

**ANNA UNIVERSITY, CHENNAI**  
**NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA**  
**UNIVERSITY**

REGULATIONS – 2021

**MASTER OF BUSINESS ADMINISTRATION (FULL –  
TIME)CHOICE BASED CREDIT SYSTEM**

CURRICULA AND SYLLABI FOR I TO IV SEMESTERS

SEMESTER - I

	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
C101	BA4101	Statistics for Management	PCC	3	0	0	3	3
C102	BA4102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
C103	BA4103	Managerial Economics	PCC	3	0	0	3	3
C104	BA4104	Accounting for Decision Making	PCC	3	0	0	3	3
C105	BA4105	Legal Aspects of Business	PCC	3	0	0	3	3
C106	BA4106	Information Management	PCC	3	0	0	3	3
C107		Non-Functional Elective	NEC	3	0	0	3	3
<b>PRACTICAL</b>								
C108	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
C109	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>25</b>

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

**SEMESTER – II**

	COURSE CODE	COURSE TITLE	CATEGOR Y	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								
C201	BA4201	Quantitative Techniques for Decision Making	PCC	3	0	0	3	3
C202	BA4202	Financial Management	PCC	3	0	0	3	3
C203	BA4203	Human Resource Management	PCC	3	0	0	3	3
C204	BA4204	Operations Management	PCC	3	0	0	3	3
C205	BA4205	Business Research Methods	PCC	3	0	0	3	3
C206	BA4206	Business Analytics	PCC	3	0	0	3	3
C207	BA4207	Marketing Management	PCC	3	0	0	3	3
<b>PRACTICAL</b>								
C208	BA4211	Business Ethics (Seminar)	EEC	0	0	4	4	2
C209	BA4212	Data analysis and Business Modelling(Laboratory)	PCC	0	0	4	4	2
<b>TOTAL</b>				<b>21</b>	<b>0</b>	<b>8</b>	<b>29</b>	<b>25</b>

**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 3<sup>rd</sup> 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 3<sup>rd</sup> Semester.

**SEMESTER - III**

SL. NO.	COURSE CODE	COURSE TITLE	CATE G ORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>THEORY</b>								

1.	BA4301	Strategic Management	PCC	3	0	0	3	3
2.	BA4302	International Business	PCC	3	0	0	3	3
3.		Professional Elective I	PEC	3	0	0	3	3
4.		Professional Elective II	PEC	3	0	0	3	3
5.		Professional Elective III	PEC	3	0	0	3	3
6.		Professional Elective IV	PEC	3	0	0	3	3
7.		Professional Elective V	PEC	3	0	0	3	3
8.		Professional Elective VI	PEC	3	0	0	3	3
<b>PRACTICAL</b>								
9.	BA4311	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
10.	BA4312	Summer Internship	EEC	0	0	4	4	2
<b>TOTAL</b>				<b>24</b>	<b>0</b>	<b>8</b>	<b>32</b>	<b>28</b>

#### SEMESTER - IV

SL. NO	COURSE CODE	COURSE TITLE	CATEGOR Y	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
<b>PRACTICAL</b>								
1.	BA4411	Project Work	EEC	0	0	24	24	12
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>24</b>	<b>24</b>	<b>12</b>

TOTAL : 90 CREDITS

#### NON FUNCTIONAL ELECTIVES (2 electives)

SL. NO	COURSE CODE	COURSE TITLE	CATEGOR Y	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
1.	BA4032	Entrepreneurship Development	NEC	3	0	0	3	3
2.	BA4033	Event Management	NEC	3	0	0	3	3

**PROFESSIONAL ELECTIVES (PEC)**

**FUNCTIONAL SPECIALISATIONS**

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

Or

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

SL. NO	COURSE CODE	COURSE TITLE	CATEGOR Y	PERIODS PER WEEK			TOTAL CONTAC T PERIODS	CREDIT S
				L	T	P		
Stream/ Specialization : <b>Financial Management [ 7 ]</b>								
1.	BA4001	Security Analysis and Portfolio Management	PEC	3	0	0	3	3
2.	BA4002	Financial Markets	PEC	3	0	0	3	3
3.	BA4003	Banking and Financial Services	PEC	3	0	0	3	3
4.	BA4004	Financial Derivatives	PEC	3	0	0	3	3
5.	BA4005	Financial Modelling	PEC	3	0	0	3	3
6.	BA4006	International Finance	PEC	3	0	0	3	3
7.	BA4007	Behavioral Finance	PEC	3	0	0	3	3
Stream/ Specialization : <b>Marketing Management [7]</b>								
8.	BA4008	Retail Marketing	PEC	3	0	0	3	3
9.	BA4009	Consumer Behavior	PEC	3	0	0	3	3
10.	BA4010	Integrated Marketing Communication	PEC	3	0	0	3	3
11.	BA4011	Services Marketing	PEC	3	0	0	3	3

