



ASSAM
down town
UNIVERSITY
— ONLINE



UGC
Entitled

YOUR DEGREE
YOUR SCHEDULE
YOUR FUTURE



**ONLINE
EDUCATION**

www.adtuonline.in

ABOUT AdtU Online

AdtU Online is the digital learning initiative of Assam down town University, created with a vision to make quality higher education accessible beyond geographical boundaries. With a strong focus on innovation, immersive pedagogy, and global learning standards, AdtU Online offers UGC-entitled programmes designed to meet the needs of today's learners.

A diverse student community, accomplished faculty, and strong industry linkages make AdtU Online a trusted platform for professional growth and development.

PRESTIGIOUS RANKING & ACCREDITATIONS



Insightful Words from the Chancellor

"The highest education is that which does not merely give us information but makes our life in harmony with all existence."
~Rabindranath Tagore

A picturesque & inspiring campus, offering the latest in technology, best in curriculum and the expertise of academicians and industry leaders define the prominence of Assam down town University.

It gives me immense pleasure in extending a hearty welcome to all the students who have chosen Assam down town University to become the best version of themselves.

Assam down town University is trying to promote excellence in higher education for a vibrant and inclusive society through knowledge, creation and dissemination. It is striving hard to impart quality education to meet national and global challenges, towards accomplishing its mission. It is committed to promoting budding talents and providing holistic development to enable young minds capable of facing real-world challenges.

The University is equipped with state-of-the-art, modern equipments, updated labs, teaching aids and multimedia and other audio-visual facilities, multi-floor library with online access and WI-FI connectivity required for effective modern teaching. We intend to develop AdtU as a lively and throbbing centre of learning and research.

The highly pragmatic and progressive environment developed by the multifaceted faculty members is conducive to the development of learning, empowerment of knowledge and skill enhancement. AdtU believes in engaging students in creative design thinking pedagogies keeping in line with the vision of NEP20. We aim to provide our students with a supportive and nurturing environment that cherishes independent thought, innovation, creativity, diversity and multiculturalism. As a University, we aim to create socially responsible global citizens who can efficiently lead our institutions, society and our country in the future.

AdtU is expanding to cater the needs of advanced education as best-delivered education to spur innovative minds.

I welcome the students and hope you will have an engaging and enriching time at AdtU both in academics and co-scholastic aspects. Wish you a very promising and successful career and life.

