

Dr. B R Ambedkar University Delhi

BULLETIN

SCHOOL OF BUSINESS, PUBLIC POLICY AND SOCIAL ENTREPRENEURSHIP

MBA ADMISSIONS 2022-24



**2-YEAR PROGRAM
(84 CREDITS)**

MBA 2022-24

- 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 worth 4 credits after the completion of first two semesters in First Year.



**2-YEAR PROGRAM
(84 CREDITS)**

MBA 2022-24

For more details visit microsite:
<https://sbppse.aud.ac.in/programme/postgraduate-studies/34-master-of-business-administration>

- 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. Apart from the electives offered at SBPPSE, students can choose electives offered by the other Masters level programmes in the University. Electives are offered under the following baskets:
- Finance & Accounting
- Marketing
- HR and OB
- Operations Management and Decision Sciences
- Economics and Public Systems
- Contemporary Issues



ELIGIBILITY OF SELECTION

Applicants need to have a Bachelors degree in any discipline with minimum 50% marks or equivalent grade from a recognized 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 FEES

The fee for MBA application is Rs 1290.00 for General & EWS (Rs 645.00 for SC/ST/PwBD/D-OBC(NCL)/Defence candidates/Kashmiri Migrant candidates).

The fee can only be paid online.

FEE STRUCTURE OF MBA PROGRAMME 2022-24

Particular	Fee (Rs.)*
Tuition Fee	1,24,080/-
Course Material and Database	11,000/-
Co-curricular and Industry Interface	15,000/-
Student Welfare Fund	1000/-
Lifetime Alumni Membership Fee	5000/-
Deposit (Refundable)	5,000/-
Total MBA 1st Year	Rs. 1,61,080/-
Fees for MBA Second Year	Rs. 1,38,800/-
Grand Total of two years	Rs. 2,99,880/-
<i>*Programme fee is subject to revision after due approvals</i>	

It is the stated policy of the University that no deserving applicant, as far as possible, is denied the opportunity of studying at AUD merely due to her/his inability to pay the fees. To implement this, a comprehensive fee-waiver policy is adopted. The University offers full and partial tuition fee-waivers to students who are in need of support given their economic background. Please visit www.aud.ac.in for updated fee waiver policy.

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 2022, breakup of 53 seats is as follows:

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

Breakup for 8 supernumerary seats in MBA 2022 –

Category	Seats
Kashmiri Migrant	1
Single Girl Child	1
Foreign Student	6
Total	8

Abbreviations used above- UR: Unreserved; DOBC (NCL): Delhi Other Backward Classes(Non Creamy Layer); D-SC: Delhi Scheduled Caste; D-ST: Delhi Scheduled Tribe; D-EWS: Economically Weaker Section; CW/Defence : Child/Widow of armed forces including paramilitary forces; PwBD: Persons with Benchmark Disability; OD-UR: Outside Delhi Unreserved; OD-SC: Outside Delhi Scheduled Caste; OD-ST: Outside Delhi Scheduled Tribe; OD-EWS: Outside Delhi Economically Weaker Section

NUMBER OF SEATS AND RESERVATION MBA 2022-24

RESERVATION

Admissions will be made in accordance with the reservation policies of the Government of National Capital Territory of Delhi in respect of various social groups and other categories as applicable to institutions of higher education. Applicants claiming the benefit of reservations will have to produce the requisite certificates from the competent authorities.

Students from the	Reservation/Percentage
Delhi Region- 85%	D-OBC (NCL) -27% DSC -15% DST-7.5%
Outside Delhi – 15%	ODSC-15% ODST-7.5%

PWD-5% (Horizontal), Defence (CW)-5% (Horizontal) in all categories EWS Reservation – 10%

The policy is subject to the change in compliance of the University and/or Government of NCT of Delhi policies as notified from time to time, on or before the date of commencement of Admissions.

