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ANDHRA UNIVERSITY
Accredited by NAAC with A++ Grade & Score: 3.74

Andhra University School of International Business (AUSIB)



ADMISSION BROCHURE



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01



About The University



ANDHRA UNIVERSITY

NAAC A⁺, with score 3.74



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VISAKHAPATNAM - 530003. (A.P.) INDIA

Prof. G.P. RAJA SEKHAR

M.Sc., Ph.D., FNASc

VICE-CHANCELLOR

Message

As Andhra University enters its monumental centenary decade, our institutional vision is sharply focused on establishing a legacy of global leadership defined by innovation, research excellence, and profound societal relevance. The Andhra University School of International Business (AUSIB) stands as a vital realization of this aspiration.

AUSIB's flagship BBA-MBA Integrated Program, launched through the RUSA 2.0 initiative and meticulously aligned with the National Education Policy (NEP) 2020, exemplifies our commitment to future-ready education. The curriculum is designed to seamlessly merge academic rigour with practical application, ensuring that our graduates are equipped to navigate complex global markets with both professional confidence and ethical conscience.

What distinguishes AUSIB is its vibrant cultural fabric. With a student body representing over 40 Nations, the School promotes an intellectually dynamic environment. Within these walls, leadership is not just taught; it is cultivated through cross-cultural dialogue, diversity of thought, and a shared clarity of purpose.

AUSIB transcends the traditional boundaries of a business school. It acts as a launchpad for a new generation of changemakers, innovators, and responsible global leaders who are prepared to think beyond conventional limits.

I extend my best wishes to the faculty, staff, and students of AUSIB as they continue to uphold the highest standards of academic excellence.

19th November, 2025

(G. P. RAJA SEKHAR)

SCHOOL OF INTERNATIONAL BUSINESS ANDHRA UNIVERSITY

NAAC A", with score 3.74



Prof. G.RAMBABU
M.E(I.E), Ph.D, M.I.E
DIRECTOR



Off.: 0891-2844296

email: director.ausib@andhrauniversity.edu.in

VISAKHAPATNAM - 530003. (A.P.) INDIA

MESSAGE

At the School of International Business (AUSIB), we believe that education is most impactful when it inspires transformation — in thought, in perspective, and in action. As part of Andhra University's proud legacy, AUSIB was founded to meet the growing global demand for business leaders who are adaptive, innovative, and values-driven.

Our academic offerings — especially the integrated BBA–MBA program previously in collaboration with IIM Visakhapatnam — are designed to equip students with both foundational knowledge and real-world readiness. We focus on cultivating not just managerial competence, but leadership that is ethical, empathetic, and future-oriented.

What makes AUSIB truly distinct is the environment we offer: a vibrant, multicultural campus that encourages critical thinking, collaboration, and entrepreneurial spirit. Through hands-on learning, international exposure, and continuous mentoring, we guide students to explore their potential and emerge as global citizens prepared for a rapidly changing business landscape.

We take pride in shaping not just graduates, but transformative leaders — individuals who go on to create impact across industries, regions, and communities.

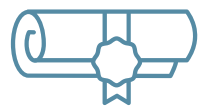
At AUSIB, your journey begins with purpose — and leads to meaningful possibilities.

19th November, 2025


(G. RAMBABU)

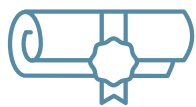


Centenary Celebrations Unveiled





Centenary Celebrations



About The AUSIB

Established as part of the prestigious Andhra University — one of India's oldest and most respected institutions — the School of International Business (AUSIB) stands as a symbol of academic innovation and global engagement. With a legacy rooted in pioneering management education since 1957, AUSIB represents Andhra University's forward-thinking approach to preparing leaders for a dynamic, interconnected world.

AUSIB was founded to meet the growing need for globally competent business professionals equipped with both theoretical foundations and practical insights. It is a hub of academic excellence, industry integration, cross-cultural learning, preparing students to become tomorrow's entrepreneurs, executives, and changemakers.

Our Vision

To nurture globally competent, socially responsible, and ethically grounded business leaders who drive sustainable innovation and inclusive growth.

Our Mission

- To deliver high-quality, contemporary business education that combines global best practices with Indian values.
- To foster critical thinking, leadership, and entrepreneurial capabilities among students.
- To bridge the gap between academia and industry through real-world exposure and collaboration.
- To cultivate a diverse and inclusive learning environment that promotes creativity and integrity.
- Creating leaders who are not only professionally competent but also globally aware and socially responsible.