Dr. N.N. Dutta
Chancellor, AdtU



Leadership **AdtU Online**



Prof. N.C. Talukdar

Vice Chancellor, AdtU



Prof. Pranveer Singh

Pro-Vice Chancellor, AdtU



Dr. Mahendra Kumar Modi

Professor & Executive Dean, AdtU



Dr. Mala Dutta

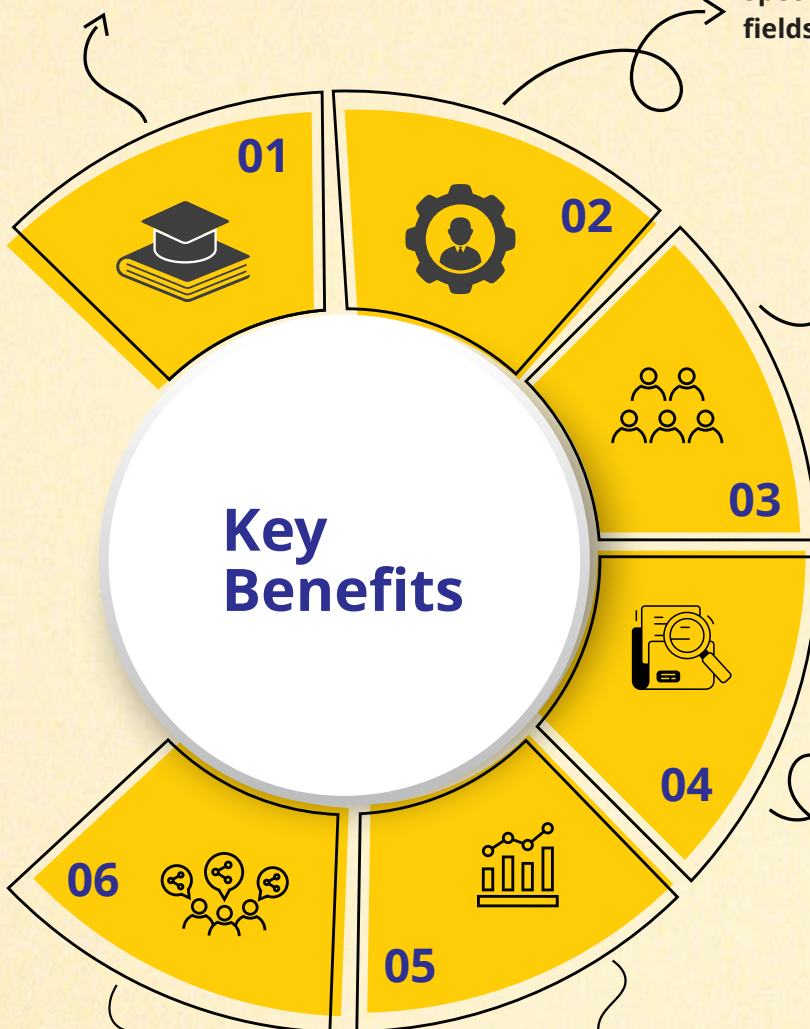
Director, AdtU

WHY CHOOSE MBA & BBA from AdtU Online?

AdtU Online prepares learners to excel in competitive business environments through comprehensive programmes that combine academic excellence with practical exposure. Learners benefit from a curriculum designed by experienced faculty and industry professionals, making them industry-ready from day one.

Earn a recognized MBA or BBA degree from a reputed University

Specialisations in high-demand fields



Daily live and recorded classes for flexible learning

Case study-based pedagogy and mentorship

Career counselling, job fairs, and alumni support

Global exposure with peers and faculty from diverse backgrounds

Industry Insights

The demand for skilled professionals in Financial Management, Marketing, and Human Resources has consistently grown in the last decade. Reports show that:

- 01 → **Financial services sector is expected to grow at over 8% CAGR in India.**
- 02 → **Digital marketing is one of the fastest-growing job sectors globally.**
- 03 → **HR professionals with people analytics and tech-driven HR skills are among the most sought-after.**

AdtU Online ensures its graduates are equipped with practical and future-ready skills.

PROGRAMME SPECIALISATIONS

BBA

- › Financial Management
- › Marketing Management
- › Human Resource Management
- › Banking & Insurance

MBA

- › Financial Management
- › Marketing Management
- › Human Resource Management
- › Banking & Insurance

**Dual Specialisation option
available for MBA**



BBA Programme Structure

First Semester

Credits

- ▶ Business Economics 4
- ▶ Basics of Accounting 4
- ▶ Human Resource Management 4
- ▶ Principles of Management 4
- ▶ English for Effective Business Speaking 2
- ▶ Quantitative Techniques 4

Second Semester

Credits

- ▶ Organisational behaviour 4
- ▶ Business Environment 4
- ▶ Financial Management 4
- ▶ Marketing Management 4
- ▶ Business Information System 2
- ▶ Tour Operation and Destination Management 3

Third Semester

Credits

Core Subjects

- ▶ Business Ethics & Corporate Governance 4
- ▶ Production Management 4
- ▶ Cost and Management Accounting 4
- ▶ Advertising and Sales Promotion 4
- ▶ Entrepreneurship Management 2

Specialization

- ▶ Elective 1 4

BBA Programme Structure

Fourth Semester

Credits

Core Subjects

- ▶ Research Methodology 3
- ▶ Sales and Distribution Management 4
- ▶ Business Laws 4
- ▶ Professional development: Improve yourself, always 2
- ▶ Universal Human Values 2

Specialization

- ▶ Elective 1 4
- ▶ Elective 2 4

Fifth Semester

Credits

Core Subjects

- ▶ Business Statistics 4
- ▶ Data Visualization in Excel 1
- ▶ Writing in English at University 2
- ▶ Generative AI for Digital Marketing 2

Specialization

- ▶ Elective 1 4
- ▶ Elective 2 4
- ▶ Elective 3 4

Sixth Semester

Credits

Core Subjects

- ▶ Strategic Management 4
- ▶ International Marketing 4
- ▶ Project 8

BBA Programme Structure

| <u>Sixth Semester</u> | <u>Credits</u> |
|-----------------------|----------------|
| <u>Specialization</u> | |
| ▶ Elective 1 | 4 |
| ▶ Elective 2 | 4 |

