

Features of the programme

- Two year programme with an exit option after first year, leading to the award of P.G Diploma in ECCE
- Interdisciplinary programme grounded in the theories of child development and education.
- Focus on building in-depth knowledge and skills for implementing developmentally appropriate practices in ECCE
- A variety of course trajectories to choose from
- Research leading to dissertation for MA
- Continuous evaluation and feedback
- Field attachments and internships with ECCE sites to build connection between theory and practice
- Mentoring available to support & guide students
- Low student-teacher ratio
- Opportunity to interact with faculty across different Schools at AUD
- Faculty experienced and trained in ECCE, with commitment to professional rigour and reflective practice.

Career options

- After *P.G Diploma*, students can join as supervisors in ICDS, co-ordinators or heads of preschools/ crèches/ day care centres; they can also set up their own balwadis. After *MA*, students can work as curriculum developers, social entrepreneurs, teacher educators,

programme evaluators, scholars and researchers in ECCE.

Structure & duration: 2 years MA ECCE (70 credits, 4 semesters, 3 Field attachments, dissertation) & 1 year P.G Diploma ECCE (38 credits, 2 semesters, 2 Field Attachments, internship)

Medium of instruction: English

Fees: Rs. 16,500 per semester + refundable caution deposit of Rs. 2,000

Partial to full fee waiver and scholarships available

Admissions 2014

Seats: 30 (including reservations as per the norms)

Eligibility

Essential: Bachelors/ Masters degree with minimum 45% marks (or equivalent grade) in any discipline.

Desirable: Minimum one year work experience in the field of child development or early child care and education.

Candidates appearing for the final year examination of a degree may apply. Relaxations in marks for reserved categories as per the Government of NCT of Delhi norms.

Applications: Registration open 1 May to 23 June 2014

Entrance test: Early July 2014

Interview: Early July 2014

First admission list: 12 July 2014



Ambedkar University Delhi (AUD)
(Established by the Government of the
National Capital Territory of Delhi)

Lothian Road, Kashmere Gate, Delhi – 110006.

Telephone: +91-11-23863742



School of Education Studies (SES)

2014 – 2016

MA Early Childhood Care & Education (2
years)

P.G. Diploma Early Childhood Care &
Education (1 year)

School of Education Studies

SES is envisioned to evolve as a community of professionals and scholars endeavouring to understand education in its historical and contemporary contexts through engaged scholarship and practice. The School aims to bridge the gap between the theory and practice of education in its multiple locations – in that it attempts to foster greater convergence between the study of education as a social phenomenon and the preparation of professional educators. In this context, the School has been working towards development of a rigorous praxis-based theoretical perspective for analysis and research while engaging with teacher education, pedagogy, curriculum, policy, planning and administration.

The School has been successfully running an MA (Education) programme since 2011. MA (Early Childhood Care and Education) which is being offered in collaboration with CECED, in AUD, is envisioned to be in consonance with the above vision of the SES. It will in addition bring to the programme the policy research and advocacy perspective in ECCE in the Indian context, as a contribution from CECED.

Centre for Early Childhood Education and Development

CECED in AUD has been functioning since 2009 as a resource centre with focus on evidence based advocacy and quality promotion and capacity building in ECCE. Its mission is to contribute towards the national goals of social

justice and equity by promoting developmentally and contextually appropriate Early Childhood Education and Development (ECED), as every child's right to a sound foundation, and raising ECED to the forefront of policy formulation, and effective and universal programme implementation. Its aim is to serve as a single window to Early Childhood Education Development (ECED) by being:

- A hub for documentation, knowledge creation and theory building through longitudinal, multidisciplinary and multi-centric research and documentation and its dissemination.
- A technical resource for promotion of quality and related capacity building for policy makers, professionals, practitioners, parents and the community.
- A clearing house and a repository of information/ data on ECED.

MA (Early Childhood Care and Education) Programme

M.A ECCE is proposed as a two-year programme with an exit option after first year, leading to a P.G Diploma in Early Childhood Care and Education.

- The P.G Diploma courses have been conceptualised with the aim of supporting professional upgradation of the quality of planning, supervision and management of ECCE programmes for young children.

- M.A (Education) ECCE courses move beyond the Diploma courses towards a more in-depth and scholarly understanding of ECCE as a discipline, anchored in interdisciplinary engagement with multiple disciplines including child development, sociology, history, critical pedagogy, psychoanalytic frame, anthropology, and management.

Foundation and core courses

- Understanding Children and Childhood
- Play, Learning and Creativity
- Language Development and Early Literacy
- Early Childhood Care and Education in India
- Engaging with Families and Communities
- Learning and Development in Early Years
- Observing and Assessing Young Children's Development and Learning
- Developing Early Childhood Curriculum
- Introduction to Educational Research
- State, Society and Education
- Gender and Education

Elective Courses

- Qualitative/Quantitative Research Methods in Education (either one is required)
- Literature and the Young Child
- Introduction to Teacher Education
- Educational Organisation and Leadership
- Reading educational policies: Contexts and practices

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|--|------------------|
| Postdramatic Theatre | SCC2PS203 |
| Body in performance | SCC2PS201 |
| Queer Theory, Activism and Cultural Practices | SCC2VA204 |
| Examining Normalcy | SCC2VA205 |
| Subject and Sensorium | SCC2FS202 |
| Strategies of Creative Writing | SCC2LA107 |
| Critical Thinking and Writing | SCC2VA202 |
| Dissertation: Film Studies | SCC2FS400 |
| Dissertation: Visual Art | SCC2VA400 |
| Dissertation: Literary Art | SCC2LA400 |
| Dissertation: Performance Studies | SCC2PS400 |
| Advanced Readings in Sign Theory | SCC4PHD01 |



Dr. B. R. Ambedkar University Delhi
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SCHOOL OF CULTURE AND CREATIVE EXPRESSIONS 2014-15

Introduction

SCCE is visualised as a location that implements a new vision of art pedagogy and practice in the country. The School provides a nurturing ground for the development of new and different art practices and theoretical insights across the areas of Visual Art, Literary Art, Performance Art and Cinematic Art. The School offers MA programmes in: (1) Visual Art (2) Literary Art: Creative Writing (3) Performance Studies and (4) Film Studies. These programmes focus on research orientation and experimental practices while imparting historical and theoretical knowledge that entail critical reading, and practice. These programmes also impart knowledge and skills in the respective areas of creativity.

For detailed programmes structure, course structure and other information on the School and faculty please visit the www.aud.ac.in



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Karampura campus : Shivaji Marg, Karampura, New Delhi 110015.

Programmes

- MA in Visual Art
- MA in Literary Art (Creative Writing)
- MA in Performance Studies
- MA in Film Studies
- PhD in Visual Art
- PhD in Literary Art
- PhD in Film Studies

MA in Visual Art

The Visual Art programme takes into view a crisis in the discipline of Fine Arts and therefore stresses the need for initiating a new model of pedagogy. The programme undertakes to integrate various inputs of interdisciplinary nature combined with \ skills, methodological framework, \conceptual thinking, theoretical and historical knowledge, socio-politico awareness and ethical integrity.

MA in Literary Art (Creative Writing)

The programme has pioneered the pedagogy of creative writing in India with its unique insistence on inculcating in the student both the practice and the theory of literary writing. Rather than simply equip students already fluent in English with a set of supplementary skills, it teaches them to acquaint themselves with the literary idioms of the many languages of the sub-continent and of Europe. The programme is keen on fostering generic innovation as students write in a way that traverses genres, media (dance, film, theatre, the visual arts) and historical and geographic boundaries.

MA in Performance Studies

MA in Performance Studies focuses on the pervasiveness of performance as a central element of social and cultural life, including not only theatre and dance but also such forms as rituals and practices of everyday life, avant-garde performance art, popular entertainment, sports, political demonstrations and potentially any instance of expressive behaviour or cultural enactment. The programme aims to contribute to the development of engaged scholarship in the field with a unique perspective given the rich and varied experience situated in and informed by the culture and heritage of India.

MA in Film Studies

The programme tries to address the task of studying cinema in India in all its varieties in a global comparativist mode without subscribing to any pre-set hierarchy of aesthetic merit and artistic excellence. It seeks to bridge the gap between a philosophical understanding of film as an art form and the cultural studies understanding of its role as mass media drawing on the rich theoretical legacies of Benjamin, Kracauer and Deleuze among others. Particular attention is paid to the multi-sited film production in India not allowing the undue attention paid to Bollywood to eclipse the pluralisation of film cultures in India. The programme is equally interested in fostering historical, anthropological and textual analysis of cinema paying close attention to its embedded nature in the social and political history of the country.

PhD Programmes

The School offers PhD programmes in Visual Art, Literary Art and Film Studies. The unique feature of these programmes is that they have developed a curriculum structure for practice-based artistic research.

The Schools offers the following courses:

| Course Name | Course Code |
|---|-------------|
| Psyche and Screen | SCC2FS104 |
| Stardom, Industry, Commerce | SCC2FS107 |
| Facets of Indian Cinema | SCC2FS103 |
| Concept Development and Experimentation II | SCC2LA103 |
| Ways of Reading | SCC2LA202 |
| The Lyric Poet (The Writer as Intellectual) | SCC2LA204 |
| Explorations in Concept and Media II: Archival Investigations | SCC2VA111 |
| Explorations in Concept and Media IV: Curatorial Investigations | SCC2VA114 |
| Technical Explorations in Digital Media I | SCC2VA104 |
| Aurality and Movement in Popular Performance | SCC2PS107 |
| Theories of Performance II | SCC2PS104 |
| History and Historiography of Performance II | SCC2PS103 |
| Contemporary Critical Theories II: Understanding Cultural Studies | SCC2FC302 |
| Space and Spectatorship | SCC2PS204 |

| | |
|---|-----------|
| Strategies of Creative Writing | SCC2LA107 |
| Critical Thinking and Writing | SCC2VA202 |
| Introduction to the Theory of Affect | SCC4PHD02 |
| Dissertation: Film Studies | SCC2FS400 |
| Dissertation: Visual Art | SCC2VA400 |
| Dissertation: Literary Art | SCC2LA400 |
| Dissertation: Performance Studies | SCC2PS400 |
| Images and Signs in Cinema | SCC2FS105 |
| Cinema in India: Nation and Region | SCC2FS106 |
| Sequence and Script Analysis | SCC2FS102 |
| Evolution of Cinema as Art | SCC2FS101 |
| Concept Development and Experimentation I | SCC2LA101 |
| Concept Development and Experimentation III | SCC2LA105 |
| The Pre-modern Literary Cultures of India | SCC2LA102 |
| Modern Literary Cultures of India | SCC2LA104 |
| Explorations in Concept and Media I: Rethinking Practices | SCC2VA111 |
| Explorations in Concept and Media III: Community, Collaboration and Public Art II | SCC2VA113 |
| Technical Explorations in Digital Media II | SCC2VA106 |
| Art and Technology | SCC2VA102 |
| Performance as Research | SCC2PS105 |
| Theories of Performance I | SCC2PS102 |
| History and Historiography of Performance I | SCC2PS101 |
| Reading and Decoding Performance | SCC2PS106 |
| Contemporary Critical Theories I: Genealogy of Critical Theories | SCC2FC301 |
| Contemporary Critical Theories III: Discourses on the 'Minor' and the 'Marginal' | SCC2FC303 |
| Lineages of the Contemporary | SCC2FS201 |
| Body in Performance | SCC2PS201 |

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|--|-----------|
| Critical Perspectives on/of Modern Art | SCC2VA201 |
| Digital Theatre | SCC2PS206 |
| Materiality and Performance Art | SCC2PS202 |
| Basics in Visual and Sound Images | SCC2FS204 |
| Telling the Tale | SCC2LA205 |



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Features of the programme

- Two year programme with an exit option after first year, leading to the award of P.G Diploma in ECCE
- Interdisciplinary programme grounded in the theories of child development and education.
- Focus on building in-depth knowledge and skills for implementing developmentally appropriate practices in ECCE
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Admissions 2015

Seats: 30 (including reservations as per the norms)

Eligibility

Essential: Bachelors/ Masters degree with minimum 45% marks (or equivalent grade) in any discipline.

