



ANNA UNIVERSITY, CHENNAI

POSTGRADUATE CURRICULUM (NON-AUTONOMOUS AFFILIATED INSTITUTIONS)

Programme: Master of Business Administration (Part-Time)

Regulations: 2025

Abbreviations:

BS – Basic Science (Mathematics, Physics, Chemistry)

L – Laboratory Course

ES – Engineering Science (General (**G**), Programme Core (**PC**), Programme Elective (**PE**))

T – Theory

SD – Skill Development

LIT – Laboratory Integrated Theory

SL – Self Learning

PW – Project Work

OE – Open Elective

TCP – Total Contact Period(s)

Semester – I

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MB25C02	Management Concepts and Organizational Behavior	T	4	0	0	4	4	ES (PC)
2.	MB25C03	Managerial Economics	T	4	0	0	4	4	ES (PC)
3.	MB25C04	Legal Aspects of Business	T	4	0	0	4	4	ES (PC)
4.	MB25102	Information Management	T	4	0	0	4	4	ES (PC)
5.	MB25C05	Contemporary Business Communication	L	0	0	4	4	2	--
Total Credits							20	18	

Semester – II

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Applied Operations Research	T	3	1	0	4	4	ES (PC)
2.		Financial Management	T	3	1	0	4	4	ES (PC)
3.		Human Resource Management	T	4	0	0	4	4	ES (PC)
4.		Operations Management	T	3	1	0	4	4	ES (PC)
7.		Marketing Management	T	4	0	0	4	4	ES (PC)
8.		Creativity and Innovation Laboratory	L	0	0	4	4	2	--
Total Credits							24	22	

Semester – III

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MB25C01	Statistics for Management	T	3	1	0	4	4	ES (PC)
2.	MB25101	Accounting for Decision Making	T	3	1	0	4	4	ES (PC)
3.		International Business	T	4	0	0	4	4	ES (PC)
4.	-	Non-Functional Elective	T	3	0	0	3	3	ES (PE)
5.	MB25103	Indian ethos and Business Ethics	L	0	0	4	4	2	--
Total Credits							19	17	

NOTE: In the Third semester students need to choose one elective from the Non-Functional stream.

Semester – IV

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Business Research Methods	T	3	1	0	4	4	ES (PC)
2.		Business Analytics	T	4	0	0	4	4	ES (PC)
3.		Programme Elective I	T	3	0	0	3	3	ES (PE)
4.		Programme Elective II	T	3	0	0	3	3	ES (PE)
5.		Programme Elective III	T	3	0	0	3	3	ES (PE)
6.		Data analysis and Business Modelling	L	0	0	4	4	2	--
Total Credits							21	19	

Semester – V

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		*Strategic Management	T	4	0	0	4	4	ES (PC)
2.		Programme Elective IV	T	3	0	0	3	3	ES (PE)
3.		Programme Elective V	T	3	0	0	3	3	ES (PE)
4.		Programme Elective VI	L	3	0	0	3	3	ES (PE)
5.		Capstone Simulation	L	0	0	4	4	2	ES (PC)
6.		Summer Internship	L	0	0	4	4	2	SD
Total Credits							21	17	

Summer internship – minimum of 4 weeks of internship

The report along with the company certificate should be submitted within the two weeks of the reopening date of Vth semester. The report should be around 40 pages. The report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the Vth Semester.

Semester – VI

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.		Project Work	PW	0	0	24	24	12	SD
Total Credits							24	12	

Total : 105 Credits

Note:

- ❖ Students should select the Project topic for their project work only based on the selected area from two functional specializations.
- ❖ Students who have selected Sectorial Specialization should select the project topic based on the Sectorial Electives.

Note:

*Common to MBA - Business Analytics Programme

**Common to MBA - Business Analytics and MBA - Artificial Intelligence and Data Science

NON - FUNCTIONAL ELECTIVES (2 electives)

S. No.	Course Code	Course Title	Type	Periods per week			Total Contact Periods	Credits	Category
				L	T	P			
1.	MB25C06	Entrepreneurship Development	NEC	3	0	0	3	3	ES (PE)
2.	MB25104	Event Management	NEC	3	0	0	3	3	ES (PE)

Programme Elective Courses – (PE)

FUNCTIONAL SPECIALISATIONS

1. Students can take three elective subjects from two functional specializations.

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			

Stream/ Specialization: Financial Management

1.		Security Analysis and Portfolio Management	T	3	0	0	3	3	ES (PE)
2.		Financial Markets	T	3	0	0	3	3	ES (PE)
3.		Banking and Financial Services	T	3	0	0	3	3	ES (PE)
4.		Financial Derivatives	T	3	0	0	3	3	ES (PE)
5.		Fintech and sustainability	T	3	0	0	3	3	ES (PE)
6.		Behavioral Finance	T	3	0	0	3	3	ES (PE)

Stream/ Specialization: Marketing Management

7.		Retail Marketing	T	3	0	0	3	3	ES (PE)
8.		Consumer Behaviour and Neural Marketing	T	3	0	0	3	3	ES (PE)
9.		Services Marketing	T	3	0	0	3	3	ES (PE)
10.		Sales and Distribution Management	T	3	0	0	3	3	ES (PE)
11.		Product and Brand Management	T	3	0	0	3	3	ES (PE)
12.		Digital Marketing	T	3	0	0	3	3	ES (PE)

