



**ANNA UNIVERSITY**  
CENTRE FOR DISTANCE EDUCATION



Online

**MBA**

Programme in Business Analytics



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## The University of your dreams!

Recognised by  
All India Council  
for Technical  
Education  
(AICTE)

UGC entitled  
Online MBA  
programmes

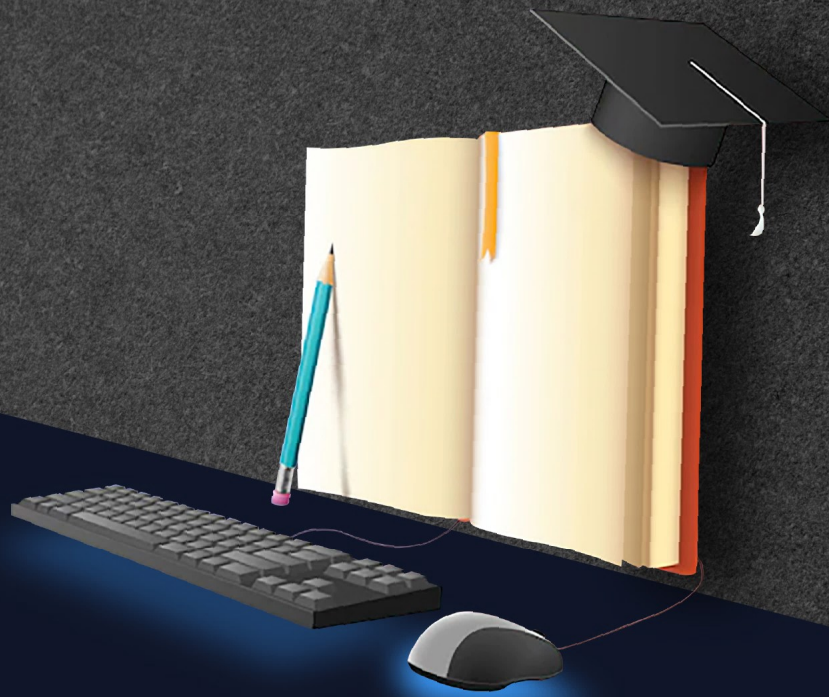
Institution with  
200+ years  
of reputation

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 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



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# MBA

Master of Business Administration  
(Business Analytics)

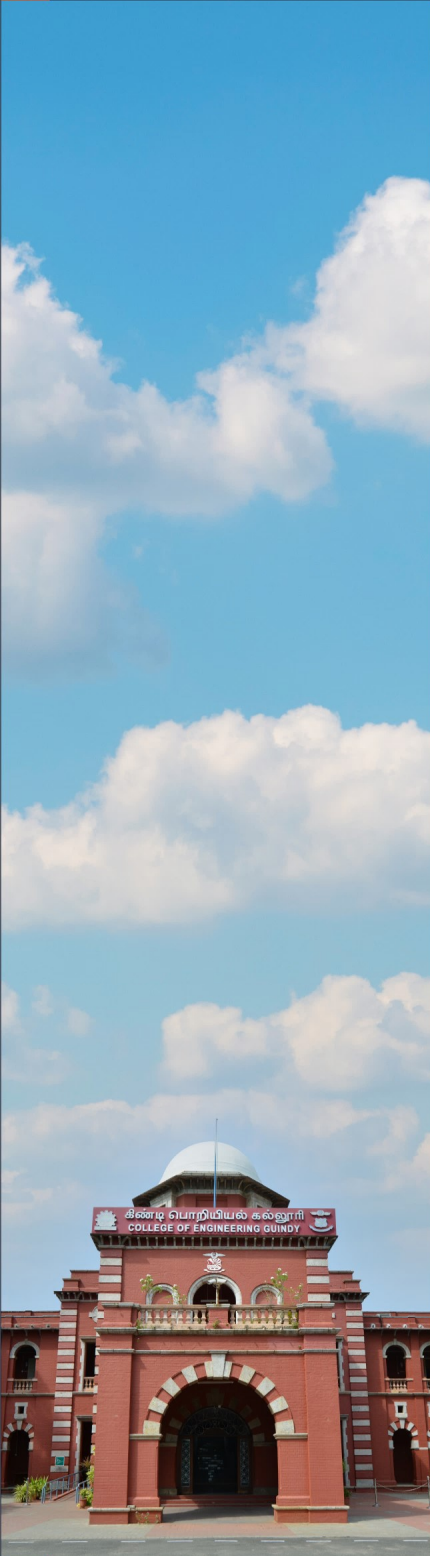
## Eligibility

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.

## Duration of the course

Minimum no. of semesters – 4

Maximum no. of semesters – 8



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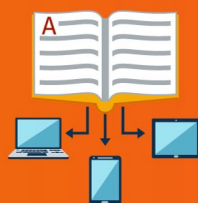


## Delivery of the course

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.



# 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



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PROGRESS THROUGH KNOWLEDGE

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### Contact us

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