Meet Our Architects of Leadership

Designing the future of management through mentorship and insight.



At the core of our institution stands a distinguished faculty whose vision and dedication define academic excellence. Blending scholarly depth with industry insight, they inspire leadership, innovation, and purpose in every learner—shaping the managers of tomorrow with wisdom and integrity. Their guidance continues to strengthen the institution's legacy of excellence in management education.

02



Programs Offered



BBA Program

5-Year Integrated BBA–MBA Program:

(Academic Collaboration with IIM Visakhapatnam)

The Integrated BBA–MBA Program offered by Andhra University School of International Business (AUSIB) is a unique, future-oriented course designed under RUSA 2.0 and aligned with the New Education Policy (NEP) 2020. This self-support program provides students with a seamless academic journey in business education, blending foundational learning with advanced management skills.

Duration: 5 Years (with multiple entry-exit options)

BBA Degree after 3 Years (if exited early)

Academic Partner: Indian Institute of Management (IIM), Visakhapatnam

Eligibility: Indian/International students with 10+2 from a recognized board and a minimum of 50% marks

Selection Process:

50% Weightage: 10+2 Marks

50% Weightage: Group Discussion & Personal Interview

Reservation policy as per Government norms

Program Structure:

Core Courses in Business Management

Life Skills & Competency Development (as per NEP 2020)

Industry-Specific Electives

Hands-on Training, Case Studies & Internships

Final Year: Project Work Full Semester



BBA Program

1st Semester

Sl. No.	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
1	1101	English	100	30	70	4	4
2	1102	Management concepts and Applications	100	30	70	5	4
3	1103	Business Economics	100	30	70	5	4
4	1104	Accounting for Business	100	30	70	5	4
5	1105	Business statistics	100	30	70	5	4
6	1106	Environmental Studies	100	30	70	2	2
7	1107	Communication Skills	100	30	70	2	2
Total			700	210	490	28	24

2nd Semester

Sl. No.	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
1	1201	Business Communication	100	30	70	5	4
2	1202	International Business Environment	100	30	70	5	4
3	1203	Corporate Laws	100	30	70	5	4
4	1204	Business Mathematics	100	30	70	5	4
5	1205	Computer Applications in management	100	30	70	2	2
6	1206	Leadership and Management skills	100	30	70	2	2
7	VV-A 200	INTERNSHIP-2months	100	00	100	0	4
Total			700	210	490	24	24

3rd Semester

Sl. No.	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
1	2101	Business Analytics	100	30	70	5	4
2	2102	Marketing Management	100	30	70	5	4
3	2103	Human Resource Management	100	30	70	5	4
4	2104	Financial Management	100	30	70	5	4
5	2105	Corporate Governance	100	30	70	5	4
6	2106	Digitalization of Business	100	30	70	2	2
7	2107	Professional skills	100	30	70	2	2
Total			700	210	490	29	24

4th Semester

Sl. No.	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
1	2201	Entrepreneurship Development and Innovation	100	30	70	5	4
2	2202	Cost and Management Accounting	100	30	70	5	4
3	2203	Organization Behavior	100	30	70	5	4
4	2204	Operations Management	100	30	70	5	4
5	2205	Tally	100	30	70	2	2
6	2206	Universal Human Values	100	30	70	2	2
7	PR-A 1485	INTERNSHIP- 2months	100	00	100	0	4
Total			700	180	520	24	24

Electives Offered in 5th Semester

Elective (1) Marketing

Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
	Elective (1) Marketing					
3101	a) Consumer behavior	100	30	70	5	4
3102	b) Advertising Management	100	30	70	5	4
3103	c) Sales Management	100	30	70	5	4
3104	d) Retail Management	100	30	70	5	4
3105	e) Logistics and supply chain management	100	30	70	5	4

Elective (2) Finance

Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
	Elective (2) Finance					
3106	Financial, Institutions and Markets	100	30	70	5	4
3107	Security Analysis and Portfolio Management	100	30	70	5	4
3108	Foreign Exchange Management	100	30	70	5	4
3109	International Trade and Finance	100	30	70	5	4
3110	e) Financial Derivatives	100	30	70	5	4