National Capital Territory of Delhi - 85% seats are reserved for Candidates belonging to National Capital Territory of Delhi, i.e. those who have passed the qualifying examination from any School/College/University located in NCT of Delhi. The candidates who have passed the qualifying examination through Distance/Open Education system of any recognized School/ College/University and had his/her Study Centres in Delhi will be considered as NCT of Delhi Candidates but the responsibility to provide proof of his/her study centre in Delhi will be of the candidate only. The candidate must bring in writing the certificate issued by the concerned School/ College/University imparting Distance/Open Education stating clearly that the study centre of the candidate is/was in NCT of Delhi or Outside NCT of Delhi. The I-card or any other document will not be considered as proof of study centre.

Outside National Capital Territory of Delhi - 15% seats are reserved for Candidates Outside National Capital Territory of Delhi, i.e. those who have passed the qualifying examination from any School/College/University located outside Delhi. The candidates who have passed the qualifying examination through Distance/Open Education system of any recognized School/ College/University and had his/her Study Centres Outside Delhi will be considered as Outside Delhi Region Candidates but the responsibility to provide proof of his/her study centre outside Delhi will be of the candidate only. The candidate must bring in writing the certificate issued by the concerned University imparting Distance/ Open Education stating clearly that the study centre of the candidate is/was in Delhi or Outside Delhi. The I-card or any other document will not be considered as proof of study centre by the Admission Officer.

RESERVATION

The merit list for the unreserved category (UR) seats will comprise all the applicants in order of merit. No one will be excluded from the same. In other words, the merit list will also include SC / ST/D- OBC (NCL) applicants, irrespective of category, if they meet the criterion of merit for UR category.

No applicant can be excluded from the UR category merit list just because the applicant belongs to or has applied under SC/ST/D-OBC (NCL) category. Such an applicant is entitled to be considered under the UR category, as well as under the reserved category. Admission to UR category seats will be strictly in order of merit without excluding SC/ST/D-OBC (NCL) applicants.

ECONOMICALLY WEAKER SECTION (EWS)

Implementation of 10% reservation of Economically Weaker Sections is followed, as per letter no.F.DHE.1(119)/Estt./2018-19/2549-76 dated 17.06.2019 in terms of OM No. F No. 12-4/2020- U1 dated 17.01.2020 issued by the Ministry of Human Resource Development, Department of Higher Education in this respect to give effect to the provision of the Constitution (One Hundred and third Amendment) Act, 2020 for all higher educational institutions funded/aided, directly, or indirectly, by the Government of NCT of Delhi. The candidates shall be granted admission in EWS category subject to fulfilment of all the conditions as per rules of Govt. The Certificate for claiming reservation under EWS category needs to issued by the competent Authority (refer to the format of certificate on AUD website).

RESERVATION

OTHER BACKWARD CLASSES

27% seats are reserved for Delhi OBC Category belonging to the list of OBC castes in Delhi. Students will be admitted in this category on the submission of a certificate to this effect from the Competent Authority of the Government of NCT of Delhi. Certificate issued by Govt. of India or any state government will not be accepted under any circumstances. A certificate issued by a Competent Authority of Delhi to an individual on the basis of Caste Certificate of his/her parents from another state will be accepted for claiming a seat under OBC Category if and only if the caste is in the list of notified OBC list by Govt. of NCT of Delhi. The non-creamy layer certificate should be issued after 31st March, 2022. The caste certificate based on which reservation is sought must be issued with the Competent Authority of Delhi.

A list of approved Competent Authorities for the issuance of OBC-NCL certificates is as under:-

- District Magistrate
- Additional District Magistrate
- Deputy Commissioner
- Collector
- Additional Deputy Commissioner
- Deputy Collector
- 1st Class Stipendiary Magistrate
- City Magistrate (not below the rank of 1st class Stipendiary Magistrate)
- Sub-Divisional Magistrate
- Executive Magistrate

RESERVATION

PERSONS WITH DISABILITIES (PWD)

PwD seats shall be 5% (horizontal reservation) in accordance with the provisions of 'The Rights of Persons with Disabilities Act 2016' (PWD ACT). All the candidates who furnish PwD certificate from any Government Hospital located in Delhi or Outside Delhi under the provisions of 'The Rights of Persons with Disabilities Act 2016, shall be eligible for claiming reservation on NCT and ONCT seats (based on the location of their qualifying exam).