Learners will be allowed to select any one specialization during the third semester. Once selected, the same will continue till 6th semester

Total Credit= 133

Programme Specializations / Electives

| Electives | Third Sem | Fourth Sem | Fifth Sem | Sixth Sem |
|---------------------------|---|---|--|--|
| Human Resource Management | <ul style="list-style-type: none"> ▪ Manpower Planning and Development | <ul style="list-style-type: none"> ▪ Human Resource Development ▪ Compensation Management | <ul style="list-style-type: none"> ▪ Industrial Relations ▪ International HRM ▪ Talent Acquisition & HR Analytics | <ul style="list-style-type: none"> ▪ Labour Laws ▪ Strategic HRM |
| Financial Management | <ul style="list-style-type: none"> ▪ Overview of Indian Financial System | <ul style="list-style-type: none"> ▪ Financial Institution and Market ▪ Financial Services | <ul style="list-style-type: none"> ▪ Financial Instruments ▪ Risk Management & Insurance ▪ Portfolio Management | <ul style="list-style-type: none"> ▪ International Finance ▪ Strategic Financial Management |
| Marketing Management | <ul style="list-style-type: none"> ▪ Marketing Principles and Practices | <ul style="list-style-type: none"> ▪ Principles of Advertising and Selling ▪ Product and Pricing Strategy | <ul style="list-style-type: none"> ▪ Brand Management ▪ Social Media Marketing ▪ Ethics in Marketing | <ul style="list-style-type: none"> ▪ E-Commerce Marketing ▪ Sustainability Marketing Practices |

BBA Programme Structure

Programme Specializations / Electives

| Electives | Third Sem | Fourth Sem | Fifth Sem | Sixth Sem |
|-----------------------|---|--|--|--|
| Banking and Insurance | <ul style="list-style-type: none">▪ Principles and Practices of Banking and Insurance | <ul style="list-style-type: none">▪ Banking Services and Products▪ Insurance Products | <ul style="list-style-type: none">▪ Technology in Banking & Insurance▪ Managing Banking & Insurance Operations▪ Risk Management in Banking and Insurance | <ul style="list-style-type: none">▪ Legal & regulatory Aspects of Banking & Insurance▪ Financial Derivatives and Risk Hedging |



MBA Programme Structure

First Semester

Credits

- ▶ Accounting for Managers 4
- ▶ Managerial Leadership and Organizational Behaviour 4
- ▶ Quantitative technique 4
- ▶ Managerial Economics 4
- ▶ English for Career Development 2

Second Semester

Credits

- ▶ Marketing Management 4
- ▶ Financial Management 4
- ▶ Human Resource Management 4
- ▶ Productions and Operations Management 4
- ▶ Advanced Excel 4
- ▶ Emerging Technologies for Business and Society 2
- ▶ Improve your English Communication Skills 2

Third Semester

Credits

Core Subjects

- ▶ Strategic Management 4
- ▶ Research Methodology 4
- ▶ Key Technologies for Business Specialization 2
- ▶ Professional development: Improve yourself, always 2

Specialization 1

- ▶ Elective 1 4
- ▶ Elective 2 4

MBA Programme Structure

| | |
|--------------------------------|-----------------------|
| <u>Specialization 2</u> | <u>Credits</u> |
| ▶ Elective 1 | 4 |
| ▶ Elective 2 | 4 |

| | |
|---|-----------------------|
| <u>Fourth Semester</u> | <u>Credits</u> |
| Core Subjects | |
| ▶ Thesis | 16 |
| ▶ Entrepreneurship and New Venture Creation | 1 |
| <u>Specialization 1</u> | |
| ▶ Elective 1 | 3 |
| ▶ Elective 2 | 3 |
| <u>Specialization 2</u> | |
| ▶ Elective 1 | 3 |
| ▶ Elective 2 | 3 |

Learners will be allowed to select any two specializations during the third semester. Once selected, the same will continue in 4th semester