12.	BA4012	Sales and Distributio n Management	PEC	3	0	0	3	3
13.	BA4013	Product and Brand Management	PEC	3	0	0	3	3
14.	BA4014	Digital Marketing	PEC	3	0	0	3	3
<b>Stream/ Specialization : Human Resource Management [6]</b>								
15.	BA4015	Strategic Human Resource Management	PEC	3	0	0	3	3
16.	BA4016	Industrial relations and labour legislations	PEC	3	0	0	3	3
17.	BA4017	Organizational, design, change and development	PEC	3	0	0	3	3
18.	BA4018	Negotiation and conflict management	PEC	3	0	0	3	3
19.	BA4019	Reward and Compensation management	PEC	3	0	0	3	3
20.	BA4020	International Human Resource Management	PEC	3	0	0	3	3
<b>Stream/ Specialization : Operations Management [ 6 ]</b>								
21.	BA4021	Supply Chain Management	PEC	3	0	0	3	3
22.	BA4022	Quality Management	PEC	3	0	0	3	3
23.	BA4023	Materials Management	PEC	3	0	0	3	3

24.	BA4024	Services Operations Management	PEC	3	0	0	3	3
25.	BA4025	Supply Chain Analytics	PEC	3	0	0	3	3
26.	BA4026	Project Management	PEC	3	0	0	3	3
<b>Stream/ Specialization : Business Analytics [ 5 ]</b>								
27.	BA4027	Data Mining for Business Intelligence	PEC	3	0	0	3	3
28.	BA4028	Deep Learning and Artificial Intelligence	PEC	3	0	0	3	3
29.	BA4029	Social media web Analytics	PEC	3	0	0	3	3
30.	BA4030	E-Business Management	PEC	3	0	0	3	3
31.	BA4031	Enterprise Resource Planning	PEC	3	0	0	3	3

### SECTORAL SPECIALIZATIONS

1. Students can take three elective subjects from two functional specializations  
or
2. Students can take six elective subjects from any one sectoral specialization
  - (a) Logistics and Supply Chain Management
  - (b) Infrastructure and Real Estate Management
  - (c) Tourism Management

S L. N O	COURSE CODE	COURSE TITLE	CATEGOR Y	CONT ACT PERI ODS	L	T	P	C
<b>Sectoral Specialization: Logistics and Supply Chain Management</b>								
1.	BA4051	Supply Chain Concepts and Planning	PEC	3	3	0	0	3

2.	BA4052	Sourcing and Supply Management	PEC	3	3	0	0	3
3.	BA4053	Supply Chain Inventory Management	PEC	3	3	0	0	3
4.	BA4054	Supply Chain Information System	PEC	3	3	0	0	3
5.	BA4055	Warehouse Management	PEC	3	3	0	0	3
6.	BA4056	Transportation and Distribution Management	PEC	3	3	0	0	3
7.	BA4057	Reverse and Contract Logistics	PEC	3	3	0	0	3
8.	BA4058	Air Cargo Management	PEC	3	3	0	0	3
9.	BA4059	Containerization and Allied Business	PEC	3	3	0	0	3
10.	BA4060	Exim Management	PEC	3	3	0	0	3
11.	BA4061	Fundamentals of Shipping	PEC	3	3	0	0	3
12.	BA4062	Port and Terminal Management	PEC	3	3	0	0	3
<b>Sectoral Specialization :Infrastructure and Real Estate Management</b>								
13.	BA4063	Infrastructure Planning Scheduling and Control	PEC	3	3	0	0	3
14.	BA4064	Contracts and Arbitration	PEC	3	3	0	0	3
15.	BA4065	Project Management for Infrastructure	PEC	3	3	0	0	3
16.	BA4066	Management of Human Resources, Safety and Quality	PEC	3	3	0	0	3
17.	BA4067	Disaster Mitigation and Management	PEC	3	3	0	0	3
18.	BA4068	Economics and Financial Management in Construction	PEC	3	3	0	0	3
19.	BA4069	Urban Environmental Management	PEC	3	3	0	0	3
20.	BA4070	Smart Materials, Techniques and Equipments for Infrastructure	PEC	3	3	0	0	3
21.	BA4071	Strategic Airport Infrastructure Management	PEC	3	3	0	0	3

22.	BA4072	Real Estate Marketing and Management	PEC	3	3	0	0	3
23.	BA4073	Infrastructure and Real Estate Entrepreneurship	PEC	3	3	0	0	3
24.	BA4074	Valuation of Real Estate and Infrastructure Assets	PEC	3	3	0	0	3
<b>Sectoral Specialization : Tourism Management</b>								
25.	BA4075	Tourism Principles and Practices	PEC	3	3	0	0	3
26.	BA4076	Travel Management	PEC	3	3	0	0	3
27.	BA4077	International Tourism	PEC	3	3	0	0	3



28.	BA4078	Tourism Geography	PEC	3	3	0	0	3
29.	BA4079	Culture and Heritage	PEC	3	3	0	0	3
30.	BA4080	Tourism Products in India	PEC	3	3	0	0	3
31.	BA4081	Accommodation and House Keeping Management	PEC	3	3	0	0	3
32.	BA4082	Travel Media and Public Relations	PEC	3	3	0	0	3
33.	BA4083	Destination Planning and Management	PEC	3	3	0	0	3
34.	BA4084	Tour Operations	PEC	3	3	0	0	3
35.	BA4085	Leisure and Recreation Management	PEC	3	3	0	0	3
36.	BA4086	Medical Tourism	PEC	3	3	0	0	3

