

AFFILIATED INSTITUTIONS

ANNA UNIVERSITY : : CHENNAI 600 025

REGULATIONS - 2013

CURRICULUM I TO VI SEMESTERS (PART TIME)

MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER – I

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7101	Principles of Management	3	0	0	3
2.	BA7102	Statistics for Management	3	1	0	4
3.	BA7103	Economic Analysis for Business	4	0	0	4
4.	BA7105	Organizational Behaviour	3	0	0	3
5.	BA7108	Written Communication	3	0	0	3
TOTAL			16	1	0	17

SEMESTER – II

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7201	Operations Management	3	0	0	3
2.	BA7203	Marketing Management	4	0	0	4
3.	BA7204	Human Resource Management	3	0	0	3
4.	BA7205	Information Management	3	0	0	3
5.	BA7206	Applied Operations Research	3	1	0	4
TOTAL			16	1	0	17

SEMESTER – III

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7104	Total Quality Management	3	0	0	3
2.	BA7106	Accounting for Management	3	1	0	4
3.	BA7107	Legal Aspects of Business	3	0	0	3
PRACTICAL						
4.	BA7311	Professional Skill Development	0	0	4	2
TOTAL			9	1	4	12

SEMESTER – IV

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7202	Financial Management	3	0	0	3
2.	BA7207	Business Research Methods	3	0	0	3
3.	E1	Elective I	3	0	0	3
4.	E2	Elective II	3	0	0	3
5.	E3	Elective III	3	0	0	3
PRACTICAL						
6.	BA7211	Data Analysis and Business Modeling	0	0	4	2
TOTAL			15	0	4	17

SUMMER SEMESTER (4 WEEKS)**SUMMER TRAINING**

Summer Training – Chronological Diary needs to be maintained and submitted within the first week of the reopening date of 5th semester. The training report along with the company certificate should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 5th Semester.

SEMESTER – V

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7301	Enterprise Resource Planning	3	0	0	3
2.	BA7302	Strategic Management	3	0	0	3
3.	E4	Elective IV	3	0	0	3
4.	E5	Elective V	3	0	0	3
5.	E6	Elective VI	3	0	0	3
PRACTICAL						
6.	BA7312	Summer Training	0	0	2	1
TOTAL			15	0	2	16

SEMESTER – VI

SL.NO.	CODE NO.	COURSE TITLE	L	T	P	C
THEORY						
1.	BA7401	International Business Management	3	0	0	3
2.	BA7402	Business Ethics, Corporate Social Responsibility and Governance	3	0	0	3
PRACTICAL						
3.	BA7411	Creativity and Innovation	0	0	4	2
4.	BA7412	Project Work	0	0	18	9
TOTAL			6	0	22	17

TOTAL NUMBER OF CREDITS = 96

LIST OF ELECTIVES
MASTER OF BUSINESS ADMINISTRATION (MBA)

SL.NO.	COURSE CODE	COURSE TITLE	L	T	P	C
MARKETING – ELECTIVES						
1	BA7011	Brand Management	3	0	0	3
2	BA7012	Retail Management	3	0	0	3
3	BA7013	Services Marketing	3	0	0	3
4	BA7014	Integrated Marketing Communication	3	0	0	3
5	BA7015	Customer Relationship Management	3	0	0	3
6	BA7016	Rural Marketing	3	0	0	3
FINANCE – ELECTIVES						
1	BA7021	Security Analysis and Portfolio Management	3	0	0	3
2	BA7022	Merchant Banking and Financial Services	3	0	0	3
3	BA7023	International Trade Finance	3	0	0	3
4	BA7024	Corporate Finance	3	0	0	3
5	BA7025	Micro Finance	3	0	0	3
6	BA7026	Banking Financial Services Management	3	0	0	3
HUMAN RESOURCE – ELECTIVES						
1	BA7031	Managerial Behavior and Effectiveness	3	0	0	3
2	BA7032	Entrepreneurship Development	3	0	0	3
3	BA7033	Organizational Theory, Design & Development	3	0	0	3
4	BA7034	Industrial Relations & Labour Welfare	3	0	0	3
5	BA7035	Labour Legislations	3	0	0	3
6	BA7036	Strategic Human Resource Management	3	0	0	3
SYSTEMS - ELECTIVES						
1	BA7041	Advanced Database Management Systems	3	0	0	3
2	BA7042	e-Business Management	3	0	0	3
3	BA7043	Software Project and Quality Management	3	0	0	3
4	BA7044	Datamining for Business Intelligence	3	0	0	3
OPERATIONS – ELECTIVES						
1	BA7051	Logistics and Supply Chain Management	3	0	0	3
2	BA7052	Services Operations Management	3	0	0	3
3	BA7053	Project Management	3	0	0	3
4	BA7054	Lean Six Sigma	3	0	0	3
SHIPPING AND LOGISTICS MANAGEMENT- ELECTIVES						
1.	BA7061	Containerization and Allied Business	3	0	0	3
2.	BA7062	Exim Management	3	0	0	3
3.	BA7063	Fundamentals of Shipping	3	0	0	3
4.	BA7064	Port and Terminal Management	3	0	0	3

Note: Three electives from two specializations from among the 5 areas of specialization are to be chosen by the students