Elective (3) Human Resource Management

Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours/week	Credits
	Elective (3) Human Resource Management					
3111	a) Change Management	100	30	70	5	4
3112	b) Compensation Management	100	30	70	5	4
3113	c) Training and Development	100	30	70	5	4
3114	d) industrial Relations	100	30	70	5	4
3115	e) Performance Management	100	30	70	5	4

6th Semester

Sl. No.	Course Code	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1	PW-A88	PROJECT WORK& VIVA VOCE	100	00	100	0	12



MBA Program Regular (Daytime)

1st Semester

Sl. No	Course Code	Name of the Subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours / week	Credits
1	101	Perspectives of Management	100	20	80	4	4
2	102	Accounting for Management	100	20	80	4	4
3	103	Business Environment	100	20	80	4	4
4	104	Managerial Communication	100	20	80	4	4
5	105	Managerial Economics	100	20	80	4	4
6	106	Organizational Behavior	100	20	80	4	4
7	107	Quantitative Techniques for Management	100	20	80	4	4
		Total	700	140	560	28	28

2nd Semester

Sl. No	Course Code	Name of the Subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours / week	Credits
1	201	Marketing Management	100	20	80	4	4
2	202	Financial Management	100	20	80	4	4
3	203	Human Resources Management	100	20	80	4	4
4	204	Research Methodology for Management	100	20	80	4	4
5	205	Operations Management	100	20	80	4	4
6	206	Corporate Legal Framework	100	20	80	4	4
7	207	E-Business	100	20	80	4	4
		Total	700	140	560	28	28

3rd Semester

Sl. No	Course Code	Name of the Subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours / week	Credits
1	301	Strategic Management	100	20	80	4	4
2	302	Design Thinking	100	20	80	4	4
3	303	Operations Research	100	20	80	4	4
4	304	International Business	100	20	80	4	4
5	305	Export-Import Management	100	20	80	4	4
		Specialization-I					
6	306	Business Analytics	100	20	80	4	4
7	307	R- Programming	100	20	80	4	4
		Specialization-II					
6	308	Logistics and Supply-Chain Management	100	20	80	4	4
7	309	Purchase Management and Logistics Finance	100	20	80	4	4
		Total	700	140	560	28	28

4th Semester

Sl. No	Course Code	Name of the Subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours / week	Credits
1	401	Cross Cultural Management	100	20	80	4	4
2	402	Customs Clearance Procedures for foreign Trade	100	20	80	4	4
3	403	International Marketing	100	20	80	4	4
		Specialization-I					
4	404	Big Data Analytics	100	20	80	4	4
5	405	Machine Learning	100	20	80	4	4
6	406	Tableau	100	20	80	4	4
		Specialization-II					
7	407	Warehouse and Distribution Management	100	20	80	4	4
6	408	Transport system and Logistics Management	100	20	80	4	4
7	409	Supply Chain Analytics	100	20	80	4	4
		Mandatory for both Specializations					
8	410	Project work	100	-	-	-	4
9	411	Viva- voce	100	-	-	-	4
		Total	900	140	560	28	28



MBA Logistics & Supply Chain Management (Evening Course/Online)

1st Semester

Sl. No	Course Code	Subject	Total Marks	Mid. Sem. Exam *	Sem. End Exam	Teaching Hours / week	Credits
1	MBALM-S-101	Management Concepts and Organisational Behaviour	100	40	60	4	4
2	MBALM-S-102	Basics of Logistics and Supply Chain Management	100	40	60	4	4
3	MBALM-S-103	Managerial Economics	100	40	60	4	4
4	MBALM-S-104	Business Statistics and Data Analytics	100	40	60	4	4
5	MBALM-S-105	Quantitative Techniques for Managers	100	40	60	4	4
6	MBALM-S-106	Business Communication	100	40	60	4	4
Total			600	240	360	24	24

2nd Semester

SL No	Course Code	Subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours / week	Credits
1	MBALM-S-201	Operations & Green Supply Chain Management	100	40	60	4	4
2	MBALM-S-202	Warehouse and Distribution Management	100	40	60	4	4
3	MBALM-S-203	Inventory Management	100	40	60	4	4
4	MBALM-S-204	Procurement, Storage & Warehouse Management	100	40	60	4	4
5	MBALM-S-205	Port and Airport Management for Logistics Management	100	40	60	4	4
6	MBALM-S-206	Strategic Management	100	40	60	4	4
Total			600	240	360	24	24

