



**ACHARYA NAGARJUNA UNIVERSITY**  
**CENTRE FOR DISTANCE EDUCATION**  
Recognized by Distance Education Bureau, New Delhi



# **Master of Business Administration (ODL MODE)**

# ABOUT ACHARYA NAGARJUNA UNIVERSITY (ANU)

Acharya Nagarjuna University, named after the illustrious Buddhist philosopher Acharya Nagarjuna, was established in 1976 and is strategically located between Vijayawada and Guntur on the Kolkata Chennai National Highway (NH 16). The university was inaugurated on 11th September 1976 by the former President of India, Sri Fakruddin Ali Ahmed, and celebrated its Silver Jubilee in 2001. NAAC has awarded "A+" grade accreditation, reinforcing its premier status. The university originated in 1967 as a Postgraduate Centre of Andhra University and later evolved into a full-fledged university in 1976. It is close to the historic site where Acharya Nagarjuna founded a global center of learning centuries ago. Over the years, ANU has expanded significantly, offering programs in Engineering, Education, Law, Pharmacy, Science, Commerce, Management, and Arts, along with advanced research centers. Its 293 acre campus provides state-of-the-art facilities including central library, laboratories, hostels, health center, transport, and recreational amenities.



## WHY CHOOSE US?

**NAAC 'A+'  
Grade Accredited  
University**

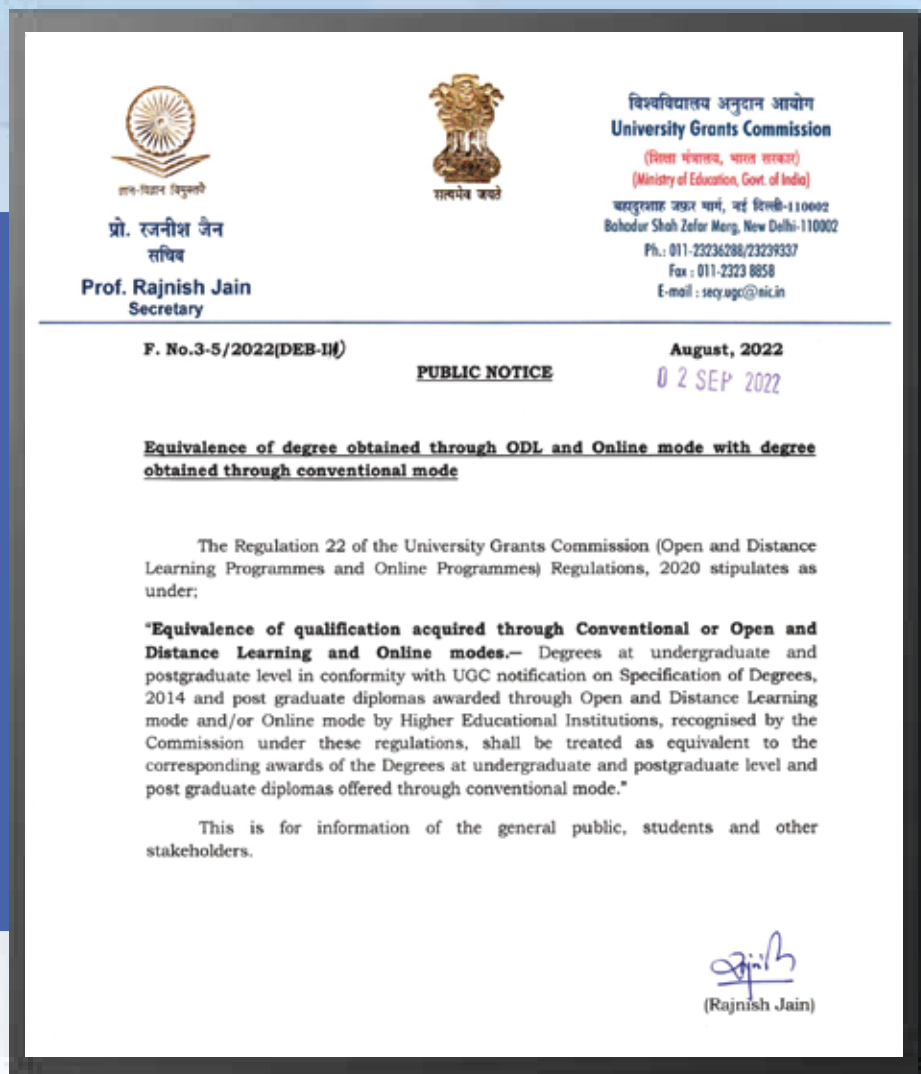
**NEP 2020 &  
UGC Compliant**  
Government Recognized  
& Globally Accepted

**45+ Years  
of Academic  
Excellence**



# ODL DEGREE = REGULAR DEGREE

As per UGC Regulations 2020 (Reg. 22), ODL degrees hold the same academic value as traditional degrees.



## ADDED BENEFITS OF LEARNING ODL

Study Anytime,  
Anywhere



Industry-Relevant  
Curriculum

Cost-Effective  
Learning



Access to Digital  
Resources

# MASTER OF BUSINESS ADMINISTRATION (GENERAL)



**2 YEARS  
(4 SEMESTERS)**

Duration

**OPEN & DISTANCE  
LEARNING (ODL)**

Mode of Learning



## COURSE ELIGIBILITY

Applicants must hold a Bachelor's Degree in any discipline with at least 50% aggregate marks.



