ADTU

Assam down town University
Prospectus 2015-2016

ASSAM
down town
UNIVERSITY
Encouraging Success

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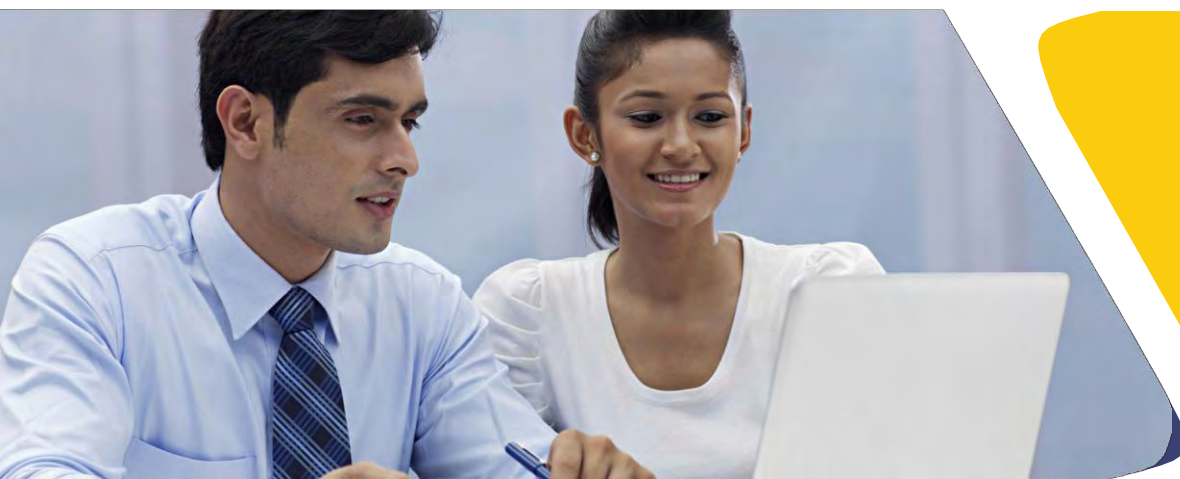
Degree Programs

Assam down town University- An Overview

Assam down town University (ADTU) is one of the best Private University in Assam, set up with an aim to establish a world class Educational Campus in North-East Region of the country. Established by down town Charity Trust, ADTU is the largest private educational project in the North East. The university was established in the year 2010 in Guwahati, Assam and has been offering Engineering, Nursing, Paramedical, Management, Hospitality, Pharmacy, Life Sciences' and IT programmes.

The State-of-the-art campus in Guwahati is located on 80 acres of land alongside the Brahmaputra river. It houses a 300 bed teaching hospital. Academic and support services have been established, spanning an area of over 600,000 square feet. The campus has residential facilities for almost 1000 students from ten states across India and countries like Bhutan, Nepal and Bangladesh.

The University is promoted by the down town Charity Trust. This Trust is promoted by the down town hospital group, the largest healthcare company of the region. The trust is promoted by various well established doctors and academicians. It aims to:

- Create infrastructure to develop the Human Resource of the region.
- To reach premium healthcare facilities to the economically weaker sections of the society.

The group has been involved in the field of education since 1993 and has been operating various institutes. The Directorate of Distance Education will further help the University in reaching out to more students across the region at reasonable costs.

Vision:

- To establish one consolidated campus, offering almost all available programs to the students of the NE Region, in the next ten years.

Mission:

- Create infrastructure to develop the Human Resource of the region.
- To reach premium healthcare facilities to the economically weaker sections of the society.

About down town Charity Trust

Established in 1997, down town Charity Trust's philosophy is to help the underprivileged section of the society. Individuals from different spheres, such as doctors, engineers, educationalists and other professionals are part of the Trust.

The Trust is promoted by down town Hospital Ltd., the pioneer multi specialty hospital in North Eastern India. A well known name in the healthcare industry for around two decades, down town Hospital caters to people from Assam and the North East.

