

ANNA UNIVERSITY, CHENNAI
NON-AUTONOMOUS COLLEGES AFFILIATED TO ANNA UNIVERSITY
REGULATIONS – 2021
MASTER OF BUSINESS ADMINISTRATION (PART – TIME)
CHOICE BASED CREDIT SYSTEM
CURRICULA AND SYLLABI FOR I TO VI SEMESTERS

SEMESTER - I

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4101	Statistics for Management	PCC	3	0	0	3	3
2.	BA4102	Management Concepts and Organizational Behavior	PCC	3	0	0	3	3
3.	BA4103	Managerial Economics	PCC	3	0	0	3	3
4.	BA4104	Accounting for Decision Making	PCC	3	0	0	3	3
PRACTICAL								
5.	BA4112	Business Communication (Laboratory)	EEC	0	0	4	4	2
TOTAL				12	0	4	16	14

SEMESTER - II

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4201	Quantitative Techniques for Decision Making	PCC	3	0	0	3	3
2.	BA4202	Financial Management	PCC	3	0	0	3	3
3.	BA4203	Human Resource Management	PCC	3	0	0	3	3
4.	BA4204	Operations Management	PCC	3	0	0	3	3
PRACTICALS								
5.	BA4212	Data analysis and Business Modelling (Laboratory)	PCC	0	0	4	4	2
TOTAL				12	0	4	16	14

SEMESTER - III

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4105	Legal Aspects of Business	PCC	3	0	0	3	3
2.	BA4106	Information Management	PCC	3	0	0	3	3
3.	BA4207	Marketing Management	PCC	3	0	0	3	3
4.		Non-Functional Elective	NEC	3	0	0	3	3
PRACTICALS								
5.	BA4111	Indian ethos (Seminar)	EEC	0	0	4	4	2
TOTAL				12	0	4	16	14

NOTE: Students need to choose one elective from the Non-Functional stream

SEMESTER – IV

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4205	Business Research Methods	PCC	3	0	0	3	3
2.	BA4206	Business Analytics	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
PRACTICALS								
6.	BA4211	Business Ethics (Seminar)	EEC	0	0	4	4	2
TOTAL				15	0	4	19	17

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 3rd 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 3rd Semester.

SEMESTER – V

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
THEORY								
1.	BA4301	Strategic Management	PCC	3	0	0	3	3
2.	BA4302	International Business	PCC	3	0	0	3	3
3.		Professional Elective IV	PEC	3	0	0	3	3
4.		Professional Elective V	PEC	3	0	0	3	3
5.		Professional Elective VI	PEC	3	0	0	3	3
PRACTICALS								
6.	BA4311	Creativity and Innovation Laboratory	EEC	0	0	4	4	2
7.	BA4312	Summer Internship	EEC	0	0	4	4	2
TOTAL				15	0	8	23	19

SEMESTER - VI

SI. NO	COURSE CODE	COURSE TITLE	CATEGORY	L	T	P	CONTACT PERIODS	CREDITS
PRACTICALS								
1.	BA4411	Project Work	EEC	0	0	24	24	12
TOTAL				0	0	24	24	12

PROGRESS THROUGH KNOWLEDGE **TOTAL NO. OF CREDITS: 90**

NON FUNCTIONAL ELECTIVES (2 electives)

SL. NO.	COURSE CODE	COURSE TITLE	CATEGORY	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	CATEGORY	PERIODS PER WEEK			TOTAL CONTACT PERIODS	CREDITS
				L	T	P		
Stream/ Specialization : Financial Management [7]								
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 : Marketing Management [7]								
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 Distribution 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

Stream/ Specialization : Human Resource Management [6]								
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
Stream/ Specialization : Operations Management [6]								
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
Stream/ Specialization : Business Analytics [5]								
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**

SL. NO	COURSE CODE	COURSE TITLE	CATEGORY	CONTACT PERIODS	L	T	P	C
Sectoral Specialization: Logistics and Supply Chain Management								
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
Sectoral Specialization :Infrastructure and Real Estate Management								
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
Sectoral Specialization : Tourism Management								
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

