

Admission Procedure

Candidates will be admitted to the programme on the basis of combined scores obtained in the written test followed by Group Discussion / Statement of Purpose and Personal Interviews.

Interested candidates are required to apply by registering online (www.aud.ac.in) and by making payment of Rs.1000/- (Rs.500/- in case of SC/ST/PD candidates)

Eligibility

- 3-years Bachelors Programme with 50% marks or equivalent CGPA (45% in the case of reserved seats)
- Candidates appearing for the final year of bachelors degree may apply and will be provisionally admitted, subject to fulfilment of eligibility

Important Dates

- **Last date of Registration:**
December 31, 2014
- **Written Test:** February 15, 2015
- **GD / PI:** Third week March 2015

School of Business, Public Policy and Social Entrepreneurship



**2-year (full time) Master of Business
Administration (MBA) programme
&
2-year (full time) MA in
Social Entrepreneurship (MASE) programme**



Ambedkar University Delhi (AUD)

For details contact: mbaadmissions@aud.ac.in
Phone No.: 011-23864064 | Website: www.aud.ac.in
School of Business, Public Policy and Social Entrepreneurship
Ambedkar University Delhi, Lothian Road, Kashmere Gate, Delhi 110006.



Ambedkar University Delhi (AUD)



About the University

Ambedkar University Delhi (AUD) is a public university established by the Government of the NCT of Delhi focusing largely on research and higher learning in the domain of Social Sciences, Humanities and the Liberal Arts. AUD has been deeply conscious of the need to demonstrate that it is possible for a public university to bridge concerns of equity and social justice with quality and excellence, economic growth with social transformation, and market demands with social needs.

There are at present nine schools that have been established at AUD. These are the School of Business, Public Policy and Social Entrepreneurship, the School of Culture and Creative Expressions, the School of Development Studies, the School of Design, the School of Education Studies, the School of Human Ecology, the School of Human Studies, the School of Liberal Studies, and the School of Undergraduate Studies. In addition, six centres have been identified at AUD as distinct locations for project-based research, policy advocacy, capacity building and networking with the community.

About the School

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) was set up in 2011 to promote research and provide professional education and training in the fields of Business Administration, Public Policy and Social Entrepreneurship. At present, the School offers the following programmes: The two-year MBA programme, one-year Post Graduate Diploma programme in Publishing in collaboration with the National Book Trust, and the two-year MA programme in Social Entrepreneurship. SBPPSE also houses an Incubation Centre for Social Entrepreneurship and Innovation (ICSED).

These programmes attempt to foster an inter-disciplinary environment which has the potential to engender cross-fertilisation of ideas across knowledge formations while transcending the artificial divisions between academia and the world of practice. Courses are designed to foster critical thinking and develop a climate of conceptual self-questioning so as to inculcate a spirit of rational inquiry among its students. The best of academic resources including the latest technologies are used in the curriculum transaction and students are provided with the relevant skills that match globally accepted standards of excellence. The programmes benefit from the active involvement of practitioners and academicians.

Salient Features

- Focuses on wealth generators as much as wealth managers
- Goes beyond the exclusive focus on large and organised sector, addressing the role of small and micro enterprises
- Integrates elements of Social Entrepreneurship and Public Policy in the mainstream MBA curriculum
- Continuous assessment and grade based evaluation
- Possibility of credit transfers from another School / University
- International Collaborations

