

ANNA UNIVERSITY, CHENNAI

AFFILIATED INSTITUTIONS

REGULATIONS -2017

CHOICE BASED CREDIT SYSTEM

MASTER OF BUSINESS ADMINISTRATION (GENERAL)

	COUR SE CODE	COURSE TITLE	CATEGOR Y	CONTACT PERIODS	L	T	P	C
THEORY								
C101	BA5101	Economic Analysis forBusiness	PC	4	4	0	0	4
C102	BA5102	Principles of Management	PC	3	3	0	0	3
C103	BA5103	Accounting for Management	PC	4	4	0	0	4
C104	BA5104	Legal Aspects of Business	PC	3	3	0	0	3
C105	BA5105	Organizational Behaviour	PC	3	3	0	0	3
C106	BA5106	Statistics for Management	PC	3	3	0	0	3
C107	BA5107	Total Quality Management	PC	3	3	0	0	3
PRACTICALS								
C108	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

	COURS E CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
THEORY								
C201	BA5201	Applied Operations Research	PC	3	3	0	0	3

C202	BA5202	Business Research Methods	PC	3	3	0	0	3
C203	BA5203	Financial Management	PC	3	3	0	0	3
C204	BA5204	Human Resource Management	PC	3	3	0	0	3
C205	BA5205	Information Management	PC	3	3	0	0	3
C206	BA5206	Operations Management	PC	3	3	0	0	3
C207	BA5207	Marketing Management	PC	4	4	0	0	4
PRACTICALS								
C208	BA5211	Data Analysis and Business Modelling	EEC	4	0	0	4	2
TOTAL				26	22	0	4	24

SUMMER SEMESTER (4 WEEKS)

Summer Training — The training report along with the company certificate should be submitted within the two weeks of the reopening date of 3rd semester. The training report should be around 40 pages containing the details of training undergone, the departments wherein he was trained with duration (chronological diary), along with the type of managerial skills developed during training. The training report should be sent to the Controller of Examinations by the HOD through the Principal, before the last working day of the 3rd Semester.

SEMESTER - III

	COURS E CODE	COURSE TITLE	CATEGOR Y	CONTA C T P E R I O D S	L	T	P	C
THEORY								
C301	BA5301	International Business Management	PC	3	3	0	0	3
C302	BA5302	Strategic Management	PC	3	3	0	0	3
		Professional Elective I ***	PE	3	3	0	0	3
		Professional Elective II***	PE	3	3	0	0	3
		Professional Elective III***	PE	3	3	0	0	3
		Professional Elective IV***	PE	3	3	0	0	3
		Professional Elective V***	PE	3	3	0	0	3
		Professional Elective VI***	PE	3	3	0	0	3
PRACTICALS								
C357	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

	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C	
PRACTICALS									
	C358	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	PC	4	4	0	0	4

		Management						
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)

FUNCTIONAL SPECIALIZATIONS

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

Or

2. Students can take six elective subjects from any one sectoral specializations

	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
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Stream/ Specialization : Marketing Management								
C303	BA5001	Brand Management	PE	3	3	0	0	3
C304	BA5002	Consumer Behavior	PE	3	3	0	0	3
C305	BA5003	Customer Relationship Management	PE	3	3	0	0	3
C306	BA5004	Integrated Marketing Communication	PE	3	3	0	0	3
C307	BA5005	Retail Marketing	PE	3	3	0	0	3
C308	BA5006	Services Marketing	PE	3	3	0	0	3
C309	BA5007	Social Marketing	PE	3	3	0	0	3
Stream/ Specialization : Financial Management								
C310	BA5008	Banking Financial Services Management	PE	3	3	0	0	3
C311	BA5009	Corporate Finance	PE	3	3	0	0	3
C312	BA5010	Derivatives Management	PE	3	3	0	0	3
C313	BA5011	Merchant Banking and Financial Services	PE	3	3	0	0	3
C314	BA5012	Security Analysis and Portfolio Management	PE	3	3	0	0	3
C315	BA5013	Strategic Investment and Financing Decisions	PE	3	3	0	0	3
C316	BA5031	International Trade Finance	PE	3	3	0	0	3
Stream/ Specialization : Human Resource Management								

