ANNA UNIVERSITY COIMBATORE
Master of Business Administration
Curriculum- 2007 0nwards

Trimester –I

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
078390001	Value Based Management	3			3	50	50	100
078390002	Environmental Management	3			3	50	50	100
078390003	Economic Analysis for Business Decisions	3			3	50	50	100
078390004	Data Analysis for Decision Making	4	1		3	50	50	100
078390005	Organizational Behaviour	3			3	50	50	100
078390006	Financial and Management Accounting	4	1		3	50	50	100
078390007	Executive Communication & Personal Growth - Laboratory			4	2	100		100

Trimester -II

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
078390008	Decision Models and Management Science	4	1		3	50	50	100
078390009	Marketing Management	4			3	50	50	100
078390010	Human Resources Management	3			3	50	50	100
078390011	Management Information Systems	3			3	50	50	100
078390012	Total Quality Management	3			3	50	50	100
078390013	Legal Environment of Business	3			3	50	50	100
078390014	Business Application Software - Laboratory			4	2	100		100

Trimester -III

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
078390015	Financial Management	4	1		3	50	50	100
078390016	Production and Operations Management	4	1		3	50	50	100
078390017	International Business Management	3			3	50	50	100
078390018	Strategic Management	3			3	50	50	100
078390019	Application of Research Methods in Management	3			3	50	50	100
078390020	Intellectual Property Rights	3			3	50	50	100
078390021	Emerging Trends in Management – Case analysis and Seminar			4	2	100		100

Summer Training (6 Weeks at the end of III trimester)

Note:
Students have to undergo training in all the functional areas of an organization and a training report has to be submitted. The report submitted should only be a training report and it is not a project / research report.

Trimester –IV

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
078390022	Customer Relationship Management	3			3	50	50	100
078390023	Corporate Social Responsibility and Corporate Governance	3			3	50	50	100
E1*	Elective -1	3			3	50	50	100
E2*	Elective -2	3			3	50	50	100
E3*	Elective -3	3			3	50	50	100
E4*	Elective -4	3			3	50	50	100
078390024	Summer Training Report				4	100		100
078390025	Enterprise Resource Planning – Laboratory I			4	2	50	50	100

Trimester –V

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
E5*	Elective -5	3			3	50	50	100
E6*	Elective -6	3			3	50	50	100
E7*	Elective -7	3			3	50	50	100
E8*	Elective -8	3			3	50	50	100
E9*	Elective -9	3			3	50	50	100
E10*	Elective-10	3			3	50	50	100
078390051	Enterprise Resource Planning – Laboratory II			4	2	50	50	100

Trimester –VI

Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
		L	T	P		Internal	External	Total
078390026	Final Research Project and Viva Voce			24	12	150	150	300

***Important Note:**

- ⇒ As a part of dual specialization, Students are instructed to take one major and one minor elective. Major elective will consist of Six Papers and Minor will consist of Four Papers as a whole.
- ⇒ In the 4th Trimester, Students are advised to select any two papers for Major and Minor from the given Elective List **(serial No.1 to 5)**
- ⇒ In the 5th Trimester, students have to select any four papers for major and Two papers for minor, from the remaining elective list
- ⇒ Change of Major and minor Specialization will not be permitted in the later stage.

L- Lecture
T - Tutorial
P- Practical
No of Credits to be earned- 116

List of Electives

MARKETING

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078420015	Services Marketing	3			3	50	50	100
02	078420003	Brand Management	3			3	50	50	100
03	078420004	Sales and Distribution Management	3			3	50	50	100
04	078420016	Marketing Research	3			3	50	50	100
05	078420006	Advertising & Promotion Management	3			3	50	50	100
06	078420009	Rural Marketing	3			3	50	50	100
07	078420012	International Marketing	3			3	50	50	100
08	078420010	Retail Management	3			3	50	50	100
09	078420007	Marketing Channels	3			3	50	50	100
10	078420017	Consumer behavior	3			3	50	50	100

SYSTEMS

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078490001	Data Warehousing & Data Mining	3			3	50	50	100
02	078490002	Enterprise Resource Planning	3			3	50	50	100
03	078490003	Software Project Management	3			3	50	50	100
04	078490014	Software Quality Management	3			3	50	50	100
05	078490004	Decision Support System	3			3	50	50	100
06	078490006	Software Testing	3			3	50	50	100
07	078490008	Knowledge Management System	3			3	50	50	100
08	078490015	E-Business	3			3	50	50	100
09	078490016	Advanced Database Management Systems	3			3	50	50	100
10	078490017	Net work Management and Information Security	3			3	50	50	100
11	078490018	Multimedia Technology	3			3	50	50	100

FINANCE

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078400008	Corporate Valuation and Taxation	3			3	50	50	100
02	078400005	Financial Derivatives	3			3	50	50	100
03	078400010	Foreign Exchange Management	3			3	50	50	100
04	078400003	International Financial Management	3			3	50	50	100
05	078400004	Management of Financial Services and Institutions	3			3	50	50	100
06	078400006	Project Planning Analysis and Management	3			3	50	50	100
07	078400002	Security Analysis and Portfolio Management	3			3	50	50	100
08	078400009	Working Capital Management	3			3	50	50	100
09	078400013	Insurance and Risk Management	3			3	50	50	100
10	078400012	Mergers and Acquisitions	3			3	50	50	100

HUMAN RESOURCE

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078410001	Industrial Relations and Labour Legislations	3			3	50	50	100
02	078410004	Organizational Change and Intervention Strategy	3			3	50	50	100
03	078410005	Human Resource Development	3			3	50	50	100
04	078410006	Cross Cultural and Global Management	3			3	50	50	100
05	078410007	Training and Development	3			3	50	50	100
06	078410008	Performance Management	3			3	50	50	100
07	078410011	Competency Mapping and Development	3			3	50	50	100
08	078410012	Counseling Skills for Managers	3			3	50	50	100
09	078410013	Advanced Industrial Psychology	3			3	50	50	100
10	078410010	Managerial Behaviour and Effectiveness	3			3	50	50	100
11	078410014	Strategic Human Resource Management	3			3	50	50	100

PRODUCTION

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078500013	Technology Management	3			3	50	50	100
02	078500001	Supply Chain Management	3			3	50	50	100
03	078500012	Advance Maintenance Management	3			3	50	50	100
04	078500016	Facilities Location and Process Design	3			3	50	50	100
05	078500002	Logistics Management	3			3	50	50	100
06	078500004	Computer Integrated Manufacturing	3			3	50	50	100
07	078500015	Project Management	3			3	50	50	100
08	078500017	Statistical Quality Control	3			3	50	50	100
09	078500019	Business Process Reengineering and Value Engineering	3			3	50	50	100
10	078500018	Service Operations Management	3			3	50	50	100

GENERAL MANAGEMENT

Sl No	Course Code	Title of the Course	Hours /Week			Credits	Maximum marks		
			L	T	P		Internal	External	Total
01	078390028	Infrastructure Management	3			3	50	50	100
02	078390030	Entrepreneurship Development	3			3	50	50	100
03	078390031	Innovation Management	3			3	50	50	100
04	078390032	Stress and Time Management	3			3	50	50	100
05	078390034	Hospital and Healthcare Management	3			3	50	50	100
06	078390035	Disaster Management	3			3	50	50	100
07	078390036	Insurance Management	3			3	50	50	100
08	078390038	Planning and Management of Educational Institutions	3			3	50	50	100
09	078390039	Event Management	3			3	50	50	100
10	078390043	Principles of Airline and Airport Management	3			3	50	50	100