The purpose of this prospectus is to provide you with information related to courses offered at AdtU Distance Education. However, the University reserves the right to make changes at any time without prior notice.

Chancellor's Message

Health and Education are two important benchmarks of a developed country. After our experience in Healthcare for more than two decades we adventured into education which is the most important tool for development of a Nation. Assam down town University was thus born on the passage of the bill by Assam Government on 29th April, 2010.

The University is supported by experienced and distinguished Trustees and officials with high reputation and integrity. The University will be a unique educational institute for teaching and research innovation in various fields of education in courses like Engineering, Management, and Various Allied Health Sciences and Paramedical Courses.

Dr. N. N. Dutta

The University has excellent academic atmosphere. It has well furnished hostels, best of the library, state –of– art laboratories, seminar halls, museums, computer centers, canteens, sports and recreational facilities, and above all, an outstanding faculty that is friendly and accessible, and an administration that is responsive and proactive.

The Directorate of Distance Education is an integral part of the ADTU campus. It brings forward the immense knowledge and experience of the ADTU faculties and will try to reach out to a large section of the society who is unable to avail conventional class room based education. ADTU assures its students that the standards of the course are at par with the classroom based students and at par with the best distance education Universities of India.

We propose and will definitely progress in our journey to make this University one unique campus not in the country but in the whole world within the next decade and promise to give world class education at an affordable cost.

Technology Enabled Learning

Education is a dynamic thing that changes and evolves with time. In the present scenario, education is not limited to books, pens and papers. They have gone beyond those levels and become global. Online learning courses and online degrees have made it possible to pursue your dream academic career by sitting at your home. There are two types of courses actually.

There are normal offline distance learning courses, where the enrolled candidates are sent study materials. They have to study at home and appear at exams physically. On the other hand, there are online learning courses, where the entire process of study and examination takes place online. You just need an Internet connection from where you can avail all the information regarding your course. Online degrees are provided on the successful completion of the course.

There are many universities and institutes that have distance learning courses and provide distance/ Correspondence degrees to the students. Initially many people had a notion that online degrees are not much valued by companies when one goes to seek a job. But the idea has changed now completely. The certificates of Online learning courses bear the same value as any normal academic course. It has also been noted that many people opt for such courses while working. Since they cannot devote full time to studies physically, the option of online learning comes handy for them.

We Assam down town University (ADTU Distance) offer technology enabled learning to help individuals take advantage of the revolutionised learning methods. There are many advantages to online/distance learning.

First, there is the convenience aspect for students. There's no need to get ready, no commute, and no walking from one side of the campus to the other to get to the next class. Additionally, in many cases there is no set meeting time, so no rushing to get to class on time. Many courses involve downloadable content, giving students maximum flexibility.

Flexibility has been enormously helpful for those who work full-time jobs during what are traditionally considered "normal" class hours. Now, the working distance learning student can keep a busy work schedule and still keep up with lectures and coursework. Likewise, the flexible structure has made life easier for many professors as well, who also deal with time pressures and scheduling constraints.

Well we are happy to have each one of you who have made the right decision and we wish you all "HAPPY LEARNING"
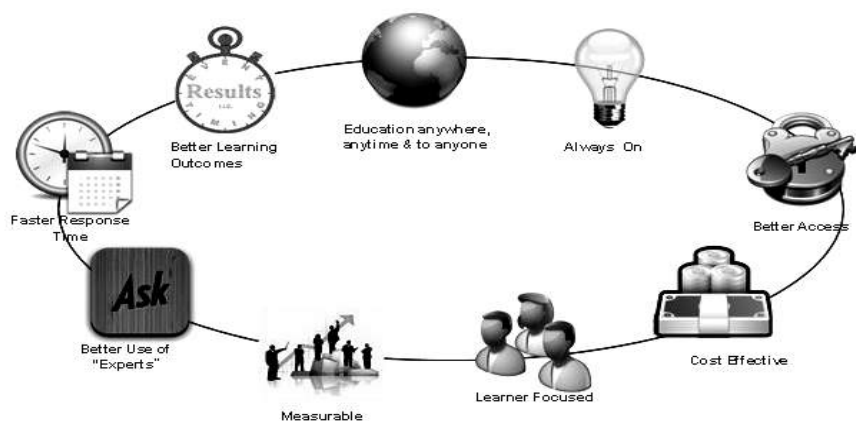
Bachelor of Business Administration (BBA)