Total Credit= 99

Programme Specializations / Electives

| Electives | Third Sem | Fourth Sem |
|----------------------------|--|--|
| Marketing | <ul style="list-style-type: none"> ▪ Consumer Behaviour ▪ Mobile and Email Marketing | <ul style="list-style-type: none"> ▪ Digital Marketing Strategy ▪ Service Marketing |
| Human Resources Management | <ul style="list-style-type: none"> ▪ Training and Development ▪ Manpower Planning and Performance Management | <ul style="list-style-type: none"> ▪ Industrial Relation and Labour Laws ▪ Compensation Management |

MBA Programme Structure

Programme Specializations / Electives

| Electives | Third Sem | Fourth Sem |
|-----------------------|--|--|
| Financial Management | <ul style="list-style-type: none">▪ Risk Management▪ Security Analysis and Portfolio Management | <ul style="list-style-type: none">▪ Strategic Financial Management▪ Tax Planning and Management |
| Banking and Insurance | <ul style="list-style-type: none">▪ Principles of Banking and Insurance▪ Legal Aspects of Banking and Insurance | <ul style="list-style-type: none">▪ IT in Banking and Insurance▪ Risk Management in Banking and Insurance |



Programme Highlights

- Accounting for Managers
- Managerial Leadership and Organizational Behaviour
- Quantitative Techniques
- Managerial Economics
- English for Career Development



Future Learner Profile

AdtU Online MBA and BBA programmes are designed for a wide spectrum of learners:

- Fresh graduates seeking management careers
- Working professionals aiming for career growth
- Entrepreneurs wanting to build strong business foundations
- Individuals seeking global exposure and flexible learning

Career Pathways

Entry-Level: Management Trainee, Business Analyst, Marketing Executive, HR Executive, Financial Analyst

Mid-Level: Project Manager, Senior Analyst, HR Manager, Marketing Manager, Finance Manager

Senior-Level: Senior Manager/AVP, Strategic Consultant, Business Unit Head, Entrepreneur



Industry Insights

The demand for skilled professionals in Computer Applications, Software Development, Data Science, Artificial Intelligence, Cloud Computing, and Cyber Security has grown exponentially over the last decade. Industry reports highlight that:

- 01 → **India's IT and business services sector continues to grow steadily, creating strong demand for software engineers, application developers and analysts.**
- 02 → **Data Science, AI and Machine Learning roles are among the fastest-growing technology jobs worldwide.**
- 03 → **Cyber Security and Cloud Computing professionals are increasingly sought after as organisations adopt digital and cloud-first strategies**

AdtU Online ensures its graduates are equipped with practical, future-ready skills that align with these emerging opportunities

PROGRAMME SPECIALISATIONS

BCA

- › Cyber Security
- › AI & Machine Learning
- › Data Science
- › Cloud & Mobile Computing

MCA

- › AI & Machine Learning
- › Data Science



BCA Programme Structure

First Semester

Credits

- ▶ Programming for Problem Solving 4
- ▶ Introduction to Web Technology 4
- ▶ Fundamentals of Computer Application 3
- ▶ Digital Electronics 3
- ▶ Mathematics for Computer Application 3
- ▶ Fundamentals of Management 2
- ▶ English for Effective Speaking 2

Second Semester

Credits

- ▶ Data Structure Using C 4
- ▶ Database Management System 4
- ▶ Computer Networks 3
- ▶ Computer Organization and Architecture 3
- ▶ Fundamentals of Probability and Statistics 3
- ▶ Environmental Studies 2
- ▶ The Art of the Job Interview 2

Third Semester

Credits

Core Subjects

- ▶ Design and Analysis of Algorithms 4
- ▶ Object Oriented Programming 4
- ▶ Operating System 3
- ▶ Fundamentals of Discrete Mathematics 3
- ▶ Logical Reasoning 2
- ▶ Computational System and Digital World 2

Specialization

- ▶ Programme Elective 1 3

BCA Programme Structure

Fourth Semester

Credits

Core Subjects

- ▶ Python Programming 4
- ▶ UI/UX Design 4
- ▶ Software Engineering 3
- ▶ Data Visualization 3
- ▶ Introduction to Computer Graphics 3
- ▶ Quantitative Aptitude 2

Specialization

- ▶ Programme Elective 2 3

Fifth Semester

Credits

Core Subjects

- ▶ Mobile Application Development 4
- ▶ Cloud Fundamentals 3
- ▶ Design Thinking and Entrepreneurship 2
- ▶ Project 1 10