Desirable: One year work experience in the field of child development or early child care and education.

Candidates appearing for the final year examination of a degree may apply. Relaxations in marks for reserved categories as per the Government of NCT of Delhi norms.

For latest updates on admission please visit

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Write to us at

ceced.aud@gmail.com

Structure & duration: 2 years MA Education (ECCE) (70 credits, 4 semesters, Field attachments, internship, dissertation) & 1 year P.G Diploma ECCE (38 credits, 2 semesters, Field Attachments, internship)

Medium of instruction: English

Fees: Rs. 1250_ per credit + Rs. 500 per semester for student welfare + Rs. 5000 refundable caution deposit.

Partial to full fee waiver and scholarships available



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School of Education Studies (SES)

2015 – 2017

MA Education (Early Childhood Care & Education) (2 years)

P.G Diploma Early Childhood Care & Education (1 year)

School of Education Studies (SES)

SES is envisioned to evolve as a community of professionals and scholars endeavouring to understand education in its historical and contemporary contexts, through engaged scholarship and practice. The School has two Master's programmes in Education. While the MA (Education) programme, which was launched in 2011, aims to develop a deeper understanding of theories in and practice of education, through multiple disciplinary perspectives, the other Master's programme launched in 2014, offers a specialisation in ECCE. This is offered in collaboration with Centre for Early Childhood Education and Development (CECED), AUD.

Centre for Early Childhood Education and Development (CECED)

CECED was established in 2009 as a resource centre with focus on evidence based advocacy and quality promotion and capacity building in ECCE. Its mission is to contribute towards the national goals of social justice and equity by promoting developmentally and contextually appropriate Early Childhood Education and Development (ECED), as every child's right to a sound foundation, and raising ECED to the forefront of policy formulation, and effective and universal programme implementation.

MA Education (Early Childhood Care and Education) Programme

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Career Options

After *P.G Diploma*, students can join as supervisors, co-ordinators or heads of preschools/ crèches/ day care centres; they can also set up their own preschool centers.

After *MA*, students can work as curriculum developers, social entrepreneurs, teacher educators, programme evaluators, scholars and researchers in ECCE.

MA (Early Childhood Care and Education) Programme

The two-year programme involves rigorous engagement with educational theory, practice and policies.

Brief overview of courses

Foundation and core courses

- Understanding Children and Childhood
- Play, Learning and Creativity
- Language Development and Early Literacy
- Early Childhood Care and Education in India
- Engaging with Families and Communities
- Learning and Development in Early Years
- Observing and Assessing Young Children's Development and Learning
- Developing Early Childhood Curriculum
- Introduction to Educational Research
- State, Society and Education
- Gender and Education

Elective Courses

- **Qualitative/Quantitative Research Methods** (either one is required)
- **Literature and the Young Child**
- Understanding teacher and practice of teacher education

- Introduction to Teacher Education

Trajectories Offered

- Research, Social Entrepreneurship, Curriculum Development, Teacher Education



School of Undergraduate Studies


List of courses offered in winter Semester 2016 (January 2016 to April 2016) with Time Schedule

| Period | Room | Mon | Tue | Wed | Thu | Fri | Sat |
|--------|-----------|---------|-----------|-----------|-----------|------|-----------|
| 09:00 | 71A | | FH2 | FH2 | | | |
| | 71B | | | | | | |
| | CR1 | EN30 | EN18 | EN30 | EC08 | EC08 | EC16A |
| | CR11 | SC16 | SC0X | SC16 | | | |
| | CR3 | | SK5 | SK5 | HAP | M16 | SC0X |
| | CR4 | IP | EC10 | EC10 | | P15 | EN18 |
| | CR5 | EC07 | EC15 | | H14 | EN23 | |
| | CR6 | | M18 | | | SC19 | SAVH |
| | CR7 | P07 | CIC Sec A | | | SAVH | EIC Sec A |
| | CR8 | SC09 | EN16 | | P10 | M07 | |
| | Cisco Lab | | | | | | |
| | N4 | | | | EC16A | | |
| | N5 | | | | | | |
| | NL2 | | FH3 Sec A | FH3 Sec A | EIC Sec B | | |
| IGIT1 | EN09 | | | EN27 | | | |
| IGIT3 | | F17 | | | EN16 | | |
| 10:00 | 71A | | EC16C | | | M04 | |
| | 71B | | | | | | |
| | CR1 | EN30 | EN18 | EN30 | M07 | EC07 | EC16A |
| | CR11 | SC16 | SC0X | | M18 | H07 | |
| | CR3 | H14 | P01 | H14 | P01 | EC15 | SC0X |
| | CR4 | IP | H04 | EC16C | UDM | P15 | EN18 |
| | CR5 | BAV5 | M07 | SC07 | M02 | EN23 | SK5 |
| | CR6 | H07 | H14 | BAV5 | SAVH | SC19 | EC10 |
| | CR7 | P07 | EIC Sec A | P08 | IOF | | EIC Sec A |
| | CR8 | SC09 | FN16 | | P10 | EC02 | |
| | Cisco Lab | | | | | | |
| | N4 | EC16C | | | EC16A | | |
| | N5 | | | | H04 | | |
| | NL2 | | | FH3 Sec B | EIC Sec B | | FH3 Sec B |
| IGIT1 | EN09 | | | EN27 | | | |
| IGIT3 | | P17 | | | EN16 | | |
| 11:00 | 71A | M04 | | | | | |
| | 71B | | | | | | |
| | CR1 | SC07 | M15 | H05 | DS | | |
| | CR11 | | EAP1 | SC28 | SC08 | FAP1 | |
| | CR3 | | PISA | M15 | M17 | PISA | SC08 |
| | CR4 | UDM | EAP2 | IP | UDM | | EN50 |
| | CR5 | H02 | EN05 | SC07 | CPCF | M18 | |
| | CR6 | ENGD | SC23 | | EN50 | EC14 | EC08 |
| | CR7 | P08 | | P08 | LOE | | |
| | CR8 | LOE | H15 | M09 | DDI | | |
| | Cisco Lab | M17 Lab | M09 Lab | | | | EC15 |
| | N4 | | | H15 | | | |
| | N5 | | | | BAV5 | | |
| | NL2 | | | | | EAP2 | |
| IGIT1 | SC03 | | | | | SC10 | |
| IGIT3 | | | | ENGD | P17 | | |
| 12:00 | 71A | | | | M04 | | FH2 |
| | 71B | | | | | | |
| | CR1 | SC07 | | P15 | DS | | |
| | CR11 | | EAP1 | SC28 | SC08 | FAP1 | |
| | CR3 | M09 | PISA | M18 | EC09 | PISA | SC08 |
| | CR4 | UDM | EAP2 | IP | M16 | H15 | EN50 |
| | CR5 | H02 | EN05 | EC09 | CPCF | | |
| | CR6 | ENGD | SC23 | M08 | EN50 | M15 | EC08 |
| | CR7 | P08 | | H08 | H08 | | |
| | CR8 | LOE | | EC14 | DDI | | |
| | Cisco Lab | M17 Lab | M09 Lab | | | | EC15 Lab |
| | N4 | | | | | | |
| | N5 | H06 | | | M08 | | |

| Semesters | Code | Title |
|-----------|-------------|--|
| 2 | EAP 1 | English for Academic Purposes 1 |
| 2 | EAP 2 | English for Academic Purposes 2 |
| 2 | FH2 | Foundational Hindi 2 |
| 2 | FH3 | Foundational Hindi 3 (Sections A & B) |
| 2 | BAV5 (1x4) | Bharatiya aur Vishwa Sahitya |
| 2 | EC02 (1x4) | Introduction to the Indian Economy |
| 2 | EC05 (1x4) | Statistical Methods for Economics |
| 2 | EN23 (2x2) | The Epic |
| 2 | ENGD (2x2) | Greek Drama |
| | | Understanding the Past: Myth, Epics, Chronicles & History |
| 2 | H07 (2x2) | Chronicles & History |
| 2 | H04 (1x4) | Early India: Economy, Polity & Society |
| 2 | HAP (1x4) | Hindi Adhar Pathyakram |
| 2 | IP (2x2) | Introduction to Politics |
| 2 | M02 (1x4) | Quantitative Methods |
| 2 | M04 (1x4) | Analysis I |
| 2 | P01 (1x4) | Human Cognition |
| 2 | SC03 (2x2) | Social Change & Development |
| 2 | SC19 (2x2) | Health and Society |
| 4 | EC07 (1x4) | Microeconomics II |
| 4 | EC08 (1x4) | Macroeconomics II |
| 4 | EC09 (1x4) | Mathematical Methods for Economics |
| | | Development Economics: Historical Perspectives |
| 4 | EC10 (1x4) | Development Economics: Historical Perspectives |
| 4 | EN09 (2x2) | Post-Colonial Literature |
| 4 | EN18 (2x2) | Realism and the Novel |
| 4 | EN27 (2x2) | Literatures of the Indian Subcontinent |
| 4 | EN50 (2x2) | Study of English Language |
| 4 | F06 (1x4) | Modern and Post-Modern World |
| 4 | H07 (1x4) | Medieval India II: Economy & Society |
| 4 | H08 (1x4) | India: 1700-1857 |
| 4 | M07 (1x4) | Algebra II |
| 4 | M08 (1x4) | Analysis II |
| 4 | M09 (1x4) | Probability and Statistics |
| 4 | P07 (2x2) | Methods in Psychology |
| 4 | P08 (2x2) | Understanding Childhood |
| 4 | P10 (2x2) | Experiments in Psychology |
| 4 | PISA (2x2) | Politics in South Asia |
| 4 | SC07 (2x2) | Sociological Theories |
| 4 | SC08 (2x2) | Caste in Contemporary India |
| 4 | SC09 (2x2) | Research Methods |
| 4 | SC0X (2x2) | Sociology of Violence |
| 4 | SK5 (1x4) | Sahitya ki Samaja |
| 4 | EIC (2x2) | Environmental Issues and Challenges |
| 6 | DDI (2x2) | Democracy and Development in India |
| 6 | EC14 (1x4) | Issues in Indian Economy |
| 6 | EC15 (1x4) | Applied Econometrics |
| 6 | EC16A (1x4) | Public Economics |
| 6 | EC16C (1x4) | Topics in Economic Theory |
| 6 | EN05 (2x2) | Understanding Cinema |
| 5 | FN11 (2x2) | Introduction to Literary Theory |
| | | Mahabharata and its Modern Renderings in Fiction, Film & Drama |
| 6 | EN16 (2x2) | Mahabharata and its Modern Renderings in Fiction, Film & Drama |
| 6 | FN30 (2x2) | Modernism in Europe |
| 6 | LOE (2x2) | Literatures of the East: India and Arabia |
| 6 | H14 (1x4) | Wars and Revolutions in 20th Century |
| 6 | H15 (1x4) | Contemporary India: 1947-1992 |
| 6 | H16 (2x2) | Caste and Indian Modernity |
| 6 | M15 (1x4) | Linear Optimization and Applications |
| 6 | M16 (1x4) | Number Theory and Cryptography |
| 6 | M17 (1x4) | Mathematical Modelling |
| 6 | M18 (1x4) | Advanced Analysis |
| 6 | P15 (1x4) | Psychology for India |
| 6 | P17 (2x2) | Psychological Testing |

