SBPPSE

School of Business, Public Policy and Social Entrepreneurship 2014–2015

Two-year (full-time) MBA
One-year (full-time) PG Diploma in Publishing

Ambedkar University, Delhi (AUD)
(Established by the Government of the NCT of Delhi)
Lothian Road, Kashmere Gate
Delhi - 110006

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The University

Ambedkar University, Delhi (AUD) 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 functions through its various Schools and Centres. The Schools that AUD has established so far are the School of Development Studies, the School of Human Ecology, the School of Human Studies, the School of Law, Governance and Citizenship, the School of Business, Public Policy and Social Entrepreneurship, the School of Education Studies, the School of Liberal Studies, the School of Culture and Creative Expressions and the School of Design.

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) has been set up in AUD to promote research and provide professional education and training in the field of Business Administration, 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 offers a 2-year (full time) MBA programme and a one-year (full time) Post Graduate Diploma in Publishing. The Incubation Centre for Social Entrepreneurship and Innovation, which has been set up in AUD, is an initiative closely linked to the vision of the School.

Two-year (full time) MBA Programme ▮▮

SBPPSE endeavours to develop an environment of research and teaching of Business, Public Policy and Social Entrepreneurship in an integrated fashion. Based on a stakeholder theory rather than a shareholder approach, acknowledging the close linkages that exist between Business, Public Policy and Social Enterprises, elements of Public Policy with focus on Social Entrepreneurship have been integrated into the programme structure and the course curriculum of the MBA programme.

The two year (full time) MBA programme aims to impart professional education to future managers, to upgrade the knowledge and skills of the personnel already engaged in the corporate world and to develop motivation and skills in the participants to initiate new enterprises, especially in the social sector. The programme focuses on wealth generators as much as wealth managers by sensitising them to wider socio-economic issues. The programme attempts to create awareness of the importance of enterprise creation (and employment generation). It intends to impart knowledge and skills to future/ current managers for dealing with CSR related issues of the corporate world in a professional manner.

Programme Content & Delivery ▮▮

The programme is structured in a trimester system, with equal emphasis on conceptual knowledge as well as application of such knowledge to practical and experiential contexts. The programme while preparing its graduates for taking on challenging jobs in the domestic, multi-national, multi-lateral, government and non-government (NGO) sector of the economy, will attempt to identify the creative and innovative talents of the participants. Going beyond the exclusive focus on large and established/ organised sector, the programme addresses issues of micro/ small and unorganised sector of the economy. In addition to creating an environment of learning theoretical concepts and application skills, the programme is designed to develop people management skills such as communication, presentation, human/ interpersonal relations & leadership, sensitivity to culture and social behaviour.

The Progamme Structure ▮▮

The Master of Business Administration programme will be of two year duration. Instruction will be imparted in three trimesters each year with a total of six trimesters in two years. Students have to take courses totalling 110 credits to be eligible for the award of the MBA degree. The curriculum has been innovatively designed to bring about a radical change in the ways students think and perceive the world around them. From the second till the last trimester, students shall learn one additional (Indian or Foreign) language.

Courses by Semester ▮▮▯

First Year

In the three trimesters during the First Year, students will undertake the foundation courses which are compulsory. At the end of the first year, during the summer months of April-June, students will be required to undergo internship with an organisation based on which s/he will submit a report. The trimester-wise courses will be as given below:

Trimester – I	Trimester – II	Trimester – III
101 - Business, Culture & Society	201 - Business in a Globalised World	301 - Competitive Strategy
102 - Organizational Behaviour	202 - Leadership & Change	302 - Human Resource Management
103 - Quantitative Methods	203 - Management Science	303 - Operations Management
104 - Economics - I	204 - Economics - II	304 - Legal Framework of Business
105 - Financial Accounting	205 - Corporate Finance	305 - Cost and Management Accounting
106 - Marketing Management	206 - Structured Thinking & Problem Solving	306 - Business Research
107 - Spread-sheet Modelling	207 - Management of Information Systems	307 - Introduction to Public Policy
108 - Business Communication	208 - Personality Development and Presentation	308 - Practice of Entrepreneurship
109 - Business Ethics	209 - Language	309 - Language

Second Year:

During the second year of the programme, in addition to the compulsory courses listed below, the student shall choose six elective courses each in each trimester from the list of elective courses announced at the end of the previous trimester.