Specialization

- ▶ Programme Elective 3 3

Sixth Semester

Credits

Core Subjects

- ▶ Computer Vision 3
- ▶ Natural Language Processing 3
- ▶ Project 2 10

BCA Programme Structure

| <u>Sixth Semester</u> | <u>Credits</u> |
|------------------------|----------------|
| <u>Specialization</u> | |
| ▶ Programme Elective 4 | 3 |
| ▶ Programme Elective 5 | 3 |

Learners will be allowed to select any one specialization during the third semester. Once selected, the same will continue till 6th semester

Total Credit= 129

Programme Specializations / Electives

| Electives | Third Sem | Fourth Sem | Fifth Sem | Sixth Sem |
|--------------------------|----------------------------------|-----------------------------------|---|--|
| Cyber security | ▪Introduction To Cyber Security | ▪Ethical Hacking Fundamentals | ▪Information Security and Cryptosystems | ▪Cyber Security Incident Response Management ▪Cyber Forensics |
| Data science | ▪Introduction to Data Science | ▪Inferential Statistics | ▪Business Analytics | ▪Exploratory Data Analysis ▪Pattern Recognition |
| AI/ML | ▪Fundamentals of AI/ML | ▪Inferential Statistics | ▪Deep Learning and Neural Networks | ▪Predictive Analysis ▪Pattern Recognition |
| Cloud & Mobile Computing | ▪Introduction to Cloud Computing | ▪Fundamentals of Mobile Computing | ▪Principles of Virtualization | ▪Security in Mobile and Cloud Environments ▪Serverless Computing in The Cloud |

MCA Programme Structure

First Semester

Credits

- ▶ Programming and Data Structure 4
- ▶ Operating Systems 3
- ▶ Computer Organization and Architecture 3
- ▶ Fundamentals of Discrete Mathematics 3
- ▶ Web Technology 3
- ▶ Fundamentals of Probability and Statistics 3
- ▶ English for Effective Speaking 2

Second Semester

Credits

- ▶ Python Programming 4
- ▶ Object Oriented Programming 3
- ▶ Design and Analysis of Algorithms 3
- ▶ Software Engineering 3
- ▶ Data Visualization 3
- ▶ Computer Network 3
- ▶ The Art of the Job Interview 2

Third Semester

Credits

Core Subjects

- ▶ Database Management System 4
- ▶ Professional Development: Improve yourself, always 2
- ▶ Project 1 12

Specialization

- ▶ Programme Elective 1 3

MCA Programme Structure

| <u>Fourth Semester</u> | <u>Credits</u> |
|-------------------------|----------------|
| Core Subjects | |
| ▶ Cloud Fundamentals | 3 |
| ▶ Computer Vision | 3 |
| ▶ Project 2 | 12 |
| <u>Specialization 1</u> | |
| ▶ Programme Elective 2 | 3 |

Learners will be allowed to select any one specialization during the third semester. Once selected, the same will continue till last semester

Total Credit= 84

Programme Specializations / Electives











| Electives | Third Sem | Fourth Sem |
|------------------|--------------------------------|-------------------------------------|
| AI/ML | ▪ Fundamentals of AI/ML | ▪ Deep Learning and Neural Networks |
| Data science | ▪ Introduction To Data Science | ▪ Business Analytics |

Application Process & Eligibility

Eligibility:

- MBA – Graduation in any discipline with 50% (45% for reserved categories)
- BBA – 10+2 (or equivalent) from a recognised board

Application Process:

-  Visit the Official Website
-  Choose Your Programme
-  Check Eligibility Criteria
-  Fill Out the Application Form
-  Upload Required Documents
-  Pay the Application Fee
-  Verification and Confirmation
-  Pay the Programme Fee
-  Access Learning Portal
-  Start Your Academic Journey



Some of our Recruiters



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Airport

Lokpriya Gopinath Bordoloi
International Airport



Campus



Railway Station

14 KMS & 21.4 KMS



Railway Station

Guwahati & Kamakhya



Campus



Bus Station



Bus Station

ISBT, Bethkuchi



Campus

23 KMS

CONTACT

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Campus: Assam down town University, Sankar Madhab Path, Gandhi Nagar, Panikhaiti, Guwahati, Assam, Pin - 781026

Admission Help Line Numbers - 18001038396

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