



School of Business,  
Public Policy and  
Social

SBPPSE  
2016-18

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



Ambedkar University Delhi









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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 Two-year (full time) MBA programme, a Two-year (full time) MA in Social Entrepreneurship and a one-year (full time) Post Graduate Diploma in Publishing. In collaboration with other schools of the University, SBPPSE plans to start a two year MA in Public Policy in the near future. The AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE), which has been set up, is an initiative closely linked to the vision of the School.



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SBPPSE has been set up in AUD to promote research and provide professional education and training in the field of business administration, public policy & social entrepreneurship.

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# 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 for 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 semester 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 years duration. Instruction will be imparted in 2 semesters each year with a total of four semesters in two years. Students have to successfully complete courses securing 84 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.

## First Year

In the two semesters during the First Year, students will undertake the foundation courses which are compulsory. The semester-wise courses will be as given below:

Semester 1 (24 Credits)	
Slot – 1 (August – October)	Slot – 2 (October – December)
SBP2MB101: Business, Culture and Society	SBP2MB107: Issues and Perspectives of Public Policy
SBP2MB102: Marketing Management	SBP2MB108: Business Communication and Personality Development
SBP2MB103: Organisational Behaviour	SBP2MB109: Human Resource Management
SBP2MB104: Business Statistics	SBP2MB110: Management Science
SBP2MB105: Financial Accounting	SBP2MB111: Management Accounting
SBP2MB106: Managerial Economics	SBP2MB112: Macro Economics

Semester 2 (20 Credits)	
Slot – 1 (January – March)	Slot – 2 (April – June)
SBP2MB201: Business Ethics and Corporate Social Responsibility	SBP2MB209: Summer Project (4 credits)
SBP2MB202: Innovation and Entrepreneurship	
SBP2MB203: Leadership and Change	
SBP2MB204: Operations Management	
SBP2MB205: Corporate Finance	
SBP2MB206: Structured Thinking and Problem Solving	
SBP2MB207: Business Research	
SBP2MB208: Spreadsheet Modelling	

\*All courses mentioned in the table above carry two credits except the Summer Project

## Summer Internship:

At the end of the first year, during the summer months of April-June, students will be required to undergo summer internship 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 two semesters: Semester III and IV. In addition to the compulsory courses on Business Law & Corporate Governance, and Strategic Management, students shall choose electives worth 20 credits in the third semester and electives worth 12 credits in the fourth semester. In semester IV, each student shall undertake a project study and submit a report carrying 4 credits. Students will choose the requisite number of electives from the basket of electives floated by the School before the commencement of each semester. The students also have the option to choose electives offered by other programmes of the University. The schedule of courses during the Second Year of the programme shall be as given below:

Semester 3 (24 Credits)	
Slot – 1	Slot – 2
SBP2MB301: Business Law and Corporate Governance (2 Credits)	
SBP2MB302: Strategic Management (2 Credits)	
Electives worth 20 Credits	

Semester 4 (16 Credits)	
Slot – 1	Slot – 2
SBP2MB401: Project Study (4 credits)	
Electives worth 12 Credits	



# List of Electives offered as part of the MBA Programme

## **Area: Finance and Accounting**

- SBP2MB501: Financial Derivatives
- SBP2MB502: Security Analysis and Portfolio Management
- SBP2MB503: Financial Markets
- SBP2MB504: Micro Finance
- SBP2MB505: Strategic Cost Management
- SBP2MB506: Business Valuation and Corporate Re-structuring
- SBP2MB507: Behavioural Finance

## **Area: Marketing**

- SBP2MB601: Brand Management
- SBP2MB602: Consumer Behaviour
- SBP2MB603: Integrated Marketing Communication
- SBP2MB604: Services Marketing
- SBP2MB605: Retail Marketing
- SBP2MB606: Sales and Distribution Management

## **Area: HR and OB**

- SBP2MB701: Inter Personal and Group Processes
- SBP2MB702: Strategic Human Resource Management
- SBP2MB703: Coaching, Counselling and Mentoring
- SBP2MB704: Performance Management
- SBP2MB705: Collective Bargaining and Negotiation Skills
- SBP2MB706: Compensation and Reward Management

## **Area: Operations Management and Decision Sciences**

- SBP2MB801: Supply Chain Management
- SBP2MB802: Service Operations Management
- SBP2MB803: Enterprise Resource Planning
- SBP2MB804: Advanced Decision Science Methods
- SBP2MB805: Total Quality Management
- SBP2MB806: Managing E-Business Operations

## **Area: Economics and Public Systems**

- SBP2MB901: Political Economy
- SBP2MB902: Global Business Environment
- SBP2MB903: Public Policy for Sustainable Development
- SBP2MB904: Rural and Urban Land Systems
- SBP2MB905: Urban Management for Sustainability
- SBP2MB906: Game Theory for Strategic Decision Making
- SBP2MB907: International Economics

Note: Only a limited number of elective courses shall be offered in each semester depending on the availability of faculty and student interest. All electives listed above carry 2 credits.







