

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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PROGRESS THROUGH KNOWLEDGE

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.

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.



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CURRICULUM

S.No.	Course Title
SEMESTER - I	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
SEMESTER - II	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
SEMESTER - III	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
SEMESTER - IV	1 Strategic Management
	2 International Business
	3 Project Work





PROGRESS THROUGH KNOWLEDGE

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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>