## COURSE DESCRIPTION

The MBA (General) program at ANU is designed to develop leadership, analytical, and strategic management skills. Delivered in ODL mode, it provides flexibility for working professionals and aspiring managers to specialize in Finance, Marketing, HR, and Operations while balancing career and studies.

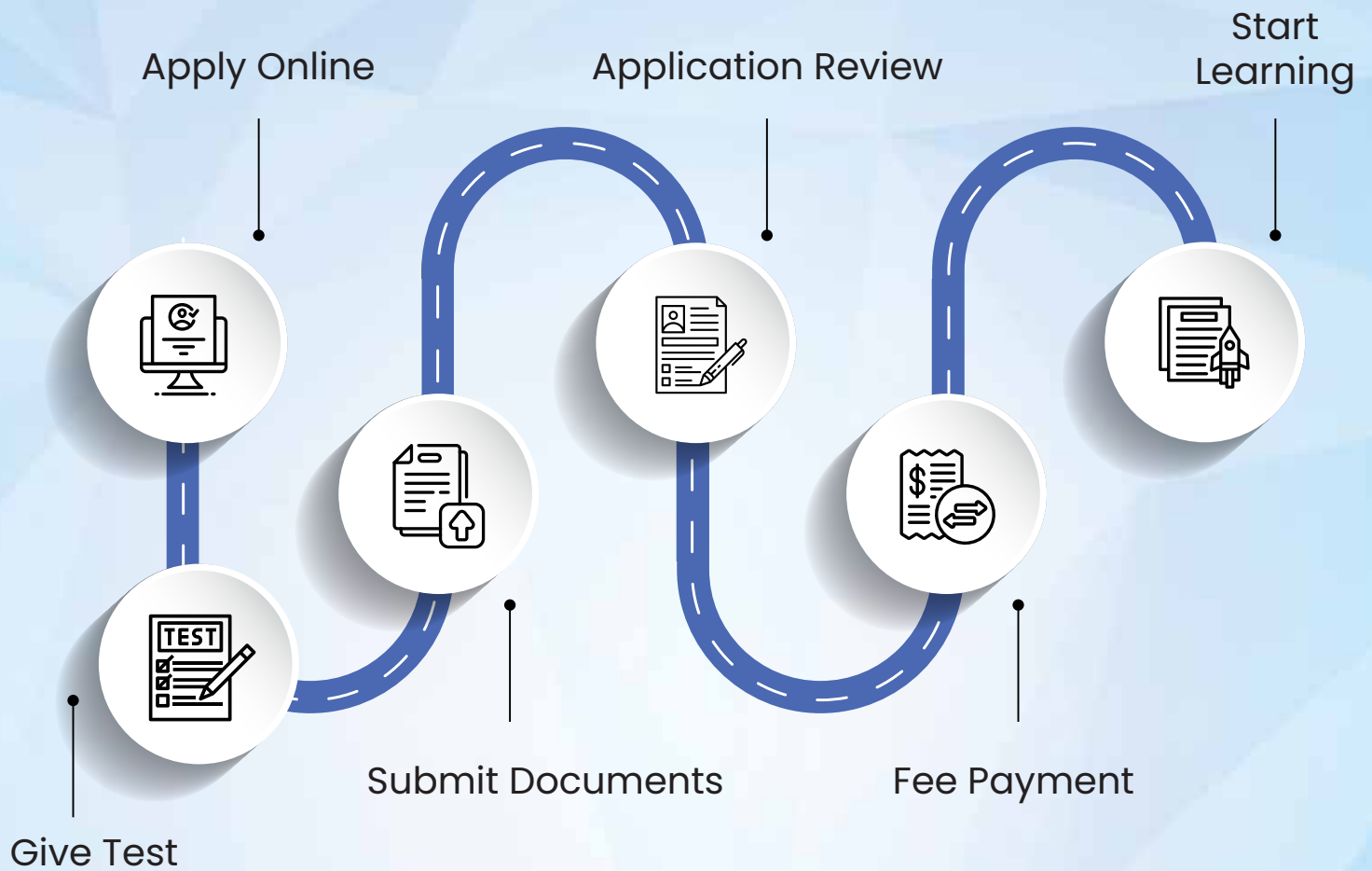
## COURSE STRUCTURE

SEMESTER-I		
Course Code	Paper Title	Credit
MBA 1C01	Concepts of Management	4
MBA 1C02	Economics for Managers	4
MBA 1C03	Quantitative Methods	
MBA 1C04	Human Resource Management	4
MBA 1C05	Management Accounting	4
MBA 1C06	Marketing Management	
MBA 1C07	Management information System	
MBA1C08	Spreadsheet Modelling	

## FEE STRUCTURE

YEARLY	FEES
YEAR I	₹ 23,000
YEAR II	₹ 23,000
TOTAL	₹ 46,000

# ADMISSION PROCESS







# CAREER OPPORTUNITIES AFTER AN **MBA**

This degree opens doors to leadership roles in various industries, including:



Business Analyst



Marketing Manager



Financial Consultant



Human Resource Manager



Operations Manager



Start Your Journey with  
**ACHARYA NAGARJUNA UNIVERSITY**

For more information contact:

 **+040 49171760**

