

<p style="text-align: center;">Ambedkar University Delhi (AUD) (Established by the Government of NCT of Delhi through an Act of Legislature) School of Business, Public Policy & Social Entrepreneurship (SBPPSE) Announces admission to (i)2-year (Full Time) MBA programme 2016-2018 (ii)2-year (Full Time) MA in Social Entrepreneurship 2016-2018</p>	
SBPPSE (AUD)	The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) was established at Ambedkar University Delhi (AUD) in 2012 to promote research and provide professional education and training in the field of Business Administration, Public Policy and Social Entrepreneurship. The School has signed collaborative agreements with the San Francisco State University (USA) and the Northampton University (UK) for student and faculty exchanges.
ELIGIBILITY	The candidate must have successfully completed a Bachelor's degree securing at least 50 % of marks or equivalent CGPA (45% in case of candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Physically Disabled (PD). Candidates appearing in the final year of bachelor's degree/equivalent qualification examination and those who have completed degree requirements and are awaiting results can also apply. If selected, such candidates will be allowed to join the programme provisionally, provided he/she submits the results fulfilling the criteria to the AUD office latest by 31 August 2016.
ADMISSION PROCEDURE	Candidates will be admitted to the programme on the basis of combined scores obtained in the written test, written essay and Interview. Interested candidates are required to apply by registering online on our website (www.aud.ac.in) and by making payment of Rs.1000/- (Rs.500/- in case of SC/ST/PD candidates).
RESERVATIONS	As per norms of the NCT of Delhi.
IMPORTANT DATES	On-line registration of applications at the AUD website (www.aud.ac.in) will open on 15 December 2015 and will close on 31 March 2016. The written test will be held on Sunday 10 April 2016 For queries, contact E-mail: mbaadmissions@aud.ac.in ; Phone: +91-11-23864064
Director, School of Business, Public Policy & Social Entrepreneurship, AUD 2-Year (full time) MBA programme	

Ambedkar Universtiy Delhi
School of Business, Public Policy & Social Entrepreneurship (SBPPSE)

The curriculum of the two-year (full time) MBA programme has an innovative course structure incorporating latest developments in management education from across the globe. The uniqueness of this programme is based on its approach to business and profit within the holistic context of the wider society and economy. The curriculum is designed to bring about radical change in the way students think, act, and perceive the world around them.

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Instruction to the two year (full time) MBA programme will be imparted through four semesters in two years. Students will learn important concepts and will be exposed to experiences in all functional areas of Business Administration. In addition, the programme will deal with issues relating to:

- Culture, Society & the Global context
- Analytical thinking, Creativity & Social Innovation
- Personality development, Leadership & Change
- Public Policy & Social Entrepreneurship
- Ethics, Values & Corporate Social Responsibility
- Interpersonal & Group Processes
- Business Policy & Strategic Management

. They will undergo summer internship during the summer months at the end of the first year. The semester-wise distribution of courses to be offered in the MBA programme is given below. All courses carry 2 credits each, except Summer Project and Project Study with 4 credits each.

Semester 1 (24 Credits)	
Slot – 1	Slot – 2
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	Slot – 2
SBP2MB201: Business Ethics and Corporate Social Responsibility	SBP2MB209: Summer Project
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	
Semester 3 (24 Credits)	
Slot – 1	Slot – 2
SBP2MB301: Business Law and Corporate Governance	SBP2MB302: Strategic Management
Electives worth 20 Credits	
Semester 4 (16 Credits)	
Slot – 1	Slot – 2
SBP2MB401: Project Study	
Electives worth 12 Credits	

The list of courses proposed to be offered under different elective baskets:

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

2-year (Full Time) MA in Social Entrepreneurship (MASE)

MA in Social Entrepreneurship (MASE) is visualised with the objective to attract participants who wish to start social ventures or those who are already engaged in social entrepreneurship but want to enhance their knowledge and skills. The programme is intended to promote creative thinking leading to innovative entrepreneurial initiatives and business designs, while exposing them to the fundamental skills of business and management. Believing in the dual objective of the programme, the first year curriculum of the MASE has been assigned the same as that of the first year of the MBA programme, in addition to the seminar/ workshop courses on Introduction to Social Entrepreneurship, Developing Business Models and Sustainability and Social Innovation, and the 8 credit project work running through the entire duration of the two year programme

Semester 1 (24 Credits)	
Slot – 1	Slot – 2
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	Slot – 2
SBP2MB201: Business Ethics and Corporate Social Responsibility	SBP2MB209: Summer Project
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	

The schedule of the second year consists of two semesters: Semester III & IV of 16 weeks each. Students shall choose 3 elective courses each in semester III and IV respectively from the list of electives offered at the host school as well other schools of the University.

Second Year: Semester-wise Course Distribution		
Type of courses	Semester III	Semester IV
Lecture Series	Business Models of successful social entrepreneurship ventures (non-credited)	
List of Electives (Each course will be of 4 credits)	<ol style="list-style-type: none"> 1. Elective course – SBP2SE611: Entrepreneurship in Education Sector 2. Elective course –SBP2SE612: Local Communities, Entrepreneurship and Gender 3. Elective course – SBP2SE613: Negotiation in the Cross Cultural Context 4. Elective course – SBP2SE614: Creative Economy and Social Development 5. Elective course – SBP2SE615: Sustainable Tourism 6. Elective course – SBP2SE616: Entrepreneurship in the Health Sector 7. Elective course – SBP2SE617: New Product and Market Development 8. Elective course – SBP2SE618: Fundraising for New Social Ventures 9. Elective course – SBP2SE619: Environment and Social Impact Assessment 10. Elective course – SBP2SE620 : Strategic Management of New Ventures 	

Note: Students may choose electives from other programmes of the University.