

**School of Business, Public Policy and
Social Entrepreneurship (SBPPSE)
2015-2016**

Two-year (full-time) MBA

Two-year (full-time) MA in Social Entrepreneurship

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

(AUD Logo)

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 Business, Public Policy and Social Entrepreneurship
- The School of Culture and Creative Expressions
- The School of Design
- The School of Development Studies
- The School of Education Studies
- The School of Human Ecology
- The School of Human Studies
- The School of Liberal Studies
- The School of Undergraduate Studies

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, a 2-year MA in Social Entrepreneurship 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 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, interpersonal relations & leadership, sensitivity to culture and social behaviour.

The Programme 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 86 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 way students think and perceive the world around them. From the second till the last trimester, students shall learn one additional (Indian or Foreign) language.

First Year

In the three trimesters during the First Year, students will undertake the foundation courses which are compulsory. The trimester-wise courses will be as given below:

Trimester I (July – September)	Trimester II (October – December)	Trimester III (January – March)
SBP2MB101: Business Culture and Society	SBP2MB201: Foundations of Social Entrepreneurship	SBP2MB301: Issues and Perspectives in Public Policy
SBP2MB102: Organisational Behaviour	SBP2MB202: Leadership and Change	SBP2MB302: Human Resource Management
SBP2MB103: Quantitative Methods	SBP2MB203: Management Science	SBP2MB303: Operations Management
SBP2MB104: Principles of Economics	SBP2MB204: Spreadsheet Modelling	SBP2MB304: Structured Thinking and Problem Solving
SBP2MB105: Financial Accounting	SBP2MB205: Corporate Finance	SBP2MB305: Cost and Management Accounting
SBP2MB106: Marketing Management	SBP2MB206: Business Ethics & CSR	SBP2MB306: Business Research
SBP2MB107: Business Communication and Personality Development	SBP2MB207: Language	SBP2MB307: Language

Summer Internship:

At the end of the first year, during the summer months of April-June, students will be required to undergo summer training in an organisation, based on which they are

required to submit a report. The student will also be required to submit a certificate of completion and satisfactory performance from the host organisation.

Second Year:

The schedule of the second year consists of three trimesters: Trimesters- IV, V and VI. During Trimesters - IV, V and VI of the programme, in addition to compulsory courses in Strategic Management, International Business Environment, and Business Law & Corporate Governance, and the Language, students shall choose 3 elective courses in trimester –IV, 7 electives in trimester-V and 5 electives in trimester-VI of the second year. In trimester VI, each student shall undertake a project study and submit a report carrying 4 credits. The students will start work on their projects in the 5th trimester and submit the project report (dissertation) in the 6th trimester. Students will choose the requisite number of electives from the basket of electives floated before the commencement of each trimester. The schedule of courses during the Second Year of the programme shall be as given below:

Trimester IV (June– September)	Trimester V (September- December)	Trimester VI (January– March)
SBP2MB401: Strategic Management		SBP2MB601: PROJECT STUDY (4 credits)
SBP2MB402: International Business Environment	7 ELECTIVES (which may include an advanced course on language)	
SBP2MB403: Business Law and Corporate Governance		5 ELECTIVES
SBP2MB404: Language		
3 ELECTIVES		

In addition, supplementary workshops will be organised on ‘communication and presentation skills’ to improve the presentations skills of students at the end of the 5th trimester/ at the beginning of the 6th trimester of the MBA programme.

List of Electives

Public Policy	<ol style="list-style-type: none"> 1. Infrastructure and Market Reforms 2. Political Economy 3. Global Economy of the 21st Century: Trends and Issues 4. Economics of Business Policy 5. Trade and Industrial Policy 6. Country Risk Analysis 7. Contemporary Economic Policy 8. Public sector management 9. Land Acquisition Management
Social Entrepreneurship	<ol style="list-style-type: none"> 1. Introduction to Entrepreneurship 2. Managing New Ventures 3. New Product Development 4. NGOs as social ventures 5. Small Business and Micro Enterprises 6. International entrepreneurship 7. Sustainability and Innovation 8. Creativity & Social Innovation
Finance	<ol style="list-style-type: none"> 1. Financial Derivatives 2. Investment Banking & Private Equity 3. Security Analysis and Portfolio Management 4. Banking and Financial Institutions 5. Mergers and Acquisitions 6. Financial Markets 7. Econometrics of financial markets 8. Corporate Taxation 9. Treasury and Risk Management 10. Business Valuation and Financial Modelling
Marketing	<ol style="list-style-type: none"> 1. Brand Management 2. Consumer Behaviour 3. Advertising Management 4. Services Marketing 5. Retail Marketing 6. Rural Marketing

