ANDHRA UNIVERSITY
ఆంధ్ర విశ్వకళా పరిషత్
Re-accredited by NAAC with A++ Grade & Score : 3.74

UGC Entitled | NAAC "A++" Grade | nirf 23rd Ranked



MBA

Master of Business Administration

Best in Online Learning,
From Leaders in Education

TRUSTED BY THOUSANDS. RESPECTED NATIONWIDE.



UGC Category - 1 Graded Autonomy University	To Offer ODL Programs
QS IGUAGE	Diamond Rating for 3 Years
Outlook	ICARE 5th Rank in top 75 Public University
QS BRICS Ranking	Received top QS BRICS Ranking
Multi-Disciplinary University	Ranked among top Multidisciplinary University by The Week

ABOUT ANDHRA UNIVERSITY

Andhra University is not just one of the oldest educational institutions in the country, but is also the first to be conceived as a residential and teaching-cum-affiliating University, mainly devoted to postgraduate teaching and research.

The people of the State have an emotional attachment to the institution, since it came into being after a prolonged and collective struggle of the Telugu elite for a University in the educationally backward northern Circars and Ceded districts of the erstwhile Madras Presidency.

Andhra University was constituted in the year 1926 by the Madras Act of 1926. The 100 years old institution is fortunate to have Sir C.R. Reddy as its founder Vice-Chancellor, as the steps taken by this visionary proved to be fruitful in the long run.



MBA OVERVIEW

Duration	2 Years
Specializations	3
Mode of Instruction	Online

PROGRAM HIGHLIGHTS

1. Flexible Learning
2. Access To Learning Resources
3. Cutting-Edge Curriculum
4. Adherence to 4 Quadrants of UGC

WHY ANDHRA UNIVERSITY

Flexible Learning Options

Pursue your education from anywhere, at any time.

Diverse Course Offerings

Explore a wide range of courses across with multiple choices of specializations in various disciplines.

Engaging Virtual Classroom Experience

Immerse yourself in an interactive virtual classroom environment.

Expert Faculty

Learn from our distinguished faculty members and industry experts.

Comprehensive Support Services

Receive personalized support throughout your journey, with dedicated relationship officers.

Convenient Online Exams

Take exams conveniently from home or any location with internet access, along with the laptop, and during flexible hours.



ANDHRA UNIVERSITY LEARNER APP

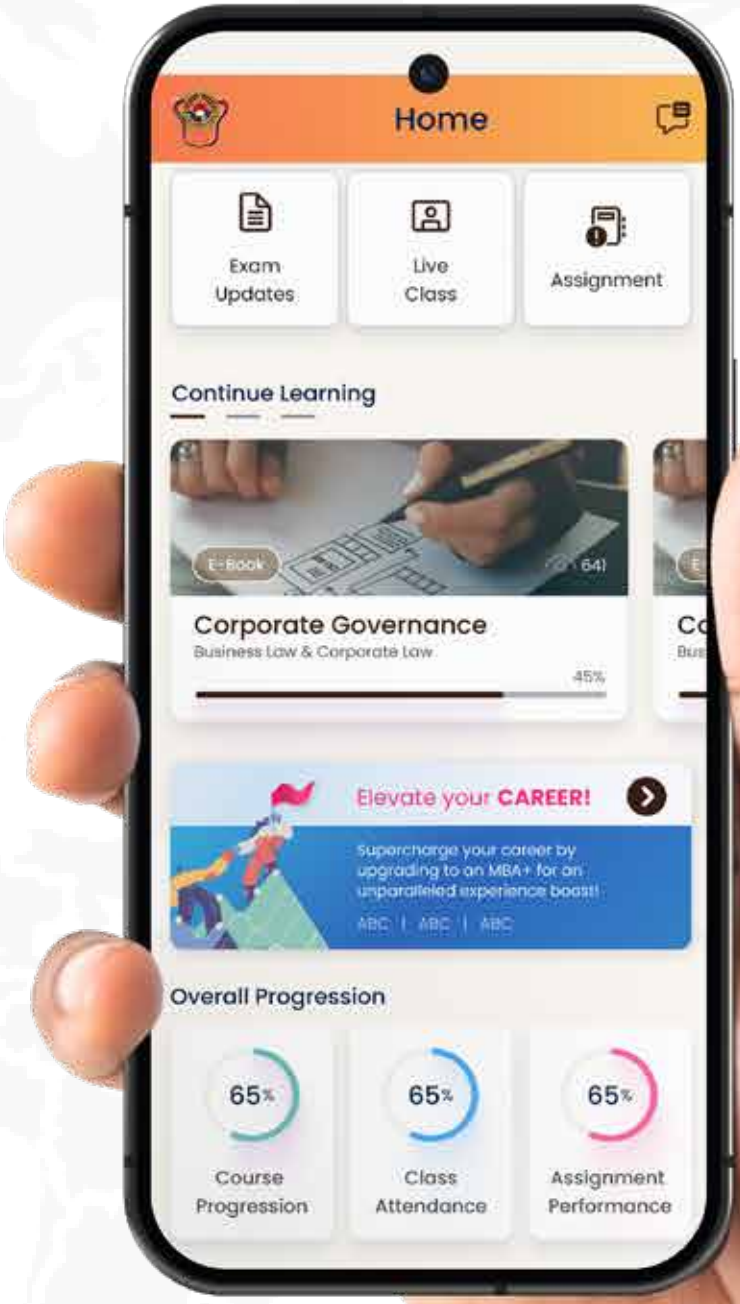
Your learning, always on-the-go!