The schedule of courses during Second Year of the programme is given below:

Trimester – IV	Trimester – V	Trimester – VI
401 - Corporate Social Responsibility	501 - Business Policy & Strategic Management	601 - Law & Corporate Governance
402 - Project Management	502 - Project Study	602 - International Business Environment
403 - Language	503 - Language	603 - Language

List of Electives* ▮▮▮

Area	List of Electives
Public Policy	1.1: Infrastructure and Market Reforms 1.2: Political Economy 1.3: Economics of Business Policy 1.4: Trade and Industrial Policy 1.5: Country Risk Analysis 1.6: Contemporary Economic Policy 1.7: Public sector management 1.8: Land Acquisition Management
Social Entrepreneurship	2.1: Introduction to Social Entrepreneurship 2.2: Strategic management of New Ventures 2.3: Microfinance 2.4: NGOs as social ventures 2.5: Small Business and Micro Enterprises 2.6: Social Identity and Entrepreneurship 2.7: Creativity & Social Innovation 2.8: Gender and Entrepreneurship
Finance	3.1: Financial Derivatives 3.2: Investment Banking & Private Equity 3.3: Security Analysis and Portfolio Management 3.4: Banking and Financial Institutions 3.5: Mergers and Acquisitions 3.6: Financial Markets 3.7: Econometrics of financial markets 3.8: Corporate Taxation 3.9: Treasury and Risk Management 3.10: Business Valuation and Financial Modelling
Marketing	4.1: Brand Management 4.2: Consumer Behaviour 4.3: Advertising Management 4.4: Services Marketing 4.5: Retail Marketing 4.6: Rural Marketing 4.7: B2B Marketing 4.8: Sales & Distribution Management 4.9: Product Development and Management 4.10: Advanced Research Techniques in Marketing
HR & OB	5.1: Inter Personal & Group Processes 5.2: Diversity and Inter Cultural Management 5.3: Strategic HRM

	5.4: Compensation & Talent Management 5.5: Counselling Skills for Managers 5.6: Performance Management 5.7: Organisational Change and Development 5.8: Management of Industrial Relations
Operations Management	6.1: Supply Chain Management 6.2: Logistics Management 6.3: Operations Strategy 6.4: Enterprise Resource Planning 6.5: Production Planning and Control 6.6: Data and Decision Models 6.7: Advanced Optimization for Decision Making 6.8: Total Quality Management
Information Systems	7.1: Database Management Systems 7.2: E-Commerce 7.3: Business Process Re-Engineering 7.4: Managing IT-Enabled Services 7.5: Strategic Management of Information Technology 7.6: Information Security Management 7.7: Managing open source 7.8: New advances in IT in organisation
International Management	8.1: International Financial Management 8.2: International Marketing 8.3: International Economics 8.4: Global Operations 8.5: Doing Business in Emerging Markets 8.6: Social Entrepreneurship in Global Context 8.7: International Human Resource Management 8.8: International Business Strategy

*Only a limited number of courses shall be offered in each term depending on availability of faculty and student interest.

Post Graduate Diploma in Publishing ▮▮

The aim of the one year (two-semesters) Post-Graduate Diploma in Publishing is to create well-rounded and skilled professionals who aspire to make a career in publishing. The program is so structured as to emphasize that every publishing professional - whether in management, administration, sales, promotions, editorial, design, production, distribution, tech support - makes himself / herself more valuable by understanding how all the parts fit together. The program will enable the participants to groom themselves into professionals who would want to work in book publishing because they understand the role of publishing in society, who understand that their work will impact the lives of others, and who recognize that their work will literally outlive them.

Programme Structure

Students must successfully complete 34 credits worth of courses consisting of 6 core, 2 elective courses and field-based internship over the two semesters. Each semester would ordinarily be of 16 weeks of academic work. Each credit in a course is equated to 16 hours of teaching input. Thus a 4-credit course entails total 64 hours of teaching inputs spread over 16 weeks, amounting to 4 hours per week per course.