Introduction:

The course has been designed to inculcate managerial skills for a better understanding of real life business situations. This programme is broad enough to cover all the necessary fields of study ranging from communication skills to finance, human resource and business ethics. It aims to give rise to future professionals rather than mere degree holders. The course has been designed keeping in mind the needs of the industry in the current scenario. It will provide basic understanding about 'Management' and train students in effective communication skills along with entrepreneurship skills.

Business Administration experts play a vital role in any government, non-profit organizations or civil services. AdtU offers some of the most demanded courses of the time for this technology driven industry which can benefit students to shape their future in their respective field of specialisation choice. Having a specialization will be an advantage allowing one to learn skills in the field of business industry like Marketing, Finance, Human Resource, Operations, Hospitality, Supply Chain, and BPO and so on. This will prepare students in performing exceptionally in industry. Mastery of skills and abilities of a professional business administrator will enhance a student's career to a great extent.

Duration: 3 Years/6 Semesters
Eligibility: 12th passed or equivalent (in any discipline)

Codes	Semester I
0201089	Marketing Management
0201043	Organisational Behaviour
0201119	Communication in English
0201116	Computer Fundamentals
0201216	Financial Accounting Management

Codes	Semester II
0201085	Management Information Systems (MIS)
0201002	Legal Regulatory Framework
0201120	Business Strategy
0201044	Quantitative Techniques in Business
0201125	Managing Financial Resources

Codes	Semester III
0201127	Management Accounting
0201126	Financial System and Auditing
0201117	Introduction to Internet
0201121	Quality Management
0201122	Small Business Management

Codes	Semester IV
0201082	Financial Reporting and Control (Accounts)
0201084	Human Resource Management
0201131	Taxation
0201130	Managing Information
0201004	Production and Operations Management

Codes	Semester V
0201005	Capital and Money Market
0201128	Multinationals and Their Roles
0201123	Introduction to International Marketing
0201133	e-Commerce
0201118	Introduction to Technology Management

Codes	Semester VI
0201124	Cross-culture Aspects of Business
0201060	Entrepreneurship
0201132	Economic Reforms Process in India
0201007	Role of International Institutions
0201006	Management Development

BBA Specialisations

Codes	Semester VI FINANCE
0201080	International Economy and Finance
0201140	Financial Institutions
0201081	Corporate Tax Planning
0201138	Investment Planning and Management
0201139	Insurance and Risk Management

Codes	Semester VI HUMAN RESOURCE
0201086	Strategic Human Resource Management
0201050	Enrichment Training and Development
0201087	Recruitment Selection and Retention
0201339	Human Resource Planning
0201340	Human Resource Development

Codes	Semester VI MARKETING
0201146	Services Marketing and Customer Relationship Management
0201342	Advertisement and Sales Promotion
0201091	Product and Brand Management
0201092	Industrial Marketing
0201147	Financial Service Marketing

Codes	Semester VI OPERATIONS
0201341	Purchase and Material Management
0201311	Inventory Management
0201099	Just-in-time and Lean
0201343	Consumer Behaviour
0201100	Production Planning and Control

Codes	Semester VI MATERIAL
0201054	Materials Management
0201311	Inventory Management
0201099	Just-in-time and Lean
0201343	Consumer Behaviour
0201100	Production Planning and Control

Codes	Semester VI SUPPLY CHAIN
0201109	Supply Chain Management
0201061	Legal Aspects of Supply Chain Management
0201121	Quality Management
0201099	Just-in time and Lean
0201343	Consumer Behaviour

Codes	Semester VI HOSPITAL
0201245	Hospital Planning and Designing
0201244	Health Economics and Insurance
0201250	Hospital Management and Law
0201251	Hospital Operations Management
0201252	Hospital Support Services and Management of Hazard