The Certificate for claiming reservation under PwD category needs to be issued by the competent Authority as per the Format given on AUD website. The following specified categories of disabilities as mentioned in the Schedule to the Rights of Persons with Disabilities Act, 2016 [See clause (zc) of section 2 of Act of Rights of Persons with Disabilities Act, 2016] are eligible to get the benefit of the said reservation.

I. Physical

A. Locomotor disability

1. Locomotor disability (a person's inability to execute distinctive activities associated with movement of self and objects resulting from affliction of musculoskeletal or nervous system or both), including—

2. "leprosy cured person" means a person who has been cured of leprosy but is suffering from—

(i) loss of sensation in hands or feet as well as loss of sensation and paresis in the eye and eye-lid but with no manifestation of deformity;

(ii) manifest deformity and paresis but having sufficient mobility in their hands and feet to enable them to engage in normal economic activity;

(iii) extreme physical deformity as well as advanced age which prevents him/ her from undertaking any gainful occupation, and the expression "leprosy cured" shall construed accordingly;

RESERVATION

3. "cerebral palsy" means a Group of non-progressive neurological condition affecting body movements and muscle coordination, caused by damage to one or more specific areas of the brain, usually occurring before, during or shortly after birth;
4. "dwarfism" means a medical or genetic condition resulting in an adult height of 4 feet 10 inches (147 centimetres) or less;
5. "muscular dystrophy" means a group of hereditary genetic muscle disease that weakens the muscles that move the human body and persons with multiple dystrophy have incorrect and missing information in their genes, which prevents them from making the proteins they need for healthy muscles. It is characterised by progressive skeletal muscle weakness, defects in muscle proteins, and the death of muscle cells and tissue;
6. "acid attack victims" means a person disfigured due to violent assaults by throwing of acid or similar corrosive substance.

B. Visual impairment

7. "blindness" means a condition where a person has any of the following conditions, after best correction -
 - (i) total absence of sight; or
 - (ii) visual acuity less than 3/60 or less than 10/200 (Snellen) in the better eye with best possible correction; or
 - (iii) limitation of the field of vision subtending an angle of less than 10 degree.
8. "low-vision" means a condition where a person has any of the following conditions, namely:
 - (i) visual acuity not exceeding 6/18 or less than 20/60 upto 3/60 or upto 10/200 (Snellen) in the better eye with best possible corrections; or
 - (ii) limitation of the field of vision subtending an angle of less than 40 degree up to 10 degree.

RESERVATION

C. Hearing impairment

9. "deaf " means persons having 70 DB hearing loss in speech frequencies in both ears;

10. "hard of hearing" means person having 60 DB to 70 DB hearing loss in speech frequencies in both ears;

11. "speech and language disability" means a permanent disability arising out of conditions such as laryngectomy or aphasia affecting one or more components of speech and language due to organic or neurological causes.

II. Intellectual disability, a condition characterised by significant limitation both in intellectual functioning (reasoning, learning, problem solving) and in adaptive behaviour which covers a range of every day, social and practical skills, including—

12. "specific learning disabilities" means a heterogeneous group of conditions wherein there is a deficit in processing language, spoken or written, that may manifest itself as a difficulty to comprehend, speak, read, write, spell, or to do mathematical calculations and includes such conditions as perceptual disabilities, dyslexia, dysgraphia, dyscalculia, dyspraxia and developmental aphasia;

13. "autism spectrum disorder" means a neuro-developmental condition typically appearing in the first three years of life that significantly affects a person's ability to communicate, understand relationships and relate to others, and is frequently associated with unusual or stereotypical rituals or behaviours.