SEMESTER 1	BREAK	SEMESTER 2
Core courses 1. Introduction to Publishing 2. Editorial Theory & Practice 3. Managing a Publishing Enterprise 4. Production & Design in Publishing	**Internship** **(8 Weeks)**	5. Legal and Ethical Issues in Publishing 6. Project Work in Publishing **Elective Courses** Any two of the following: 1. Publishing in a Globalised World 2. Regional Publishing & Translation 3. Children's Publication 4. Publishing for Corporate, Legal and Social Organisations

Teaching Methodology

Learning consists of a combination of case studies, class lectures, workshops, computer-based lessons, seminars and field studies. There is special emphasis on field-based learning.

Electives

Students may choose electives from a range of courses on offer in the second year. AUD keenly believes that each programme in the university will benefit from the expansive and productive interdisciplinary structure. In keeping with the same, students may take courses across schools and programmes, in consultation with School faculty, depending on their skill set, interest and aspiration.

Assessment and Evaluation

The purpose of assessment and evaluation at AUD is to facilitate and promote learning with understanding. Performance of students will be assessed as a continuous process. Students will be evaluated and graded on the basis of a variety of assessment situations including class participation and discussion, presentations, written tests / quizzes, take-home assignments, field-based projects, seminars and term papers. Students are expected to be regular in attending classes, workshops and other educational exercises as assessments will be continuously held throughout the semester.

Medium of Instruction: English

Number of Seats and Reservations

A total of 42 seats in MBA and 20 seats in PG Diploma in Publishing (including general and reserved as per norms set by the government of the National Capital Territory of Delhi) will be available.

Category	Seats	Category	Seats
	Two-year (full-time) MBA		
Delhi/ NCT (85%)	**36**	**Outside NCT (15%)**	**6**
SC (15%)	5	SC (15%)	1
ST (7.5%)	3	ST (7.5%)	1
OBC (27%)	10	OBC (Nil)	0
General	18	General	4
Supernumerary:			
PH (Physically handicapped)	1	-	-
CW (Children of War widows)	1	-	-
FS (Foreign Students)	2	-	-
	PG Diploma in Publishing		
Delhi/ NCT (85%)	17	Outside NCT (15%)	3
SC (15%)	3	SC (15%)	1
ST (7.5%)	1	ST (7.5%)	1
OBC (27%)	5	OBC (nil)	0
General	8	General	1
Supernumerary:			
PH (Physically handicapped)	1	-	-
CW (Children of War widows)	1	-	-
FS (Foreign Students)	1	-	-

Notes:

(i)   The NCT category will include those students who have passed their qualifying examination from an institution located in the NCT of Delhi or are residents in the NCT of Delhi.

(ii) The quantum of reservation under the social categories specified above is subject to change according to the Regulations of the Government of the NCT of Delhi.

(iii) An additional 2 seats in the supernumerary category have been kept in the PG Diploma in Publishing for candidates who may not fulfil the basic eligibility criteria, but have suitable work experience in publishing to support their candidature. Such candidates will be given only a Certificate.

Course Fee for MBA

Fee Details	Amount (Rupees)
Tuition @2000/- per credit	216,000
Course Material / Data base etc. (@500/- per course)	27,000
Placement/ Career Counselling	30,000
Student Welfare Fund	2000
Deposit (Refundable)	5,000
Total (for two years)	280,000

Course Fee for PG Diploma in Publishing

Fee Details	Amount (Rupees)
Tuition @1000/- per credit	34,000
Student Welfare Fund	1,000
Deposit (Refundable)	2,000
Total	37,000

Fees, Fee Waivers, Scholarships and Student Welfare Fund

Partial or full fee waivers and scholarships will be available. The University will, as far as possible, ensure that no deserving prospective student is denied the opportunity of studying at AUD just because of his / her inability to pay the fees. Needy students may apply for financial support from the Student Welfare Fund of the University.

University Policy on refund of fees

Time Period for refund	Amount to be deducted
Before the Orientation Programme (23 June 2014) in case of MBA	Rs. 5,000/-
After the start of the Orientation Programme	Only caution money (Rs. 5,000/- in case of MBA and Rs. 2,000/- in case of PG Diploma in Publishing) will be refunded

Eligibility for MBA and PG Diploma in Publishing

Candidates with a Bachelor's degree who have secured a minimum 50 per cent marks (or equivalent grade) from a recognized university in any discipline will be eligible to apply for admission. Relaxation of 5 per cent will be given to candidates belonging to Scheduled Caste, Scheduled Tribe and Physically Handicapped categories.

