjects)

- Database Management Systems (SQL & NoSQL)
- Database Management Systems - Lab
- Data Visualization & Storytelling (Tableau/PowerBI)
- Data Visualization & Storytelling (Tableau/PowerBI) - Lab
- Digital Business Models
- Supervised Machine Learning
- Human Values and Professional Ethics
- UI/UX Design for Data-Driven Applications
- Design Thinking for AI Products
- Minor Project
- Certification Course

Curriculum Overview (continued)

Semester 5 (11 subjects)

- Reinforcement Learning & Decision Intelligence
- Reinforcement Learning & Decision Intelligence - Lab
- MLOps Automation and Orchestration
- MLOps Automation and Orchestration - Lab
- Distributed Systems and Cloud
- AI for Competitive Advantage and Market Intelligence
- Deep Learning & Neural Network Architectures
- Pattern Recognition and Soft Computing
- Data Mining and Warehousing
- Applied Macroeconomics for AI Engineers
- Certification Course

Semester 6 (12 subjects)

- Cloud Computing & AI Infrastructure
- High-Performance Computing for AI/ML
- High-Performance Computing for AI/ML - Lab
- Virtualization and Applied Cloud Computing
- Virtualization and Applied Cloud Computing - Lab
- AI in Retail and E-Commerce
- Supply Chain AI & Predictive Logistics
- Real-Time Analytics
- Statistical Modelling for Data Analytics
- Disaster Management
- Digital Signal Processing
- Certification Course

Curriculum Overview (continued)

Semester 7 (4 subjects)

- AI Governance
- Crisis Management & Business Continuity in ICT
- Policy and Compliance
- Project Work/Internship/OJT

Semester 8 (1 subject)

- SIRE: Scientific Investigation and Research Experience (Project / Dissertation)

Fee Structure

Fee heads	Year 1	Year 2	Year 3	Year 4	Total
Admission Fee	₹ 43,800	—	—	—	**₹ 43,800**
Tuition Fee	₹ 200,000	₹ 200,000	₹ 200,000	₹ 200,000	**₹ 800,000**
Total	**₹ 243,800**	**₹ 200,000**	**₹ 200,000**	**₹ 200,000**	**₹ 843,800**