

CENTRE FOR DISTANCE AND ONLINE EDUCATION

ANNA UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Admission

Candidates selected are eligible for admission to MBA/MCA/MSc Degree Programme in any one of the immediate two successive batches of administration (i.e.) Academic year (AY) batch or Calendar Year (CY) batch.

MBA Degree Programme is offered to equip students with Professional management practices in all the functional areas that are essential for effective sustainable development. To provide a market relevant combination of skills and knowledge, the Programme is offered with a wide array of specializations:

- General Management
- Technology Management
- Marketing Management
- Human Resource Management
- Financial Service Management
- Health Service Management
- Operations Management

Eligibility

1. A pass in a recognized Bachelor Degree*

***** The Bachelor Degree must have been obtained after +2 or equivalent Duration - 4 semesters

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
ANNA UNIVERSITY**

**REGULATIONS - 2023
MBA CURRICULUM - I TO IV SEMESTERS**

MBA (GENERAL MANAGEMENT)

SEMESTER - I

S.No	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER - II

S.No	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8001	Consumer Behaviour	3	100
5.	DBA8002	Strategic Human Resource Management	3	100
6.	DBA8003	Indian Banking Financial System	3	100
7.	DBA8004	Supply Chain Management	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8005	Business Analytics	3	100
2.	DBA8006	Managing Technology Innovation	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No. of Credits and Marks	90	2700

*Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (MARKETING MANAGEMENT)**SEMESTER - I**

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER - II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8007	Retail Marketing	3	100
5.	DBA8001	Consumer Behaviour	3	100
6.	DBA8008	Product & Brand Management	3	100
7.	DBA8009	Integrated Marketing Communication	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8010	Customer Engagement Marketing	3	100
2.	DBA8011	Digital Marketing	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No.of Credits and Marks	90	2700

*Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (HUMAN RESOURCE MANAGEMENT)

SEMESTER-I

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER-II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for decision making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8012	Training & Development	3	100
5.	DBA8013	Performance Management	3	100
6.	DBA8014	Emotional Intelligence for Managerial Effectiveness	3	100
7.	DBA8002	Strategic Human Resource Management	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8015	Talent Management	3	100
2.	DBA8016	Industrial Relations and Labour Legislations	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No.of Credits and Marks	90	2700

* Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (FINANCIAL SERVICES MANAGEMENT)**SEMESTER - I**

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER - II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8003	Indian Banking Financial System	3	100
5.	DBA8017	Financial Planning and Wealth Management	3	100
6.	DBA8018	Security Analysis & Portfolio Management	3	100
7.	DBA8019	Financial Derivatives	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8020	Behavioural Finance	3	100
2.	DBA8021	International Finance	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No.of Credits and Marks	90	2700

*Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (TECHNOLOGY MANAGEMENT)**SEMESTER - I**

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER - II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8022	Technology Forecasting Assessment	3	100
5.	DBA8023	Technology Commercialization & Transfer	3	100
6.	DBA8024	E-Business Management	3	100
7.	DBA8006	Managing Technology Innovation	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8025	Intellectual Property Rights	3	100
2.	DBA8026	Research and Development Management	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No. of Credits and Marks	90	2700

* Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (OPERATIONS MANAGEMENT)**SEMESTER-I**

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER - II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8027	Product Design and Development	3	100
5.	DBA8028	Materials Management	3	100
6.	DBA8004	Supply Chain Management	3	100
7.	DBA8029	Services Operations Management	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8030	Project Management	3	100
2.	DBA8031	Logistics Management	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No.of Credits and Marks	90	2700

*Each credit is equivalent to 30 hours of student study comprising of all learning activities.

MBA (HEALTHSERVICES MANAGEMENT)**SEMESTER - I**

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8101	Management Concepts and Organization Behavior	4	100
2.	DBA8102	Statistical Methods for Decision Making	4	100
3.	DBA8103	Managerial Economics	3	100
4.	DBA8104	Accounting for Decision Making	4	100
5.	DBA8105	Legal Aspects for Business	3	100
6.	DBA8106	Communication Skills	3	100
7.	DBA8107	Entrepreneurship Development	3	100
		TOTAL	24	700

SEMESTER-II

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8201	Financial Management	4	100
2.	DBA8202	Operations Management	4	100
3.	DBA8203	Human Resource Management	3	100
4.	DBA8204	Information Management	3	100
5.	DBA8205	Quantitative Techniques for Decision Making	4	100
6.	DBA8206	Marketing Management	3	100
7.	DBA8207	Event Management	3	100
		TOTAL	24	700

SEMESTER - III

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8301	Business Research Methods	4	100
2.	DBA8302	International Business	4	100
3.	DBA8303	Strategic Management	4	100
4.	DBA8032	Hospital Planning and Administration	3	100
5.	DBA8033	Management of Health Care Services	3	100
6.	DBA8034	Medical Equipment Management	3	100
7.	DBA8035	Hospital Support Services	3	100
		TOTAL	24	700

SEMESTER - IV

S.No.	Course Code	Course Title	Credits*	Marks
1.	DBA8036	Medical Tourism	3	100
2.	DBA8037	Medical Waste Management	3	100
3.	DBA8411	Project Work	12	400
		TOTAL	18	600
		Total No.of Credits and Marks	90	2700

*Each credit is equivalent to 30 hours of student study comprising of all learning activit