Note: Candidates appearing in the final year examination of Bachelor's / Post Graduate Degree Examinations are eligible to apply irrespective of their percentage of scores obtained till the time of application, provided that they expect to fulfill the eligibility criteria when their results are declared and which must be submitted to the AUD Office before 31st August 2014.

Selection Procedure

The final selection for admission will be based on a combination of scores obtained by the candidates in the Written Test, Group Discussion and Personal Interview, as the case may be, for the programme conducted by the School. The specific dates of the admission test and Interviews shall be notified on AUD website (www.aud.ac.in).

Application Procedure

Applications for admission to the MBA programme are invited through advertisements in newspapers and on the website of AUD. Applicants must visit AUD website (www.aud.ac.in) to register on-line and make the payment of Rs.1000/- (Rs. 500/- for SC/ST/PD candidates) as application fee. Application for admission to the PG Diploma in Publishing will be invited in the month of April 2014.

Note:
- Application process will require the applicant to first register with an e-mail id (it is advisable that the applicant create an e-mail account beforehand if not already having one). The password for the application process will be sent to the e-mail account entered.
- After receiving the password, the applicant may log in by entering the e-mail ID and the password and proceed to fill the details in the online application form. Further detailed instructions for filling the form are provided there.

Online Application

1. Visit the AUD website http://www.aud.ac.in

2. You will be directed to the Online Registration page.

3. Fill in the required information correctly; verify the data entered.

4. After the registered information is confirmed, data cannot be modified.

5. Pay the admission fee through the on-line process for which the link will be provided.

Payment through online Internet Payment Gateway:

a) Confirm your choice of payment through credit card / debit card or internet banking.

b) After successful online payment, an acknowledgement page will appear, stating the candidate's name, registration number, address, space for photograph and signature.

c) If unable to upload photograph and signature, take a printout of the page, affix your recent passport size colour photograph, and put your signature and thumb impression at the appropriate places.

d) Send the completed forms, along with Caste/Category certificate (if applicable) to the Admissions Office, School of Business, Public Policy & Social Entrepreneurship, Ambedkar University, Delhi, Delhi-110006 clearly postmarked before the last date.

e) Your online application will be further processed only upon receipt of the above documents and satisfactory verification of Caste/Category Certificate (if applicable) by the AUD Admissions Office.

On-site application:

i) Applications forms can also be filled on-site at the AUD campuses at Kashmere Gate offsite by logging on to www.aud.ac.in and following the links provided there. Assistance will be available for completing on-site application.

ii) Application fees for on-site application can be paid in cash at the Kashmere Gate campus at counters provided for the same. The fees for off-site applications can be paid through a Demand Draft drawn in favour of "Ambedkar University, Delhi" payable at New Delhi, to be sent by post or delivered by hand (along with a print copy of the filled and completed online application form).

iii) The application process cannot be completed without entering details of application fees paid; you are advised to have the cash payment receipt or demand draft details in hand before filling the application form.

iv) The last date for submitting the application is 21st December 2013. Demand Draft paid for the application and sent by post or delivered by hand must reach the University office latest by 4 p.m. on December 21, 2013.

Each applicant will choose to apply in one of the following Categories: General **(Gen);** Scheduled Caste **(SC);** Scheduled Tribe **(ST);** Other Backward Class, non-creamy layer **(OBC);** Physically Disabled **(PD);** Children/ Widows of Defence Personnel, including paramilitary personnel, killed/disabled in action **(CW1);** Children/ Widows of Defence Personnel, including paramilitary personnel, killed/disabled while on Duty **(CW2);** Children/ Widows of Defence Personnel, including paramilitary personnel who died in peace time with attribute to military service **(CW3);** Children/ Widows of Defence Personnel, including paramilitary personnel disabled in peace time which is attributable to military service **(CW4);** Wards of ex-service Personnel and serving personnel including Police personnel who are in receipt of Gallantry Awards **(CW5);** Foreign Nationals not studying in India **(FS)**.

CW1 candidates will have pre-emptive claim over other CW category candidates such as CW2 etc.; CW2 over others such as CW3 etc.; CW3 over others such as CW4 etc.; and CW4 over CW5. Only an Entitlement Certificate issued by Secretary, Kendriya Sainik Board Delhi; Secretary, Rajya/Zila Sainik Board; Officer-in Charge, Record Office/ First Class Stipendiary Magistrate is acceptable.

