

ANNA UNIVERSITY TIRUCHIRAPPALLI
Tiruchirappalli – 620 024

Regulations 2008

Curriculum

Master of Business Administration (MBA)

TRIMESTER IV

| S. No. | Subject Code | Subject | L | T | P | C |
|---------------|---------------------|----------------------|----------|----------|----------|----------|
| Theory | | | | | | |
| 1. | BA6211 | Strategic Management | 3 | 1 | 0 | 4 |
| 2. | | Elective I | 3 | 0 | 0 | 3 |
| 3. | | Elective II | 3 | 0 | 0 | 3 |
| 4. | | Elective III | 3 | 0 | 0 | 3 |
| 5. | | Elective IV | 3 | 0 | 0 | 3 |
| | | Total | | | | 16 |

TRIMESTER V

| S. No. | Subject Code | Subject | L | T | P | C |
|---------------|---------------------|-----------------------------------|----------|----------|----------|----------|
| Theory | | | | | | |
| 6. | BA6221 | International Business Management | 3 | 1 | 0 | 4 |
| 7. | | Elective V | 3 | 0 | 0 | 3 |
| 8. | | Elective VI | 3 | 0 | 0 | 3 |
| 9. | | Elective VII | 3 | 0 | 0 | 3 |
| 10. | | Elective VIII | 3 | 0 | 0 | 3 |
| | | Total | | | | 16 |

TRIMESTER VI

| S.No. | Subject Code | Subject | L | T | P | C |
|--------------|---------------------|----------------|----------|----------|----------|----------|
| 11. | BA6231 | Project Work | 0 | 0 | 32 | 16 |
| | | Total | | | | 16 |

LIST OF ELECTIVES

MASTER OF BUSINESS ADMINISTRATION (MBA)

| Course Code | Course Title | L | T | P | C |
|--|---|---|---|---|---|
| MARKETING – ELECTIVES TRIMESTER IV | | | | | |
| BA6001 | Brand Management | 3 | 0 | 0 | 3 |
| BA6002 | Services Marketing | 3 | 0 | 0 | 3 |
| BA6003 | Advertising and Sales Promotion | 3 | 0 | 0 | 3 |
| BA6004 | Consumer Behaviour | 3 | 0 | 0 | 3 |
| TRIMESTER V | | | | | |
| BA6031 | Sales Management | 3 | 0 | 0 | 3 |
| BA6032 | Customer Relationship Management (CRM) | 3 | 0 | 0 | 3 |
| BA6033 | Retail Management | 3 | 0 | 0 | 3 |
| BA6034 | Online Marketing | 3 | 0 | 0 | 3 |
| FINANCE – ELECTIVES TRIMESTER IV | | | | | |
| BA6005 | Security Analysis and Portfolio Management | 3 | 0 | 0 | 3 |
| BA6006 | Merchant Banking and Financial Services | 3 | 0 | 0 | 3 |
| BA6007 | Taxation Management | 3 | 0 | 0 | 3 |
| BA6008 | Mutual Fund Analysis | 3 | 0 | 0 | 3 |
| TRIMESTER V | | | | | |
| BA6035 | International Trade Finance | 3 | 0 | 0 | 3 |
| BA6036 | Strategic Investment and Financing Decisions | 3 | 0 | 0 | 3 |
| BA6037 | Derivatives Management | 3 | 0 | 0 | 3 |
| BA6038 | Banking and Insurance | 3 | 0 | 0 | 3 |
| HUMAN RESOURCE – ELECTIVES TRIMESTER IV | | | | | |
| BA6009 | Managerial Behaviour and Effectiveness | 3 | 0 | 0 | 3 |
| BA6010 | Entrepreneurship Development | 3 | 0 | 0 | 3 |
| BA6011 | Organizational Theory, Design and Development | 3 | 0 | 0 | 3 |
| BA6012 | Change Management | 3 | 0 | 0 | 3 |
| TRIMESTER V | | | | | |
| BA6039 | Strategic Human Resource Management and Development | 3 | 0 | 0 | 3 |
| BA6040 | Knowledge Management | 3 | 0 | 0 | 3 |
| BA6041 | Industrial Relations and Labour Welfare | 3 | 0 | 0 | 3 |
| BA6042 | Labour Legislations | 3 | 0 | 0 | 3 |

| SYSTEMS – ELECTIVES | | | | | |
|-------------------------------|---|---|---|---|---|
| TRIMESTER IV | | | | | |
| BA6013 | Information Technology for Management | 3 | 0 | 0 | 3 |
| BA6014 | Enterprise Resource Planning | 3 | 0 | 0 | 3 |
| BA6015 | E-Commerce Technology and Management | 3 | 0 | 0 | 3 |
| BA6016 | Decision Support Systems | 3 | 0 | 0 | 3 |
| TRIMESTER V | | | | | |
| BA6043 | Algorithms and C Programming | 3 | 0 | 0 | 3 |
| BA6044 | Software Project and Quality Management | 3 | 0 | 0 | 3 |
| BA6045 | Multimedia Systems | 3 | 0 | 0 | 3 |
| BA6046 | Client-Server Architecture | 3 | 0 | 0 | 3 |
| OPERATIONS – ELECTIVES | | | | | |
| TRIMESTER IV | | | | | |
| BA6017 | Facilities Location and Process Design | 3 | 0 | 0 | 3 |
| BA6018 | Computer Aided Manufacturing (CAM) | 3 | 0 | 0 | 3 |
| BA6019 | Logistics Management | 3 | 0 | 0 | 3 |
| BA6016 | Decision Support Systems | 3 | 0 | 0 | 3 |
| TRIMESTER V | | | | | |
| BA6047 | Supply Chain Management | 3 | 0 | 0 | 3 |
| BA6048 | Total Quality Management | 3 | 0 | 0 | 3 |
| BA6049 | Advanced Maintenance Management | 3 | 0 | 0 | 3 |
| BA6050 | Simulation And Modeling | 3 | 0 | 0 | 3 |

- NOTE :**
- Any two specializations have to be chosen out of the five.
 - Total of eight electives with minimum of three electives from each of the two specializations have to be completed. The remaining two electives can be taken from any of the five specializations.
 - Maximum of two electives in a specialization can be chosen in a trimester.