	<ol style="list-style-type: none"> 7. B2B Marketing 8. Sales & Distribution Management 9. Product Management 10. Advanced Research Techniques in Marketing
HR & OB	<ol style="list-style-type: none"> 1. Inter Personal & Group Processes 2. Inter Cultural Management 3. Strategic HRM 4. Learning Organisations 5. Compensation & Talent Management 6. Counselling Skills for Managers 7. Conflict Management 8. Performance Management 9. Management of Industrial Relations 10. Human Resource Planning and Development
Production and Operations Management	<ol style="list-style-type: none"> 1. Supply Chain Management 2. Logistics Management 3. Operations Research and Strategy 4. Enterprise Resource Planning 5. Production Planning and Control 6. Data and Decision Models 7. Decision Models and Optimization 8. Global operations
Information Systems	<ol style="list-style-type: none"> 1. Database Management Systems 2. E-Commerce 3. Business Process Re-Engineering 4. Managing IT-Enabled Services 5. Strategic Management of Information Technology 6. Information Security Management 7. Managing open source 8. New advances in IT in organisation
International Management	<ol style="list-style-type: none"> 1. International Financial Management 2. International Marketing 3. International Economics 4. Legal environment of world business 5. Doing Business in Emerging Markets 6. Social Entrepreneurship in Global Context 7. International Human Resource Management 8. International Business Strategy

Note: Only a limited number of elective courses shall be offered in each trimester depending on the availability of faculty and student interest.

MA in Social Entrepreneurship (MASE)

Following the vision of the School and realising the growing importance of social entrepreneurship, the school launched a two-year (full-time) MA in Social Entrepreneurship (MASE) in 2014. The first year of the programme is common with the first year of the MBA programme, while the second year of the MASE programme exclusively focuses on concepts, issues and practices of social entrepreneurship and will be linked to the activities of the Incubation Centre for Social Entrepreneurship & Innovation.

Programme Objective:

The programme will engage the participants with the emerging area of Social Entrepreneurship and the impact it can make on our economy and society. The participants will be provided with the core business management skills in finance, marketing, operations, human resource management and strategic management, which are essential for managing any organisation – public, private or development sector. At the same time, the participants will be expected to develop deeper sensitivity and understanding of contemporary issues facing our society and will address the role of small and medium enterprises, which are the backbone of our economy. Most importantly, MASE will enable participants to discover specialised skills required for initiating start-up ventures, especially in the social sector by finding creative and innovative solutions.

This programme is intended to attract

- Candidates who seek to become social entrepreneurs;
- Existing social entrepreneurs who seek to enhance their knowledge and skills;
- Professionals working in the development / government sector

Programme Structure:

The programme is designed to build and enhance core business skills, raise awareness about socio-political and environmental issues, and promote creative thinking, social innovation, and entrepreneurial approaches to problem solving. Attempt will be made to focus on such innovations in businesses that will maximize social impact, both through profit and not-for-profit organisations. As fundamentals of business management education is essential for pursuing sustainable entrepreneurial activities, the core principles of business administration are an integral part of the programme, along with specialised courses on entrepreneurship, innovation and social issues.

The programme is spread over two years; the first year of the programme will comprise 3 trimesters of 12 weeks each and the second year will consist of 2 semesters of 16 weeks each, with extensive exposure to field based learning. The first year of the programme (trimesters 1 – 3) will follow the same course structure as the MBA programme, with minor modifications. In the second year, students are exposed to a variety of core courses pertaining to the development sector/ social entrepreneurship, along with electives from different areas of their interest. Students will have the choice of electives from those offered in the MBA programme and other programmes of the university. As part of the MASE curriculum, students will be required to undertake (i) a field project for 2 months with an organisation, which includes preparation of a project appraisal, implementation plan, budgeting, cost benefit analysis and revenue modelling; and (ii) a business plan for their own entrepreneurship venture, which may be supported (with mentoring/ finances, etc.) by the Incubation Centre for Social Entrepreneurship & Innovation.