Codes	Semester VI BANKING AND OPERATION
0201359	Bank Management
0201360	Banking Law and Practice
0201361	Financial Institutions and Financial Markets
0201362	Financial Decision Analysis
0201363	e-Commerce and Banking

Codes	Semester VI BANKING AND FINANCE
0201363	e-Commerce and Banking
0201361	Financial Institutions and Financial Markets
0201360	Banking Law and Practice
0201359	Bank Management
0201371	Foreign Exchange and Financing of Foreign Trade

Codes	Semester VI HOSPITALITY
0201239	Food Production and F and B Service
0201240	Hospitality Communication
0201241	Hospitality Customer Sales and Service
0201237	Introduction to Hospitality Management
0201298	Front Office Operations

Codes	Semester VI BPO
0201219	Introduction to BPO
0201221	Training Methodology in BPO Organisation
0201218	Ethics in Business
0201220	Setting up of BPO Organisation- A Strategic View
0201224	Knowledge Process Outsourcing

Codes	Semester VI MASS COMMUNICATION AND JOURNALISM
0201364	Principles of Mass Communication
0201365	Development of Media
0201366	Print Journalism
0201367	Broadcast Journalism
0201368	Media Laws and Ethics

Programme Fees

Lumpsum

Programme Name: Bachelor of Business Administration(BBA)	
Course Fee (Lumpsum)	Rs. 24, 000

Installments

Programme Name: Bachelor of Business Administration(BBA)				
Course Fee (Installment)	1st Yr/1st Installment (Rs.)	2nd Yr/2nd Installment (Rs.)	3rd Yr/3rd Installment (Rs.)	Total Installment (Rs.)
	9,500	9,500	9,500	28,500

Master of Business Administration (MBA)

Introduction:

An MBA degree provides the academic fundamentals and aim to provide thorough orientation to the core disciplines of business management. Students can attain the degree to enhance performance even while working in an organization. **AdtU distance** has a well designed curriculum including 'hard skills' of Finance, Marketing, Operations, IT and Human Resource, as well as the "soft skills" of leadership, teamwork, ethics, and communication necessary for effective management.

Student holding an MBA degree has a higher value with respect to performance and knowledge. A managerial job is the first step to success, resulting in attaining the high position in future. Today, there is plethora of requirements for a manager's post broadening the scope of an MBA degree.

Duration: 2 years/4 Semesters
Eligibility: Graduate in any discipline
Year 1

Codes	Semester I
0203216	Financial Accounting Management
0203215	Business Communication
0203076	Managerial Economics
0203214	Managerial Practices and Organisational Behavior (MP & OB)
0203084	Human Resource Management (HRM)
0203135	Statistics

Codes	Semester II
0203134	Financial Management
0203089	Marketing Management
0203085	Management Information Systems (MIS)
0203088	Operations Management
0203094	Operations Research
0203083	Project Management

MBA IT Management

Year 2

Codes	Semester III
0203136	Research Methodology
0203226	Legal Aspects of Business
0203158	Software Engineering
0203051	Database Management Systems (DBMS)
0203264	Computer Networks and Tools
0203265	Business Intelligence Tools

Codes	Semester IV
0203148	Strategic Management and Business Policy
0203233	International Business Management
0203096	Enterprise Resource and Planning
0203266	e-Commerce and Web Design
0203268	Technology Management
0203267	e-CRM and Supply Chain Management

MBA in Finance Management

Year 2

Codes	Semester III
0203096	Enterprise Resource and Planning
0203226	Legal Aspects of Business
0203269	Management of Quality
0203077	Managerial Finance
0203095	Risk management
0203316	Financial Institutions and Banking

Codes	Semester IV
0203079	Capital Markets
0203081	Corporate Tax Planning
0203082	Financial Reporting and Accounting
0203080	International Economy and Finance
0203126	Financial System and Auditing
0203238	Principles and Practices of Management

