



ANDHRA UNIVERSITY

ఆంధ్ర విశ్వకళా పరిషత్

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



Online MBA Plus



UGC
Entitled



NAAC "A++" Grade
Accredited



NIRF 43rd
Ranked

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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 Plus Overview

Duration

2 Years

Mode of Instruction

Online

MBA Plus Highlights



Live Masterclass

Live video sessions every month with industry experts to broaden knowledge and become proficient in industry best-practices



Adherence to 4 Quadrants of UGC

Bridging the digital divide by providing e-learning resources, assessments & discussion forums catering to UGC's 4 quadrant course approach



Industry Connect

Multiple certifications & masterclasses by industry experts to bridge the gap between academic learning & industry application



Cutting-Edge Curriculum

Meticulously designed course curriculum focusing on latest industry updates ensuring zero redundancy

Why Online Degree?



Develop relevant & up-to-date skills

In this competitive world, online learning updates your skills to industry standards and helps in maintaining a relevant portfolio.



Study whenever, wherever

Learn on your own schedule without time limitations.



Learn without any age limitation

Online learning programs have no age limit, allowing you to pursue your passion at any stage of your life.



Pursue job & academics simultaneously

Enroll in online learning programs to enhance your skills while employed, broadening career prospects through a learn-and-earn approach.



Learn at your own pace

Engage in online learning at your own pace without worrying about rigid deadlines.



Increased chances of promotion & higher remuneration

Online learning boosts knowledge, unlocking larger growth opportunities by enhancing skills for higher positions.

Program Structure

Semester 1

	Credits
Management Process & Behaviour	4
Quantitative Techniques for Managerial Decisions	4
Business Environment	4
Accounting for Decision Making	4
Managerial Economics	4

Semester 2

	Credits
Managerial Communications	4
Human Resource Management	4
Marketing Management	4
Financial Management	4
Operations Management	4

01 Finance

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

02 Marketing

Semester 3

	Credits
Management Process & Behaviour	4
Quantitative Techniques for Managerial Decisions	4
Consumer Behavior & Marketing Research	4
Services Marketing and CRM	4
Advertising and Brand Management	4

Semester 4

	Credits
Managerial Communications	4
Human Resource Management	4
Sales and Retail Management	4
Project Work	4
Viva-voce	4

03 HRM

Semester 3

	Credits
Operations Research	4
International Business	4
Human Resource Planning and Development	4
Industrial Relations	4
Employee compensation 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

What is MBA Plus?

MBA Plus is an evolved version of MBA offered by Andhra University, where students will be availing certain additional key benefits under the Industry Connect Initiative aimed to equip learners with key skills to excel in their professional life.

Who is MBA Plus for?

The course is specifically designed for the learners who want to

- ✓ Build suitable industry relevant skills.
- ✓ Create a differential from the masses.
- ✓ Learn from the experience of industry leaders & apply in their own life.
- ✓ Advance their careers in business management and leadership roles.
- ✓ Start their own business or entrepreneurial venture.
- ✓ Enhance their employability and competitiveness in the job market, especially recent graduates.
- ✓ Broaden their knowledge and understanding of business concepts and practices.
- ✓ Acquire practical skills and knowledge from experienced industry leaders.
- ✓ Stay relevant and competitive in today's dynamic business environment.

Objectives of MBA Plus

Comprehensive Business Education :



To provide students with a comprehensive understanding of key business concepts, theories, and practices across various disciplines such as Finance, Marketing, Operations and Management.

Practical Skill Development :



To develop practical skills essential for success in the workplace, including communication, leadership, problem-solving, and critical thinking.

Proficiency in Data Visualisation Tools :



To ensure students attain proficiency in data visualization tools like MS Excel, Power BI and Tableau, widely used tools in business for data analysis, financial modeling, and decision-making.

Career Assistance :



To provide career assistance from sessions on resume building, interview preparation & aptitude training to help students secure fulfilling job opportunities aligned with their career goals.

Learnings from Industry Veteran's Experience :



To offer hands-on learning experiences in problem solving & understanding industry nuances from the experiences of Industry veterans.

Personal and Professional Development :



To support students in their personal and professional growth by fostering self-awareness, adaptability, resilience, and ethical leadership.

Industry Connect

Industry Connect bridges the gap between academic knowledge & real-world applications igniting a holistic subject understanding. Through hands-on experiences, learners gain invaluable insights, cultivating skills that seamlessly transition into professional success.

- **Job Oriented Certifications**

- **MS Excel Bootcamp**

- **Career Booster Capsule**

- **Access To Tool Learning Content**

- **Industry-Connect Sessions**

- **Communication Bootcamp**

- **Recorded Masterclasses**

- **Soft Skills Development**

Job Oriented Certifications

10+ New-age, Industry relevant skills-based certification courses for learners, over and above their regular course subjects to prepare.

