

ANNA UNIVERSITY, CHENNAI
AFFILIATED INSTITUTIONS
REGULATIONS – 2017
CHOICE BASED CREDIT SYSTEM
MASTER OF BUSINESS ADMINISTRATION (FULL TIME)

CURRICULA AND SYLLABI I TO IV SEMESTERS

SEMESTER - I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	BA5101	Economic Analysis for Business	PC	4	4	0	0	4
2.	BA5102	Principles of Management	PC	3	3	0	0	3
3.	BA5103	Accounting for Management	PC	4	4	0	0	4
4.	BA5104	Legal Aspects of Business	PC	3	3	0	0	3
5.	BA5105	Organizational Behaviour	PC	3	3	0	0	3
6.	BA5106	Statistics for Management	PC	3	3	0	0	3
7.	BA5107	Total Quality Management	PC	3	3	0	0	3
PRACTICALS								
8	BA5111	Spoken and Written Communication #	EEC	4	0	0	4	2
TOTAL				27	23	0	4	25

No end semester examination is required for this course.

SEMESTER - II

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	BA5201	Applied Operations Research	PC	3	3	0	0	3
2.	BA5202	Business Research Methods	PC	3	3	0	0	3
3.	BA5203	Financial Management	PC	3	3	0	0	3
4.	BA5204	Human Resource Management	PC	3	3	0	0	3
5.	BA5205	Information Management	PC	3	3	0	0	3
6.	BA5206	Operations Management	PC	3	3	0	0	3
7	BA5207	Marketing Management	PC	4	4	0	0	4
PRACTICALS								
8	BA5211	Data Analysis and Business Modelling	EEC	4	0	0	4	2
TOTAL				26	22	0	4	24

SEMESTER - III

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
1.	BA5301	International Business Management	PC	3	3	0	0	3
2	BA5302	Strategic Management	PC	3	3	0	0	3
3		Professional Elective I ***	PE	3	3	0	0	3
4		Professional Elective II***	PE	3	3	0	0	3
5		Professional Elective III***	PE	3	3	0	0	3
6		Professional Elective IV***	PE	3	3	0	0	3
7		Professional Elective V***	PE	3	3	0	0	3
8		Professional Elective VI***	PE	3	3	0	0	3
PRACTICALS								
9	BA5311	Summer Training	EEC	2	0	0	2	1
TOTAL				26	24	0	2	25

*** Chosen electives should be from two streams of management of three electives each.

SEMESTER - IV

SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
PRACTICALS								
1.	BA5411	Project Work	EEC	24	0	0	24	12
TOTAL					0	0	24	12

TOTAL NO. OF CREDITS:86

PROFESSIONAL CORE (PC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.		Principles of Management	PC	3	3	0	0	3
2.		Accounting for Management	PC	4	4	0	0	4
3.		Economic Analysis for Business	PC	4	4	0	0	4
4.		Legal Aspects of Business	PC	3	3	0	0	3
5.		Organizational Behaviour	PC	3	3	0	0	3
6.		Statistics for Management	PC	3	3	0	0	3
7.		Marketing Management	PC	4	4	0	0	4
8.		Spoken and Written Communication	PC	4	0	0	4	2
9.		Applied Operations Research	PC	3	3	0	0	3
10.		Business Research Methods	PC	3	3	0	0	3
11.		Strategic Management	PC	3	3	0	0	3
12.		Financial Management	PC	3	3	0	0	3
13.		Human Resource Management	PC	3	3	0	0	3
14.		Information Management	PC	3	3	0	0	3
15.		Operations Management	PC	3	3	0	0	3
16.		International Business Management	PC	3	3	0	0	3
17.		Total Quality Management	PC	3	3	0	0	3

PROFESSIONAL ELECTIVES (PE)

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Stream/ Specialization : Marketing Management								
1.	BA5001	Brand Management	PE	3	3	0	0	3
2.	BA5002	Consumer Behaviour	PE	3	3	0	0	3
3.	BA5003	Customer Relationship Management	PE	3	3	0	0	3
4.	BA5004	Integrated Marketing Communication	PE	3	3	0	0	3
5.	BA5005	Retail Marketing	PE	3	3	0	0	3
6.	BA5006	Services Marketing	PE	3	3	0	0	3
7.	BA5007	Social Marketing	PE	3	3	0	0	3
Stream/ Specialization : Financial Management								
8.	BA5008	Banking Financial Services Management	PE	3	3	0	0	3
9.	BA5009	Corporate Finance	PE	3	3	0	0	3
10.	BA5010	Derivatives Management	PE	3	3	0	0	3
11.	BA5011	Merchant Banking and Financial Services	PE	3	3	0	0	3
12.	BA5012	Security Analysis and Portfolio Management	PE	3	3	0	0	3
13.	BA5013	Strategic Investment and Financing Decisions	PE	3	3	0	0	3
Stream/ Specialization : Human Resource Management								
14.	BA5014	Entrepreneurship Development	PE	3	3	0	0	3
15.	BA5015	Industrial Relations and Labour Welfare	PE	3	3	0	0	3
16.	BA5016	Labour Legislations	PE	3	3	0	0	3
17.	BA5017	Managerial Behaviour and Effectiveness	PE	3	3	0	0	3
18.	BA5018	Organizational Theory, Design and Development	PE	3	3	0	0	3
19.	BA5019	Strategic Human Resource Management	PE	3	3	0	0	3
Stream/ Specialization : Systems Management								
20.	BA5020	Advanced Database Management System	PE	3	3	0	0	3

21.	BA5021	Datamining for Business Intelligence	PE	3	3	0	0	3
22.	BA5022	Enterprise Resource Planning	PE	3	3	0	0	3
23.	BA5023	Software Project Management and Quality	PE	3	3	0	0	3
24.	BA5024	E-Business Management	PE	3	3	0	0	3
Stream/ Specialization : Operations Management								
25.	BA5025	Logistics Management	PE	3	3	0	0	3
26.	BA5026	Materials Management	PE	3	3	0	0	3
27.	BA5027	Product Design	PE	3	3	0	0	3
28.	BA5028	Project Management	PE	3	3	0	0	3
29.	BA5029	Services Operations Management	PE	3	3	0	0	3
30.	BA5030	Supply Chain Management	PE	3	3	0	0	3

EMPLOYABILITY ENHANCEMENT COURSES (EEC)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
1.	BA5111	Spoken and Written Communication #	EEC	4	0	0	4	2
2.	BA5211	Data Analysis and Business Modeling	EEC	4	0	0	4	2
3.	BA5311	Summer Training	EEC	2	0	0	2	1
4.	BA5411	Project Work	EEC	24	0	0	24	12