MBA in Human Resource Management

Year 2

Codes	Semester III
0203096	Enterprise Resource and Planning
0203375	Leadership and Team Management
0203078	Legal Framework and Business
0203060	Entrepreneurship
0203339	Human Resource Planning
0203148	Strategic Management and Business policy

Codes	Semester IV
0203050	Enrichment - Training and Development
0203376	Wages and Salary Administration
0203233	International Business Management
0203142	Labour Laws
0203087	Recruitment, Selection and Retention
0203086	Strategic Human Resource

MBA in Marketing Management

Year 2

Codes	Semester III
0203096	Enterprise Resource and Planning
0203060	Entrepreneurship
0203226	Legal Aspects of Business
0203269	Management of Quality
0203149	Managing e-business
0203100	Production Planning and Control

Codes	Semester IV
0203090	Advertisement and Sales Promotion
0203079	Capital Markets
0203092	Industrial Marketing
0203093	International Marketing
0203238	Principles and Practices of Management
0203091	Product and Brand Management

Year 2

Codes	Semester III
0203136	Research Methodology
0203226	Legal Aspects of Business
0203100	Production Planning and Control
0203377	Total Quality Management
0203060	Entrepreneurship
0203341	Purchase and Material Management

Codes	Semester IV
0203148	Strategic Management and Business Policy
0203233	International Business Management
0203311	Inventory Management
0203343	Consumer Behaviour
0203099	Just-in Time and Lean
0203268	Technology Management

Programme Fees

Lumpsum

Programme Name: Master of Business Administration (MBA)	
Course Fee (Lumpsum)	Rs. 30,000

Installments

Programme Name: Master of Business Administration (MBA)			
Course Fee (Installment)	1st Yr/1st Installment (Rs.)	2nd Yr/2nd Installment (Rs.)	Total Installment (Rs.)
	17,000	17, 000	34,000

Degree Programs

Bachelor of Science in Information Technology (B.Sc. IT)

Introduction

With tremendous developments made in the field of Information Technology, the need for trained professionals has also increased over the years. Various companies require professionals who can manage their sensitive data in a secure way. This course covers all the technical aspects such as software, database, networking etc. Ample emphasis is also given on mathematical and theoretical foundations of computing.

Duration: 3 Years/6 Semesters
Eligibility: Science and Mathematics at the 10+2 level

Codes	Semester I
0202155	Introduction to Information Theory and Applications
0202154	Mathematics I
0202151	Introduction to Digital Electronics
0202162	Digital Computer Fundamentals
0202161	Introduction to C Programming

Codes	Semester II
0202163	Mathematics II
0202171	Design and Analysis of Algorithms
0202166	Telecommunication Systems
0202164	Professional Skill Development
0202170	Computer Graphics

Codes	Semester III
0202167	Computational Mathematics
0202168	Systems Programming
0202021	Object Oriented Programming
0202020	Computer Networks
0202172	Logic, Discrete Mathematical Structures

Codes	Semester IV
0202023	Database Concepts and Systems
0202011	Operating Systems
0202022	C++ and Java
0202133	e-Commerce
0202158	Software Engineering

Codes	Semester V
0202026	Internet Security
0202178	Visual Basic 6
0202187	SQL 2
Elective I	
0202027	Multimedia
0202157	Embedded Systems and Programming
0202156	Advanced Java
Elective II	
0202024	Enterprise Resource Planning Systems
0202025	Geographic Information System
0202085	Management Information Systems (MIS)

Codes	Semester VI
0202182	C#
0202030	Internet Technologies
0202029	Customer Relationship Management
Elective III	
0202034	Strategic IT Management
0202032	Total Supply Management
0202083	Project Management
Elective IV	
0202031	IT Laws and Patents
0202028	Business Process Re-engineering
0202033	Web Design and Internet based Applications

Programme Fees

Lumpsum

Programme Name: Bachelor of Science in Information Technology (B. Sc. IT)	
Course Fee (Lumpsum)	Rs. 24, 000