III. Mental behaviour

14. "Mental illness" means a substantial disorder of thinking, mood, perception, orientation or memory that grossly impairs judgment, behaviour, capacity to recognise reality or ability to meet the ordinary demands of life, but does not include retardation which is a condition of arrested or incomplete development of mind of a person, specially characterised by sub normality of intelligence.

RESERVATION

IV. Disability caused due to

(a) Chronic neurological conditions, such as—

15. "multiple sclerosis" means an inflammatory, nervous system disease in which the myelin sheaths around the axons of nerve cells of the brain and spinal cord are damaged, leading to demyelination and affecting the ability of nerve cells in the brain and spinal cord to communicate with each other;

16. "Parkinson's disease" means a progressive disease of the nervous system marked by tremor, muscular rigidity, and slow, imprecise movement, chiefly affecting middle-aged and elderly people associated with degeneration of the basal ganglia of the brain and a deficiency of the neurotransmitter dopamine. (b) Blood disorder—

17. "haemophilia" means an inheritable disease, usually affecting only male but transmitted by women to their male children, characterised by loss or impairment of the normal clotting ability of blood so that a minor wound may result in fatal bleeding;

18. "Thalassemia" means a group of inherited disorders characterised by reduced or absent amounts of haemoglobin.

19. "Sickle cell disease" means a haemolytic disorder characterised by chronic anaemia, painful events, and various complications due to associated tissue and organ damage; "haemolytic" refers to the destruction of the cell membrane of red blood cells resulting in the release of haemoglobin.

V. Multiple Disabilities (more than one of the above specified disabilities)

20. Multiple disabilities including deaf blindness which means a condition in which a person may have combination of hearing and visual impairments causing severe communication, developmental, and educational problems.

21. Any other category as may be notified by the Appropriate Government.

RESERVATION

SCHEDULED CASTE

15% of seats are reserved for candidate belonging to SC Category. The format for Certificate claiming reservation under SC category needs to be issued by the competent Authority and the list of caste as per the Presidential order 1951 as updated time to time.

SCHEDULED TRIBE

7.5% of seats are reserved for candidate belonging to ST Category applicants. The Certificate for claiming reservation under ST category needs to be issued by the competent Authority

NOTE:

The policy as stated in the admission brochure is subject to the change in compliance of the University and/or Government of NCT of Delhi policies as notified from time to time, on or before the date of commencement of Admissions.

A list of approved Competent Authorities for the issuance of Scheduled Caste and Scheduled Tribe certificates is as under:-

- District Magistrate, Additional District Magistrate, Deputy Commissioner, Collector, Additional Deputy Commissioner, Deputy Collector, 1st Class Stipendiary Magistrate, City Magistrate (not below the rank of 1st class Stipendiary Magistrate), Sub-Divisional Magistrate, Taluk Magistrate, Executive Magistrate and Extra Assistant Commissioner;
- Chief Presidency Magistrate, Additional Chief Presidency Magistrate and Presidency Magistrate;
- Revenue Officer not below the rank of Tehsildar;
- Administrator, Secretary to the Administrator or the Development Officer (Lakshadweep & Minicoy Islands)

RESERVATION

- The candidates belonging to the communities, which are not included in the list of Scheduled Castes for Delhi, in the Presidential order, will not be entitled to admission in the University against the seats reserved for Scheduled Castes candidates of the NCT of Delhi. The candidates, belonging to the communities, included in the list of Scheduled Castes, in the Presidential order, in relation to Delhi will be entitled to be considered for admission in the University, against the seats reserved for SC candidates, in terms of the Presidential order dated 20th September, 1951, as amended time to time, by the law made in this regard.
- The required certificate(s) for reserved categories/ classes will be essential at the time of the admission / documents verifications and no provisional admission shall be admissible for want of caste/category certificate from the local competent authority. Further, the caste/category certificate should invariably be in the name of candidate himself/herself and not in favor of respective parents/ guardians. The candidate shall not be entitled / eligible for admission against reserved seat, even on the basis of any undertaking
- In case of married woman, applying to any course under reserved category, the applicant has to produce the caste certificate in her name. Certificate in the name of husband/ mother /father is not acceptable.

