ANDHRA UNIVERSITY
ఆంధ్ర విశ్వకళా పరిషత్

Re-accredited by NAAC with A++ Grade & Score : 3.74



Best in

Online Learning,

From Leaders in Education

MBA

Master of Business Administration

UGC Entitled

NAAC "A++" Grade Accredited

NIRF 43rd Ranked

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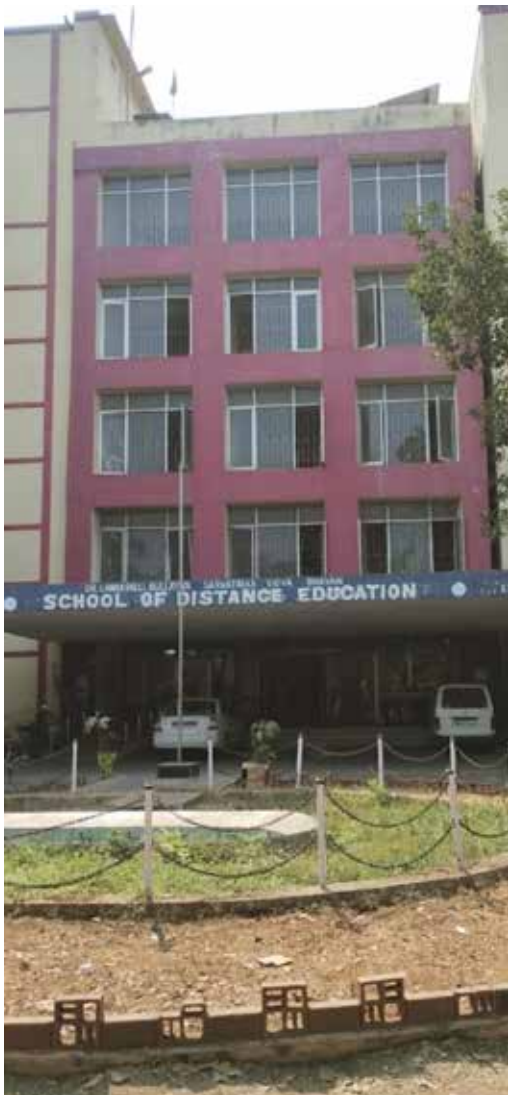
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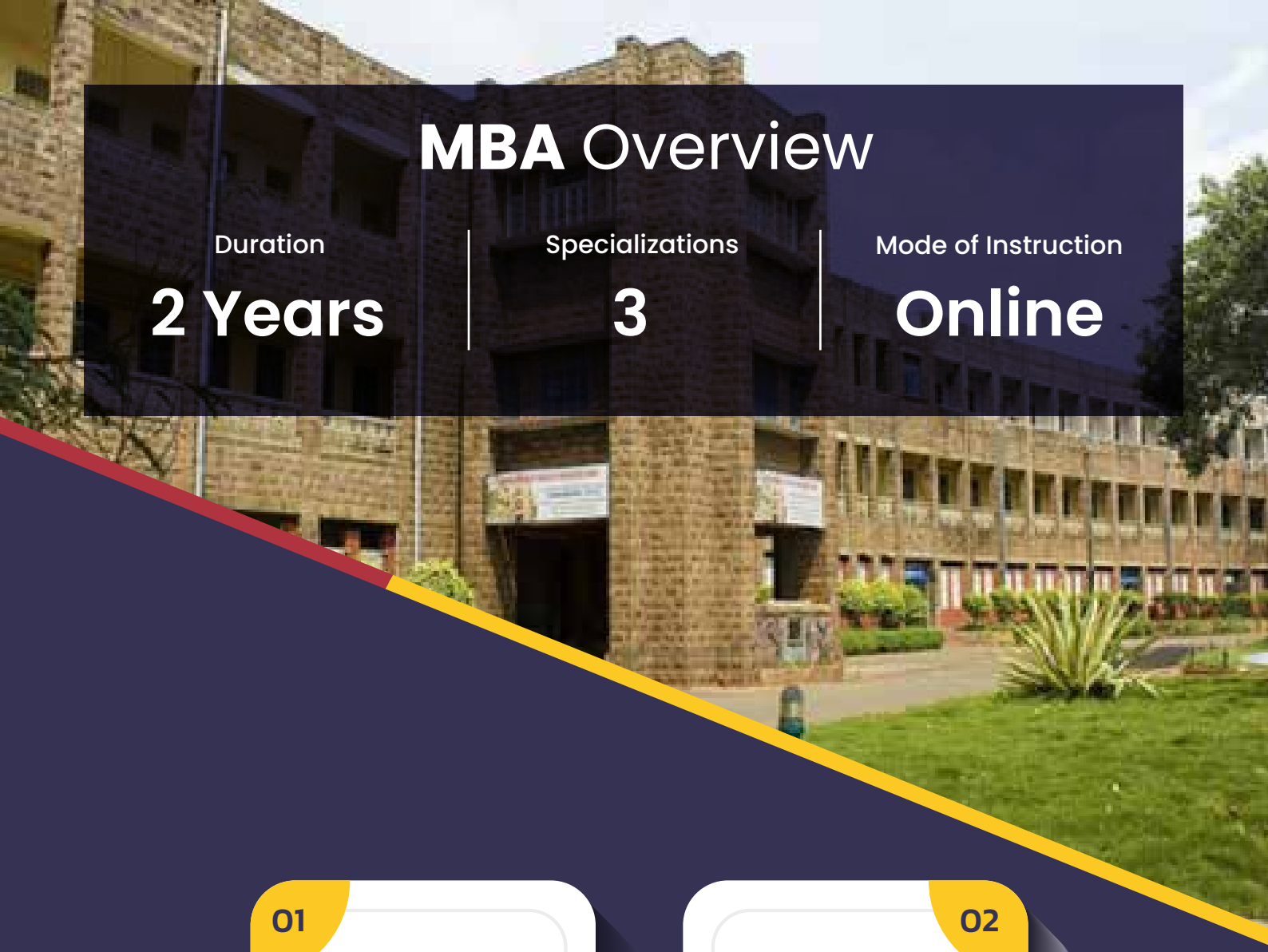
About Andhra University



