ANNA UNIVERSITY

Progress Through Knowledge

Anna University was established on 4th September, 1978 and offers a wide range of Under Graduate, Post Graduate and Doctoral programmes in Engineering, Technology, Architecture and Applied Sciences relevant to the current and projected needs of the society.

Anna University is an internationally acclaimed institution which has produced professionals with high technical knowledge, professional skills and ethical values. Besides promoting research and disseminating knowledge, it fosters cooperation between the academic and industrial communities. It promotes economic and social development by producing high-quality manpower through excellence in teaching, research and consultancy.

ONLINE CELL, CENTRE FOR DISTANCE EDUCATION

The Online Cell of Anna University was established to offer comprehensive state-of-the-art, programmes, for professionals through a digital learning platform to enable learning at anytime and from anywhere. As a primary initiative, the cell has designed and developed a Management programme to accelerate the leadership skills of students, to transform them into new generation managers who will acquire competencies to sustain the increasingly volatile challenges of the digital world.

Vision

- To become a strategic leader in the arena of digital learning

- To enhance the management skills of futuristic leaders by empowering them to learn to their full potential, irrespective of geographical limits and time zones.

Mission

- To incorporate the latest industry trends in the curriculum and groom students as world-class leaders

- To provide a holistic view of management skills required for entrepreneurs and organization leaders

- To develop professional competencies needed for emerging businesses and sustaining organization challenges

RECOGNIZED BY AICTE

UGC ENTITLED DEGREE

EXPERIENCED FACULTY

INDUSTRY ALIGNED CURRICULUM

PROGRAMME OFFERED

MASTER OF BUSINESS ADMINISTRATION (Business Analytics)

The two-year online MBA (Business Analytics) programme gives students an excellent overview and insight on business in the digital world apart from providing a deep understanding of the functional aspects. Business Analytics aims to generate knowledge, understanding and learning to acquire an evidence-based decision making to the various problems in the business world and recommend innovative solutions which would help in attaining competitive advantages. The modern facilities, and extremely competent staff members, makes Anna University a knowledge house for those pursuing a career in business management. This programme has been designed based on inputs from the highly resourceful faculty of various eminent Higher Education Institutions and experts from the Industry.

ELIGIBILITY

PG Programme	** Qualifications for Admission
Master of Business Administration (Business Analytics)	*Any Degree

*Candidates must have qualified the three year or four year Bachelor's examination after passing 10+2 or equivalent under Indian Board or foreign board or 8+4 or 9+3 under foreign board.
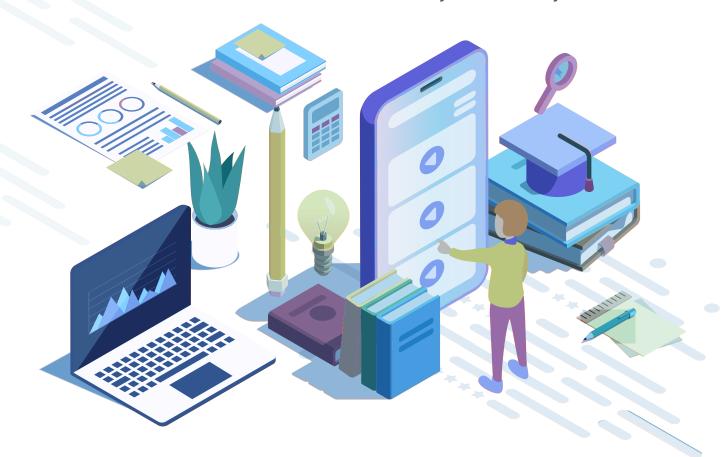
** In addition, all candidates seeking admission to the online MBA programme are required to qualify in the Online Education Entrance Test (OEET) to be conducted by Anna University.

DURATION OF THE PROGRAMME

The minimum and maximum period for completion of the P.G. Programme are given below:

Programme	Minimum No. of Semesters	Maximum No. of Semesters
MBA(BA)	4	8

Medium of instruction – English   Total No. of Credits - 90

DELIVERY OF THE ONLINE COURSES AND PROGRAMME

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

(a) **Quadrant-I** is e-Tutorial; which will contain Video and Audio Content.

(b) **Quadrant-II** is e-Content; which will contain self-instructional material (Digital Self Learning Material).

(c) **Quadrant-III** will be the Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinator or his/her team.

(d) **Quadrant-IV** is Assessment, which will contain Problems and Solutions, which could be in either objective or subjective form.

OUTCOMES OF THE PROGRAMME

Learners will be able to

✔ Acquire a Holistic view of the functionalities of business

✔ Use data analytics to achieve strategic business solutions

✔ Lead effectively to face the challenges of the complex global environment

CURRICULUM

SEMESTER - I

S.No.	Course Title
1	Management Concepts and Organization Behavior
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

—— CONTACT DETAILS ——

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