Overall Programme Structure

Type of Courses	Trimester I	Trimester II	Trimester III	Summer Internship	Semester IV	Semester -V
Core Courses / Credits	7 Taught courses of 2 credits each = 14 credits	6 taught courses of 2 credits each = 12 credits	6 taught courses of 2 credits each = 12 credits		2 taught courses of 4 credits each = 8 credits	2 taught courses of 4 credits each = 8 credits
Electives					2 electives of 4 credits each = 8 credits	2 electives of 4 credits each = 8 credits
Workshop / Seminars	1 seminar based course of 2 credits	1 seminar based course of 2 credits	1 seminar based course of 2 credits			
Project / Field Study	1 project (entrepreneurial venture) of 8 credits (Trimester 1 to Trimester 5) 1 field project with an organisation during summer (2 credits)					
TOTAL CREDITS (86)	16	14	14	2	16	16 + 8

Proposed List of Electives

Course Code	Title of the course
SBP2SE 611	Agribusiness and Innovation
SBP2SE 612	Livelihood development
SBP2SE 613	Entrepreneurship in Education and Health Sector
SBP2SE 614	Human Ecology and Natural Resource Management
SBP2SE 615	Gender, Indigenous Communities and Entrepreneurship
SBP2SE 616	Negotiation and cross cultural communication
SBP2SE 617	Development Economics
SBP2SE 618	Social impact infrastructure investing
SBP2SE 619	Rural / Ecological Tourism
SBP2SE 620	Creative Economy

Teaching Methodology:

Learning pedagogy is based on a mix of reflections on readings, activities and simulations on topics related to social issues, and critical discussions of live cases of social entrepreneurs and enterprises. Emphasis will be on interactive and group learning intended to promote team-skills. Theoretical components will be well complemented by practicum, and students will be encouraged to apply classroom learning to various real life situations through field based projects. Students will be encouraged to create learning repositories and contribute to the existing field of research. Three courses in the first year will be offered as workshop/ seminar courses to familiarize the students with social issues surrounding them. At the same time, students will be exposed to the building blocks of business, and various practitioners are expected to participate and share their experiences with the students.

The schedule of the second year shall consist of two semesters: Semester IV & V of 16 weeks each. In addition to compulsory courses in New Product and Market Development, Fundraising and Financing of Social Enterprises, Social Impact Assessment, and Strategic Management of New Ventures, students shall choose 2 elective courses in semester IV and V respectively from the list of electives offered within SBPPSE or other programmes of the University.

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 a total of 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	I N T E R N S H I P (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.

Eligibility for MBA, MASE 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 2015.

Number of Seats & Reservation

A total of 42 seats in MBA, 10 seats in MASE 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
MBA programme			
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		
MA in Social Entrepreneurship (MASE)			
Delhi/ NCT (85%)	8	Outside NCT (15%)	2
SC (15%)	1	SC (15%)	0
ST (7.5%)	1	ST (7.5%)	0
OBC (27%)	2	OBC (nil)	
General	4	General	2
Supernumerary:			
PH (Physically handicapped)	1		
CW (Children of War widows)	1		
FS (Foreign Students)	1		

	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		

* Admissions to PG Diploma in Publishing will take place in the month of April-May 2015

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.

Each applicant will choose to apply in one of the following Categories:**Gen:** General**SC:** Scheduled Caste**ST:** Scheduled Tribe**OBC:** Other Backward Class, non-creamy layer**PD:** Physically Disabled**Cw1:** Children/ Widows of Defence Personnel, including paramilitary personnel, killed/disabled in action**CW2:** Children/ Widows of Defence Personnel, including paramilitary personnel, killed/disabled while on Duty**CW3:** Children/ Widows of Defence Personnel, including paramilitary personnel who died in peace time with is attributable to military service**CW4:** Children/ Widows of Defence Personnel, including paramilitary personnel disabled in peace time which is attributable to military service**CW5:** Wards of ex-service Personnel and serving personnel including Police personnel who are in receipt of Gallantry Awards**FS:** Foreign Nationals not studying in India

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** category 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).

