



# SBPPSE

**School of Business, Public Policy  
& Social Entrepreneurship**



**Ambedkar University Delhi**

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**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. In addition to the 2-year (full time) MBA programme which was launched in July 2012, the school proposes to offer a one-year Postgraduate Diploma Programme in Publishing from July 2013. In addition, the school has plans to offer a Master's in Public Policy (MPP) and Master's in Social Entrepreneurship (MSE) in the coming years.**

**At present SBPPSE Offers :**

- 1. MBA Programme (Two year, full time)**
- 2. Postgraduate Diploma in Publishing (One-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, rather than viewing them in isolated categories. Acknowledging the close linkages that exist between business, public policy and social enterprise, the MBA programme has integrated the basic elements of public policy and social entrepreneurship into the curriculum.

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 launch new enterprises, especially in the social sector. The programme focuses equally on wealth generators as well as wealth managers.

*The last date for registering application for MBA programme 2013-15 was 31 December 2012*

## Programme Content & Delivery

The two-year (full time) MBA programme is structured in a trimester system and gives equal emphasis on conceptual knowledge as well as application of such knowledge to practical and experiential contexts. The programme looks beyond preparing young talents for taking on challenging jobs in the domestic and multi-national corporations; it attempts to identify and extract the creative and innovative talents of the participants. 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, social behaviour etc.

## The Course Structure

The Master of Business Administration programme will be of two year duration. Instruction will be imparted in three semesters each year with a total of six trimesters in the two years.

Students have to take courses totalling to 110 Credits during this time.

The curriculum of the two-year (full time) MBA programme has an innovative course structure and the curriculum is designed to bring about radical change in the way students think, act, and perceive the world around them.

## COURSE BY SEMESTER

**First Year:** The compulsory papers offered during the three trimesters of the first year of the programme are given below. In addition, at the end of the first year, students will be required to undergo summer training, based on which the student has to submit a report.

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 Introduction to Public Policy	207 Management of Information Systems	307 Spread-sheet Modelling
108 Business Communication	208 Personality Development and Presentation	308 Practice of Entrepreneurship
109 Business Ethics	209 – Language	309 Language

**Second Year:** The compulsory courses for the three trimesters of the second year of the programme are given below. In addition to these, the student shall choose six elective courses in each trimester from the list of elective courses announced at the end of the previous trimester. In all each student must take 2 core courses + 6 electives + second language in each trimester of the second year.

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

**Teaching pedagogy** at SBPPSE is based on case study, project work & field assignment. Apart from our regular faculty, professionals from the field of business and entrepreneurship visit our school regularly to share their knowledge and experiences with our students.

# PG Diploma in Publishing

The school proposes to start a Postgraduate Diploma Programme in Publishing in July 2013. The aim of this one year (two-semester) programme is aimed at creating well-rounded and skilled professionals who aspire to make a career in publishing.

## PROGRAMME STRUCTURE AND DELIVERY

### Credits

Students must successfully complete 34 credits worth of courses composed of core, elective, 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.

### Teaching Methodology

The teaching methodology consists of a combination of class lectures, workshops, computer-based lessons, seminars and field-works. The programme puts special emphasis on seminar based teachings.

### Electives

Students will choose electives from a range of courses on offer in the second semester. AUD keenly believes that each programme in the university will benefit from the expansive and productive interdisciplinary structure. In keeping with the same, students here too will be encouraged to take courses across schools and programmes, in consultation with School faculty, depending on their skill set, interest and aspiration. The total number of credits required through elective courses is twelve.

### Internship

The students are required to undergo a compulsory internship in an organisation for two months (8 weeks) scheduled during the months of November and December – between Semesters I and II. The internship shall carry four credits and aims to bridge the theoretical knowledge learnt in class with practice in the field. Each student will be attached to an organisation and will have to submit an internship report at the completion of the internship tenure.

## Courses by Semester (Credits are indicated in parentheses)

SEMESTER 1	BREAK	SEMESTER 2
<b>CORE COURSES</b> <ol style="list-style-type: none"> <li>1. Introduction to Publishing (4)</li> <li>2. Editorial Theory &amp; Practice (4)</li> <li>3. Managing a Publishing Enterprise (4)</li> <li>4. Production &amp; Design in Publishing (4)</li> </ol>	<b>INTERNSHIP</b> Field-based Research Practicum	<b>CORE COURSES</b> <ol style="list-style-type: none"> <li>5. Legal Issues in Publishing (4)</li> <li>6. Project work in Publishing</li> </ol> <b>ELECTIVE COURSES</b> Any Two of the following : <ol style="list-style-type: none"> <li>1. Publishing in a Globalised World (4)</li> <li>2. Regional Publishing and Translation (4)</li> <li>3. Children's Publication (4)</li> <li>4. Publishing for Corporate, Legal and Social Organisations (4)</li> </ol>

### Assessment and Evaluation

Students will be evaluated and graded on the basis of a variety of assessment situations including class participation and discussion, presentations, written tests / examinations, 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.

### Course Fee

The fee for the course will be charged on the basis of Rs. 1000 per credit of teaching inputs, amounting to Rs. 32,000 for the entire course. And like all the other programmes in the university, there will be waivers and scholarships for the deserving.

### Eligibility

Bachelor's degree with 50 per cent marks (or equivalent grade) from a recognized university in any discipline. (Relaxation of 5 per cent for candidates belonging to Scheduled Caste, Scheduled Tribe and Physically Disabled categories)

### Selection Procedure

The final selection for admission will be based on the performance of the candidates in a written test and an interview conducted by the School.

## Number of Seats and Reservation for PG Diploma in Publishing

The total intake in every academic year will be 20 (including general as well as reserved seats as per norms set by the government of the National Capital Territory of Delhi).

CATEGORY	SEATS	CATEGORY	SEATS
<b>Delhi/NCT (85%)</b>	<b>17</b>	<b>Outside Delhi / NCT (15%)</b>	<b>3</b>
SC (15%)	3	SC (15%)	1
ST (7.5%)	1	ST (7.5%)	1
OBC (27%)	5	OBC (nil)	0
General	8	General	1

In addition, 5 supernumerary seats have been kept for Foreign Nationals, Physically Disabled, Wards of Armed Forces Personnel killed or disabled in action, subject to fulfilment of the eligibility criterion to get admission. These seats may also be given to candidates who may not fulfil the basic eligibility criterion, but have work experience to support their candidature. Such candidates will be given a Certificate.





**PG Diploma in Publishing**

**Masters in Business Administration**  
*(registration closed)*

**Contact:**

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