

Assam Don Bosco University



ASSAM DON BOSCO UNIVERSITY



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ABOUT ASSAM DON BOSCO UNIVERSITY

Founded in 2008 by the Salesian Society, Don Bosco University is dedicated to offering holistic and personalized education.

The University offers comprehensive undergraduate, postgraduate, and professional programs designed to cater to the needs of working professionals, lifelong learners, and aspiring leaders.

At Assam DBU, our mission is to provide accessible, high-quality education that prepares students for leadership roles in various sectors and contributes to social transformation. We aim to equip students with the skills and knowledge they need to thrive in an increasingly interconnected world. Programs offered at DBU combine a strong academic foundation with practical insights, ensuring that students gain the relevant skills to meet industry demands.



Our Values

Excellence

We strive to uphold the highest standards in academic quality and educational delivery.

Innovation

We leverage cutting-edge technology to provide an engaging and effective learning experience.

Integrity

We maintain transparency, ethics, and fairness in all our processes.

Empowerment

We focus on empowering students to take control of their careers and contribute positively to society.



Message from the Vice Chancellor

Belonging to the worldwide family of the Salesians of Don Bosco, we have set very high goals for ourselves. We are a young university – but we nurse big dreams, and strive to achieve them. If you are looking for a place to study, and dream of receiving quality education, DBU is the place for you. As the Vice Chancellor of this University, I invite you to go through the programmes we currently offer. Whether you are looking to complete a degree, certificate or diploma program, or simply want to give in at last to that urge for higher education for the first time, we will be happy to assist you. The committed men and women who form our faculty are at your service.

We are set on a course to be ‘the institution of choice’ for open, distance and online education. We intend to get there by providing exceptional service to our learners.

We will be happy to serve you and your learning needs as you forge ahead in your career.

Fr (Dr) Jose Palely



OUR PROGRAMS

Master of Business Administration (Online MBA)

Master of Business Administration (MBA) offered in the online mode at Assam Don Bosco University (ADBU) is a two-year degree program.

The Program is designed to provide a comprehensive and advanced knowledge in business administration. It covers foundational to contemporary subjects, instrumental in building leadership qualities and executive efficiencies with technical proficiency.

The flexibility of pursuing it globally from anywhere in the world, entirely online, makes it feasible for all career enthusiasts. Working professionals aiming for higher roles in a variety of industries can achieve the degree while managing other commitments. The MBA from ADBU (online mode) features regulatory accreditation, making it recognized worldwide.

Duration: 2 Years

Category: Management Studies

Benefits of an Online MBA

MBA is a prestigious qualification which prepares for leadership, management, and entrepreneurial roles. Pursuing MBA online sets no setbacks in the career progression and promotion opportunities.



Flexibility and Convenience:

- Benefits of studying from anywhere, anytime.
- Allows balancing work, family, and education.
- Pursuers need not relocate or commute.
- Provided syllabus-based virtual e-content expedites learning.

Career Advancement

- MBA enhances leadership and management skills obtainable while studying online.
- Opens avenues for career progression and promotion opportunities.
- Course structure develops management and entrepreneurial skills.
- Learn to solve complex business problems.
- Covers a wide range of business topics, including economics, accounting, organizational behavior, marketing, operations, strategic management, etc., in addition to leadership and technical skill-building topics.

Personal Growth

- Increases confidence and critical thinking.
- Improves problem-solving skills.
- Develops global perspectives on businesses.
- Enhances communication and teamwork skills.



Cost Effectiveness

- Features lower tuition fees compared to traditional MBAs.
- No relocation saves student-life living expenses.
- Offers flexible payment plans.
- Accredited and recognized programs provide quality education.

Certification

Successful completion of the program shall award the degree titled - Master of Business Administration.

The MBA degree at Assam Don Bosco University, offered in online mode, is universally accepted and validated for further education and job prospects.

Eligibility

Admission to MBA degree in online mode is open to all the candidates who have passed a Bachelor's Degree (10+2+3) or equivalent from a recognized University.

Course-Relevant E-Content:

- E-SLMs (PDFs)
- PPTs
- Lecture Videos
- Web Resource Links



Program Overview & Structure

Semester 01

- Principles of Management
- Managerial Economics
- Management Communication
- Marketing Management
- Business Ethics and CSR
- Financial Accounting

Semester 02

- Financial Management
- Quantitative Methods
- Entrepreneurship Development
- Market Research
- Human Resource Management
- Organizational Behaviour

Semester 03

- Minor Project
- Startup Management
- Operations Management



Course (specialization Marketing)

- Sales and Distribution Management
- Marketing Communication
- Service Marketing
- Internet Marketing
- International Marketing

Course (specialization Financial Management)

- Asset Valuation
- Personal Finance and Planning
- Corporate Tax Planning
- Project Appraisal and Finance

Course (specialization Human Resource Management)

- Applied Psychology in Personnel Administration
- Compensation Management
- Training and Development
- Team Dynamics and Leadership
- Transformational Leadership

Semester 04

- Business Policy and Strategic Management
- Research Project/ Dissertation
- SEC: Skill Enhancement Course: Computer Applications in Business



Course (specialization Marketing)

- Consumer Behaviour
- Retail Management
- Tourism and Hospitality Management
- Product and Brand Management
- Customer Relationship Management

Course (specialization Financial Management)

- Fixed Income Securities and Derivatives
- Micro Finance
- Banking and Other Financial Services
- Multinational Financial Management

Course (specialization Human Resource Management)

- Organizational Staffing and HR >Analytics
- Performance Management
- Organizational Change and Development
- Strategic Human Resource
- Cross Cultural Management

APPROVALS, ACCREDITATIONS, MEMBERSHIPS



INTERNATIONAL COLLABORATION





ASSAM DON BOSCO UNIVERSITY



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