


ANNAMALAI UNIVERSITY
OVERSEAS CENTER 218, UAE

MBA (Code No. 346)

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 ACCOUNTING FOR MANAGERS
- 1.3 MANAGERIAL ECONOMICS
- 1.4 LEGAL ENVIRONMENT OF BUSINESS
- 1.5 RESEARCH METHODOLOGY AND STATISTICS
- 1.6 INTERNATIONAL BUSINESS
- 1.7 MANAGERIAL COMMUNICATION
- 1.8 ORGANIZATIONAL BEHAVIOUR

Second Year

- 2.1 HUMAN RESOURCE MANAGEMENT
- 2.2 MARKETING MANAGEMENT
- 2.3 FINANCIAL MANAGEMENT
- 2.4 OPERATIONS MANAGEMENT
- 2.5 PROJECT MANAGEMENT AND ENTREPRENEURSHIP
- 2.6 STRATEGIC MANAGEMENT
- 2.7.1 HRM : a) LABOUR WELFARE AND INDUSTRIAL RELATIONS
b) TRAINING AND DEVELOPMENT
- 2.7.2 MM : a) SALES AND DISTRIBUTION MANAGEMENT
b) MARKETING RESEARCH AND CONSUMER BEHAVIOUR
- 2.7.3 FM : a) INVESTMENT, SECURITY AND PORTFOLIO MANAGEMENT
b) MANAGEMENT OF FINANCIAL SERVICES

MBA International Business (Code No. 179)

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 INTERNATIONAL ACCOUNTING
- 1.3 INTERNATIONAL ECONOMICS
- 1.4 INTERNATIONAL BUSINESS ENVIRONMENT
- 1.5 FOREIGN POLICY OF INDIA
- 1.6 INFORMATION TECHNOLOGY AND E-COMMERCE
- 1.7 COMMUNICATION FOR GLOBAL MANAGERS
- 1.8 ORGANISATIONAL BEHAVIOUR

Second Year

- 2.1 INTERNATIONAL HUMAN RESOURCE MANAGEMENT
- 2.2 INTERNATIONAL MARKETING MANAGEMENT
- 2.3 INTERNATIONAL FINANCIAL MANAGEMENT
- 2.4 LOGISTICS AND SUPPLY CHAIN MANAGEMENT
- 2.5 GLOBAL STRATEGIC MANAGEMENT
- 2.6 INTERNATIONAL TRADE POLICIES AND DOCUMENTATION
- 2.7.1 INTERNATIONAL MARKETING RESEARCH AND CONSUMER BEHAVIOUR
- 2.7.2 EXPORT AND IMPORT FINANCE

MBA Human Resource Management
(Code No. 347)

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 MARKETING MANAGEMENT
- 1.3 FINANCIAL MANAGEMENT
- 1.4 OPERATIONS MANAGEMENT
- 1.5 HUMAN RESOURCE MANAGEMENT
- 1.6 STATISTICS FOR MANAGERS
- 1.7 MANAGERIAL COMMUNICATION
- 1.8 ORGANISATIONAL BEHAVIOUR

Second Year

- 2.1 ORGANISATIONAL DEVELOPMENT AND MANAGEMENT OF CHANGE
- 2.2 TRAINING AND DEVELOPMENT
- 2.3 LABOUR WELFARE
- 2.4 INDUSTRIAL RELATIONS
- 2.5 WAGES AND SALARY ADMINISTRATION
- 2.6 STRATEGIC MANAGEMENT
- 2.7.1 E-COMMERCE
- 2.7.2 BUSINESS RESEARCH METHODS

MBA Marketing Management
(Code No. 348)

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 MARKETING MANAGEMENT
- 1.3 FINANCIAL MANAGEMENT
- 1.4 OPERATIONS MANAGEMENT
- 1.5 HUMAN RESOURCE MANAGEMENT
- 1.6 STATISTICS FOR MANAGERS
- 1.7 MANAGERIAL COMMUNICATION
- 1.8 ADVERTISING AND SALES PROMOTION

Second Year

- 2.1 PRODUCT AND SERVICE MARKETING
- 2.2 MARKETING RESEARCH
- 2.3 CONSUMER BEHAVIOUR
- 2.4 RURAL MARKETING
- 2.5 SALES AND DISTRIBUTION MANAGEMENT
- 2.6 STRATEGIC MANAGEMENT
- 2.7.1 E - COMMERCE
- 2.7.2 BUSINESS RESEARCH METHODS

MBA Financial Management
(Code No. 349)

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 MARKETING MANAGEMENT
- 1.3 FINANCIAL MANAGEMENT
- 1.4 OPERATIONS MANAGEMENT
- 1.5 HUMAN RESOURCE MANAGEMENT
- 1.6 STATISTICS FOR MANAGERS
- 1.7 MANAGERIAL COMMUNICATION
- 1.8 ACCOUNTING FOR MANAGERS

Second Year

- 2.1 MANAGEMENT OF FINANCIAL SERVICES
- 2.2 INTERNATIONAL FINANCE
- 2.3 DERIVATIVES MANAGEMENT
- 2.4 RISK MANAGEMENT AND INSURANCE
- 2.5 INVESTMENT ,SECURITY AND PORTFOLIO MANAGEMENT
- 2.6 STRATEGIC MANAGEMENT
- 2.7.1 E - COMMERCE
- 2.7.2 BUSINESS RESEARCH METHODS

MBA Information Systems

First Year

- 1.1 PRINCIPLES OF MANAGEMENT
- 1.2 MANAGERIAL ECONOMICS
- 1.3 ACCOUNTING AND FINANCE FOR MANAGERS
- 1.4 MARKETING MANAGEMENT
- 1.5 HUMAN RESOUCCE MANAGEMENT
- 1.6 PRODUCTION AND MATERIALS MANAGEMENT
- 1.7 RESEARCH METHODS FOR MANAGEMENT

Second Year

- 2.1 ORGANISATIONAL BEHAVIOUR
- 2.2 MANAGEMENT INFORMATION SYSTEM
- 2.3 DATABASE MANAGEMENT SYSTEM
- 2.4 E - COMMERCE
- 2.5 ENTERPRISE RESOURCE PLANNING
- 2.6 DATA WAREHOUSING AND DATA MINING
- 2.7.1 SOFTWARE PROJECT MANAGEMENT
- 2.7.2 ADVANCED WEB DESIGN