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|--------------|-----------|-----------|---------|------|-----------|-------|-----------|
| | NL2 | | | | FH3 Sec A | EAP2 | FH3 Sec A |
| | IGIT1 | SC03 | | | | | SC10 |
| | IGIT3 | | | | ENGD | P17 | |
| LUNCH | | | | | | | |
| 13:45 | 71A | | | M08 | FH2 | | |
| | 71B | | | | | | |
| | CR1 | | H16 | | | M17 | H16 |
| | CR1 | | EN11 | SC16 | EN05 | | EN11 |
| | CR2 | P01 | EC02 | | | EC09 | |
| | CR3 | H04 | P15 | | | M08 | H06 |
| | CR5 | M02 | H06 | | | M07 | FC02 |
| | CR6 | M08 | M09 | EC02 | H07 | P01 | |
| | CR7 | EN27 | HAP | EC07 | SC09 | H04 | |
| | CR8 | H08 | | M17 | FN09 | FC16C | M09 |
| | Cisco Lab | | M15 Lab | HAP | M16 Lab | | |
| | N4 | | | | | | |
| N5 | | | | | | | |
| | NL2 | | | | FH3 Sec B | | FH3 Sec B |
| | IGIT1 | | | | P07 | | |
| | IGIT3 | | SC10 | | SC23 | | SC28 |
| 14:45 | 71A | DDI | | EC04 | | EC05 | |
| | 71B | | | | | | |
| | CR1 | DS | H16 | | H15 | | H16 |
| | CR11 | | EN11 | | EN05 | | EN11 |
| | CR3 | M17 | EC05 | | EC05 | | |
| | CR4 | EIC Sec B | | | SC03 | | H08 |
| | CR5 | EC05 | EN23 | | H02 | | EC14 |
| | CR6 | CPCE | SC19 | | | | |
| | CR7 | EN27 | M07 | | SC09 | | EC09 |
| | CR8 | F10 | | | EN09 | | |
| | Cisco Lab | | M15 Lab | | M16 Lab | | |
| | N4 | | | | | | |
| N5 | | | | | | | |
| | NL2 | | | | | | |
| | IGIT1 | | | | P07 | | |
| | IGIT3 | | SC10 | | SC23 | | SC28 |
| 15:45 | 71A | DDI | | | | | |
| | 71B | | | | | | |
| | CR1 | DS | EC07 | | M15 | | |
| | CR11 | M16 | H07 | | | | |
| | CR3 | | M16 | | EC05 | | |
| | CR4 | EIC Sec B | SAVH | | SC03 | | |
| | CR5 | M07 | EN23 | | H02 | | |
| | CR6 | CPCE | SC19 | | | | |
| | CR7 | HAP | | | SK5 | | |
| | CR8 | P10 | BAVS | | EC10 | | |
| | Cisco Lab | | | | | | |
| | N4 | | | | | | |
| N5 | | | | | | | |
| | NL2 | | | | | | |
| | IGIT1 | | EC14 | | | | |
| | IGIT3 | | | | | | |

| | | |
|---|------------|--|
| 6 | SAVH (1x4) | Svadhinta Andolan ka Vaicharik Jagat aur Hindi |
| 6 | SC10 (2x2) | Sociology of Education |
| 6 | SC16 (2x2) | Economy, Market and Society |
| 6 | SC23 (2x2) | Religion and Society |
| 6 | SC28 (2x2) | Citizenship, Rights and the Social |
| 6 | DS (2x2) | Digital Storytelling |
| 6 | UDM (2x2) | Understanding Disability Through Popular Media |
| 6 | CPCE (2x2) | Critical Perspectives on Creative Expression |


 स्कूल ऑफ अंडर ग्राजुएट स्टडीज
 School of Under Graduate Studies
 अम्बेडकर विश्वविद्यालय, दिल्ली
 Ambedkar University Delhi
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 वेबसाइट / website : www.aud.ac.in

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Ashu

Our Mission

to provide an enabling environment for developing engaged, inspiring and innovative leaders

 We need Wealth Creators as much as Wealth Managers 



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**SCHOOL OF BUSINESS, PUBLIC POLICY
AND SOCIAL ENTREPRENEURSHIP**

SBPPSE
CORPORATE BROCHURE

2016-17



AMBEDKAR UNIVERSITY DELHI

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Student Profiles - MBA 1st Year

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ABOUT AMBEDKAR UNIVERSITY DELHI

Ambedkar University Delhi (AUD) is a public university established by the Government of the NCT of Delhi in 2007, 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, particularly a state 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:

- School of Business, Public Policy and Social Entrepreneurship (SBPPSE)
- School of Culture and Creative Expressions (SCCE)
- School of Development Studies (SDS)
- School of Design (SDes)
- School of Human Ecology (SHE)
- School of Education Studies (SES)
- School of Liberal Studies (SLS)
- School of Human Studies (SHS)
- School of Undergraduate Studies (SUS)

The University has also established a School of Law, Governance and Citizenship and a School of Vocational Studies which are expected to offer academic programmes starting next session.

In addition, several centres have been established at AUD as distinct locations for project-based research, policy advocacy, capacity building and networking with the larger community. The prominent centres established so far include:

- The AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE)
- The Centre for Community Knowledge (CCK)
- The Centre for Development Practice (CDP)
- The Centre for Early Childhood Education and Development (CECED)
- The Centre for Psychosocial and Clinical Research (CPCR)
- The Centre for Social Science Research Methods (CSSRM)
- The Centre for Urban Ecology and Sustainability (CUES)

AUD, through the new typologies of schools and programmes of studies, makes some bold departures from conventional structures of knowledge. The possibility of lateral and vertical mobility within and across programmes facilitate innovative curricular and pedagogic processes.

AUD currently operates from two campuses at Kashmere Gate and Karampura and hopes to add more campuses at Dheerpur and Rohini in the next three to five years.



UNIVERSITY OFFICIALS

Shyam B Menon
Vice Chancellor

Anup Dhar
Director
Centre for Development
Practice

Ashok Nagpal
Dean
School of Human Studies

Asmita Kabra
Dean (Officiating)
School of Human Ecology

Chandan Mukherjee
Director
Centre for Social Science
Research Methods

Debal C Kar
Librarian

Denys Philip Leighton
Dean
School of Liberal Studies

Geetha Venkataraman
Dean
Assessment, Evaluation and
Student Progression

Honey Oberoi Vahali
Director
Centre for Psychosocial
and Clinical Research

J. Samuel Ernest Ratnakar
Controller of
Finance

Jatin Bhatt
Dean
School of Design
Director
Campus Development

Kartik Dave
Dean (Officiating)
School of Business, Public Policy
and Social Entrepreneurship

M. A. Sikandar
Registrar

Mohd Sharique Farooqui
Director
AUD Centre for Incubation,
Innovation and Entrepreneurship

Praveen Singh
Dean (Officiating)
Planning

Rachana Johri
Dean (Officiating)
School of Undergraduate
Studies

Rajan Krishnan
Dean (Officiating)
School of Culture and Creative
Expressions

Sanjay Kumar Sharma
Dean
Student Services
Director
Centre for Community
Knowledge

Sumangala Damodaran
Dean (Officiating)
School of Development Studies

Suresh Babu
Director
Centre for Urban Ecology and
Sustainability

Venita Kaul
Director
School of Educational Studies
Director
Centre for Early Childhood
Education and Development

UNIVERSITY PROGRAMMES

UNDERGRADUATE PROGRAMMES

| SCHOOL | PROGRAMME |
|---------------------------------------|---|
| School of Undergraduate Studies (SUS) | BA Honours with a Major in Economics BA Honours with a Major in English BA Honours with a Major in History BA Honours with a Major in Mathematics BA Honours with a Major in Psychology BA Honours with a Major in Sociology BA Honours in Social Sciences and Humanities |

POSTGRADUATE PROGRAMMES

| SCHOOL | PROGRAMME |
|--|---|
| School of Business, Public Policy and Social Entrepreneurship (SBPPSE) | MBA MA in Social Entrepreneurship PG Diploma In Publishing |
| School of Culture and Creative Expressions (SCCE) | MA Film Studies MA Literary Art MA Performance Studies MA Visual Studies |
| School of Design (SDes) | MA Social Design |
| School of Development Studies (SDS) | MA Development Studies |
| School of Education Studies (SES) | MA Education MA Education (Early Childhood Care and Education) PG Diploma In Early Childhood Care and Education |
| School of Human Ecology (SHE) | MA Environment and Development MA Psychology |
| School of Human Studies (SHS) | MA Gender Studies |
| School of Liberal Studies (SLS) | MA Economics MA English MA History MA Sociology |

The University also offers various research (MPhil and PhD) programmes.

Professor Shyam B Menon
Vice Chancellor



MESSAGE FROM THE VICE CHANCELLOR



Ambedkar University Delhi (AUD) is a public University, established by the Government of the National Capital Territory of Delhi in 2008. Mandated to focus on research and teaching in Social Sciences and Humanities and guided by Dr B. R. 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 is one among a few universities in India to cater exclusively to research and higher learning in Humanities and Social Sciences. In today's polarised world, the study of these streams, we strongly believe, will not only play a pivotal role in improving understanding amongst cultures but also transform human experiences into lessons for the future. The University aspires to mould its students into informed and competent as well as sensitive and compassionate professionals and citizens who will engage with their social responsibilities and will respond to the needs of the marginalised sections of our society.

School of Business, Public Policy and Social Entrepreneurship (SBPPSE) has been set up to impart education and to encourage research in the field of business administration, public policy and social entrepreneurship. The school, in response to the growing needs for professionals, launched a two year MBA programme in 2012, a one-year Post Graduate Diploma in Publishing in 2013 and a two year MA in Social Entrepreneurship in 2014; the fourth batch of MBA students will graduate in April/May 2017.

I am happy to invite you to SBPPSE to build a meaningful industry-university relationship. I am sure that your association will add great value to our school and the graduates of the school will be an asset to your organisation.



The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) was set up in 2011 to promote teaching, training and research in three different but inter-linked areas of Business Administration, Public Policy and Social Entrepreneurship

ABOUT SBPPSE

The School offers a two year MBA programme which seeks to develop a holistic approach to business and profit within the larger context of our society and economy. Launched in 2012, the fourth batch of MBA will be graduating in 2017. The School also offers an MA programme in Social Entrepreneurship and will soon be offering research and executive education programmes in Management. SBPPSE also houses the AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE).

The programmes at SBPPSE attempt to foster an interdisciplinary 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 analysis and introspection to inculcate a spirit of rational inquiry among the students. The best of academic resources including the latest technologies are used in the curriculum transaction; students are provided with the relevant skills that match globally accepted standards of excellence. The School sees immense opportunity in the creation of new knowledge in areas of contemporary relevance, and in offering programmes using non-conventional models such as online and distance education. Offering continuing education for adult learners and vocational training are other opportunities that the university aims to tap.

Kartik Dave
Associate Professor and Dean (Officiating)

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) was launched in 2011 to impart education and promote research in the field of Business Administration, Business Management, Public Policy and Social Entrepreneurship. The school aims to engage with the latest theoretical concepts and their application in the real world.

SBPPSE is committed to its vision to provide quality education through its cutting edge programmes and to develop business professionals who address the concerns of different stakeholders including society, the economy, the environment and investors through their varied roles in the industry.

The school offers a degree programme in Masters of Business Administration (MBA). The two-year MBA programme, while imparting the essential concepts and principles of modern management in the functional areas of Marketing, Finance, Human Resource Management, Organisational Behaviour and Operations Research, also exposes the students to issues of Public Policy and Social Entrepreneurship. Our pedagogy uses a blended approach to learning and is based on a variety of learning methods such as case study, simulation, role plays, class room lectures and experiential learning. Field-based learning and experience sharing by practitioners on a regular basis are integral parts of our programme. At SBPPSE, we make relentless effort to groom management graduates and prepare them to be leaders, entrepreneurs and managers who are ready to shoulder varied responsibilities and to take up any new roles in their respective endeavours. Our faculty is drawn from academicians, practitioners, policy makers, visionaries, administrators, domain experts and management leaders, both from within the university and the outside world, and are continuously engaged in teaching, training and mentoring our students with a strong focus on interdisciplinary learning. This is the key differentiator that enables a management graduate passing out from SBPPSE to draw the big picture on real life canvas while being able to comprehend the complex integration of business, society and culture.

At the university, exchange tie-ups with many internationally reputed academic institutions and universities enable our students to get the right exposure to work in a global environment with a strong emphasis on cross cultural learning, team work, self study, value based practices and ethical conduct. The programme lays special emphasis on developing interpersonal and leadership skills in our students. The university has also recently setup the AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE) to help and mentor budding managers and entrepreneurs to realize their vision and aspirations.