List of the certification courses :-



Data Analysis using MS Excel



Mastering your Business Communication skills



Using ChatGPT in Digital Marketing



Time & Productivity Management techniques



Use of AI in the real world



Advanced Prompt Engineering with ChatGPT



Digital Marketing



Product Management



Finance



Leadership



Entrepreneurship

A total of 150+ hours of self-paced content. Soft copy certificate will be provided. Access to the course is provided in the very first semester & is available till next 2 years.

Communication Bootcamp

A customized communication bootcamp designed to enwrap various oratory & non-verbal techniques of communication. These sessions are practiced based sessions organised in a small group of 10-15 students focusing to polish all the facets of Business communication skills. All the sessions are live sessions, session recordings are also provided.

Pre-assessment

A 15-minute pre-assessment is taken & students are divided among three levels: L1, L2, L3 based on the performance in the assessment

All Skills

Batch assignment

Instructor is assigned & a Whatsapp group is formed with the instructor

Commencement of Classes

Extempore

Practice of extempore to speak off the cuff on different topics

Speaking

GD on current affairs

Discussions on current affairs to develop both communication skills and current affairs

Speaking

GD on video clips

Lengthy discussions on what learners hear and see to develop an ability to voice one's opinion and comprehension.

Speaking

Conference Discussions

Discussions to master various issues with confidence and clarity.

Speaking

Interview preparation

Discussions around building personal and professional competency to approach key HR-related interview questions to perform effectively in job interviews.

Speaking

Linkedin post writing

Discussion on art of writing effective linkedin posts

Writing

Voice modulation

Master the art of enunciation and modulation to attract the attention of audience towards what one says

Speaking

Storytelling

Apply the elements of effective storytelling to craft compelling stories in your presentations and talks.

Speaking

Powerpoint presentations

Make effective presentations by learning the intricacies and best practices to be able to present effectively in real-life scenarios.

Presentation

Communication with stakeholders

Master the strategy of communicating with your clients and teammates to build your interpersonal skills

Stakeholder Management

Post Assessment

Post assessment

Students are scored again on the same parameters as pre-assessment

All Skills

“ Change is the end result
of all true learning ”

– Leo Buscaglia

MS Excel Bootcamp

A one-stop destination for Basic, Intermediate & Advanced Excel users. This will be available to learners in their 3rd semester. All the sessions will be live sessions conducted by a MS Excel Professional Trainer helping in learner's journey from Beginner to Expert in MS Excel skill set.

The detailed flow can be found below.

Difficulty Level

Session 1	Basic	Ribbons, Conditional Formatting, Data Validation, SUM, AVERAGE, COUNT, PRODUCT, MEDIAN, MODE, WORKDAY, WEEKDAY, DAYS, WEEKNUM
Session 2	Intermediate	SUMIF, AVERAGEIF, COUNTIF, SUMIFS, COUNTIFS, AVERAGEIFS, WILD CARDS, TEXTJOIN, CONCAT, , IF, NESTEDIF
Session 3	Advanced	VLOOKUP, XLOOKUP, INDEX, MATCH, TEXTAFTER, TEXTSPLIT, SUBSTITUTE, REPLACE
Session 4	Intermediate	Pivot Tables Basics
Session 5	Advanced	Advanced Pivot Tables, Calculations, Calculated Fields, Calculated Items
Session 6	Advanced	Table, Fact and Lookup Data, Power Pivot and Data Modelling
Session 7	Advanced	Power Query and Data Transformations
Session 8	Advanced	Charts and Customization Options, Exploratory, Informatory, Explanatory
Session 9	Advanced	Dashboarding Frameworks and Building a Simple Dashboard
Session 10	Advanced	Advanced Dashboarding - Building a Relationship Dashboard

“Education’s purpose is to replace an empty mind with an open one.”

—Malcolm Forbes

Recorded Masterclasses

20+ hours of recorded Masterclasses by top industry stalwarts on topics like Communication (Rakesh Godhwani, Adjunct Prof., IIM B); Leadership (by Neena Nundy, Founder, Dasra); Brand building (by Pawan Goenka, MD, Mahindra). The learner will be able to avail this from very first semester.



