Anna University
Centre For Distance Education
MBA Curriculum - 2007

Semester I

Code No	Course Title	Marks
DBA 1601	Management Concepts	100
DBA 1602	Statistics For Management	100
DBA 1603	Economic Foundation of Business Environment	100
DBA 1604	Organizational Behaviour	100
DBA 1605	Communication Skills	100
DBA 1606	Accounting For Management	100
DBA 1607	Legal Aspects of Business	100

Semester II

Code No	Course Title	Marks
DBA 1651	Production Management	100
DBA 1652	Marketing Management	100
DBA 1653	Human Resource Management	100
DBA 1654	Financial Management	100
DBA 1655	Management Information System	100
DBA 1656	Quality Management	100
DBA 1657	Research Methods In Business	100

Semester III

Code No	Course Title	Marks
DBA 1701	Applied Operational Research for Management	100
DBA 1702	International Business Management	100
DBA 1703	Strategic Management	100
DBA 1704	Professional Ethics	100
E1	Elective I	100
E2	Elective II	100
E3	Elective III	100

Semester IV

Code No	Course Title	Marks
E4	Elective IV	100
E5	Elective V	100
E6	Elective VI	100
DBA 1770	Project Work	400

List of Electives for General Management

Code No	Course Title	Marks
	Area of Specialisation 1	
	Marketing - Electives	
DBA 1721	Services Marketing	100
DBA 1722	Consumer Behaviour	100
	Area of Specialisation 2	
	Finance - Electives	
DBA 1723	Security Analysis and Portfolio Management	100
DBA 1724	Merchant Banking and Financial Services	100
	Area of Specialisation 3	
	Human Resource – Electives	
DBA 1725	Managerial Behaviour and Effectiveness	100
DBA 1726	Strategic Human Management and Development	100
	Area of Specialisation 4	
	Systems – Electives	
DBA 1727	E-Commerce Technology and Management	100
DBA 1728	Software Project and Quality Management	100
	Area of Specialisation 5	
	Operations Management – Electives	
DBA 1729	Facilities Location and Process Design	100
DBA 1730	Supply Chain Management	100

NOTE: Any three among the above five areas of specialization are to be chosen by the students. (The total number of electives will be six).

List of Electives for Technology Management

Code No	Course Title	Marks
DBA 1731	Strategic Technology Planning	100
DBA 1732	Managing Technology Change	100
DBA 1733	Technology Commercialisation	100
DBA 1734	Technology Transfer	100
DBA 1735	Knowledge Management	100
DBA 1736	Emerging Trends In Technology Management	100

List of Electives for Retail Management

Code No	Course Title	Marks
DBA 1737	Retail Management – Concepts and Environment	100
DBA 1738	Retail Sales Promotion	100
DBA 1739	Retail Accounting and Finance	100
DBA 1740	Retail Shopper Behaviour	100
DBA 1741	Retail Information Management	100
DBA 1742	Retail Outlet and Brand Management	100

List of Electives for Human Resourse Management

Code No	Course Title	Marks
DBA 1743	Managerial Behaviour and Effectiveness	100
DBA 1744	Strategic Human Management and Development	100
DBA 1745	HRM in Knowledge Based Organisations	100
DBA 1746	Human Resources Accounting and Audit	100
DBA 1747	Training - Needs Analysis & Measuring The Effectiveness	100
DBA 1748	Industrial Relations and Labour Welfare	100

List of Electives for Financial Services Management

Code No	Course Title	Marks	
DBA 1749	Indian Financial System	100	
DBA 1750	Security Analysis and Portfolio Management	100	
DBA 1751	Hire Purchase, Leasing and Venture Capital	100	
DBA 1752	Risk Management		100
DBA 1753	International Financial Market and Services		100
DBA 1754	Financial Derivatives		100

List of Electives for Health Services Management

Code No	Course Title	Marks
DBA 1755	Health Economics	100
DBA 1756	Management of Hospital Services	100
DBA 1757	Hospital Information System	100
DBA 1758	Legal Aspects of Health Care	100
DBA 1759	Financial Management in Hospitals	100
DBA 1760	Human Resource Management in Hospitals	100