The school has been offering a masters level program in Social Entrepreneurship and is currently in the process of revamping it, to make it more meaningful to the aspirants. A Masters program in Public Policy and a research program (Ph.D.) are also being geared up to be launched in the near future. The school also seeks to offer executive education and is committed to bridge the gap between industry and academia.

I take this opportunity to invite you and your organization to our campus to build a mutually beneficial and long term relationship.



When I look back, I feel glad that the experience at the school had been truly captivating. With no prior work experience, I had a lot of expectations from this institution when I started my MBA in 2012. At that time the journey seemed tough nevertheless it served as a simulator to help me face and overcome real world challenges later on. The amount of value that the school has added to my overall development can't be quantified but can be gauged from the fact that I am confidently able to put the learning into practice and that the school keeps pulling me back as it still remains in my priorities. It's my pleasure to continue being a part of the community.

Dishant Chaudhary
2014
CONCOR (Ministry of Railways)



Continuous based evaluation and blended learning approach by SBPPSE helped us to prepare for the corporate world. Not only the theory but application based learning was helpful with role plays.

Nitika Gaba
2016
Copal Amba



"If you're offered a seat on a rocket ship don't ask what ship, just get on!" It was a pleasure to be a part of the pioneering batch of the SBPPSE. There were obstacles; there were dreamers; there were doubts; there were mistakes; there was fear. But, there was SBPPSE! The future belongs to those who believe in the beauty of their dreams. Professor Kuriakose Mankoottam was one such dreamer and founder of SBPPSE. He, along with his team, provided me a platform, groomed me and helped me boost my confidence. I wish SBPPSE all the best in its future endeavors."

Diya Negi
2014
Star India



MBA program at SBPPSE has been an enriching experience for me. The quality of education provided to students is impeccable. Its experiential learning, case and field based pedagogy made the 2 years spent worthwhile. Now working in the industry made me realize how important those hectic study hours were! I needed this exposure to make a smooth transition from student life to the corporate world. Ambedkar University has been one of my best decisions.

Sugandha Tyagi
2015
SandP Capital IQ

Alumni Speak

No one can teach anyone; one can only learn. The environment at AUD is one that always fosters learning. Especially when brought together with scholars from different disciplines, and given the freedom to choose your own electives. The schedule, which at that time everyone found to be extremely hectic and rigorous has made for a comfortable transition to the corporate world. There is no doubt concerning the caliber of the faculty, and I have always been in awe of the vast and diverse expanse of knowledge and experience they brought to the table. The succeeding batches are in for an enriching experience considering the culture of students being key contributors in the School's functioning. Though uncertainty shrouded the decision to join the School for the initial few batches, but the time spent here has been extremely rewarding and memorable for everyone.

Jessin Thomas Abraham
2016
Secure Now
Insurance Brokers



The more passion that you have in you to explore, will ensure that your MBA is a success. If you are ready to burn the midnight oil for the coming 2 years then it is the best place to be. I had the most amazing 2 years here at AUD, be it placements, case studies, presentations or sports.

Ajin Mathew
2015
Yonex (Surise Sports)



Joining a newly established institution makes everyone skeptical, but I firmly believe if you don't take risks in life you will not explore your own capabilities. The trust that Professor Kuriakose Mankoottam, established in each student, encouraged us to strive to reach our goals. SBPPSE gave me an opportunity to groom myself into an independent individual. The research orientation came from various projects that we did as a part of curriculum. The faculty at SBPPSE gave a holistic view of the industry and of various subjects.

Ankur Khanna
2015
ReplIndia



My experience at SBPPSE, AUD has been an enthralling one. The fact that I was a part of the inception batch of SBPPSE is a matter of great pride for me. AUD as a university and SBPPSE as a part of it, is going to become an institution from where great intellectuals and thought leaders have graduated. The rigor and the course content that the students are exposed to at SBPPSE help shape great future managers. I wish SBPPSE all the very best in its future endeavors and urge all corporate firms to look at the students graduating from this institute.

Mayank Sharma
2014
Meltwater



I feel very proud to be a part of the pioneer batch of SBPPSE. In addition to the excellent academics, the course helped me develop as an individual as I learnt the traits of perseverance, patience and focus. The faculty members were a source of encouragement and motivation for each one of us. The amazing experience at SBPPSE has helped me deliver quality services to my organisation.

Prerna Mehta
2014
EY



"To exist is common, to live is rare" SBPPSE became my final choice in the queue of options before me. The course was exhaustive and expansive, and the approach was based more on practice and application than on mere theory. The course needed efforts and hard work to be put in, but it never felt like a burden on my shoulders. It was education done right. This, along with highly intellectual, understanding, cooperative and accommodating teachers, competent and bright classmates, an environment that encourages learning and innovation, and the best dean a school could have, turned the two years of my stay in this school into the best and most fruitful time of my academic life.

Nipun Sharma
2015
Thera people Medical Services



Coming with some amount of work experience, my expectations from SBPPSE, were quite high. Creative forms of assessment such as conducting five surveys and field visits made learning very insightful. Quality of faculty at SBPPSE is exceptional, and I got to learn from some of the best from the industry. Their ability to link theory to everyday incidents and cases in the business world made learning very relevant. Some of the challenges that I face at work in fact remind me our class discussions, equipping me to handle them well.

Sophia Shafi
2015
Babajobs

The two-year MBA is an innovatively conceived programme integrating state of the art development in the field of management education. Going beyond the exclusive focus on large and organised sector, the programme also addresses issues of micro, small and unorganised sector of the economy. The programme focuses on wealth generation as much as wealth management by sensitizing students to wider socioeconomic issues and by creating awareness on the importance of enterprise creation. Students are admitted through a national level entrance test followed by a Personal Interview.

Salient Features

- The programme is structured into 4 semesters of 16 weeks each. Students are required to complete 38 courses (carrying 2 credits each) which include 22 compulsory courses and 16 elective courses
- In addition to foundation courses in the functional areas of management, the first year curriculum includes courses on business in the context of culture, ethics and society; structured thinking and problem solving; and elements of Public Policy and Social Entrepreneurship
- In the second year, students choose electives of their interest from a wide variety of options in the areas of Finance, Marketing, HR and OB, Operations, and Economic Systems and Public Policy
- A two-month Summer Internship at the end of the first year (carrying 4 credits) and a project study (carrying 4 credits) in the second year is mandatory for all students

Pedagogy

- Learning pedagogy is based on a mix of reflections on readings, case studies, activities and simulations. Emphasis is on interactive and group learning to promote team-skills
- The School follows a policy of continuous assessment and grade based evaluation; students can pick up credits from programmes offered in other Schools within the University

Collaborations

- MoUs have been signed with San Francisco State University (SFSU) and Northampton University, UK, for International Collaboration



MBA PROGRAMME

ACIIE

AUD CENTRE FOR INCUBATION,
INNOVATION and ENTREPRENEURSHIP

Entrepreneurship has found a conducive ecosystem in recent years in India, and has been accepted as a potential career option. Improved infrastructure, encouraging policies, availability of skills and financial support have been encouraging entrepreneurship in the country.

Within the ambit of the larger vision of AUD, SBPPSE has taken initiative to set up the AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE).

The objective of the Centre is two fold:
(i) To translate theoretical and conceptual learning into socially useful practice

(ii) To reach out to the less-privileged sections of the society who may not otherwise have access to new knowledge and contemporary practices.

Apart from working closely with the academic activities of the various schools and centers of the University, ACIIE will invite and nurture innovative ideas and help them to be set up as viable business ventures. The Centre is also envisaged to provide mentoring and organizing financial support to the students of MA in Social Entrepreneurship, who will prepare to start their own social ventures in the second year of their studies at AUD. The center will provide advice on technical, legal and financial matters. Besides an efficient administrative secretariat, an enabling environment is envisaged to be created to make it possible for social entrepreneurs to incubate their ideas and business plans. In order to make the center viable and a self sustaining entity and to be able to receive funding from venture capitalists and angel investors, it will be equipped with adequate organizational structures and governance processes.

The Incubation Centre is registered as a Not-for-Profit organization under relevant sections of the Companies Act.

MBA PROGRAMME STRUCTURE

SEMESTER 1

Slot – 1

Business, Culture and Society
Marketing Management
Organisational Behaviour
Business Statistics
Financial Accounting
Managerial Economics

Slot – 2

Issues and Perspectives of Public Policy
Business Communication and Personality Development
Human Resource Management
Management Science
Management Accounting
Macro Economics

SEMESTER 2

Slot – 1

Business Ethics and Corporate Social Responsibility
Innovation and Entrepreneurship
Leadership and Change
Operations Management
Corporate Finance
Structured Thinking and Problem Solving
Business Research
Spreadsheet Modelling

Slot – 2

Summer Project/Internship (April-June)

SEMESTER 3

Slot – 1 and Slot – 2

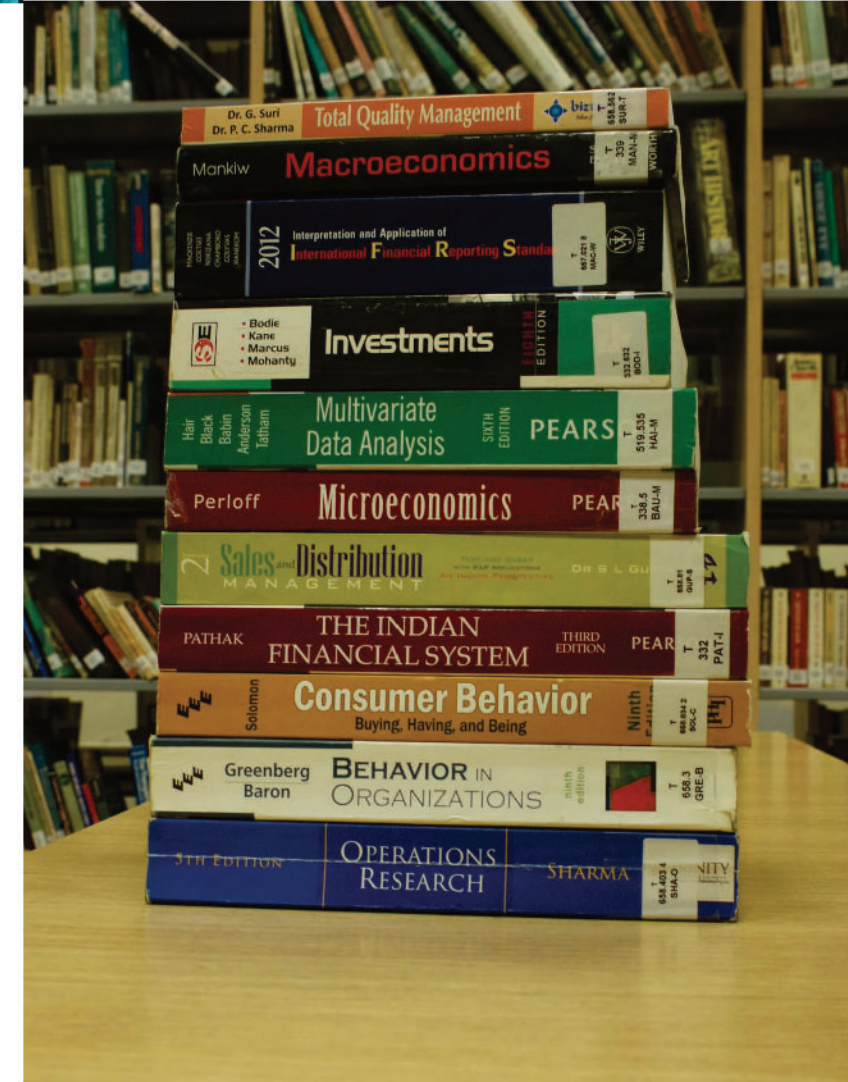
Business Law and Corporate Governance
Strategic Management
10 Elective Courses

SEMESTER 4

Slot – 1 and Slot – 2

Project Study
6 Elective Courses

MBA PROGRAMME STRUCTURE



FINANCE AND ACCOUNTING

- Financial Derivatives
- Security Analysis and Portfolio Management
- Financial Markets
- Micro Finance
- **Strategic Cost Management**
- Business Valuation and Corporate Restructuring

MARKETING

- Brand Management
- Consumer Behaviour
- Integrated Marketing Communication
- Services Marketing
- Retail Marketing
- Sales and Distribution Management

HR AND OB

- Inter Personal and Group Processes
- Diversity and Intercultural Management
- Coaching, Counselling and Mentoring
- Performance Management
- Collective Bargaining and Negotiation Skills
- Compensation and Reward Management

OPERATIONS MANAGEMENT AND DECISION SCIENCES

- Supply Chain Management
- **Service Operations Management**
- Enterprise Resource Planning
- Advanced Management Science Methods
- Total Quality Management
- Managing E-Business Operations

ECONOMICS AND PUBLIC SYSTEMS

- Political Economy
- Global Business Environment
- Public Policy for Sustainable Development
- Rural and Urban Land Systems
- Game Theory for Strategic Decision Making
- **International Economics**

CONTEMPORARY ISSUES

- **Internship with NGO**

HR Summit

With focus on Collaboration, Creativity and Cultural Context, an HR summit was organized by the students of SBPPSE in September 2015 at the University Campus. The summit brought together Industry Experts and business leaders on an enriching and insightful panel discussion on the theme "Talent Management". This was followed by a Case Study Competition and a debate on the topic "Labour Laws Stranglehold on Indian Economic Development"



Practitioner Speak Series

The "Practitioner Speak Series" is aimed at giving students exposure to real-market scenarios by making it an integral part of the academic curricula.

