



Adamas University

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

MBA

Type

Pg Program

Mode

Distance

Duration

2 Years

Total fees

₹ 50,000

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.

MBA

Highlights

- ◆ Adamas University ODL MBA offers a recognized and flexible management degree for aspiring professionals.
- ◆ The program provides an industry-focused curriculum covering key areas of business management.
- ◆ Students get access to digital learning resources and flexible study options.
- ◆ The course emphasizes practical skills through application-based learning.
- ◆ It helps learners develop leadership, analytical, and decision-making abilities for career growth.

Learning outcomes

- ◆ Understand key principles of business management and organizational operations.
- ◆ Apply analytical and problem-solving skills for effective decision-making.
- ◆ Develop leadership abilities and manage teams in diverse business environments.
- ◆ Understand financial, marketing, HR, and operational strategies for organizations.
- ◆ Use modern management tools and techniques to address real-world business challenges.

Eligibility Criteria

Minimum 50% aggregate in 10+2 or equivalent from any recognized board and 60% in UG from any recognized University in India or abroad and CAT/MAT/XAT/AUAT qualified.

Curriculum Overview

Semester I (9 subjects)

- ◆ Organizational Behaviour
- ◆ Entrepreneurship Development
- ◆ Managerial Economics
- ◆ Financial Accounting For Managers
- ◆ Marketing Management
- ◆ Quantitative Techniques For Management
- ◆ Introduction To Data Analytics
- ◆ Business Communication
- ◆ Human Resource Management

Semester II (9 subjects)

- ◆ Operations Management
- ◆ Management Science
- ◆ Financial Management
- ◆ Sustainable Marketing
- ◆ Research Methodology
- ◆ Economic Environment Of Business
- ◆ IT Skills For Managers
- ◆ Foundations For E-Commerce
- ◆ Financial Services



Curriculum Overview (continued)

Semester III (10 subjects)

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| ◆ Business Ethics & Corporate Social Responsibility | ◆ Function Elective M/F/H-2A |
| ◆ Legal Environment Of Business | ◆ Function Elective M/F/H-2B |
| ◆ Function Elective M/F/H-1A | ◆ Function Elective M/F/H-2C |
| ◆ Function Elective M/F/H-1B | ◆ Advanced Statistical Modelling And Analytics |
| ◆ Function Elective M/F/H-1C | ◆ Summer Internship |
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Semester IV (7 subjects)

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| ◆ Strategic Management | ◆ Function Elective M/F/H-4A |
| ◆ Logistics And Supply Chain Management | ◆ Function Elective M/F/H-4B |
| ◆ Function Elective M/F/H-3A | ◆ Live Project/Research Dissertation |
| ◆ Function Elective M/F/H-3B | |

Fee Structure

Fee heads	Year 1	Year 2	Total
Exam Fee	₹ 3,000	₹ 3,000	₹ 6,000
Program Fee	₹ 22,000	₹ 22,000	₹ 44,000
Total	₹ 25,000	₹ 25,000	₹ 50,000