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 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 the AUD website (www.aud.ac.in).

APPLICATION PROCEDURE

Applying for Admission to MBA and MA in Social Entrepreneurship Programmes

- The application process is computerised. There are no paper application forms.
- There is one application form which is common for both MBA and MASE programme
- The candidate can apply to **ONLY** one of the programmes
- Application forms can be filled **on-campus** at the AUD campus in Kashmere Gate or **off-campus (online)** by logging on to **www.aud.ac.in** and following the instructions provided there.

Important

- Before filling the online application form keep ready with you scanned copies of your photo and your signature in JPG/JPEG format (size less than 50 KB and not exceeding 200x200 pixels).
- The application fee of Rs.1000 (Rs.500 for SC/ ST/ PD candidates) can be paid by **Demand Draft (DD)/ Cash/ Online**.
- If you opt for payment by DD, please have with you a DD for the correct amount
- **Please use either Mozilla Firefox or Chrome as your browser.**

Payment Options

1. Demand Draft

- You should have with you a DD in favour of '**Ambedkar University Delhi**' payable at New Delhi. Enter the DD details in the online application form when required.
- After successful submission of the online application form, download a PDF copy.
- A printed copy of the application form along with the DD has to be deposited at the Kashmere Gate Campus of AUD or sent by post to:

Dean, Student Services
Ambedkar University Delhi
Lothian Road, Kashmere Gate, Delhi 110 006

- Candidates using this option must ensure that the DD, along with a printed copy of the filled application form, reaches the University before 4:00 pm on the last date for submission of applications.

2. Cash

- Visit the AUD campus in Kashmere Gate
- Get a receipt after making payment in cash of the requisite amount.
- Enter cash receipt details in the online application form when required
- You can fill the application form either at the AUD Computer Lab or online from anywhere.

3. Online (Credit/Debit card/Net banking)

- Choose the online option when required
- Click on the save button
- You will be directed to the Bill desk Payment Gateway
- Enter the details of your credit/debit card or net banking particulars
- Make the payment
- Once payment is made successfully you will be redirected to the online application form
- If the payment is not successful you will be directed again to the Billdesk Payment Gateway.

Registration

1. Access **www.aud.ac.in** and click on **MBA/MASE Admissions 2015**. Choose the programme (i.e. MBA or MASE)
2. Choose the category (including Foreign Students) you belong to
3. Enter your email ID (an authentication code will be sent to this address)
4. Enter the Captcha and click on 'Submit'
5. Click on 'Register'
6. Check your email. You should have received a mail from 'admissions@aud.ac.in' containing your Password. Please check your notification / spam folder if the mail is not found in your inbox.

Application

1. Return to the AUD Online Form Login screen. Re-enter your email id and Captcha
2. Enter the password sent to you by email
3. Click 'Submit', you will be redirected to the Online Application Form

4. Read the instructions carefully and click 'continue'
5. Please do not use single/double quotation marks, commas, semi colons or full stops in your name
6. All fields marked (*) are mandatory. Incomplete applications will be REJECTED.
7. There are two pages in your application
 - * Page 1- Personal Details
 - * Page 2-Qualifying Exam Details

The second page of the application form will appear only after successful payment.

8. The application process will be complete only when payment has been received by the University. Candidates paying by Demand Draft should ensure that the DD along with a print out of the filled application form reaches the University before 4 pm on the last date for submission of applications
9. After filling each page, Click 'Save'. A preview of all the pages will be shown for you to double check your entries. You can still make corrections at this stage
Note: You cannot change the Program Preference, your Category, email id, and the method of payment after you have saved
10. To submit your application, click 'Submit'. Please note that no change can be made after you have submitted the form
11. After you submit the form, use the 'Download PDF' link to save a copy of your application. This can only be done till the last date for submission of the application form.

NOTE: The application process must be completed by 31 December 2014 and the DD accompanying the application must be submitted by hand to the University office by 4 pm on 31 December 2014.

Help

1. While filling the online application, if your browser closes unexpectedly or if you are logged out, please use the login information sent to your email to login again.
2. The green buttons are 'help' buttons. In case of any technical problem, please send an email to 'admissions@aud.ac.in' explaining the problem, with a cc to 'campussupportteam1@gmail.com'
3. For any assistance, please send an email to 'mbaadmissions@aud.ac.in' or phone +91 011-23864064 (9:00 am to 5:00 pm on any working day).