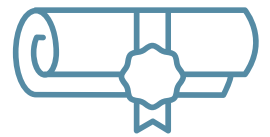
3rd Semester

SL No	Course Code	Subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours / week	Credits
1	MBALM-S-301	Supply Chain Planning	100	40	60	4	4
2	MBALM-S-302	Maritime Logistics	100	40	60	4	4
3	MBALM-S-303	Supply Chain Analytics	100	40	60	4	4
4	MBALM-S-304	Multimodal Logistics	100	40	60	4	4
5	MBALM-S-305	Procurement & Vendor Management	100	40	60	4	4
6	MBALM-S-306	Universal Human Values and Professional Ethics	100	40	60	4	4
Total			600	240	360	24	24

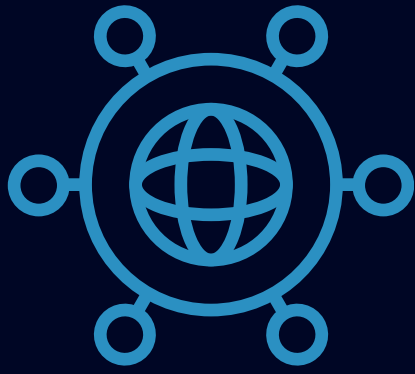
4th Semester

SL No	Course Code	Subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours / week	Credits
1	MBALM-S-401	Emerging Technologies in Global Business Environment	100	40	60	4	4
2	MBALM-S-402	e- Business and e- Logistics	100	40	60	4	4
3	MBALM-S-403	International Logistics Management	100	40	60	4	4
4	MBALM-S-404	Risk Management in Supply Chain and Logistics	100	40	60	4	4
5	MBALM-S-405	Regulatory Compliance in Supply Chain and Logistics	100	40	60	4	4
6	PW-A87	Research Project and Dissertation	100	-	-	--	4
7	VV-A202	Comprehensive Viva voce	100	-	-	-	4
Total			700	200	300	20	28