Stream/ Specialization : Human Resource Management

13.		Knowledge Management and Innovation	T	3	0	0	3	3	ES (PE)
14.		Industrial Relations and Labour Legislations	T	3	0	0	3	3	ES (PE)
15.		Negotiation and Conflict Management	T	3	0	0	3	3	ES (PE)
16.		Reward and Compensation Management	T	3	0	0	3	3	ES (PE)
17.		International Human Resource Management	T	3	0	0	3	3	ES (PE)
18.		Managing HR in Digital Age	T	3	0	0	3	3	ES (PE)

Stream/ Specialization : Operations Management								
19.		Supply Chain and Logistics Management	T	3	0	0	3	3
20.		Quality Management	T	3	0	0	3	3
21.		Materials Management	T	3	0	0	3	3
22.		Services Operations Management	T	3	0	0	3	3
23.		Lean Six Sigma and Business excellence	T	3	0	0	3	3
24.		Project Management	T	3	0	0	3	3

Stream/ Specialization: Business Analytics and Systems

25.		Data Mining and Decision Science	T	3	0	0	3	3
26.		Deep Learning	T	3	0	0	3	3
27.		Social media web Analytics	T	3	0	0	3	3
28.		E-Business Management	T	3	0	0	3	3
29.		Enterprise Resource Planning	T	3	0	0	3	3
30.		Business Analytics using Python	T	3	0	0	3	3

SECTORIAL SPECIALIZATIONS

1. Students can take six elective subjects from **any one sectorial specialization**
 - A) Logistics and Supply Chain Management
 - B) Infrastructure and Real Estate Management
 - C) Tourism Management
 - D) Entrepreneurship Development

S. No.	Course Code	Course Title	Type	Periods Per Week			Total Contact Periods	Credits	Category
				L	T	P			
Sectorial Specialization: Logistics and Supply Chain Management									
1.		Supply Chain Concepts and Planning	T	3	0	0	3	3	3
2.		Sourcing and Supply Management	T	3	0	0	3	3	3
3.		Supply Chain Inventory Management	T	3	0	0	3	3	3
4.		Supply Chain Information System	T	3	0	0	3	3	3
5.		Warehouse Management	T	3	0	0	3	3	3
6.		Transportation and Distribution Management	T	3	0	0	3	3	3
7.		Reverse and Contract Logistics	T	3	0	0	3	3	3
8.		Air Cargo Management	T	3	0	0	3	3	3
9.		Containerization and	T	3	0	0	3	3	3

		Allied Business						
10.		Exim Management	T	3	0	0	3	3
11.		Fundamentals of Shipping	T	3	0	0	3	3
12.		Port and Terminal Management	T	3	0	0	3	3

Sectorial Specialization : Infrastructure and Real Estate Management

13.		Infrastructure Planning Scheduling and Control	T	3	0	0	3	3
14.		Contracts and Arbitration	T	3	0	0	3	3
15.		Project Management for Infrastructure	T	3	0	0	3	3
16.		Management of Human Resources, Safety and Quality	T	3	0	0	3	3
17.		Disaster Mitigation and Management	T	3	0	0	3	3
18.		Economics and Financial Management in Construction	T	3	0	0	3	3
19.		Urban Environmental Management	T	3	0	0	3	3
20.		Smart Materials, Techniques and Equipments for Infrastructure	T	3	0	0	3	3
21.		Strategic Airport Infrastructure Management	T	3	0	0	3	3
22.		Real Estate Marketing and Management	T	3	0	0	3	3
23.		Infrastructure and Real Estate Entrepreneurship	T	3	0	0	3	3
24.		Valuation of Real Estate and Infrastructure Assets	T	3	0	0	3	3

Sectorial Specialization : Tourism Management

25.		Tourism Principles and Practices	T	3	0	0	3	3
26.		Travel Management	T	3	0	0	3	3
27.		International Tourism	T	3	0	0	3	3
28.		Tourism Geography	T	3	0	0	3	3
29.		Culture and Heritage	T	3	0	0	3	3
30.		Tourism Products in India	T	3	0	0	3	3
31.		Accommodation and House Keeping Management	T	3	0	0	3	3
32.		Travel Media and Public Relations	T	3	0	0	3	3
33.		Destination Planning and Management	T	3	0	0	3	3
34.		Tour Operations	T	3	0	0	3	3

35.		Leisure and Recreation Management	T	3	0	0	3	3	3
36.		Medical Tourism	T	3	0	0	3	3	3
Sectorial Specialization : Entrepreneurship Development									
37.		Enterprise, Entrepreneurship and New Business venturing	T	3	0	0	3	3	3
38.		Business model Innovation	T	3	0	0	3	3	3
39.		Social Entrepreneurship	T	3	0	0	3	3	3
40.		Entrepreneurial Marketing	T	3	0	0	3	3	3
41.		Entrepreneurial Finance	T	3	0	0	3	3	3
42.		Family Business Management	T	3	0	0	3	3	3
43.		Intellectual property Rights	T	3	0	0	3	3	3
44.		Rural Entrepreneurship	T	3	0	0	3	3	3
45.		Women Entrepreneurship	T	3	0	0	3	3	3
46.		Project formulation and Feasibility Analysis	T	3	0	0	3	3	3
47.		Designing and Managing social Business models	T	3	0	0	3	3	3
48.		Managing Technology Commercialization and Innovation	T	3	0	0	3	3	3