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.

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

ATTENDANCE, ASSESSMENT AND EVALUATION

Attendance:

Attendance in 80 per cent of classes held in each course is mandatory. If a student fails to meet the minimum attendance requirement, s/he will be required to repeat that course in a subsequent trimester.

Assessment:

The purpose of assessment and evaluation at AUD is to facilitate and promote learning with understanding. Assessment is based on the 11-point grading system prescribed by the University. The minimum passing grade in each course is C+ (or 4 grade points out of 10). If the student fails to obtain the necessary grade in a course, s/he will be given a second opportunity to be reassessed within 2 weeks of the commencement of the next trimester. Continuous assessment will be based on a minimum of four assessment situations which could be written assignment, case analysis, quizzes, mid-term and end-term assessments. No individual assessment will carry more than 30% weight.

Medium of Instruction: English

Fees

The vision guiding AUD is the commitment that prospective students learn to value and appreciate the social privileges they enjoy because of the heavy subsidy that goes into public institutions of higher education in India. Therefore, a minimum proportion of the cost actually to be incurred by the University for each of its students is reflected in the fee being set for the programme. It is also the stated policy of the University that no **deserving applicant**, as far as is possible, is denied the opportunity of studying at AUD merely due to her/his inability to pay the fees.

Fee Waiver and Scholarships

The University offers full or partial fee waivers to students who are in need of support given their economic background. In fact, 20% of the fees collected from students are returned to the economically disadvantaged students by way of fee waivers and another 10% as scholarships.

The University has also created a Student Welfare Fund in order to support students in need to bear the costs of study material (like photocopying), textbooks, and even subsistence.

Procedure for applying for Fee- waiver and Scholarships

- At the time of admission, a student can apply for fee- waiver by submitting supporting documents
- If provisionally admitted to a programme, s/he will be permitted to take admission without having to pay the fee
- Students, whose combined family income is less than Rs.5,00,000 /- will be eligible for fee waiver. A student will continue to receive fee waiver provided he/she is found to be regular in attending classes and maintains an acceptable level of performance in studies
- SC/ST/PD students are advised to submit their application in the month of February for Scholarships under the SC/ST/PD categories for the academic session of that year.

Student Welfare Fund

The University has created a Student Welfare Fund with the objective of making financial assistance available for meeting the welfare needs of students in need, such as emergent medical assistance, purchase of books and study material, meeting the boarding and lodging expenses equivalent to the amount that is required to avail of AUD hostel facilities, and any other comparable needs of students.

Fee for MBA

Fee Details	Amount (Rupees)	
	Indian Students	Foreign Students
Tuition @Rs.2100/- per credit (86 credits)	180,600	@Rs.4200/ per credit 361,200
Course Material / Data base @500/- per course (41 courses)	20,500	20,500
Co-curricular & Industry Interface	30,000	30,000
Student Welfare Fund	2000	2,000
Deposit (Refundable)	5000	5,000
Total (for two years)	238,100	418,700

Fee for MASE

Fee Details	Amount (Rupees)	
	Indian Students	Foreign Students
Tuition @2100/- per credit (86 credits)	180,600	@Rs.4200/- per credit 361,200
Course Material / Data base @500/- per course (30 courses)	15,000	15,000
Co-curricular Activities & Industry Interface	30,000	30,000
Student Welfare Fund	2,000	2,000
Deposit (Refundable)	5,000	5,000
Total (for two years)	232,600	413,200

University Policy on refund of fees:

Time Period for refund	Amount to be deducted
Before the Orientation Programme (20 June 2015)	Rs. 1,000/-
After the start of the Orientation Programme	Only caution money will be refunded

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 devise 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.

Important Notes:

- Visit our website (www.aud.ac.in) for registering and making on-line payment
- Bulletin of Information can be downloaded from the website (www.aud.ac.in)
- FAQs and other relevant information are also available on the website.
- Candidate can apply to only one of the two programmes (either MBA or MASE)
- 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.

**School of Business, Public Policy & Social Entrepreneurship
Ambedkar University Delhi
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Phone: +91-11-23864064 (9.00 am to 5.00 pm on working days)**