# 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 AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE).



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.



## 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 comprises four semesters spread over two years; the first year of the programme will be common with the first year of the MBA programme. In the second year, students are exposed to a variety of courses pertaining to the development sector/ social entrepreneurship. 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 (Summer Internship), 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.

## Overall Programme Structure

Type of Courses	Semester I	Semester II	Semester III	Semester -IV
Core Courses / Credits	12 Taught courses of 2 credits each = 24 credits	8 taught courses of 2 credits each = 16 credits		
Electives			Electives worth 12 Credits	Electives Worth 12 Credits
Workshop / Seminars	2 seminar based course of 2 credits = 4 credits	1 seminar based course of 2 credits		
Summer Internship		Field Project of 4 credits		
Project Study	Social Entrepreneurship Ideation and Execution (8 Credits)			
<b>TOTAL CREDITS (82)</b>	<b>30</b>	<b>24</b>	<b>14</b>	<b>14</b>

## List of Electives offered by the school as part of the MA programme in Social Entrepreneurship

SBP2SE611: Entrepreneurship in Education Sector

SBP2SE612: Local Communities, Entrepreneurship and Gender

SBP2SE613: Negotiation in the Cross Cultural Context

SBP2SE614: Creative Economy and Social Development

SBP2SE615: Sustainable Tourism

SBP2SE616: Entrepreneurship in the Health Sector

SBP2SE617: New Product and Market Development

SBP2SE618: Fundraising for New Social Ventures

SBP2SE619: Environment and Social Impact Assessment

SBP2SE620 : Strategic Management of New Ventures

Note: Each elective listed above carries 4 credits each

## 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. These are (i) Introduction to Entrepreneurship; (ii) Developing Business Models; (iii) Sustainability and Social Innovation. 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.





# 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
<b>Core Courses</b> 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
		<b>Elective Courses</b> 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 5. E-publishing

## 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.

\*Admissions to PG Diploma in Publishing will take place in the month of May-June 2016

## 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 2016.

## 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
<b>MBA Programme</b>			
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
Unreserved	18	Unreserved	4
Supernumerary:			
PH (Physically handicapped)	1		
CW (Children of War widows)	1		
FS (Foreign Students)	2		
AUD Graduates*	2		
CATEGORY	SEATS	CATEGORY	SEATS
<b>MA in Social Entrepreneurship (MASE)</b>			
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)	0
Unreserved	4	Unreserved	2
Supernumerary:			
PH (Physically handicapped)	1		
CW (Children of War widows)	1		



FS (Foreign Students)	1		
AUD Graduates*	1		
<b>PG Diploma in Publishing</b>			
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
Unreserved	8	Unreserved	1
Supernumerary:			
PH (Physically handicapped)	1		
CW (Children of War widows)	1		
FS (Foreign Students)	1		
AUD Graduates*	1		

\* Subject to Approval

Notes:

- 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.
- 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.
- 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:**

- UR: Unreserved
- 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.