Eminent industrialists and business gurus share their experiences, observations and intuitions during intensive workshops, guest lectures or seminars with students on past and future business trends. Corporate presence in classrooms gives the students an unparalleled outlook of the real business world.

Kaleidoscope

As it is rightly said "marketing takes a day to learn and a lifetime to master". With this theme, SBPPSE, in March 2016 organized "Kaleidoscope" with thrilling challenges and competitions: Brain-Thaw, the Quiz Competition; Ad-Mentia, the Advertisement Making Challenge; and Brand-o-Mania, the Marketing Competition



Indian Retail Conference

Retail industry in India has been experiencing unprecedented changes in last two decades. Indian consumers are evolving with greater brand recognition, rising income, rapid urbanization and better environment. At the same time retailers are also striving for differentiated formats, greater supply chain efficiency, leveraging mobile technology and data analytics to gain competitive advantage. Against this vast landscape of Retail, the Indian Retail Conference was organized by SBPPSE in February 2016 at the India International Centre. The conference provided an excellent platform for discussion and sharing of new knowledge among academicians, researchers and industry leaders.



Beyond Academics

2015-16

Baghaan Orchard Retreat

As part of Learning Enhancement activities, a two day field trip was organized for the students of MBA and MASE programme at SBPPSE along with the faculty members to Baghaan Orchard Retreat, Garh Mukhteshwar in November 2015. Experiential learning being an important part of this field trip, both indoor and outdoor activities were carried out to enhance interpersonal skills, decision making process, team building and leadership activities. These activities were meant to help participants to experience the nuances of group dynamism in context of self and the team.



Orientation Fortnight

The Orientation Fortnight is the prelude to the two year journey of an MBA student at the School of Business Public Policy and Social Entrepreneurship. As part of the orientation fortnight, various team building activities, management games, reading and discussion sessions and guest lectures by industry experts are organised. In addition, there was an alumni networking event, a sports day and a cultural evening.





Industrial Trip to Maruti Suzuki Plant

The students of SBPPSE, AUD visited Maruti Suzuki plant located at, Gurgaon in February 2016. The students were shown the processes of manufacturing of different variants of cars, the assembly line, industrial Robots at work, the paint shop and the final roll out of cars and comprehensive quality checks that is done before a Maruti car is brought to market.

Entrepreneurship Week

The E-Cell of Ambedkar University Delhi is a student organization that aims to fire the entrepreneurial dreams of young minds. In January 2017, the E-Cell organized the "Entrepreneurship Week – Talk to an Entrepreneur" that featured a host of interactions, aimed at promoting the spirit of entrepreneurship.

Some of the themes that were discussed were

- (i) Entrepreneurship Ecosystem in India
- (ii) New Business Models
- (iii) Funding issues
- (iv) Emerging sectors
- (v) Role of the state
- (vi) Prospects and Challenges for entrepreneurs, and
- (vii) Global Perspectives



Panel Discussion on Social Entrepreneurship

The essence of social entrepreneurship is to identify gaps in the provision of social good and design innovative and scalable solutions to bridge those gaps. Keeping this in mind, SBPPSE brought together some social entrepreneurs for a panel discussion on the topic: - "Social Entrepreneurs: Harbingers of Social Justice". The event was held in March 2016 in AUD campus.



Audacity

Aud@city is the annual cultural festival of AUD, witness the coming together of diverse set of minds. SBPPSE showcased both innovation and talent in organizing "Chakravyuh – the treasure hunt", a highlight of Aud@city. Meticulously designed and delivered to instil and imbibe the team spirit in each and every participant, the event witnessed a huge turnout and was widely appreciated.



AUDBAA Cup

There are many activities that are undertaken to promote sports and healthy living among students at AUD. As a part of Alumni Connect Initiative, a sports event was organized by the AUD Business School Alumni Association (AUDBAA) in December 2015 in the University Campus. Cricket, football and badminton matches were played between the current students and the alumni.

COMMUNITY OUTREACH

Breast Cancer Awareness Camp

The student of SBPPSE in collaboration with the NGO, "YES TO LIFE" organized a breast cancer awareness talk in March 2016 for students, teaching staff and the non-teaching staff and helped them to understand various reasons which may cause breast cancer. Believing in the mantra, "Prevention is better than cure" students here encouraged their fellow mates and the female staff to attend the special session to prevent this lethal disease further providing the medical facilities to the non-teaching staff.

Street play CPSH

The students of SBPPSE performed a street play in August 2015 highlighting the issue of sexual harassments which could occur in a university space. It was crafted in a way to capture the source and scope of sexual harassment and highlighted the role of sensitivity and awareness for the same. Through the play the Committee for Prevention of Sexual Harassment (CPSH) was also introduced in the AUD campus.

Blood Donation Camp

The School believes in co-existence with the various stakeholders of the society and in providing opportunities to the students of the School and the University to support these stakeholders. Therefore, the School organized a Blood Donation Camp in collaboration with Blood Connect and GTB Hospital in August 2015 in the University. The camp witnessed an overwhelming response of more than 100 donors from within the University, thus providing a helping hand to the people who face the brunt of blood shortage in India.

Tree Plantation Drive

As a part of Environment Awareness and Gogreeninitiative, SBPPSE – A U D organized a tree plantation drive in campus, that saw participation from various people of the University community.





Kartik Dave
Associate Professor and Dean

Dr. Kartik Dave obtained his doctoral and Masters degrees from Udaipur University. He has more than 15 years of teaching and industry experience, and his academic and research interests include Services Marketing, Marketing Management, Marketing Strategy, Retail Marketing, Branding, Strategic Management and Consumer Behaviour



Anshu Gupta
Assistant Professor

Dr Anshu Gupta obtained her PhD, MPhil and Masters degrees in Operational Research from Delhi University. Her academic interests include Mathematical Modeling and Optimization for Marketing and Supply Chain Management, Statistical Quality Control and Six Sigma



Valentina Kancharla
Assistant Professor

Dr K. Valentina holds Doctoral and Masters degrees in Sociology from JNU. Along with her work in the Social Sector, her academic interests include Public Policy and CSR



Kanwal Anil
Assistant Professor

Dr Kanwal Anil is a PhD from the University of Lucknow in the area of Securitization and Structured Finance and an FDP from IIM (Ahmedabad). She has been into full-time teaching, training and research for the past seventeen years and her major areas of academic interests include Accounting, Micro-finance and Social Entrepreneurship.

SBPPSE FACULTY



Nidhi Kaicker
Assistant Professor

Dr. Nidhi Kaicker has obtained her PhD and MBA from Faculty of Management Studies, University of Delhi, FDP from IIM (Ahmedabad) and Bachelors in Economics from St Stephens College. Her academic interests include Microeconomics, Agriculture and Food Security, and Business Valuation.



Kritika Mathur
Assistant Professor

Kritika Mathur is an MA in Economics from Jamia Millia Islamia. Her academic interests include International Business, Security Analysis and Portfolio Management, and Commodity Markets



Kalindi Maheshwari
Assistant Professor

Dr. Kalindi Maheshwari has obtained her PhD and Masters degrees in International Business from Manchester Business School, and Bachelors in Economics from SRCC, University of Delhi. Her academic interests include International Business, Entrepreneurship and Leadership and Change.



Richa Awasthy
Assistant Professor

Dr. Richa Awasthy has obtained her PhD from Jamia Hamdard University and Masters and Bachelors Degree in Psychology from University of Delhi. With 18 years of experience in research, consultancy and teaching, her academic interests include Organisational Culture, Change and Learning Organisations.

ADJUNCT FACULTY AND PRACTITIONERS

Aashish Beergi
CEO, Mash Project

A. S. Narag
Ex-Dean and Professor, Faculty of Management Studies, University of Delhi

Abhishek Logani
Vice President and Business Head, Online Hotels, Make My Trip

Abhishek Sinha
CEO and Co-founder, Eko India Financial Services

Ajay Chaturvedi
Founder, HarVa

Ajay Pal Singh
Co-founder, Care Buddy

Akshay Agarwal
Director, Sales and Marketing, Markatix

Amir Ullah Khan
Policy Advisor and Consultant, Bill and Melinda Gates Foundation

Amit Kumar
Supply Chain Specialist, Amway India

Amitabh Pandey
Former President, Thomas Cook, and Ex-General Manager, IRCTC

Anjani Kumar
CIO, Safexpress

Anshumali Saxena
Independent Consultant

Arjun Nijhawan
Executive Director, Nijhawan Group

Arjun P. Gupta
Founder and Executive Director, Smart Joules

Aroop Banerjee
Education and Life Transformation Consultant

Arun Nagpal
Co-founder and Director, Mrida Associates LLP

Ashis Gupta
Ex-Professor, Harvard Business School (USA), University of Calgary, Canada

Ashutosh Tyagi
Think As Consumer

Ashwani Mishra
CMO, Hocalwire

Atanu Ghosh
Professor, Indian Institute of Technology Bombay

Atul Ahuja
Vice President (Retail), Apollo Pharmacy

Benu Sehgal
Senior Vice President, Mall Management, DLF Place Saket

Bhaskar Sharma
General Manager, Future Lifestyle Fashion

Calude Alvares
Director, The Goa Foundation

Chandrabhan Prasad
Advisor, DICCI

Deepak Malhotra
Program Manager, Bharti Airtel

Devinder Sharma
Food and Trade Policy Analyst

Dwarika Prasad Uniyal
Professor, Lal Bahadur Shastri National Academy of Administration

Errol D'souza
Professor, IIM Ahmedabad

Garima Dhamija
Principal Consultant, Executive Search, Salto Dee Fe Consulting

Garimella Ramani
Professor, South Asian University

Girish Singh
Founder, Cater Wow

Gurpreet Wasi
Principal Consultant (Retail), IMRB International

Hari Parmeshwar
General Manager (Retired) Maruti Suzuki

Harsh Wardhan Mishra
President and Professor, iSeed

Harshwardhan Saini
Chairman, Xanthium Industries

Jyotinder Kaur
Principal Economist, HDFC Bank

Kamal Seth
Founder, Human Circle

Kartik Desai
Principal, Asha Impact / VSG Capital

Kumar Rajagopalan
CEO, Retailers Association of India

Kunj Maheshwari
Consultant, Towers Watson

Laveesh Bhandari
Director, Indicus Foundation

Luke V. Chandekar
Head – HR, ST Microelectronics

Mahesh Kumar
Founder, Legalics

Manan Vyas
Founder, The Indian Economist

Mandeep Wadhwa
Managing Director, Seasons Furnishings

Manoj Chandra
CEO, One Touch Response

Massimo Warglien
University of Venice, Italy

Meenakshi Dawar
Executive Director, Power Grid Corporation

Neha Arora
Founder, Planet Abled

Nikhil Arora
Director, Business Advisory Services, EandY

Nishant Nigam
Head, Strategic Relationships (North), Royal Sundaram

Nitin Sinha
Director, Sigmaway LLC

NK Chandan
President, DICCI

Pankaj Chandra
Ex-Director, IIM Bangalore

Pankaj Seith
Vice President - Insights, HT Media

Paras Batra
Co-founder, Leaf Wearables

Prasanna Kumar
HR Head, New Wave India Pvt. Ltd.

