



ANNA UNIVERSITY
CENTRE FOR DISTANCE EDUCATION



Online

MBA

Programme in Business Analytics



**ANNA
UNIVERSITY**



The University of your dreams!

Recognised by
All India Council
for Technical
Education
(AICTE)

UGC entitled
Online MBA
programmes

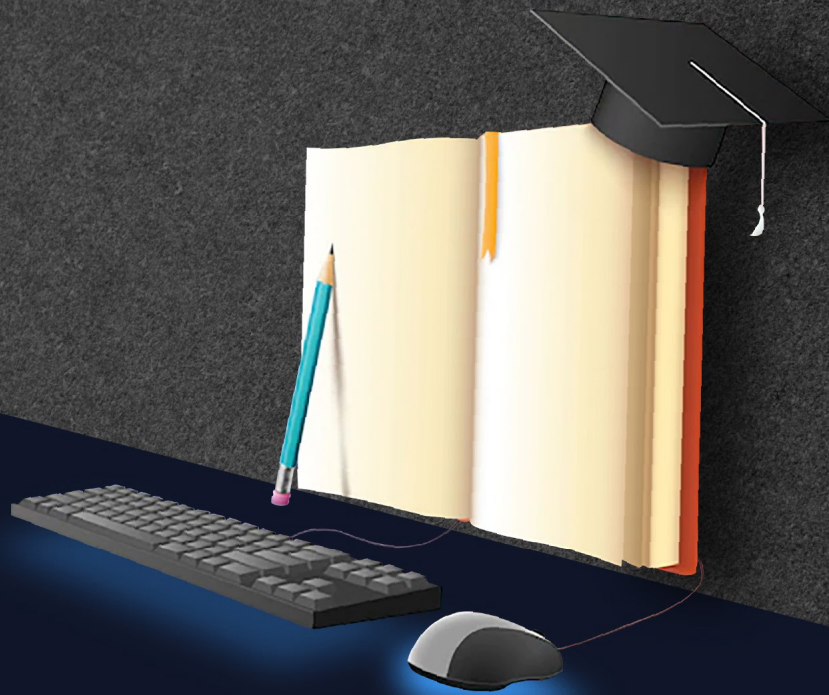
Institution with
200+ years
of reputation

20+ years of
experienced
faculty members



**ANNA
UNIVERSITY**

Online Cell - Centre for Distance Education



The Online Cell – Centre for Distance Education at Anna University is established to stay in tune with the growing trend of self-learning without the hindrance of distance. The primary goal of the institution is to provide remarkable educational experience to a vast array of people along with all the perks of conventional learning experience and benefits. The Online Business Management programme focuses on navigating and effectively tackling the world of business that is ever-evolving.



**ANNA
UNIVERSITY**

Change the game with next-gen online degrees from Anna University, Chennai



Custom-made curriculum focusing on data analytics to arrive at innovative business solutions

Syllabus enriched with evolving techniques to turn data into actionable insights

Experienced faculty members and mentors to guide

Sustainable, flexible, and virtual learning to expand career horizons

World-class educational experience at affordable cost



**ANNA
UNIVERSITY**

MBA

Master of Business Administration
(Business Analytics)

Eligibility

Applicants must have a qualified three years or four years Bachelor's degree after passing 10+2 years of School education or equivalent under Indian board or 8+4 years or 9+3 years under foreign board.

In addition, all candidates seeking admission to the online MBA programme are required to qualify in the Online Education Entrance Test (OEET), that is to be conducted by Anna University.

Duration of the course

Minimum no. of semesters – 4

Maximum no. of semesters – 8

Fee Structure

For Indian learners - ₹ 25,000/ each sem.

For International learners - \$ 700/ each sem.



**ANNA
UNIVERSITY**



**ANNA
UNIVERSITY**



Delivery of the course

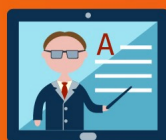
The programme includes more than 700 learning hours every semester and will be delivered in the four quadrant approach as given below:



Quadrant-I is e-Tutorial, which will contain video and audio content.



Quadrant-II is e-Content, which will contain self-instructional material (digital self-learning material).



Quadrant-III will be the Discussion Forum for rising of doubts and clarifying the same on real time basis by the Course Coordinator or his/her team.



Quadrant-IV is Assessment, which will contain problems and solutions, which could be in either objective or subjective format.



CURRICULUM

SEMESTER - I

S.No.	Course Title
1	Management Concepts and Organization Behaviour
2	Managerial Economics
3	Human Resource Management
4	Marketing Management
5	Financial Management
6	Operations Management
7	Statistical Methods for Decision Making
8	R Programming

SEMESTER - II

S.No.	Course Title
1	Data Mining and Business Intelligence
2	Multivariate Data Analysis
3	Legal Aspects for Business
4	Python Programming
5	Time Series Analysis
6	Big Data Analytics
7	Optimization Techniques
8	Stochastic Modeling

SEMESTER - III

S.No.	Course Title
1	Enterprise Information System
2	Block Chain Technology
3	Business Analytics
4	Cloud Computing
5	Human Resource Analytics
6	Marketing and Social Media Web Analytics
7	Financial Analytics
8	Operations and Supply Chain Analytics

SEMESTER - IV

S.No.	Course Title
1	Artificial Intelligence
2	Machine Learning
3	Project Work



**ANNA
UNIVERSITY**



PROGRESS THROUGH KNOWLEDGE

ANNA UNIVERSITY
CENTRE FOR DISTANCE EDUCATION



Contact us

Email : onlinecde@annauniv.edu, cdembaonline@gmail.com

Speak to us

Phone : 044-22357210, 044-22357224

Visit our website

<https://onlinecde.annauniv.edu>