C317	BA5014	Entrepreneurship Development	PE	3	3	0	0	3
C318	BA5015	Industrial Relations and Labour Welfare	PE	3	3	0	0	3
C319	BA5016	Labour Legislations	PE	3	3	0	0	3
C320	BA5017	Managerial	PE	3	3	0	0	3

		Behaviour and Effectiveness						
C321	BA5018	Organizational Theory, Design and Development	PE	3	3	0	0	3
C322	BA5019	Strategic Human Resource Management	PE	3	3	0	0	3
Stream/ Specialization : Systems Management								
C323	BA5020	Advanced Database Management System	PE	3	3	0	0	3
C324	BA5021	Datamining for Business Intelligence	PE	3	3	0	0	3
C325	BA5022	Enterprise Resource Planning	PE	3	3	0	0	3
C326	BA5023	Software Project Management and Quality	PE	3	3	0	0	3
C323	BA5024	E-Business Management	PE	3	3	0	0	3
Stream/ Specialization : Operations Management								
C327	BA5025	Logistics Management	PE	3	3	0	0	3
C328	BA5026	Materials Management	PE	3	3	0	0	3

C329	BA5027	Product Design	PE	3	3	0	0	3
C330	BA5028	Project Management	PE	3	3	0	0	3
C331	BA5029	Services Operations Management	PE	3	3	0	0	3
C332	BA5030	Supply Chain Management	PE	3	3	0	0	3

SECTORAL SPECIALIZATIONS

1. Students can take three electives subjects from two functional specializations or
2. Students can take six elective subjects from any one sectoral specializations

	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Sectoral Specialization : Logistics and Supply Chain Management								
C333	BA5051	Supply Chain Concepts and Planning	PE	3	3	0	0	3
C334	BA5052	Sourcing and Supply Management	PE	3	3	0	0	3
C335	BA5053	Supply Chain Inventory Management	PE	3	3	0	0	3
C336	BA5054	Supply Chain Information System	PE	3	3	0	0	3
C337	BA5055	Warehouse Management	PE	3	3	0	0	3
C338	BA5056	Transportation and Distribution Management	PE	3	3	0	0	3
C339	BA5057	Reverse and Contract Logistics	PE	3	3	0	0	3

C340	BA5058	Air Cargo Management	PE	3	3	0	0	3
C341	BA5059	Containerization and Allied Business	PE	3	3	0	0	3
C342	BA5060	Exim Management	PE	3	3	0	0	3
C343	BA5061	Fundamentals of Shipping	PE	3	3	0	0	3
C344	BA5062	Port and Terminal Management	PE	3	3	0	0	3
Sectoral Specialization :Infrastructure and Real Estate Management								
C345	BA5063	Infrastructure Planning Scheduling and Control	PE	3	3	0	0	3
C346	BA5064	Contracts and Arbitration	PE	3	3	0	0	3
C347	BA5065	Project Management for Infrastructure	PE	3	3	0	0	3
C348	BA5066	Management of Human Resources, Safety and Quality	PE	3	3	0	0	3
C349	BA5067	Disaster Mitigation and Management	PE	3	3	0	0	3
C350	BA5068	Economics and Financial Management in Construction	PE	3	3	0	0	3
C351	BA5069	Urban Environmental Management	PE	3	3	0	0	3
C352	BA5070	Smart Materials, Techniques and Equipments for Infrastructure	PE	3	3	0	0	3
C353	BA5071	Strategic Airport Infrastructure Management	PE	3	3	0	0	3
C354	BA5072	Real Estate Marketing and Management	PE	3	3	0	0	3
C355	BA5073	Infrastructure and Real Estate Entrepreneurship	PE	3	3	0	0	3
C356	BA5074	Valuation of Real Estate and Infrastructure Assets	PE	3	3	0	0	3