

**ANDHRA UNIVERSITY**  
**SCHOOL OF INTERNATIONAL BUSINESS**  
5-Year Integrated BBA-MBA (Self-Support Program) under RUSA 2.0



**AUSIB - 2021**

**ADMISSION INFORMATION BROCHURE**



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<b>SCHEDULE OF AUSIB-2021</b>	
<b>Registration and Processing Fee : Rs.1200/- (Rs.1000/- for SC / ST / PH)</b>	
Commencement of Submission of online Applications	12-07-2021
Last date for submission of online Applications	31-07-2021
Group Discussion and Personal Interview	05-08-2021 & 06-08-2021
Allotment of Seats	07-08-2021
Payment of Fee	07-08-2021 To 10-08-2021
Commencement of Classes (Tentative)	Will be intimated later

**ANDHRA UNIVERSITY SCHOOL OF INTERNATIONAL BUSINESS (AUSIB)  
5-YEAR INTEGRATED BBA-MBA PROGRAM UNDER RUSA 2.0  
WITH MULTIPLE ENTRY-EXIT OPTION AS PER THE NEP-2021**

Andhra University is the first University to start the MBA Program as a two year full-time course in India in the year 1957. University is now gearing up to begin Integrated BBA-MBA Program from the academic year 2021-22 under RUSA 2.0 with multiple entry-exit options, as a self support programme. The integrated program is aimed at international students and also provides opportunity to Indian students. AUSIB is proud to announce that this program is offered in academic collaboration with reputed management institutes. The course provides comprehensive understanding of the Business knowledge and gain the firepower of professional and leadership skills required to be an entrepreneur/ attain Top level position in powerful Global companies. The meticulous design and frame work of delivery equips students with the knowledge, skills, and expertise needed to succeed as managers, business leaders, and entrepreneurs of tomorrow. This course promises a richly rewarding undertaking with great career potential.

#### **HIGHLIGHTS OF INTEGRATED BBA-MBA PROGRAM**

- Academic Collaboration with IIM-Visakhapatnam (MOU under progress), which is a premiere Institute for Management in India.
- 5 year integrated BBA- MBA Program with multiple entry-exit option. If students exits after completion of 3 years, they shall be given BBM degree.
- New National Education Policy (NEP) 2021 is blended in this program.
- Skill based curriculum design that focuses on increasing Employability.
- Learning through practical Training and case studies.
- Opportunity for Cross-cultural Exchange.
- State of Art library and facilities.
- Online Lectures by eminent Professors of international repute from USA and Canada.
- Compulsory Internships at the end of each academic year.
- A full semester project work in final year
- Specializations that fit to the needs of Industry.

#### **WHY ENROLL IN AUSIB?**

The 5-Year Integrated BBA-MBA Program will help the student gain in-depth knowledge and understanding of the core elements of business and management – It is also a great introduction into the world of business as the course provides global exposure. It provides industry insights, such as market trends and industry reports, which can prove to be invaluable and you will be encouraged to apply academic theory to real-life business situations that will help you kick start your career once you graduate.

## **EDUCATIONAL OBJECTIVE OF THE INTEGRATED PROGRAM**

The five year Integrated BBA-MBA program aims at providing the requisite knowledge and practices needed to potentially develop and operate your own businesses/ work for Top Global companies and open up opportunities for greater responsibility, career advancement, and increased financial reward.

1. This program provides exposure to the world of business management, planning, Business Analytics and creative thinking and strategic decision-making. These skills will put you in the perfect position to manage your business effectively, while contributing to your professional growth.
2. The program provides Hands-on learning experiences combined with practical classroom instruction and equip the students with the essential business skills needed to effectively manage and lead organizations.
3. The program assists the student in Demonstrating and applying appropriate management and statistical tools to analyze business conditions in this digital world.
4. This program enables students to apply theories of effective leadership and Summarize and apply theories of team composition, process, and motivation to effectively manage work teams.
5. This program Nurtures the firepower to excel in performance and succeed and equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment.

## **PROGRAM OUTCOME**

- At the end of the five year Integrated Masters in Business Administration program, students would demonstrate the knowledge of management science to solve complex corporate problems using limited resources
- An ability to develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Global Economy.
- Develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.
- Acquire analytical skills required to apply in business analysis, data management and diagnostic problem-solving skills to support management decision-making
- Gain leadership and team membership skills needed for implementing and coordinating organizational activities and the consequent responsibilities relevant to management practice.
- Apply ethical principles for making judicious managerial decisions.

## **STRUCTURE OF THE PROGRAM (ANNEXURE-I)**

The Program Consists of

- i) Foundation Courses (compulsory) which give general exposure to a Student in Life skills and competency development courses in accordance with National Education Policy of India.
- ii) Core Courses (compulsory) that provide competencies in the emerging areas of Business.
- iii) Discipline centric electives which deliver inter disciplinary exposure and Nurture the student skills.

