

# Online **MBA**

Programme in General Management



**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



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# 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.



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



Custom-made curriculum to accommodate a wide range of students

Enriched syllabus to build enhanced managerial professionals

Experienced faculty members and mentors to guide

Sustainable, flexible, and virtual learning to expand career horizons

World-class educational experience at affordable cost



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# MBA

Master of Business Administration  
(General Management)

## 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.



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# 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.



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# CURRICULUM

S.No.	Course Title
<b>SEMESTER - I</b>	1 Management Concepts and Organization Behaviour
	2 Statistical Methods for Decision Making
	3 Managerial Economics
	4 Accounting for Decision Making
	5 Legal Aspects for Business
	6 Communication Skills
	7 Marketing Management
	8 Entrepreneurship Development

S.No.	Course Title
<b>SEMESTER - II</b>	1 Financial Management
	2 Operations Management
	3 Human Resource Management
	4 Enterprise Information System
	5 Optimization Techniques
	6 Business Research Methods
	7 Business Analytics
	8 Event Management

S.No.	Course Title
<b>SEMESTER - III</b>	1 Supply Chain Management
	2 Operations and Supply Chain Analytics
	3 Security Analysis and Portfolio Management
	4 Financial Analytics
	5 Integrated Marketing Communication
	6 Marketing and Social Media Web Analytics
	7 Strategic Human Resource Management
	8 Human Resource Analytics

S.No.	Course Title
<b>SEMESTER - IV</b>	1 Strategic Management
	2 International Business
	3 Project Work





PROGRESS THROUGH KNOWLEDGE

**ANNA UNIVERSITY**  
CENTRE FOR DISTANCE EDUCATION



### Contact us

Email : [onlinecde@annauniv.edu](mailto:onlinecde@annauniv.edu), [cdembaonline@gmail.com](mailto:cdembaonline@gmail.com)

### Speak to us

Phone : 044-22357210, 044-22357224

### Visit our website

<https://onlinecde.annauniv.edu>