Offline Learning

Real-time Notification

Personalized Calendar

Analytics Dashboard



Install Andhra University Learner App

GET IT ON Google Play

Download on the App Store

LEARNING EXPERIENCE

Our LMS is designed to make your learning smooth, self-directed, and seamless.



- Live and recorded class access
- Downloadable resources and session replays
- Mobile app with 24/7 learning access
- Progress tracking and regular nudges
- Community chat, discussion boards, and support



MBA SPECIALIZATIONS

1

MARKETING MANAGEMENT



2

FINANCE MANAGEMENT



3

HUMAN RESOURCE MANAGEMENT



PROGRAM STRUCTURE

SEMESTER I (COMMON)	CREDITS
Management Process & Behaviour	4
Quantitative Techniques for Managerial Decisions	4
Business Environment	4
Accounting for Decision Making	4
Managerial Economics	4
Total	20

SEMESTER II (COMMON)	CREDITS
Managerial Communications	4
Human Resource Management	4
Marketing Management	4
Financial Management	4
Operations Management	4
Total	20

MARKETING

SEMESTER III	CREDITS
Operations Research	4
International Business	4
Consumer Behavior & Marketing Research	4
Services Marketing and CRM	4
Advertising and Brand Management	4
Total	20

SEMESTER IV	CREDITS
Business Policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
Sales and Retail Management	4
Project Work	4
Viva-Voce	4
Total	20

FINANCE

SEMESTER III	CREDITS
Operations Research	4
International Business	4
Security Analysis and Portfolio Management	4
Financial Markets and Derivatives	4
Strategic Financial Management	4
Total	20

SEMESTER IV	CREDITS
Business Policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
Management of Financial Services	4
Project Work	4
Viva-Voce	4
Total	20

HUMAN RESOURCE MANAGEMENT

SEMESTER III	CREDITS
Operations Research	4
International Business	4
Human Resource Planning and Development	4
Industrial Relations	4
Employee Compensation and Welfare Management	4
Total	20

SEMESTER IV	CREDITS
Business Policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
International HRM	4
Project Work	4
Viva-Voce	4
Total	20

Total Credits	**80**

ADMISSION PROCESS



Register (Step I)

Fill the application form
and pay registration fees.

Documentation & Payment (Step II)

Submit mandatory documents & pay course
fees via Debit/ Credit Card/ UPI/ Net Banking.

Welcome On board (Step III)

Get confirmation of admission &
access course material via LMS.

ELIGIBILITY CRITERIA

- Passed any bachelor's degree of minimum 3 years duration with 10+2 and obtained 50% marks (45% in case of candidates belonging to reserved category) in qualifying examination.

Note: Regular 10th & Intermediate/12th is mandatory. Open Schooling, APOS, NIOS is not eligible.

READY TO TAKE THE LEAP?

The world is moving fast. If you're ready to keep up and lead, this is where you begin.

CONTACT US:

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