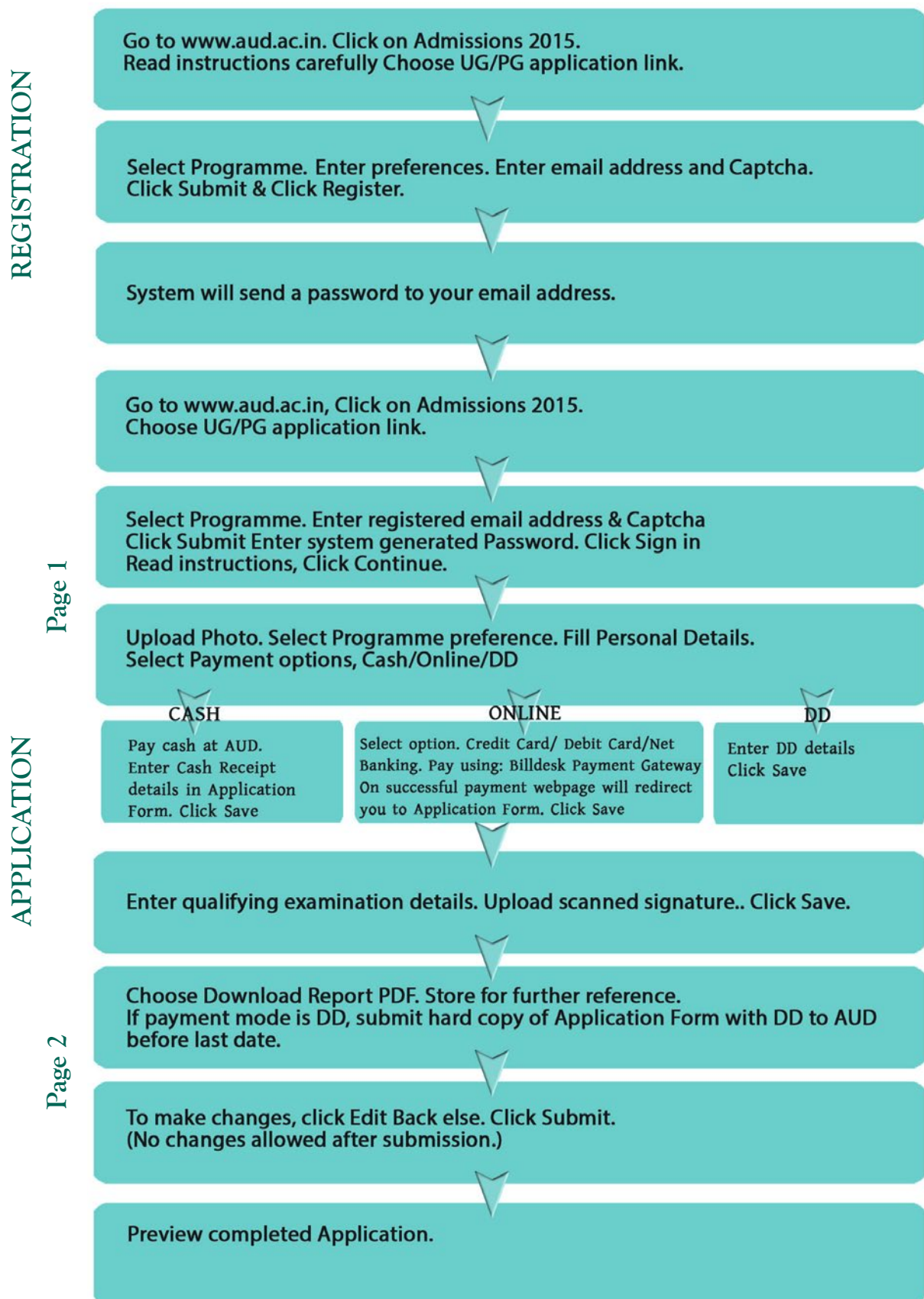
Those applying under the **PD** category may note that only those candidates who are cleared by the Medical Board of the University will qualify for the Personal Interview (PI).

## Selection Procedure

The final selection for admission will be based on a combination of scores obtained by the candidates in the Written test, Written Essay / Statement of Purpose 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](http://www.aud.ac.in)).



# Application Flowchart





# 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](http://www.aud.ac.in) and following the instructions provided there.

## Registration

1. Access [www.aud.ac.in](http://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.

## 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.

## 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

## 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.

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

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

To submit your application, click 'Submit'. Please note that no change can be made after you have submitted the form

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 31st March 2015 and the DD accompanying the application must be submitted by hand to the University office by 4 pm on 31st March 2015.

## **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 'mbaadmissions@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.

## Assessment:

The purpose of assessment and evaluation at AUD is to facilitate and promote learning with understanding. Assessment is continuous and is based on the 11-point grading system prescribed by the University.

Medium of Instruction: English

# Fee, Feewaiver, Scholarships & Student Welfare Fund

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.2210/- per credit (84 credits)	1,85,640	@Rs.4420/ per credit 3,71,280
Course Material / Data base @250/- per credit in taught/ supervised courses (80 credits)	20,000	20,000
Co-curricular & Industry Interface	30,000	30,000
Student Welfare Fund	2,000	2,000
Deposit (Refundable)	5,000	5,000
<b>Total (for two years)</b>	<b>2,42,640</b>	<b>4,28,280</b>

## Fee for MASE

Fee Details	Amount (Rupees)	
	Indian Students	Foreign Students
Tuition @2210/- per credit (82 credits)	1,81,220	@Rs.4420/ per credit 3,62,440
Course Material / Data base @250/- per credit in taught/ supervised courses (78 credits)	19,500	19,500
Co-curricular Activities & Industry Interface	30,000	30,000
Student Welfare Fund	2,000	2,000
Deposit (Refundable)	5,000	5,000
<b>Total (for two years)</b>	<b>2,37,720</b>	<b>4,18,940</b>

### University Policy on refund of fees:

Time Period for refund	Amount to be deducted
Before the Orientation Programme (14 July 2016)	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. All 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](http://www.aud.ac.in)) for registering and making on-line payment
- Bulletin of Information can be downloaded from the website ([www.aud.ac.in](http://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

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