Priyanka Grewal
Founder, The Early Women

Pulkit Garg
Co-founder, Edgy Scribblers

Puru Gupta
Co-founder and CEO, HW Wellness

Rajesh Jain
Head - Rangriti, BIBA Apparels

Ramesh Krishnan
President, Distribution Logistics Infrastructure

Rasik Pansare
Co-founder and CMO, Get My Parking

Saloni Malhotra
Associate Vice President, Paytm

Sandeep Khanna
Director, Petroleum Retailing and Marketing, TCS, Tata Group

Sandeep Sheokand
Digital Marketing Evangelist, IFFCO Tokio General Insurance

Sanjit Sengupta
Professor of Marketing, San Francisco State University, California

Satish Bhatt
COO and Director, Budli Internet

Seema Grewal
Founder, The Early Women

Shalini Gupta
Office of Economic Advisor, DIPPI

Shashank Kalra
Youth Alliance

Shineel Tilwani
Leading Talent Transformation, Arvind Limited

Shreyas Malkan
Founder and CEO, Passion for Logistics

Siddharth Tripathy
Founder and Chief Evangelist, Skillizen

Som Shekhar
CEO, Prasora

Sudhir Nayar
Senior Vice President (Retired), Hindustan Unilever Ltd.

Sunandan Madan
Founder, Dhvani Rural Information Systems

Sunder Hemarajani
Chairman, Greenway Appliances

V Rajesh
Retail and Shopper Behaviour Expert

Varun Satia
Co-founder, Twango

Vibhor Gupta
Founder and Director, Weekendr

Vijay Nagrani
Management Trainer

Vijay Pratap Singh Aditya
CEO, EkGaon Technologies

Vikram Rawat
Vice President - Merchants, Delhivery

Vinesh Chhabra
Management Trainer

Viraf Mehta
CSR Advisor to GOI,

Vishnu Vardhan
HR, Pepsico

Vivek Kumar
Director and Co-founder, Sportswave

PLACEMENTS and SUMMER INTERNSHIPS

2015-16



STUDENT PROFILES

SECOND YEAR STUDENTS

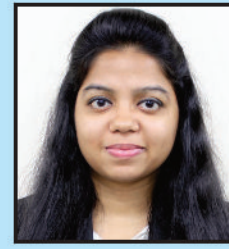
BATCH 2015-17



Aashna Prakash
BCom Hons
SRCC, DU
Summer Internship: ITC
Work Experience: ICRA Limited,
23 months



Aditya Gupta
BBA
Maharaja Surajmal Institute, GGSIPU
Summer Internship: Invisor
Management Solutions
Work Experience: IBM and NIIT
Technologies, 16 months



Akansha Singh
BA Hons (Business Economics)
Maharaja Agrasen College, DU
Summer Internship: Primero Skills and
Training



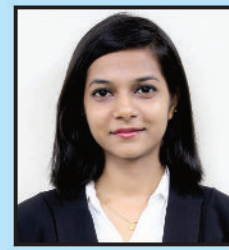
Akhil K.U
BA (Vocational Studies)
CVS, DU
Summer Internship: Carebuddy



Amit Kumar
BTech (Electronics and Communication)
MAIT, GGSIPU
Summer Internship: Buoyance
International



Anmol Mahipal
BBA
BCIPS, GGSIPU
Summer Internship: PunGraffiti



Arunima Mohan
BE (Electronics and Communication)
IET, Dr BR Ambedkar Agra University
Summer Internship: Techmobia Digital
Solutions



Asad Malik
BCom
Ramanujan College, DU
Summer Internship: Aha! Technocrats

SECOND YEAR STUDENTS

BATCH 2015-17

**Avishek Prasad**

BE (Mechanical)
SBJITMR, RTMNU
Summer Internship: Gosporto

**Ayush Jain**

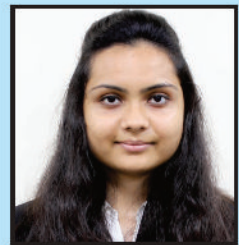
BTech (Information Technology)
USIT, GGSIPU
Summer Internship: Idea Cellular

**Bharti Sehrawat**

BA Hons (Economics)
SUS, AUD
Summer Internship: Buoyance
International

**Deepanshu Trehan**

BTech (Electronics and Communication)
MAIT, GGSIPU
Summer Internship: Jaypee International
Sports
Work Experience: Accenture, 9 months

**Devika Mehta**

BSc Hons (Mathematics)
Kamala Nehru College, DU
Summer Internship: Gosporto

**Devyanshi Dubey**

BA Hons (Political Science)
Miranda House, DU
Summer Internship: Laugh Out Loud
Ventures

**Jeffrey Mathews**

BSc (Physical Science)
St Stephen's College, DU
Summer Internship: UK India Business
Council

**Jyoti Bansal**

BCom
BR Ambedkar College, DU
Summer Internship: SigmaWay LLC

**Mohammad Urooj**

BBS
Jamia Millia Islamia
Summer Internship: GoSporto
Work Experience: Jabong, 2 months

**Naman Nanda**

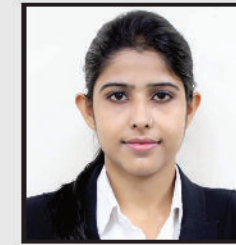
BCom
Satyawati Collage, DU
Summer Internship: SigmaWay LLC

SECOND YEAR STUDENTS

BATCH 2015-17

**Nandini Jha**

BA Hons (Psychology)
Jamia Millia Islamia
Summer Internship: Tata Power

**Neha Nagar**

BCom Hons
Ramanujan College, DU
Summer Internship: SigmaWay LLC
Work Experience: ICICI Prudential,
12 months

**Nida kulsoom**

BTech (Electronics and Communication)
GNIT, UPTU
Summer Internship: Ricoh India

**Nitin Sharma**

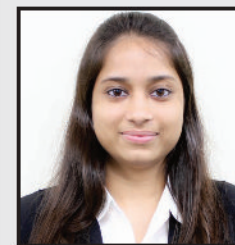
BA Hons (Economics)
SUS, AUD
Summer Internship: Endurance
Technologies

**Pankaj Prasad**

BA Hons (Business Economics)
SGGS College of Commerce, DU
Summer Internship: Primero Skills
and Training
Work Experience: Genpact,
14 months

**Pritish Prasad**

BA Hons (Psychology)
SUS, AUD
Summer Internship: HDFC Bank

**Radhika Aggarwal**

BCom Hons
Hindu College, DU
Summer Internship: FTI Consulting

**Rishabh Dhawan**

BBS Hons
Jamia Millia Islamia
Summer Internship: Laugh Out Loud
Ventures

**Rohit Choudhary**


BCom Hons
Zakir Husain College, DU
Summer Internship: Mother Dairy

**Shefali Kushwaha**


BA (Vocational Studies)
CVS, DU
Summer Internship: Gold Plus Glass
Industry

SECOND YEAR STUDENTS

BATCH 2015-17




Shreya Budhiraja
BCom Hons
Shaheed Bhagat Singh College, DU
Summer Internship: ITC
Work Experience: Protiviti Consulting, 12 months



Siddharth Pande
BSc Hons (Computer Science)
ARSD, DU
Summer Internship: Endurance Technologies




Sneha Sharma
BSc
Sri Aurobindo College, DU
Summer Internship: Buoyance International




Sonal Gupta
BCom
Shaheed Bhagat Singh College (E), DU
Summer Internship: Kwaliti Dairy




Srikant Sharma
BA Hons (Business Economics)
SGND Khalsa College, DU
Summer Internship: SigmaWay LLC




Varun Balhotra
BTech (Information Technology)
MAIT, GGSIPU
Summer Internship: MSF India



Vikas Singh
BSc
MDU Rohtak
Summer Internship: Farmery



Vishesh Mongia
BTech (Electronics and Communication)
ASET, Amity University
Summer Internship: Smart Joules
Work Experience: Wipro, 18 months



Yamini Saini
BA Hons (Applied Psychology)
Gargi College, DU
Summer Internship: Laugh Out Loud Ventures

FIRST YEAR STUDENTS


BATCH 2016-18



Aalok Hirani
BA Hons (Social Sciences and Humanities)
SUS, AUD



Aliya Khan
BA Hons (Social Sciences and Humanities)
SUS, AUD
Work Experience: Diwan Advocates, 10 months



Animesh Minz
BCom Hons
SGGS College of Commerce, DU



Apoorva Singh
BCom
Jagran College of Arts, Science and Commerce, CSJM



Ashish kumar Dhar
BA Hons (English)
Satyawati College (E), DU




Astha Sabharwal
BSc Hons (Mathematics)
Shaheed Bhagat Singh College, DU
Work Experience: iACT Global Education, 13 months




Harsh Kumar
BCom Hons
St Xavier's, MU



Himanshu Sagar
BA Hons (Business Economics)
Shivaji College, DU













Jatin Anand
BTech (Mechanical Engineering)
IIMT Institute of Engineering Technology, UPTU



K.J. Osthath Junior
BBS Hons
Jamia Millia Islamia











FIRST YEAR STUDENTS

BATCH 2016-18

| | | | |
|--|--|--|---|
|  | <p>Kritika Jaiswal BCom Hons Janki Devi Memorial College, DU</p> |  | <p>Kshitiz Singhal BA Hons (Economics) SGTB Khalsa College, DU Work Experience: Mahagauri Steels, 11 months</p> |
|  | <p>Leonard Abhishek Soreng BCom SGGS College of Commerce, DU</p> |  | <p>Mansi Gupta BBA IMS, CCS</p> |
|  | <p>Mansi Pruthi BCom Hons Keshav Mahavidhyalaya, DU</p> |  | <p>Mansi Saini BA Hons (Psychology) Vivekananda College, DU</p> |
|  | <p>Mayur BMS Keshav Mahavidyalaya, DU</p> |  | <p>Mehak Jain BTech (Electrical and Electronics Engineering) The Northcap University</p> |
|  | <p>Minal Deedwania BA Hons (Psychology) Vivekananda College, DU</p> |  | <p>Mohd Tariq BBS Hons Jamia Millia Islamia</p> |

FIRST YEAR STUDENTS

BATCH 2016-18

| | | | |
|---|---|---|---|
|  | <p>Mohd Tashreen BBS Hons Jamia Millia Islamia Work Experience: Caffeine Stoneware, 11 months</p> |  | <p>Naveen Kumar BBA MAIM, GGSIPU Work Experience: Ministry of External Affairs, 18 months</p> |
|  | <p>Neha Sheokand BTech (Information Technology) Krishna Engineering College, UPTU</p> |  | <p>Nishtha Agarwal BTech (Electrical) Maharana Pratap University of Agriculture and Technology</p> |
|  | <p>Nishtha Gupta BA Hons (Economics) Maitreyi College, DU Work Experience: Business in E-tailing, 10 months</p> |  | <p>Pranav Prakash BA Hons Business Economics SGTB Khalsa College, DU</p> |
|  | <p>Prashant Kumar BCom Shaheed Bhagat Singh College, DU Work Experience: Instapayback, 8 months</p> |  | <p>Prateek Chaudhary BSc (Information Technology) Sikkim Manipal University</p> |
|  | <p>Prateek Saini BTech (Mechanical and Automation) ASET, Amity University</p> |  | <p>Rishabh Jain BA Hons (Business Economics) BR Ambedkar College, DU</p> |

FIRST YEAR STUDENTS

BATCH 2016-18

**Rohit Gond**

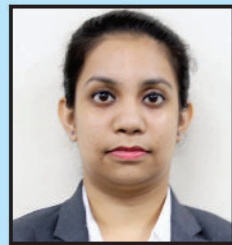
BCom
Dyal Singh College, DU

**Saif UL islam**

BBS Hons
Jamia Millia Islamia

**Shireena Jose**

BBA
Maharaja Surajmal Institute,
GGSIPU

**Shivangi Verma**

BA Hons (Psychology)
Vivekananda College, DU
Work Experience: Teach For India,
6 months

**Shruti Mahawar**

BTech (Biotechnology)
Amity University

**Shubhankit Kholia**

BCom Hons
Keshav Mahavidyalya, DU

**Subathra V**

BSc Hons (Mathematics)
Miranda House, DU

**Ved Prakash Yadav**

BA Hons (Political Science)
Shaheed Bhagat Singh College, DU

CORPORATE
CONNECT

Industry and Academia have long shared a mutually beneficial relationship, and here at SBPPSE, we respect and honor that tradition. We have a strong commitment to build durable and long lasting relationships with the corporate world. Be it course curricula tailor-made to meet the growing demands of today's markets, imparting to students realworld applications of theoretical concepts through faculty from industry or giving students an insight into the professional world through our internship programs, industry visits, guest speaker sessions and alumni linkages, SBPPSE has always endeavored to set the bar for corporate relationships with universities. Our students are required to undergo a summer internship in the months of April - June, and our graduating students are available to join various organisations where they get a final placement offer by April / May. Our campus placements (final and summer internships) for the academic session 2016-17 begin in September 2016.