Inaguration of BBA & MBA Programs 2025



03

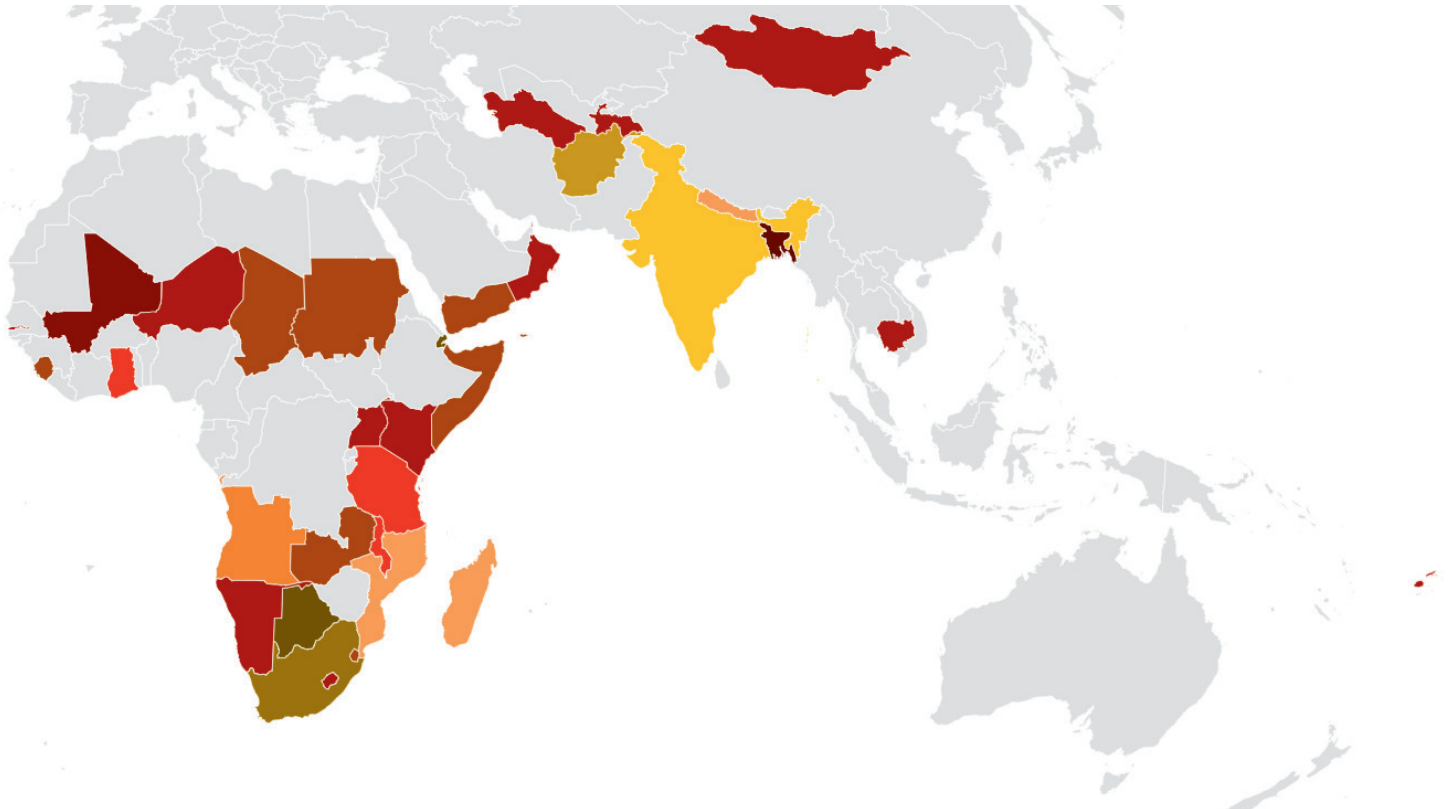


Student Diversity



A Global Mosaic of Minds

At AUSIB, every flag tells a story. Every student builds the future.



**OUR STUDENTS HAIL FROM 40+ COUNTRIES ACROSS ASIA, AFRICA, AND BEYOND –
LEARNING TOGETHER, GROWING TOGETHER.**

At Andhra University School of International Business (AUSIB), diversity is more than just numbers – it's the heartbeat of our institution.

Walk through our campus and you'll hear voices in dozens of languages, see friendships born across borders, and witness business ideas shaped by global insight.

With 600+ students from over 40+ nationalities, AUSIB is where ambition meets inclusion, and the future of international leadership is forged – every single day.

Cross-Cultural Growth

Collaborate across borders and expand your worldview.

Global Classrooms

Learn with peers from over 40 countries.

Borderless Networks

Build lifelong connections that span continents.

Career-Ready Graduates

Develop the global mindset top recruiters seek.

International Students Enriching Our Campus Worldwide



India



Bangladesh



South Africa



Afghanistan



Botswana



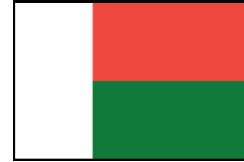
Djibouti



Angola



Mali



Madagascar



Mozambique



Nepal



Eswatini



Ghana



lesotho



Malawi



Tanzania



Chad



Sierra Leone



Somalia



Sudan



Yemen



Zambia



Gambia



Cambodia



Iran



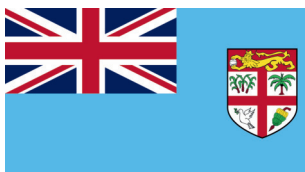
Oman



Kenya



Niger



Fiji



Mauritius



Mangolia



Namibia



Palestine



Tajikisthan



Turkmenisthan



Uganda



Maldives

600+ STUDENTS | 40+ NATIONALITIES | ONE GLOBAL BUSINESS FAMILY



04

Campus Facilities & Environment



Student Life & Support



01 Anti -Ragging Campus

A safe start for every student
— AUSIB stands as a proud,
anti-ragging institution
under UGC regulations.



02 Health & Well-being Services

The AU Health Centre
provides on-campus medical
care — from first aid to X-ray
— ensuring student well-
being at all times.



03 Career Services

Career counseling,
internship programs, and
employment workshops
designed to help students
transition successfully into
their careers.

Community Engagement





“

Infrastructure that Inspires,
Spaces that Shape Futures.”
Purpose-built spaces that fuel your
journey from student to strategist.



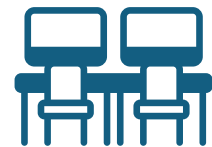
Inspiring Spaces. Empowering Minds.



01

Library

Spacious and modern library equipped with digital and physical resources. Ideal for individual study, research, and group collaboration.



02

Computer Lab

Modern computer lab equipped with the latest systems and industry-relevant software. Designed to support data analysis, business simulations, and collaborative learning.