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 post-graduate 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 97 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	Specializations	Mode of Instruction
2 Years	3	Online

MBA Highlights

01 Flexible Learning

02 Access To Learning Resources

03 Cutting-Edge Curriculum

04 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, and during flexible hours



MBA Specializations



Marketing Management



Finance Management



Human Resource Management

MBA Program Structure

Semester 1 (Common)	Credits
Management Process & Behaviour	4
Quantitative Techniques for Managerial Decisions	4
Business Environment	4
Accounting for Decision Making	4
Managerial Economics	4

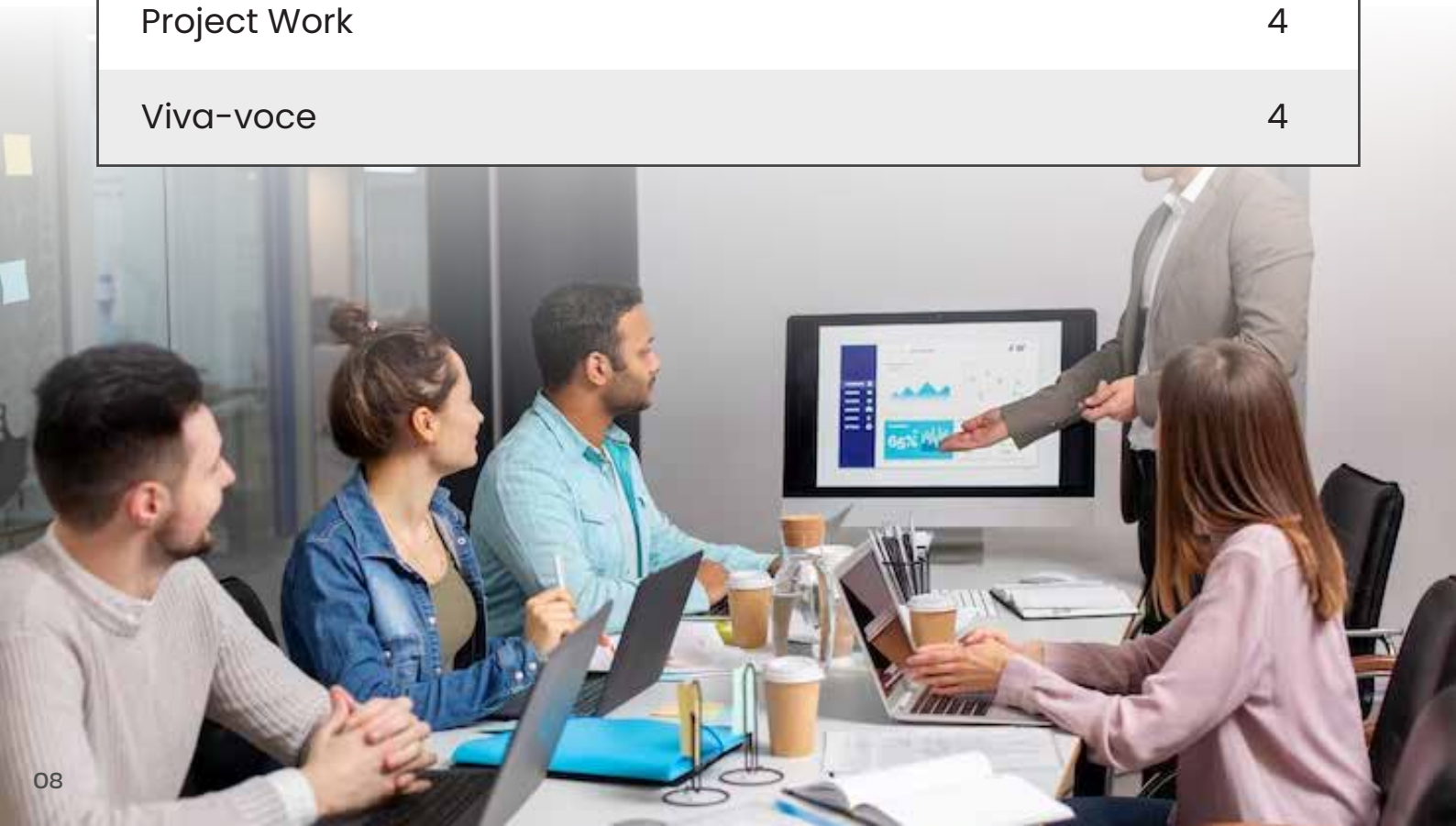
Semester 2 (Common)	Credits
Managerial Communications	4
Human Resource Management	4
Marketing Management	4
Financial Management	4
Operations Management	4



1 Marketing Management

Semester 3	Credits
Operations Research	4
International Business	4
Consumer Behavior & Marketing Research	4
Services Marketing and CRM	4
Advertising and Brand Management	4