PLACEMENT TEAM

Dr. Nidhi Kaicker
Faculty Advisor
Email: nidhi@aud.ac.in

Dr. Kalindi Maheshwari
Faculty Advisor
Email: kalindi@aud.ac.in

Dr. Richa Awasthy
Faculty Advisor
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Aashna Prakash
MBA 2nd Year
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Aliya Khan
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Deepanshu Trehan
MBA 2nd Year
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Naman Nanda
MBA 2nd Year
Email: nnanda.15@stu.aud.ac.in

Nishtha Gupta
MBA 1st Year
Email: ngupta.16@stu.aud.ac.in

Prateek Chaudhary
MBA 1st Year
Email: pchaudhary.16@stu.aud.ac.in

Shreya Budhiraja
MBA 2nd Year
Email: sbudhiraja.15@stu.aud.ac.in

Vishesh Mongia
MBA 2nd Year
Email: vmongia.15@stu.aud.ac.in

For more details contact the placement team at:
placement_sbppse@aud.ac.in



www.facebook.com/SBPPSE/



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.



“

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.

”

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).

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,



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.



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) | | | |
| TOTAL CREDITS (82) | 30 | 24 | 14 | 14 |

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-semester) 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 | INTERNSHIP (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 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 |
|---|-------|-------------------|-------|
| 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 |
| 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 |
| 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) | 0 |
| Unreserved | 4 | Unreserved | 2 |
| Supernumerary: | | | |
| PH (Physically handicapped) | 1 | | |
| CW (Children of War widows) | 1 | | |

| FS (Foreign Students) | 1 | | |
|-----------------------------|----|-------------------|---|
| AUD Graduates* | 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 |
| 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:

- (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:

- 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.

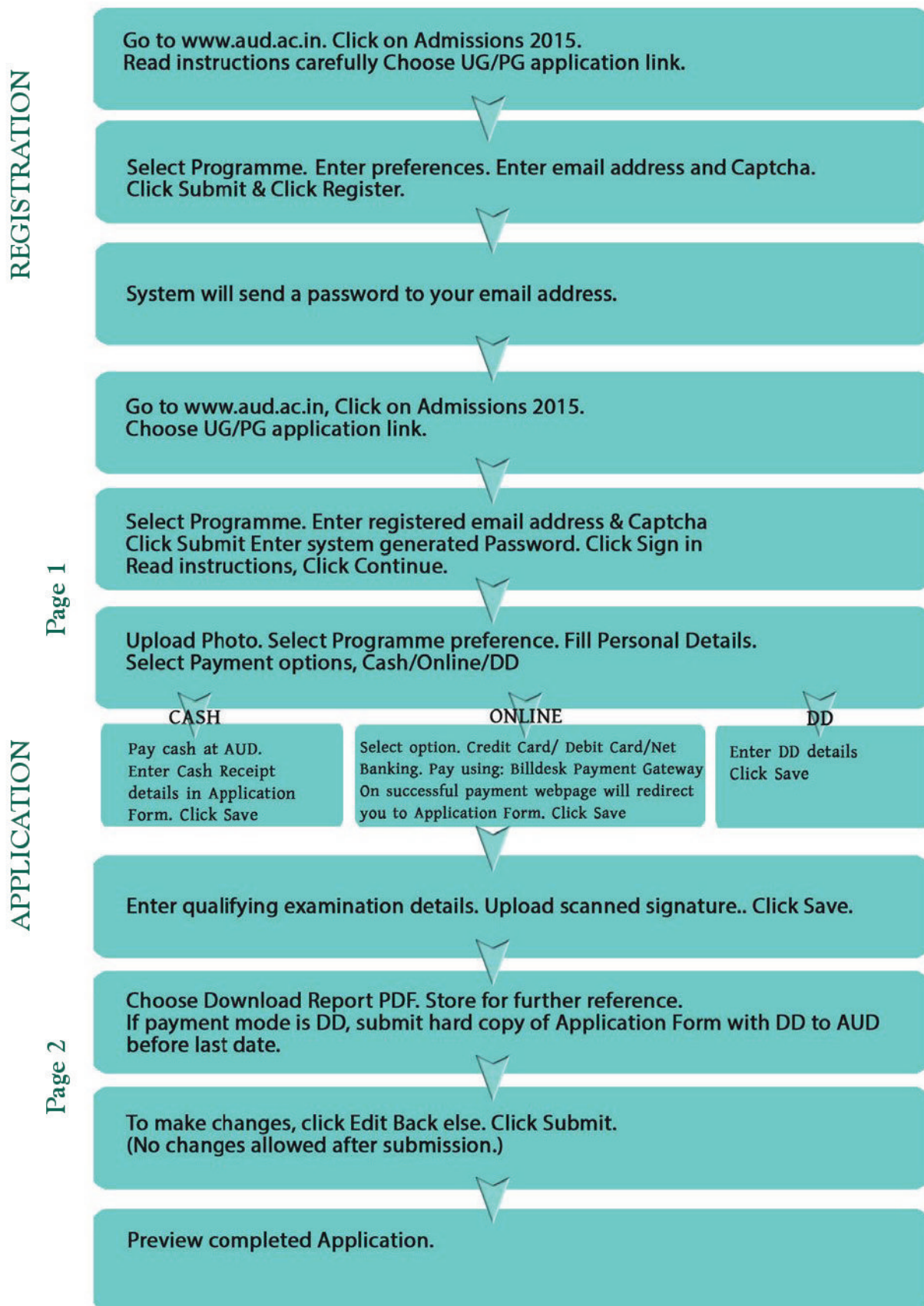
Those applying under the PD category may note that only those candidates who are cleared by the Medical Board of the University will qualify for the Personal Interview (PI).

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).



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 and following the instructions provided there.

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.

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 |
| Total (for two years) | 2,42,640 | 4,28,280 |

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 |
| Total (for two years) | 2,37,720 | 4,18,940 |

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) 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

Lothian Road, Kashmere Gate, Delhi - 11006

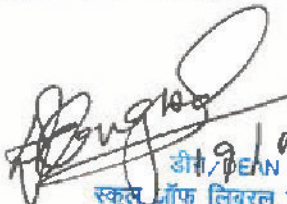
Website: www.aud.ac.in; Email: mbaadmissions@aud.ac.in

Phone: +91-11-23864064 (9.00 am to 5.00 pm on working days)

M. A. Courses offered in School of Liberal Studies in Academic Year 2016-17

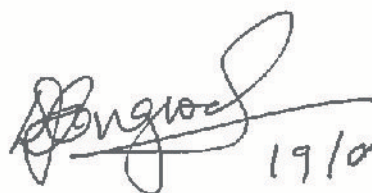
MA History

| Year | Programme Name | Course Code | Course Name |
|-----------------------|----------------|---|--|
| Monsoon Semester 2016 | History | SLS2HS004 | Problem of Historical Knowledge |
| | History | SLS2HS104 | Environmental History of South Asia |
| | History | SLS2HS110 | Partitions in South Asia |
| | History | SLS2HS003 | Power, Culture and Marginality in India |
| | History | SLS2HS002 | The State in Indian History |
| | History | SLS2HS205 | History and the Aboriginal Past |
| | History | SLS2HS102 | Urbanization in India |
| | History | SLS2HS203 | Indian Ocean in History |
| | History | SLS2HS107 | India's Economy and Colonial Rule |
| Winter Semester 2017 | History | SLS2HS002 | The Making of Modern World |
| | History | SLS2HS109 | Hunger, Disease and Welfare |
| | History | SLS2HS204 | Comparative Studies in Labour and Wellbeing |
| | History | SLS2HS101 | Indian Nationalist Movement |
| | History | SLS2HS207 | The History of Modern Japan |
| | History | SLS2HS102 | Oral Epics in India |
| | History | SLS2HS201 | Introduction to Global Environmental History |
| | History | SLS2HS111 | Censorship/Transgression in Modern India |
| | History | SLS2HS209 | Histories of Nothing |
| | History | SLS2HS304 | Environmental History of India |
| | History | SLS2HS301 | Leadership and Politics in 20 th Century South Asia |
| | History | SLS2HS302 | Famine, Public Works and Welfare in Colonial India |
| | History | SLS2HS305 | Understanding Social and Cultural Marginality in India |
| | History | SLS2HS311 | Migration and Diaspora |
| History | SLS2HS313 | Metanarratives and the Historiography of Everyday | |


 डी. आर. अम्बेडकर
 स्कूल ऑफ लिबरल स्टडीज
 School of Liberal Studies
 डॉ. बी. आर. अम्बेडकर विश्वविद्यालय
 Dr. B. R. Ambedkar University Delhi
 लोथियान रोड, कश्मीरी गेट, दिल्ली-110006
 Lothian Road, Kashmiri Gate, Delhi-110006
 वेबसाइट / website : www.aud.ac.in

MA Sociology

| Year | Programme Name | Course Code | Course Name |
|-----------------------|----------------|-------------|--|
| Monsoon Semester 2016 | Sociology | SLS2SC004 | Protest, Movements and Transformations |
| | Sociology | SLS2SC201 | Law and Society |
| | Sociology | SLS2SC003 | Culture, Hierarchy and Difference |
| | Sociology | SLS2SC002 | Sociology of Indian Society |
| | Sociology | SLS2SC001 | Social Theory I |
| | Sociology | SLS2SC010 | Faith, Religion and Society |
| | Sociology | SLS2SC009 | Economy, Polity and Society |
| | Sociology | SLS2SC101 | Dissertation |
| Winter Semester 2017 | Sociology | SLS2SC210 | Transnational Feminism |
| | Sociology | SLS2SC204 | Sociology of Agriculture |
| | Sociology | SLS2SC213 | Interpretation of Caste Writings and Representations |
| | Sociology | SLS2SC012 | Relationships and Affinities |
| | Sociology | SLS2SC214 | Sociology of Work and Health |
| | Sociology | SLS2SC008 | Organisational Exposure |
| | Sociology | SLS2SC007 | Workshop on Expression |
| | Sociology | SLS2SC006 | Social Research |
| | Sociology | SLS2SC005 | Social Theory – II |