05



Student Activities





Student Activities

NSS Activities

Republic day special camp



Adventure camp



National Integration camp - Odisha



National Integration camp - Punjab



Student Achievements

All India Inter-University Championship



All India Inter-University Championship





Industrial Visits

Hobel Bellows Co



Visakha Pharma City



VSEZ



VPC R&D



IIMV EPICenter 25 e-Summit



VPC Infra



Graduating Students With the Director & Faculty



Activities & Workshops

Poster-Making Contest



Idea-Pitching Contest



A Seminar by Harshita Lalchand



Resume Writing Workshop



Spiritual Awakening by BK Madhuri



SEBI financial awareness talk for women



The Innovation Cell is a dedicated body under the Ministry of Education that promotes innovation and entrepreneurship in academic institutions. It creates policies, supports infrastructure, and connects students with industry and mentors to nurture creative thinking and startup culture in education.



**Ministry of Education's
INNOVATION CELL**
(GOVERNMENT OF INDIA)



The All India Council for Technical Education (AICTE) is a statutory body, and a national-level council for technical education, under the Department of Higher Education.[5] Established in November 1945 first as an advisory body, which was given statutory status by an Act of Parliament in 1987, the AICTE is responsible for proper planning and coordinated development of the Graduate & Post Graduate Education in technical education and management education system in India.

Established in 2018 by the Ministry of Education (MoE) through its Innovation Cell (MIC) in collaboration with AICTE, the Institution's Innovation Council (IIC) aims to foster a culture of innovation and entrepreneurship in Higher Educational Institutions (HEIs). It involves faculty, students, and staff in activities like ideation, problem-solving, design thinking, IPR, and project development at the pre-incubation and incubation stages to build a sustainable innovation ecosystem.



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



Andhra University Incubation Council (a hub) is one of the largest incubation ecosystem in AP and in the south of India. a hub is going to be a vibrant start-up ecosystem with five incubation centres in AI/ML, AgriTech, Blockchain & NFT, Aerospace, BioTech, Dairy Supply Chain, Data Analytics, Defence, Drones, EduTech, Environmental Sustainability, Food Testing, IT Product Development, IoT, Marine/Aqua Processing, Pharma, Logistics, Unmanned Vehicles, etc., with partners like Ramky Pharma, Avanti Feeds, NASSCOM, STPI, DFRL, DRDO, DST, DBT.

06



Placements at AUSIB



Launching Careers with Purpose



Placements at AUSIB reflect our commitment to nurturing industry-ready professionals through a future-focused curriculum built under RUSA 2.0 and NEP 2020.

Students from both MBA and BBA programs secured roles in top organizations across diverse sectors including IT, logistics, consulting, manufacturing, and education services.

In AY 2023–24, companies like Asian Paints,

Intellipaate, Steel on Call, Accenture, and ITC offered competitive packages up to ₹9 LPA.

For AY 2024–25, early placements with TCS, Seashell Logistics, Accenture, and K12 Techno Services reaffirmed recruiter confidence in AUSIB talent.

From real-time projects to interview training and mentorship, AUSIB ensures students are placement-ready from day one.

With a multicultural environment and hands-on exposure, AUSIB graduates emerge as capable, ethical, and globally aware professionals – ready to lead with impact.

Launching Careers with Purpose

BBA 2024

Student Name	Company	designation
Manasa Mula	Accenture	Packaged App Development Associate
Gannavarapu Pranati Simha	Accenture	Packaged App Development Associate
Vardhishna vibhavas Rajith Elipe	ASIAN PAINTS	Territory Sales Executive
RaviTej leelam	ASIAN PAINTS	Territory Sales Executive
Jhanavi	ITC	Territory Sales Executive

BBA 2025

Student Name	Company
MEGH MANAS SURYA	K12 TECHNO SERVICES PVT LTD
Ganta Oswald Phinehas	K12 TECHNO SERVICES PVT LTD
RAGAMALIKA KUPPILI	Accenture
JOSEPH MIRACLE	K12 TECHNO SERVICES PVT LTD
MANDAVILLI VIJAY SAI RUTHWIK	K12 TECHNO SERVICES PVT LTD
Trisha Dey	Accenture
VISWANATHA JASWANTH	K12 TECHNO SERVICES PVT LTD