IMPORTANT INFORMATION

1. Reservation policy as enumerated above may be modified in light of instructions received from Statutory bodies governing specific programmes of studies, Govt. Of India, Govt. of NCT of Delhi, Hon'ble Court(s) and / or the University, on or before the start of admissions. If any change in the reservation policy is made by the Government, the same will be announced on University's Website (www.aud.ac.in) and implemented. Admissions will be made in accordance with the reservation policies of the Government of National Capital Territory of Delhi in respect of various social groups and other categories as applicable to institutions of higher education.

RESERVATION

2. Clarification for Admissions under Reserved Category: Admission will be permissible to qualified candidates in any programme in the following conditions:-

- If qualifying examination is passed from Delhi and Reservation certificate issued from Delhi for SC/ST/OBC categories, then admission is permissible under NCT Reserved category.
- If qualifying examination is passed from Outside Delhi and Reservation certificate issued from anywhere in India, including Delhi for SC/ST categories, then admission is permissible under ONCT Reserved category.
- If qualifying examination is passed from Delhi and Reservation certificate issued from Outside Delhi for SC/ST/OBC categories, then admission is permissible only under NCT Unreserved category.

ARMED FORCES / DEFENCE (CW)

The University reserves 5% (horizontal reservation) of the total number seats in all programmes under CW category. The applicants seeking admission under this category need to upload Certificate issued by any of the following authorities:

- Secretary, Kendriya Sainik Board, Delhi
- Secretary, Rajya Zila Sainik Board
- Officer-in-Charge, Record Office
- 1st Class Stipendiary Magistrate
- Ministry of Home Affairs (For Police Personnel in receipt of Gallantry Awards)

Admission may be offered to the Children / Widows of Officers and Men of the Armed Forces including Para-Military Personnel, in the following order of preference:

I. Widows / Wards of Defence personnel killed in action/ Para Military Personnel killed in action. Required Certificate: Proof in Original

RESERVATION

ARMED FORCES / DEFENCE (CW) (contd.)

II. Wards of Defence Personnel and ex-servicemen/Para Military Personnel disabled in action and boarded out from service with disability attributable to military service. Required Certificate: Original disability certificate clearly indicating the disability is attributable to Military Services in action and was boarded out

III. Widows / Wards of Defence personnel /Para Military Personnel who died while in service with death attributable to military service.Required Certificate Proof in Original.

IV. Wards of Defence personnel / Para Military Personneldisabled in service and boarded out with disability attributable to the military service. Required Certificate: Original disability certificate clearly indicating the disability is attributable to Military Services and was boarded out.

V. Wards of Serving / Ex-servicemen / Para Military Personnel/Police personnel who are in receipt of Gallantry Awards.Required Certificate: Proof in Original

- 1) Param Vir Chakra
- 2) Ashok Chakra
- 3) MahaVir Chakra
- 4) Kirti Chakra
- 5) Vir Chakra
- 6) Shaurya Chakra
- 7) Sena, Nau Sena, Vayusena Medal
- 8) Mention-in-Despatches
- 9) President's Police Medal for Gallantry
- 10) Police Medal for Gallantry

RESERVATION

ARMED FORCES / DEFENCE (CW) (contd.)

VI. Wards of Ex-Servicemen Required Certificate: Original ex-servicemen Identity Card/ discharge book supported by PPO (Pension Payment Order).