OBC candidates need to submit both the caste and the non-creamy layer certificates to claim reservation against OBC quota. Creamy layer OBC candidates should apply as General category candidates. Those applying under the PD may note that only those candidates who are cleared by the Medical Board of the University will qualify for Group Discussion (GD) & Personal Interview (PI).

Admission to Foreign Students

Two seats are reserved for foreign students Eligibility:

1. Foreign nationals studying in India are required to apply as General Category (Gen) candidates while making on-line payment.

2. Foreign nationals with Indian degrees (but who are not currently staying in India) are required to submit GMAT scores (minimum score of 650).

3. Foreign nationals with foreign degrees are advised to submit GMAT and TOEFL scores.
4. Foreign nationals who are out of India need to apply via their consulate and embassy (with mandatory GMAT scores). Only hard copy applications should be made and sent to Admissions, Ambedkar University Delhi, Lothian Road, Kashmere Gate, Delhi-110006.
5. All foreign nationals must hold a student visa valid for the entire period of study endorsed by the Ministry of External Affairs.
6. The degrees of foreign nationals must be recognized by the Association of Indian Universities.

Fees: The fees for foreign students will be Rs.4,32,000/- (Rs.216,000 per year) for two years. In addition they will be required to pay Rs27000/- for course material, Rs30000/- for career counselling and Rs5000/-as refundable deposit.

There is no quota for NRI or PIO and all such candidates need to apply as General Category (Gen) candidates.

Foreign students should send their applications to
The Dean, Student Services
Ambedkar University, Delhi
Lothian Road, Delhi 110006, INDIA.
E- mail: mbaadmissions@aud.ac.in

Important Notes ▮▮▮

- Visit our website (www.aud.ac.in) for registering and making on-line payment, which will be open from 4th November 2013 till 21st December 2013.

- Bulletin of Information can be downloaded from the website (www.aud.ac.in)

- FAQs and other relevant information are also available on the website.

- Candidates will be selected on the basis of their merit. Candidates must consult the website and / or the notice boards of the University for checking their names. These will be available from the date announced on the website.

- Successful candidates will be required to submit attested copies of the certificate of their date of birth, transcript of marks and certificate of the last examination passed, as also certificates of belonging to a reserved category, where applicable. They will be required to bring their original certificates for verification at the time of admission.

- Admissions will be made in accordance with the reservation policies of the Government of the 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.

- Fee Waivers (Full or Partial) are available. The application form for these will be posted on the website for downloading. Candidates who wish to avail of Fee Waivers should fill the required form and submit it to the AUD office after taking admission.

- The decision of the Admission Committee in all matters of admissions will be final.

- The jurisdiction of any dispute will be limited to the NCT of Delhi.

Location of the University and Hostel Accommodation

AUD is presently located at Lothian Road, Kashmere Gate, Delhi - 110006 (near G.P.O. Kashmere Gate). A limited number of seats are available in the University Hostel for girl students from outside the NCT of Delhi.

AUD hopes to move into its permanent campus in the next three or four years. The University visualizes its campus to be futuristic, both as physical and social spaces. The campus will be energy-efficient, ecologically-frugal and disabled-friendly. It is hoped that these will constitute spaces which will inspire openness and communality; spaces carved out of the urban landscape of Delhi which attempt to blend compact human habitations and workplaces in a seamless continuum with nature; spaces which include academic, residential, recreational and social facilities for students and staff.

Gender-Sensitive Campus

AUD endeavours to evolve campus spaces for students and staff, both women and men, in which we as individuals and as part of diverse collectives can grow and explore our potential without fear or the burden of prejudices. The prevalence of sexual harassment is one of the hindrances towards an enabling campus space. Our attempt is to device methodologies through which we can generate a consciousness amongst the university community that treats the experience of sexual harassment as a violation of one's dignity as well as freedom of mobility, freedom of speech and expression.

Zero Tolerance for Ragging

No form of ragging shall be tolerated in the University campus. Fresh students are advised to desist from doing anything, willingly or against their will, even if ordered to do so by a senior or any other student, and any attempt at ragging should be promptly reported to the Anti-Ragging Squad or to the Dean or to the Head of the Institution, as the case may be.

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www.aud.ac.in

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