Launching Careers with Purpose

MBA 2024

Student Name	Company	designation
Dalli Gowtham Reddy	asian paints	sales manager
Earthini Alehya	Glitters-beauty saloon with 4 branches in HYD	co-founder
G Lahari	Saint Francis College for Women	asst.professor
Lankada Divyasree Hirnmay	Inside Global	email business consultant
Manisha Banthia	Anushandan	management Trainee
Rijo Joseph	D Mart	management Trainee
Vejendla Naga Vaishnavi	Anushandan	management Trainee
Bojanki Siri	Anushandan	management Trainee

MBA 2025

Student Name	Company
PARIGI DORKA PRAJWALA	Seashell logistics
Hema Akula	TCS
M Khyathi	TCS

Alumni Success Story

Patricia Pedro

Friedlander
Financial Assistant



Gannavarapu Pranati Simha

Accenture Solutions Pvt Ltd
Packaged App Development
Associate



RAVITEJA LALAM

Asian Paints
Territory Sales Executive



Edna Suzana Augusto José

BRIMONT
Commercial Technician



Manasa Mula

Accenture Solutions Pvt Ltd
Packaged App Development
Associate



Pujitha Mallapureddy

The Dollar Business
Assistant Manager –
Outreach &
Communication



Vandana Akula

Global Data Research Center pvt Ltd
Data Analyst



Grad endorsements



The BBA program at AUSIB gave me a strong professional edge through its practical, future-focused curriculum. Courses like Critical Thinking, Leadership, and Project Management continue to guide my work at Vinci Energies. I encourage every student to value each subject—AUSIB shapes professionals ready to lead and make an impact.

Jerry Anderson Bengui

BBA, Class of 2023

HSE Coordinator, Vinci Energies

The MBA program at Andhra University School of International Business gave me the strategic mindset and global perspective I needed to excel in my career. The diverse cohort and hands-on learning were truly invaluable. I extend my heartfelt gratitude and appreciation to the esteemed lecturers and respected faculty staff for their dedication, professionalism and guidance throughout the program.

— **Londiwe Dlamini, Commercial Officer at Mozambique Ports and Railways (CFM) in Eswatini SZ**



Grad endorsements



AUSIB's global curriculum and faculty mentorship laid the foundation for my career in finance. A World Bank-funded internship in Mozambique enriched my perspective on development finance and international project execution. The experience continues to shape my journey at **KPMG**.

Pierre Le Bon

Trainee – Deal Advisory, KPMG Mozambique

My MBA at Andhra University School of International Business gave me a strong foundation in analytics and business strategy. The support from faculty and practical learning environment helped me gain confidence. I was placed at WERT Finserve through campus, and the skills I developed continue to guide me in my career.

Ram Prasad Tyada

Relationship Manager, Wert Finserve



07



AUSIB

Collaborations



IIM Visakhapatnam MoU

A Landmark Initiative under RUSA 2.0

The School of International Business (AUSIB), Andhra University, established under the visionary support of RUSA 2.0, proudly collaborates with the Indian Institute of Management Visakhapatnam (IIMV) through a landmark Memorandum of Understanding (MoU). This partnership has given rise to a pioneering Five-Year Integrated BBA–MBA Programme, representing a major step forward in transforming management education in Andhra Pradesh.

Aligned with the principles of the National Education Policy (NEP) 2021, this collaboration blends AUSIB's rich academic legacy with IIMV's excellence in management education, offering a forward-thinking platform that nurtures future-ready global business leaders. The programme combines theoretical depth with industry application, fostering leadership, innovation, and analytical ability among aspiring professionals.

Key Highlights of the Collaboration

- Dual Mentorship from AUSIB and IIMV faculty.
- Case-Based and Industry-Integrated Curriculum for experiential learning.
- Multiple Entry–Exit Options in line with NEP 2021.
- Global Exposure through international faculty sessions and academic exchanges.
- Mandatory Internships and Capstone Projects for practical skill development.
- Focus on Leadership, Entrepreneurship, and Business Analytics.
- Modern 25,000 sq. ft. Learning Facility with smart classrooms and digital spaces.

A Vision for Transformative Learning

The AUSIB–IIMV collaboration reflects a shared vision to redefine management education through a blend of academic rigor, innovation, and ethical grounding. Designed to equip students with global competence, critical thinking, and leadership acumen, the programme bridges the gap between the classroom and the corporate world.

This initiative stands as a testament to the academic synergy between AUSIB and IIM Visakhapatnam—an enduring partnership committed to shaping innovative, ethical, and globally competent business professionals who will lead with insight, integrity, and impact.



Andhra University School of International Business (AUSIB)

Shaping The Futures

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