VII. Wives of:

- 1) Defence Personnel disabled in action and boarded out from service. Required Certificate: Original disability certificate clearly indicating the disability is attributable to Military Services in action and was boarded out.
- 2) Defence Personnel disabled in service and boarded out with disability attributable to military service. Required Certificate: Original disability certificate clearly indicating the disability is attributable to Military Services and was boarded out.
- 3) Ex-Servicemen and Serving Personnel who are in receipt of Gallantry Awards. Proof in Original. Only the Gallantry Awards specified in Priority V shall be considered.

VIII. Wards of Serving Personnel. Original Service Identity Card and Dependent Card/ Certificate issued by the Competent Authority

IX. Wives of Serving Personnel. Required Certificate: Original Service Identity Card and Dependent Card/ Certificate issued by the Competent Authority

Entitlement card in original issued by the Record Officer of the concerned unit or the regiment of the armed forces in case of personnel of the armed forces is to be produced as proof for claiming reservation in a particular category at the time of admission/document verification. In addition, the candidate will also have to submit an undertaking duly completed in original and signed by the competent authority at the time of admission/document verification.

Note:

1. For the purpose of reservation, only notification which states that the Sena Medal has been awarded for Gallantry will be accepted and the Sena Medal for Distinguished Services will not be considered.

RESERVATION

2. For admission to a seat reserved for Defence Category: i. Entitlement card in original issued by the Record Officer of the Unit/ Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel. ii. The Children/ Widow of the officers and men of Armed forces who died or were disabled on duty must submit a certificate to that effect from the following authorities. i. Secretary, Kendriya Sainik Board. ii. Secretary, Rajya/ ZilaSainik Board. iii. Officer-in-Charge, Record Office

SINGLE GIRL CHILD

One supernumerary seat is reserved for a Single Girl Child in each programme. The daughter should be the only Single Girl Child/Twin Daughter/Fraternal Daughter of the family and there is no other male and female child in the family. Affidavit (format of affidavit available on AUD website) must be uploaded/produced in the form.

KASHMIRI MIGRANTS

One supernumerary seat in each programme is allocated to Kashmiri migrants. The certificate issued by the Competent Authority needs to be uploaded/produced (format of certificate available on AUD website).

FOREIGN STUDENTS

Every undergraduate and postgraduate degree programme has a Foreign Student (FS) supernumerary quota of 15%. The numbers of FS seats in those programmes are indicated in the tables above. For the numbers of FS seats in PhD programmes, see the separate bulletin for foreign student admission. Note that the FS admission category is a unitary category separate from other admission categories. An applicant who applies under the FS category cannot be considered for admission under any other category, and vice versa. There are no other admission categories within the FS admission category. It should be noted that FS admission is 'in absentia', and in all programmes there are different eligibility requirements, application fees, admission procedures and tuition charges for applicants under the FS and the Indian categories. For information about FS admission, see the separate bulletin and information on the AUD website.



ADMISSION PROCEDURE FOR MBA 2022-24

IMPORTANT DATES

Eligible applicants would be required to take the Admission Test which will consist of 150 multiple choice questions (MCQs) on verbal ability (includes verbal aptitude and English language comprehension) and analytical ability (includes quantitative ability, data interpretation and logical reasoning) and general awareness. 4 marks would be awarded for each correct answer, negative marking will there i.e. 1 mark will be deducted for each incorrect answer.

CMAT 2022 Scores will also be accepted in lieu of our own Admission Test.

Based on the scores obtained in the Admission Test/CMAT 2022, candidates will be shortlisted for a personal interview (PI). The final merit list shall be prepared using the weighted average of marks obtained in the Admission Test/CMAT 2022 (70% weightage) and PI (30% weightage).

Last date to apply is 31st May 2022 (Tuesday)

Date and Time of AUD Admission Test is 12th June 2022(Sunday) at 10am

CONTACT DETAILS

For more details:

Contact SBPPSE office via  01123864064

To apply visit AUD website  <http://www.aud.ac.in>



Email: mbaadmissions@aud.ac.in



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