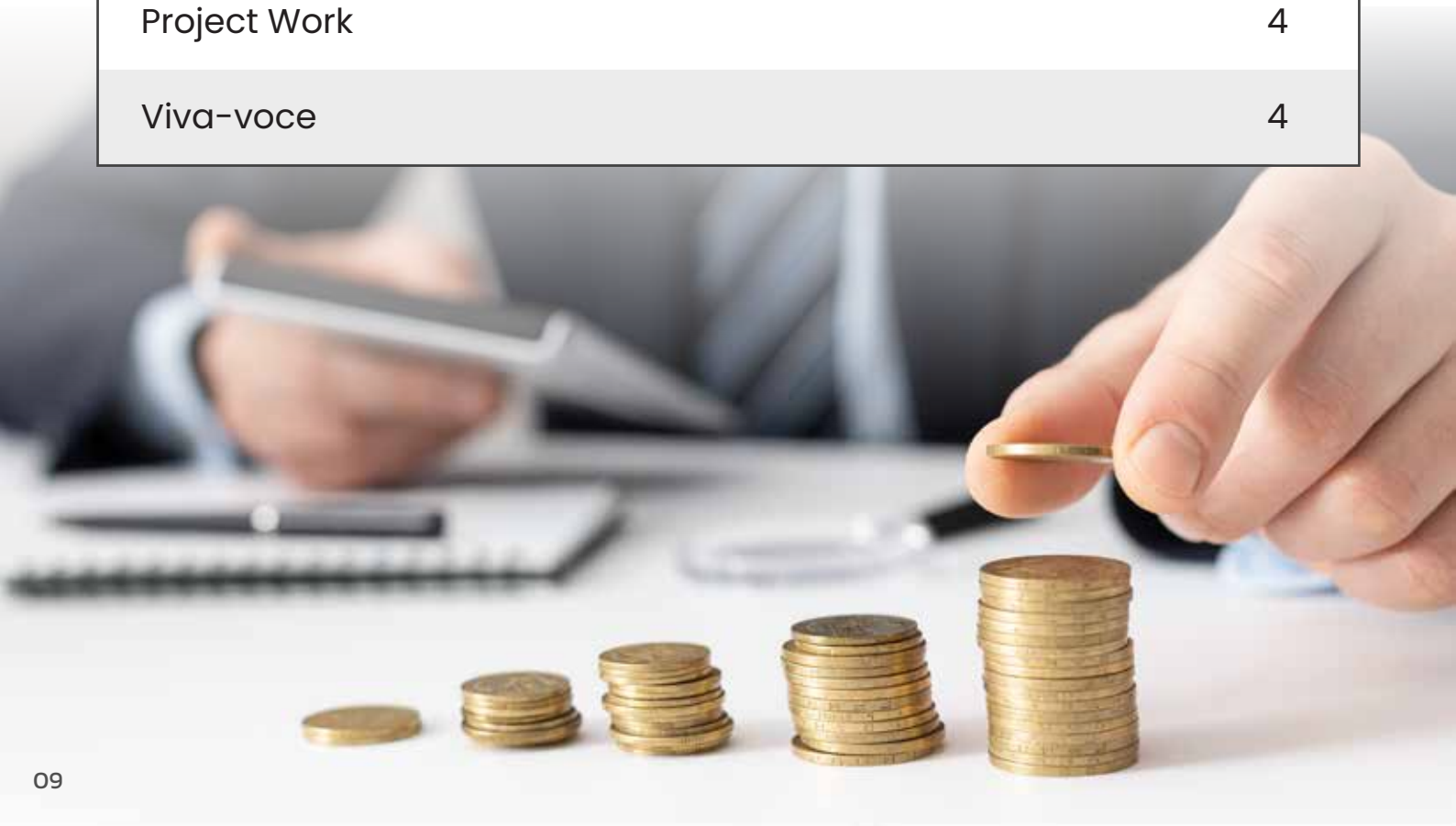
Semester 4	Credits
Business policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
Sales and Retail Management	4
Project Work	4
Viva-voce	4



2 Finance Management

Semester 3	Credits
Operations Research	4
International Business	4
Security Analysis and Portfolio Management	4
Financial Markets and Derivatives	4
Strategic Financial Management	4

Semester 4	Credits
Business policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
Management of Financial Services	4
Project Work	4
Viva-voce	4



3 Human Resource Management

Semester 3	Credits
Operations Research	4
International Business	4
Human Resource Planning and Development	4
Industrial Relations	4
Employee cooperation and welfare Management	4

Semester 4	Credits
Business policy and Strategic Management	4
Entrepreneurship and Small Business Management	4
International HRM	4
Project Work	4
Viva-voce	4



Admission Process

01 STEP



Online Counselling

Our online counselors will provide guidance to potential students regarding their selected program

02 STEP



Online registration to Admission Portal

Access to the admission portal is granted through online registration, enabling students to log in to their personal accounts.

03 STEP



Fee Payment

Students receive a fee payment link in their respective account to complete payment.

04 STEP



Documents verification by university admission team

The university reviews the uploaded documents and confirms eligibility within a span of 4 Days. Submission of documents and payment is subject to eligibility criteria as per the guideline of the university.

05 STEP



Access to Learning Management System (LMS)

Upon successful fee payment, eligible students are granted access to the LMS within a span of 48 hours.

06 STEP



Student Support

Our dedicated team of counsellors help the student in every step.

Eligibility

10th Passed any bachelor Degree of minimum 3 years duration and obtained at least 50% marks (45% in case of Candidates belonging to reserved category) in the qualifying examination .



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Andhra University, Visakhapatnam-530003
Andhra Pradesh, INDIA.

onlineausde.andhrauniversity.edu.in

ol.admissions@andhrauniversity.edu.in

+91 9175185223