

SCHOOL OF BUSINESS, PUBLIC POLICY AND SOCIAL  
ENTREPRENEURSHIP (SBPPSE)

# MBA 2021-23



**DR. B.R. AMBEDKAR UNIVERSITY DELHI (AUD)**  
(Established by the Government of the NCT of Delhi)  
Lothian Road, Kashmere Gate, Delhi-110006  
NAAC "A" Graded University

# **About the University**

Dr. B. R. Ambedkar University Delhi (Ambedkar University Delhi or AUD) is a public University with a multi campus, unitary structure with research, postgraduate and undergraduate programmes in the social sciences and the humanities. Ambedkar University Delhi was established by the Government of the National Capital Territory of Delhi through an Act of Legislature in 2007 and was notified in July 2008. Mandated to focus on research and teaching in the social sciences and humanities and guided by Dr Ambedkar's vision of bridging equality and social justice with excellence, AUD considers it to be its mission to create sustainable and effective linkages between access to and success in higher education. AUD is committed to creating an institutional culture characterized by humanism, non-hierarchical and collegial environment, teamwork and nurturance of creativity.

## **About SBPPSE**

The School of Business, Public Policy and Social Entrepreneurship has been set up in AUD to promote research and provide professional education and training in the field of Management, Public Policy and Social Entrepreneurship. SBPPSE is founded on the belief that there is a need to develop a holistic approach to business and profit within the larger context of the wider society and economy. The School currently offers a BBA Programme, a two year (full time) MBA Programme, a two year (full time) MBA in Innovation, Entrepreneurship and Venture Development and a Ph.D. in Management.

## **About MBA Programme**

The two year (full time) MBA programme aims to impart professional management education to the young graduates from different streams and to working professionals willing to upgrade their knowledge and skills. The programme also caters to the candidates who are willing to initiate a new enterprise of their own or work with start-ups, micro, small and medium enterprises and the unorganised sector of the economy. The programme focuses on wealth generators as much as wealth managers by sensitising them to wider socio-economic issues.

## **MBA Programme Structure**

The two year MBA (full time) programme comprises of four semesters. Students are required to successfully complete courses worth 84 credits for the award of the MBA degree.

During the first year of the programme, students undertake compulsory foundation courses worth 44 credits in the functional areas of management along with courses sensitizing participants to the wider context of business and society. These include basics in the areas of public policy and social entrepreneurship as well. By focusing on essential skill development through courses on Business Communication and Personality Development, SBPPSE ensures that the focus remains on the student and their immediate needs. All participants are required to undertake a summer internship of 8-10 week duration worth 4 credits after the completion of first 2 semesters in Year I. In the second year, apart from compulsory courses on Strategy and Legal Environment of Business, electives are available in the domain of Finance and Accounting, Marketing, HR and OB, Operations Management and Decision Sciences, Economics and Public Systems and Contemporary Issues.

The medium of instruction is English.

# MBA Programme Features

- Focus on wealth generators as much as wealth managers
- Beyond the exclusive focus on large and organized sector, the programme also addresses issues of micro, small and unorganized sector of the economy
- Student centric learning pedagogy based on a mix of selections from academic readings, activities, case studies, field visits and simulations
- Focus on interactive and group learning to promote team skills
- Continuous evaluation and feedback
- Field visits, experiential learning, internships and projects to connect theory and practice
- Healthy student-teacher ratio
- The best of academic resources including the latest technologies and eclectic collection of world class publications in the library
- Opportunity to undertake courses and interact with faculty across different Schools of AUD

## Fee Structure of MBA Programme

The fee for the two year MBA programme (2021-23) is INR 2,99,880/- for Indian students. The University extends full waiver of tuition fees to all students belonging to SC, ST, and PwD categories. The University offers full or partial fee waivers to students who are in need of support given their economic background.

Refund of Fees - After being admitted, if a student withdraws from the MBA programme the fees would be refunded as given below:

- Before the orientation programme, INR 1000/- will be deducted
- After the orientation programme only caution money would be refunded

## Faculty at SBPPSE

The core faculty in the school come with specialization in multidisciplinary areas. SBPPSE also draws visiting, temporary, adjunct and guest faculty from the national as well as international academia and industry practitioners.

## Hostel Facilities

AUD has at present limited hostel facilities. A few seats are available for girl students in the Kashmere Gate Campus.

## Number of Seats and Reservation

Applying the norms of reservation of GNCT Delhi, the seat matrix (excluding supernumerary seats) for different social categories from within and outside the NCT for the purpose of Admission to MBA 2021, breakup of 53 seats is given here.

In addition, some seats are earmarked for supernumerary categories and foreign students.

Category	Seats	Category	Seats
UR	16	PwBD (General)	1
D-OBC(NCL)	11	PwBD (OBC)	0
D-SC	7	OD-UR	5
D-ST	3	OD-SC	1
D-EWS	5	OD-ST	1
CW/Defence (General)	1	OD-EWS	1
CW/Defence (OBC)	1	<b>Total</b>	<b>53 seats</b>

## Eligibility of selection

Applicants need to have a Bachelors degree in any discipline with minimum 50% marks or equivalent grade from a recognised university (Relaxation of 5% marks for SC/ST/PwBD/D-OBC (NCL)/ Defence candidates/Kashmiri Migrant candidates). Candidates appearing in the final year examination of Bachelor's / Post Graduate Degree Examinations can apply, provided they fulfill the eligibility criteria when their results are declared.

## Application Fee for MBA Programme

The fee for MBA application is Rs 1220.00 for General & EWS (Rs 610.00 for SC/ST/PwBD/D-OBC(NCL)/Defence candidates/Kashmiri Migrant candidates).The fee can only be paid online.

## Admission Procedure for MBA 2021-23

- Written Test will be held on **11th April 2021**.
- Based on the scores obtained in the Written Admission Test, candidates will be shortlisted for personal interview (PI). The interview would be held in last week of April or first week of May 2021(exact dates would be shared closer to the date of interview).
- The final merit list shall be prepared using the weighted average of marks obtained in the written test (70% weightage) and personal interview (30% weightage).

## Important Dates for MBA 2021-23

Last date to apply: **31st March 2021** (Wednesday)

Entrance test is scheduled to be held on: **11th April 2021**  
(Sunday)

### To Apply, visit:

[https://aud.ac.in/admissions/mba\\_admissions/2021](https://aud.ac.in/admissions/mba_admissions/2021)

### For Further Details:

Contact SBPPSE office: 01123864064 ,  
Email: [deepak@aud.ac.in](mailto:deepak@aud.ac.in); [mbaadmissions@aud.ac.in](mailto:mbaadmissions@aud.ac.in)  
Reach us via FB: <https://www.facebook.com/SBPPSE/>