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

SUMMER SEMESTER (4 WEEKS)

SUMMER TRAINING

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

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)

FUNCTIONAL 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**

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
14.	BA5031	International Trade Finance	PE	3	3	0	0	3
Stream/ Specialization : **Human Resource Management**								
15.	BA5014	Entrepreneurship Development	PE	3	3	0	0	3
16.	BA5015	Industrial Relations and Labour Welfare	PE	3	3	0	0	3
17.	BA5016	Labour Legislations	PE	3	3	0	0	3
18.	BA5017	Managerial	PE	3	3	0	0	3

		Behaviour and Effectiveness						
19.	BA5018	Organizational Theory, Design and Development	PE	3	3	0	0	3
20.	BA5019	Strategic Human Resource Management	PE	3	3	0	0	3
Stream/ Specialization : **Systems Management**								
21.	BA5020	Advanced Database Management System	PE	3	3	0	0	3
22.	BA5021	Datamining for Business Intelligence	PE	3	3	0	0	3
23.	BA5022	Enterprise Resource Planning	PE	3	3	0	0	3
24.	BA5023	Software Project Management and Quality	PE	3	3	0	0	3
25.	BA5024	E-Business Management	PE	3	3	0	0	3
Stream/ Specialization : **Operations Management**								
26.	BA5025	Logistics Management	PE	3	3	0	0	3
27.	BA5026	Materials Management	PE	3	3	0	0	3
28.	BA5027	Product Design	PE	3	3	0	0	3
29.	BA5028	Project Management	PE	3	3	0	0	3
30.	BA5029	Services Operations Management	PE	3	3	0	0	3
31.	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**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
		Sectoral Specialization : **Logistics and Supply Chain Management**						
1.	BA5051	Supply Chain Concepts and Planning	PE	3	3	0	0	3
2.	BA5052	Sourcing and Supply Management	PE	3	3	0	0	3
3.	BA5053	Supply Chain Inventory Management	PE	3	3	0	0	3
4.	BA5054	Supply Chain Information System	PE	3	3	0	0	3
5.	BA5055	Warehouse Management	PE	3	3	0	0	3
6.	BA5056	Transportation and Distribution Management	PE	3	3	0	0	3
7.	BA5057	Reverse and Contract Logistics	PE	3	3	0	0	3
8.	BA5058	Air Cargo Management	PE	3	3	0	0	3
9.	BA5059	Containerization and Allied Business	PE	3	3	0	0	3
10.	BA5060	Exim Management	PE	3	3	0	0	3
11.	BA5061	Fundamentals of Shipping	PE	3	3	0	0	3
12.	BA5062	Port and Terminal Management	PE	3	3	0	0	3
		Sectoral Specialization :**Infrastructure and Real Estate Management**						
13.	BA5063	Infrastructure Planning Scheduling and Control	PE	3	3	0	0	3
14.	BA5064	Contracts and Arbitration	PE	3	3	0	0	3
15.	BA5065	Project Management for Infrastructure	PE	3	3	0	0	3
16.	BA5066	Management of Human Resources, Safety and Quality	PE	3	3	0	0	3
17.	BA5067	Disaster Mitigation and Management	PE	3	3	0	0	3
18.	BA5068	Economics and Financial Management in Construction	PE	3	3	0	0	3
19.	BA5069	Urban Environmental Management	PE	3	3	0	0	3
20.	BA5070	Smart Materials, Techniques and Equipments for Infrastructure	PE	3	3	0	0	3
21.	BA5071	Strategic Airport Infrastructure Management	PE	3	3	0	0	3
22.	BA5072	Real Estate Marketing and Management	PE	3	3	0	0	3
23.	BA5073	Infrastructure and Real Estate Entrepreneurship	PE	3	3	0	0	3
24.	BA5074	Valuation of Real Estate and Infrastructure Assets	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