

ANNA UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION (MBA)
CURRICULUM - 2005 - FULL-TIME MODE
SEMESTER – I

Code No.	Course Title	L	T	P	M
BA1601	Statistics for Management	3	1	0	100
BA1602	Economic Foundations of Business Environment	4	0	0	100
BA1603	Applied Operations Research for Management	3	1	0	100
BA1604	Organizational Behaviour	3	0	0	100
BA1605	Communication Skills	3	0	0	100
BA1606	Accounting for Management	3	1	0	100
BA1607	Legal Aspects of Business	3	0	0	100
BA1620	Seminar I	0	0	4	*

SEMESTER – II

Code No.	Course Title	L	T	P	M
BA1651	Production Management	3	0	0	100
BA1652	Financial Management	3	0	0	100
BA1653	Marketing Management	4	0	0	100
BA1654	Human Resource Management	3	0	0	100
BA1655	Management Information System	3	0	0	100
BA1656	Quality Management	3	0	0	100
BA1657	Research Method in Business	3	0	0	100
BA1658	Business Application Software	0	0	4	100
BA1670	Seminar II	0	0	4	*

SUMMER SEMESTER (6 WEEKS)

BA 1719 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	M
BA1701	International Business Management	3	0	0	100
BA1702	Strategic Management	3	0	0	100
E1***	Electives I	3	0	0	100
E2***	Electives II	3	0	0	100
E3***	Electives III	3	0	0	100
E4***	Elective IV	3	0	0	100
E5***	Elective V	3	0	0	100
E6***	Elective VI	3	0	0	100
BA1719	Summer Project Report	0	0	0	100
BA1720	Seminar III	0	0	4	*

SEMESTER – IV

Code No.	Course Title	L	T	P	M
BA1770	Project Work	0	0	24	400

LIST OF ELECTIVES**MASTER OF BUSINESS ADMINISTRATION (MBA)**

Course Code	Course Title	L	T	P	M
MARKETING - ELECTIVES					
BA1721	Sales Management	3	0	0	100
BA1722	Services Marketing	3	0	0	100
BA1723	Advertising and Sales Promotion	3	0	0	100
BA1724	Consumer Behaviour	3	0	0	100
BA1725	Brand Management	3	0	0	100
BA1726	Rural Marketing	3	0	0	100
FINANCE - ELECTIVES					
BA1727	Security Analysis and Portfolio Management	3	0	0	100
BA1728	Merchant Banking and Financial Services	3	0	0	100
BA1729	International Trade Finance	3	0	0	100
BA1730	Strategic Financial Management	3	0	0	100

BA1731	Corporate Finance	3	0	0	100
BA1732	Derivatives Management	3	0	0	100
HUMAN RESOURCE - ELECTIVES					
BA1733	Managerial Behaviour and Effectiveness	3	0	0	100
BA1734	Entrepreneurship Development	3	0	0	100
BA1735	Organisational Theory Design & Development	3	0	0	100
BA1736	Industrial Relations and Labour Welfare	3	0	0	100
BA1737	Labour Legislations	3	0	0	100
BA1738	Strategic Human Resource Management and Development	3	0	0	100

Course Code	Course Title	L	T	P	M
SYSTEMS - ELECTIVES					
BA1739	Software Development	3	0	0	100
BA1740	Database Management Systems	3	0	0	100
BA1741	E-Commerce Technology and Management	3	0	0	100
BA1742	Enterprise Resource Planning for Management	3	0	0	100
BA1743	Software Project and Quality Management	3	0	0	100
BA1744	Decision Support System	3	0	0	100
BA1745	Information Technology for Management	3	0	0	100
OPERATIONS MANAGEMENT – ELECTIVES					
BA1746	Facilities Location and Process Design	3	0	0	100
BA1747	Computer Integrated Manufacturing	3	0	0	100
BA1748	Supply Chain Management	3	0	0	100
BA1749	Advanced Operations Management	3	0	0	100
BA1750	Logistics Management	3	0	0	100
BA1751	Advanced Maintenance Management	3	0	0	100

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