Installments

Programme Name: Bachelor of Science in Information Technology (B. Sc. IT)				
Course Fee (Installment)	1st Yr/1st Installment (Rs.)	2nd Yr/2nd Installment (Rs.)	3rd Yr/3rd Installment (Rs.)	Total Installment (Rs.)
	9,500	9,500	9,500	28,500

Programme Co-ordinators

Prof. Homeswar Goswami, HOD Management
Qualifications: M.A, Ph.D

Former Director, Internal Quality Assurance Cell (IQAC), DU. Director (Hon) Center for Management Studies, DU. Also Empanelled Assessor of the National Assessment & Accreditation Council (NAAC). Ph. D Scholars guided three successfully and presently supervising seven. He also published three book and thirty two research papers published and accepted.

Area: Demography & International Economics

Experience: 42 years of research & teaching.

Ms. Seema Sharma, Assistant Professor

Qualifications: B. Com, M.Com (Accountancy), MBA Finance, Qualified FIII, NET, SLET, Pursuing PhD

Experience: 13 years of industrial & teaching.

Ms. Paramita Medhi, Assistant Professor

Qualifications: B. Sc. (Agriculture), MBA (Marketing and Finance)

Experience: 7 years of Academic and 13 years Industry

Mr. Amarjit Deb, Assistant Professor

Qualifications: M. Mass Com., B. Sc, PGDMB (Marketing and HR), PG Diploma in T & D, PDG (French Language)

Experience: 5 years Academic and 12 years industry.

Dr. Manash Pratim Kashyap, Lecture

Qualifications: M. Sc. Statistics, Ph.D Operations Research

Experience: 4 years Academic and 2 years Non-Academic

Mr. Bhabajyoti Saikia, Assistant Professor

Qualifications: B. E in Information Science and Engineering, M. Sc in International Business

Experience: 5 years Academic and 1 year Industrial

Mr. Samannoy Baruah, Assistant Professor

Qualifications: B. Sc, MBA (Marketing and HR), DCST, NET

Experience: 6 years of Academic and 4 years of Industry

Dr. Sangeeta Kakoty, Associate Professor

Qualifications: B. E (Comp. Sc. and Engineering), M. Sc. (Comp. Sc.), M. Phil (Comp. Sci.), Ph. D (Comp. Sc.)

Experience: 17 years of Industrial and Academic.

Academic Calendar 2016

Date	Day	Event
1st January	Friday	Admission Announcement
Till 15th February		Admission
15th – 20th February	Monday - Saturday	Orientation for fresher
27th February	Saturday	Declaration of Examination Result
16th March	Wednesday	Board of Studies meeting
22nd March	Tuesday	Examination Committe Meeting
30th March	Wednesday	Faculty Meeting
31st March	Thursday	Assignment Completion last day
6th April	Wednesday	Examination committee meeting
19th April	Tuesday	Faculty development Programme
20th April	Wednesday	Form fill-up notification
25th April - 5th May	Monday- Thursday	Exam form fill-up
28th April	Thursday	Counselor training
6th May - 15th May	Friday-Sunday	Exam Slot Booking
9th – 10th May	Monday - Tuesday	Administrative staff meet
1st June - 13st June	Wednesday- Monday	Term-end Examinations

1st July	Friday	Admission Announcement
Till 15th August		Admission
15th – 20th August	Monday – Saturday	Orientation for fresher
23rd August	Tuesday	Symposium on current issues
26th August	Friday	Examination committee meeting
30th August	Tuesday	Declaration of Examination Result
2nd September	Friday	Board of studies meeting
30th September	Friday	Assignment Completion Last Date
4th October	Tuesday	Examination committee meeting
20th October	Thursday	Form fill-up notification
25th October- 5th November	Tuesday- Saturday	Exam form fill-up
6th November – 15th November	Sunday- Tuesday	Exam Slot Booking
28th November	Monday	Counselor training
30th November	Wednesday	Seminar
1st December - 13th December	Thursday- Tuesday	Term end Examinations
20th December	Tuesday	Examination committee meeting

Assam down town University
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