Access To Analytical Tool Learning Videos

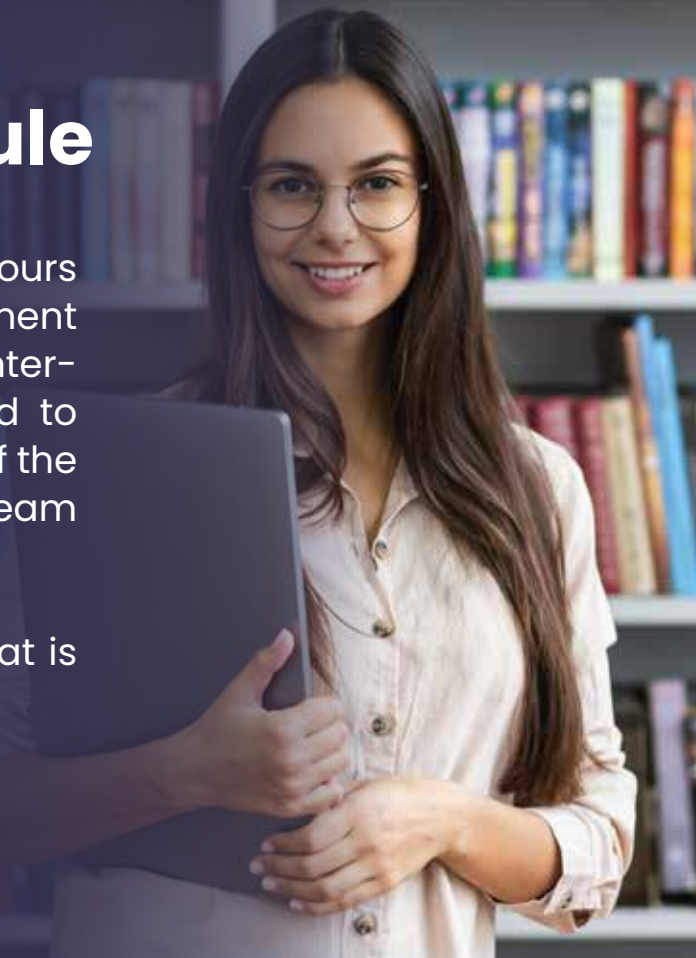
25+ hours of recorded content access for Equipping learners with Data Analysis and Visualization tools like MS Excel; Tableau, Power BI in a world driven by Data. The learner will be able to avail this from very first semester.



Career Booster Capsule

40+ Hours of Self Paced Learning & 30+hours live sessions on Aptitude, Soft skills & Placement preparation including resume building, interview tips etc. These sessions are targeted to boost the aptitude as well as the soft skills of the learners helping them in landing their dream job.

Note:- This is only the career assistance that is provided by the university; In no terms this said career support is to be considered as guarantee.

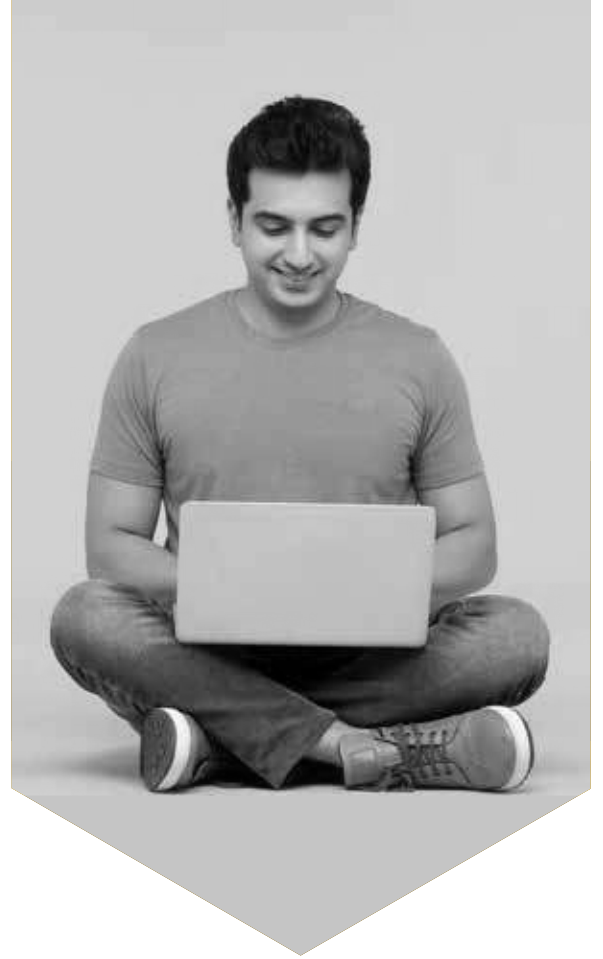


Industry-connect Sessions

A series of live industry sessions with top industry experts from different domains on a variety of topics like Gen AI, Building a career in sales, Using AI to land your dream job etc. There will be a minimum 2 such masterclasses organised in one semester. The learner will be able to avail this from very first semester.

Soft Skills Development

34+ hours of meticulously curated videos, developed by industry experts, covering the following essential soft skills; Interview Skills, Communication Skills & Problem-Solving Skills. The learner will be able to avail this from very first semester.



In conclusion, the MBA Plus program is not just a stepping stone towards a career; it's a transformative journey that equips you with the knowledge, skills, and certifications needed to thrive in today's dynamic business environment. We invite you to embark on this adventure, remember that success is not merely defined by the certificates you earn or the skills you acquire, but by the growth you experience, the challenges you overcome along the way. Your journey through the MBA Plus program will just be the beginning of a lifelong pursuit of excellence, innovation, and leadership in the world of business. We will stand with you at every point & help you achieve your dreams. Let's take this beautiful journey together & we wish you every success in your endeavors ahead.

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.


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ANDHRA UNIVERSITY

“ A simple but powerful reminder of the positive domino effect a good education can have on many aspects of a person’s life and outlook. ”

- Sunday Adelaja

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