

AFFILIATED INSTITUTIONS
ANNA UNIVERSITY CHENNAI : : CHENNAI 600 025
REGULATIONS - 2009
CURRICULUM I TO IV SEMESTERS (FULL TIME)
MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER – I

Code No.	Course Title	L	T	P	C
BA9201	Statistics for Management	3	1	0	4
BA9202	Economic Analysis for Business	4	0	0	4
BA9203	Total Quality Management	3	0	0	3
BA9204	Organizational Behaviour	3	0	0	3
BA9205	Communication Skills	3	0	0	3
BA9206	Accounting for Management	3	1	0	4
BA9207	Legal Aspects of Business	3	0	0	3
BA9208	Seminar I	0	0	2	1
	Total				25

SEMESTER – II

Code No.	Course Title	L	T	P	C
BA9221	Operations Management	3	0	0	3
BA9222	Financial Management	3	0	0	3
BA9223	Marketing Management	4	0	0	4
BA9224	Human Resource Management	3	0	0	3
BA9225	Management Information System	3	0	0	3
BA9226	Applied Operations Research for Management	3	1	0	4
BA9227	Business Research Methods	3	0	0	3
BA9228	Business Application Software	0	0	4	2
BA9229	Seminar II	0	0	2	1
	Total				26

SUMMER SEMESTER (6 WEEKS)

SUMMER PROJECT

Project report of the Summer Project is to be submitted by the students within 30 days from the commencement of the 3rd semester. Evaluation 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

Code No.	Course Title	L	T	P	C
BA9209	International Business Management	3	0	0	3
BA9210	Strategic Management	3	0	0	3
*	Elective I	3	0	0	3
*	Elective II	3	0	0	3
*	Elective III	3	0	0	3
*	Elective IV	3	0	0	3
*	Elective V	3	0	0	3
*	Elective VI	3	0	0	3
BA9211	Summer Project Report	0	0	0	2
BA9212	Seminar III	0	0	2	1
	Total				27

SEMESTER – IV

Code No.	Course Title	L	T	P	C
BA9230	Project Work	0	0	24	12
	Total				90

* The electives can be chosen by the students from the basket of electives by choosing three electives from any two among the five areas of specialization.

LIST OF ELECTIVES

MASTER OF BUSINESS ADMINISTRATION (MBA)

Course Code	Course Title	L	T	P	C
MARKETING – ELECTIVES					
BA9251	Brand Management	3	0	0	3
BA9252	Retail Management	3	0	0	3
BA9253	Services Marketing	3	0	0	3
BA9254	Advertising & Sales Promotion	3	0	0	3
BA9255	Consumer Behaviour	3	0	0	3
BA9256	Customer Relationship Management	3	0	0	3
FINANCE – ELECTIVES					
BA9257	Security Analysis and Portfolio Management	3	0	0	3
BA9258	Merchant Banking and Financial Services	3	0	0	3
BA9259	International Trade Finance	3	0	0	3
BA9260	Corporate Finance	3	0	0	3
BA9261	Derivatives Management	3	0	0	3
BA9262	Strategic Investment and Financing Decisions	3	0	0	3
HUMAN RESOURCE – ELECTIVES					
BA9263	Managerial Behavior and Effectiveness	3	0	0	3
BA9264	Entrepreneurship Development	3	0	0	3
BA9265	Organizational Theory Design & Development	3	0	0	3
BA9266	Industrial Relations & Labour Welfare	3	0	0	3
BA9267	Labour Legislations	3	0	0	3
BA9268	Strategic Human Resource Management & Development	3	0	0	3
SYSTEMS - ELECTIVES					
BA9269	Database Management System	3	0	0	3
BA9270	E-Commerce Technology and Management	3	0	0	3
BA9271	Enterprise Resources Planning	3	0	0	3
OPERATIONS – ELECTIVES					
BA9272	Supply Chain and Logistics Management	3	0	0	3
BA9273	Product Design	3	0	0	3
BA9274	Services Operations Management	3	0	0	3

NOTE : Three electives from any two among the 5 area of specialisation are to be chosen by the Students.