## **SKILLS DEVELOPED THROUGH INTEGRATED BBA-MBA PROGRAM**

- Creativity and Innovation
- Critical Thinking and Decision Making
- Effective Communication
- Leadership and Team work
- Business ethics
- Strategic Analysis
- Life Skills

## **SPECIALIZATIONS OFFERED**

Every day new avenues are being opened up in the world of business and companies look for individuals who possess the required skills and expertise to carry out the operations in those areas. AUSIB offers Top BBA- MBA specializations in demand in industry & academia at a global level. The various specializations offered under the curriculum include:

- Marketing
- Finance
- Human Resource Management
- Hotel Management

Since this is a tailor-made program, more specializations may be offered depending on the changing market scenario.

## **ELIGIBILITY**

International / Indian students (after 10+2) from a recognized University or Board with 50% Marks or Second Class or equivalent CGPA is eligible to apply. Candidates awaiting results of (10+2) Final Year examinations may also apply, however they have to submit Pass Certificate before admission.

**NUMBER OF SEATS : 120**

## **SELECTION PROCESS**

Students shall be selected basing on the performance in Group Discussion and Personal Interview. Applications for admission shall be online only and the format of the Application is available in Andhra University website: [www.audoa.in](http://www.audoa.in). *The Rule of reservation shall be applied as per the guidelines in vogue.*

## **RESERVATION OF SEATS:**

### **A. LOCAL CANDIDATES:**

In every course of study and category (explained in the following section B) 85% of the available seats are reserved in favour of the Local Candidates from the districts of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari, West Godavari, Krishna, Guntur and Prakasam belonging to Andhra University area.

1. A candidate shall be regarded as a local candidate in relation to a local area (AU/OU/SVU);
  - 1.1 If he/she has studied in an educational institution or educational institutions in such local area for a period of not less than four consecutive academic years ending with the academic year in which he/she appeared or first appeared in the relevant qualifying examination as the case may be; OR
  - 1.2 Where, during the whole or any part of the four consecutive academic years in which he/she appeared, or first appeared in the relevant qualifying examination, he/she has not studied in any educational institutions, if he/she resided in that local area for a period of not less than four years immediately preceding the date of commencement of the relevant qualifying examination in which he/she appeared, or first appeared, as the case may be.
2. A candidate who is not regarded as local candidate under clause (1.1) above in relation to any local area shall be regarded as a local candidate of AU/OU/SVU.
  - 2.1 If he/she has studied in the educational institutions in the state for a period of not less than seven consecutive academic years ending with the academic year in which he/she appeared or first appeared for the relevant qualifying examination as the case may be, be regarded as a local candidate in relation to (i) Such local area where he/she has studied for the maximum period out of the period of seven years; or (ii) Where the period of his/her study in two or more local areas is equal, such local area where he/she studied last in such equal periods;
  - 2.2 If during the whole or any part of the seven consecutive academic years ending with the academic year in which he/she appeared or first appeared for the relevant qualifying examinations, he/she not studied in the educational institutions, in any local area, but has resided in the State during the whole of the said period of seven years, be regarded as a local Candidate in relation to (i) Such local area where he/she has resided for the maximum period out of the said period of seven years; or (ii) Where the period of his/her residence in two or more local areas is equal, such local area where he she has resided last in such periods.
3. The remaining 15% seats can be completed by the categories mentioned below:
  - a) All candidates defined as “Locals” of Andhra University area, and
  - b) The following categories of candidates who are defined as “Non-locals” for the present purpose:
    - (i) All candidates, who are locals for Osmania and Sri Venkateswara University areas. (ii) Candidates who have resided in the State of Andhra Pradesh for a total period of ten years, excluding periods of study outside the State; or either of whose parents have resided in the State for a period of ten years excluding periods of employment outside the State. (iii) Candidates who are spouses/children of those in the employment of the State or Central Government, Public Sector Corporations, Local Bodies, Universities, Educational Institutions recognised by the Government and similar State or quasi Government Institutions within the State. A Certificate to that effect from the Head of the Institution or Department should be enclosed. (G.O.No.646 dated : 10.07.1979)

## **B. OTHER CATEGORIES OF RESERVATION:**

The allocation of percentage of seats as detailed below is as per G.O.M.S.No.184, Education (EC-2) Department, dt. 20-8-1993, and G.O.M.S.No.116 SW(CV-1) dt. 10-12-1999 as amended up to date:

- (a) Scheduled Castes (SC):15%; Scheduled Tribes (ST): 6%; Listed Backward Classes (BC: 29%, A-7%, B-10%, C-1%, D-7%, E-4% & EWS-10% ).
- (b) NCC: 1%; Sports: 0.5%; Children of Armed Forces Personnel (CAP): 2% of seats be filled by horizontal method of reservation. This reservation is applicable for local candidates only.
- (c) PH: 3% of seats be filled by following horizontal method of reservation. In the absence of suitable PH candidates in the respective categories, these seats will be filled-in with other candidates of the same category. This reservation is applicable for local candidates only.
- (d) 33.33% of the seats in each course shall be **reserved in favour of women** candidates in each category. This rule of reservation shall not be applicable if women candidates selected on merit in each category form 33.33% or more of the seats therein. In the absence of eligible women candidates in categories of SC, ST, BC Groups A, B, C, D, E, those seats will be filled in with men candidates of the same category. (G.O.M.S.no.184, dt. 20-8-1993);
- (e) The number of seats reserved under various categories shall be calculated on the total seats available in the respective units given below as per the existing rules of the respective universities: If there is any fraction in the calculation of seats under reservation for various categories, it should be rounded off to the nearest number without affecting the sanctioned strength.

## **C. PROCEDURE FOR ADMISSION TO RESERVED SEATS:**

- (i) SC, ST and LBC (A, B, C, D, E) seats will be filled as per the order of merit in each category.
- (ii) In case of special reservation, University will constitute expert committees with competent authorities and they will fix the priority among the rankers in that test.
- (iii) Candidates seeking admission under Sports, PH, NCC, CAP and NSS are directed to appear before admission committee along with all original certificates in support of their claim for verification . **Only local candidates are eligible for admission under NCC, PH, CAP and Sports categories.**

## **12. GENERAL REGULATIONS DURING STUDY OF THE COURSE:**

- a) As per the UGC guidelines all Candidates admitted into various courses of study are required to put in a minimum of 75% of class room attendance. Candidates not securing a minimum of 75% attendance should repeat the course. The name of a student who continuously remains absent for a period of 10 days from the date of admission without valid reason and intimation to the concerned Head of the Department shall be removed from the rolls.
- b) Candidates admitted into full-time (day) courses should not undertake any assignment /employment or study of any other course simultaneously (except evening diploma course where he/she has to get no objection certificate) and any violation leads to cancellation of admission.

- c) Payment of residential scholarships in respect of eligible students of all reserved categories is conditional on their putting a minimum attendance of 75% in the college in each semester. If the candidate puts in less than 75% of attendance for valid reasons, he/she shall be paid scholarship in proportion to the attendance. Those who are absent themselves without valid reasons will not be paid any scholarship.
- d) Examinations shall be conducted at the end of each Semester. No supplementary examination will be conducted.
- e) **RAGGING** in any form by any student will make him/her liable for expulsion/punishment as per A.P. Ragging Act 26 of 1997 and subsequent Supreme Court verdict.
- f) Only **limited Hostel Accommodation** is available for students admitted into self support program. Hostel admission is subject to the rules in force from time to time. Candidates under self-finance category will be considered for hostel accommodation subject to availability of seats only after accommodating students under regular category, with a different Hostel fee structure.
- g) Continuous absence from classes for more than 10 consecutive working days without permission entails automatic cancellation of admission.
- h) The admission is liable for cancellation in case of proven misconduct either in the department or in the hostel or on the campus.

### FEE STRUCTURE

BBA-MBA Integrated Program is initiated as a SELF SUPPORT PROGRAMME, “**and the students enrolled in this program are not entitled for any fee reimbursement/scholarship**”.

<b>5-YEAR INTEGRATED BBA-MBA PROGRAM</b>	<b>Self Supporting Programme</b>
First Year	Rs.1,50,000/- + Examination Fee
Second Year	Rs.1,50,000/- + Examination Fee
Third Year	Rs.1,50,000/- + Examination Fee
Fourth Year	Rs.2,00,000/- + Examination Fee
Fifth Year	Rs.2,00,000/- + Examination Fee

**Note-1** : Candidates have to pay study or tour / field work fee in the respective Departments where they are part of the curriculum.

**Note-2** : Special Fee Rs.1760/- which includes : Games & Athletics Fee Rs.200/-, Reading Room Fee Rs.100/-, Library Fee Rs.200/-, Medicine Fee Rs.100/-, Medical Inspection Fee Rs.50/-, Stationery Fees Rs.150/-, Audio Visual Education Fee Rs.50/-, Poor Student Aid Fund Rs.100/-, Inter-University Sports Rs.80/-, Dramatic Association Fee Rs.50/-, University Union Fee Rs.80/-, College Magazine Fee Rs.60/-, Departmental Association Fee Rs.100/-, Student Social Service League Rs.40/-, Fresher’s Day Celebrations Rs.150/-, College Day Celebrations Rs.150/-, NCC Rs.50/-, NSS Rs.50/-