19/03/2020

डीन/DEAN
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Time Table
MS2018-19

| Period | Room | Mon | Tue | Wed | Thu | Fri | Sat | Semester | Title of the Course | Course Code | Course Coordinator/s |
|--------|------|-------|-------|---------|---------|----------------|-----|----------|---|-------------|----------------------|
| 9:00 | B2 | | | | PS710 | | | III | Microeconomic -I | SUS1EC102 | Parma |
| | G7 | | EC102 | | | PS704 (sec-B)* | | III | Political Speeches and Writings by Literary Writers | SUS1EN240 | Shiv |
| | G8 | | EN265 | | EN265 | SC803 | | III | Adhunik Sahitya ki Pravrittiyan Aur Andolan | SUS1HN333 | Gulshan |
| | G9 | EN235 | HS404 | | EC113 | EC133 | | III | Macroeconomics-I | SUS1EC103 | Annu |
| | G10 | PS705 | EN259 | FC009-A | FC009-A | PS704-A | | III | Nineteenth Century Poetry | SUS1EN259 | Manish Sharma |
| | G11 | PS709 | PS710 | FC009-B | FC009-B | PS709 | | III | Mediaeval India | SUS1HS404 | Geetanjali Tyagi |
| | F4 | | | | | | | III | Analysis-2 | SUS1MA505 | Rachana Shokhanda |
| | B2 | | | | PS710 | | | III | Social Psychology | SUS1PS704-A | Vatsala |
| 10:00 | G7 | | EC102 | | | PS704 (sec-B)* | | III | Social Psychology | SUS1PS704-B | Vatsala/TBD |
| | G8 | | EN265 | | EN265 | SC803 | | III | Social Change and Development | SUS1SC803 | TBD |
| | G9 | EN235 | HS404 | | EC113 | EC133 | | III | Literatures of the Indian Sub-continent | SUS1EN235 | Kopal |
| | G10 | PS705 | EN259 | FC009-A | FC009-A | PS704-A | | III | Statistics | SUS1PS705 | |
| | G11 | PS709 | PS710 | FC009 | FC009 | PS709 | | III | Political Thought in | SUS1PO732 | Michael and Cybil |



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|-------|-------|-------|-------|-------|-------|-------|--|
| | F4 | | | | | | |
| 11:00 | B2 | PS732 | PS711 | PS732 | | | |
| | G7 | EC133 | HS408 | EN245 | | EC110 | |
| | G8 | EC103 | EN263 | EC110 | PO732 | EN245 | |
| | G9 | EN240 | EC103 | EN247 | EN263 | EN235 | |
| | G10 | | EN240 | PS703 | PS705 | PS705 | |
| | G11 | | | SC812 | HS408 | PO732 | |
| | F4 | | | | | | |
| | 12:00 | B2 | PS732 | PS711 | PS732 | | |
| G7 | | EC133 | HS408 | EN245 | | EC110 | |
| G8 | | EC103 | EN263 | EC110 | PO732 | EN245 | |
| G9 | | EN240 | EC103 | EN247 | EN263 | EN235 | |
| G10 | | HN333 | EN240 | PS703 | PS711 | PS705 | |
| G11 | | | | SC812 | HS408 | PO732 | |
| F4 | | | | | | | |
| LUNCH | | | | | | | |

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|-----|---|-------------|-------------------|
| | Contemporary India | | |
| III | American Literature | SUS1EN247 | Manish Sharma |
| III | History of Psychology | SUS1PS703 | Adjunct |
| III | Politics, Law and Society | SUS1SC812 | TBD |
| III | Environment : Issues and Challenges | SUS1FC009-A | Swati/Sumana |
| III | Environment : Issues and Challenges | SUS1FC009-B | Sumana/Swati |
| III | Indian constitution and Democracy (ICD) | SUS1FC032 | Michael and Cybil |

| | | | |
|---|--|-----------|---------|
| V | Public Economics | SUS1EC133 | Parma |
| V | Neuropsychology Through Clinical Cases: Possibilities and Limits | SUS1PS709 | Anoop |
| V | Development Economics :Theory and Policy | SUS1EC113 | Ishan |
| V | Understanding Abnormality | SUS1PS710 | Anoop |
| V | Tragedy down the Ages | SUS1EN245 | Shiv |
| V | Indian Economy | SUS1EC110 | Annu |
| V | Counseling Psychology | SUS1PS732 | Vatsala |
| V | Modernism | SUS1EN265 | Kopal |



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|-------|-----|-------|----------------|-------|-------|-------|
| 13:45 | B2 | LLAI | | EN261 | | |
| | G7 | EL914 | ICD | | | |
| | G8 | EN261 | | EC111 | | |
| | G9 | EN247 | | ICD | EC102 | |
| | G10 | PS703 | MA505 | MA505 | EN259 | MA505 |
| | G11 | MA505 | HN333 | HN333 | HS404 | HN333 |
| | F4 | SC812 | | | | |
| | 206 | | | | | |
| 14:45 | B2 | AI | | EN261 | | |
| | G7 | EL914 | ICD | LLAI | | |
| | G8 | EN261 | PS704 (sec-B)* | | EL914 | |
| | G9 | EN247 | EC113 | | EC102 | |
| | G10 | PS703 | PS704-A | | EN259 | |
| | G11 | EC111 | SC803 | | HS404 | |
| | F4 | SC812 | | | | |
| | Lab | | | | | |
| 206 | | | | | | |
| 15:45 | B2 | | | | | |
| | G7 | | | LLAI | | |

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|---|---|-----------|---------------------|
| V | Case study (practical -2) | SUS1PS711 | Adjunct |
| V | Modern India | SUS1HS408 | Rachna Mehra |
| V | Folk, Oral, Indigenous and Popular | SUS1EN263 | Amit |
| | Legal Literacy and Application | SUS1LLAI | Michael and Cybil |
| V | Introduction to Dalit Literature Through Poetry | SUS1EL914 | Awadhesh |
| | Approaches and theories of language learning | SUS1EN261 | Monishita & Ipshita |
| V | Applied Econometrics | SUS1EC111 | Krishna |

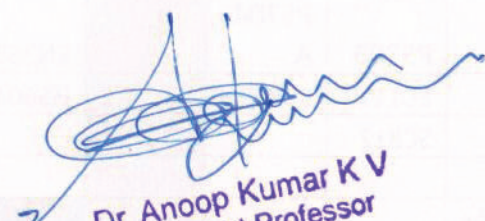
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अम्बेडकर विश्वविद्यालय दिल्ली



Ambedkar University Delhi

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|-----|-------|-------------------|--|-------|--|
| G8 | | PS704 (sec-B)* | | EL914 | |
| G9 | | EC113 | | EC111 | |
| G10 | | PS704-A | | | |
| G11 | EC111 | SC803 | | ICD | |
| F4 | | | | | |
| Lab | | | | | |
| | | | | | |


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

**Information Bulletin
PhD in Management
2018**



**Ambedkar University Delhi (AUD)
(Established by the Government of the NCT of Delhi)
Lothian Road, Kashmere Gate
Delhi - 110006**

THE SCHOOL OF BUSINESS, PUBLIC POLICY AND SOCIAL ENTREPRENEURSHIP (SBPPSE)

SBPPSE has been set up in AUD in 2011 to promote research and provide professional education and training in the field of Management, 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. Currently the school offers a *2-year (full time) MBA programme* and is launching its first research programme *PhD in Management* in the year 2018. The School looks forward to offer programmes in Public Policy and Social Entrepreneurship education in collaboration with other Schools in the University, and undergraduate and executive education in Management in future.

The programmes at SBPPSE attempts to foster an interdisciplinary learning environment with a focus on practical application 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 analysis and introspection to inculcate a spirit of rational inquiry among the students. The best of academic resources including the latest technologies, eclectic collection of library resources, practitioner interface and latest pedagogical tools and techniques are used in the curriculum transaction; students are provided with the relevant skills that match globally accepted standards of excellence.

The School sees immense opportunity in the creation of new knowledge in areas of contemporary relevance through its newly launched research programme. Offering continuing education for adult learners and vocational training using conventional as well as non-conventional models such as online and distance education are other opportunities that the school aims to tap to increase the outreach of the school.

For other details related to SBPPSE follow the university website www.aud.ac.in and also see the our corporate brochure on the link <http://aud.ac.in/upload/placement2017-18.pdf> and MBA admission brochure downloadable form the link <http://aud.ac.in/upload/MBA2018/Admission-catalogue-final-2018.pdf>

PHD IN MANAGEMENT

The School of Business, Public Policy and Social Entrepreneurship (SBPPSE) is launching its *PhD programme in Management* in the academic year 2018 with the aim to facilitate meaningful research and derive applications relevant to business and society at large.

The proposed PhD programme is conceptualised to address management issues across domains of society including business, education, health, environment, sustainable development, infrastructure, tourism, sports, legal system, governance, public systems and agriculture through research. By addressing stakeholders concerns related to culture, diversity, communication and human relations, the PhD programme seeks to be holistic, contemporary and integrated to the interdisciplinary approach of the university.

The PhD programme at SBPPSE aims to develop a research environment wherein its scholars will be encouraged to conduct original research, create new knowledge and address the real world management issues. They shall be trained to conduct and publish independent research. Through mentorship and joint research, students would be trained for careers in research, teaching and management.

The programme is developed with a well balanced mix of rigour as well as flexibility to meet and compete globally with other similar programmes. The programme seeks to admit candidates with a yearning to learn and contribute original research to the existing body of knowledge. Academic integrity and an honest contribution to the research would be the hallmark of this programme.

Broad Research Themes

The PhD programme seeks to address variety of research themes in management domain related to business, public policy and social entrepreneurship along with the interdisciplinary management issues within the broader framework of social sciences.

The research areas that the programme aims to focus on within the fundamental functional domains of management are organisation behaviour, human resource management, finance and accounting, marketing, economics, strategic management, operations and supply chain management, quality management, international business, public policy and entrepreneurship with applications in various domains like health, education, tourism, sustainable development and business practices, sports, design and innovation, environmental management, gender and entrepreneurship, law, governance and policy, public systems.

The candidates applying for programme are encouraged to get in touch with the school's faculty in relation to their research interests and proposals prior to submitting application forms. They can also see the detailed profiles of the SBPPSE core faculty and other faculty members within AUD on the university website www.aud.ac.in.

The Programme Structure

The PhD programme in Management has two stages – coursework and doctoral thesis.

Course Work

In the first academic year over **two semesters** the scholars will undertake the compulsory coursework worth minimum 16 credits which is a prerequisite to starting the research journey and conduct research. The coursework guidelines are based on the regulations of Standing Committee (Research) of the Academic Council (SCR) of AUD.

The course work will comprise of **12 credits to be earned from compulsory research foundation courses** and **4 credits from elective courses (domain specialization/supervised study/bridge courses)** over a period of two semesters in the first academic year.

The course work will be prescribed to each student by the Research Studies Committee (RSC) of SBPPSE. In addition to the minimum 16 credits requirement the RSC will prescribe supplementary bridge/domain specialization courses to scholars on case to case basis from the courses offered either at Master's or research level across schools in the university depending on the research interests of the scholars and nature of qualifying master's programme.

Scholars can opt for additional course(s) and earn extra credits* during their research over and above the minimum desired credits.

Type of Courses in Coursework

| Course type | Credits to be earned in the category |
|---|--------------------------------------|
| 1. Compulsory research foundation courses | 12 |
| 2. Electives (Domain specialisation/bridge /supervised courses) | 4 |
| Total credits | 16 |

Structure of the Coursework

| S. No. | Courses | Credits |
|--------------------|---|---------|
| Semester I | | |
| 1. | Philosophy of Research in Management (compulsory) | 2 |
| 2. | Theoretical and Critical Perspectives in Management Research (compulsory) | 4 |
| 3. | Research Methodology- I (compulsory) | 2 |
| Semester II | | |
| 4. | Research Methodology- II (compulsory) | 4 |
| 5. | Electives | 4 |

Credits for electives (domain specialisation/bridge /supervised courses) can be earned from the Master's and research level courses offered across schools. For elective course in MBA programme offered by SBPPSE see <http://aud.ac.in/upload/MBA2018/Admission-catalogue-final-2018.pdf>. For electives in other Master's level programme follow the website www.aud.ac.in.

List of Electives offered by SBPPSE for Research Programmes

| S. No. | Courses | Credits |
|--------|-------------------------------------|---------|
| 1. | Supervised/independent study course | 2 or 4 |
| 2. | Multivariate Data Analysis | 4 |
| 3. | Qualitative Analysis Methods | 4 |

Suggestive List of Cross Listed Courses for Electives from other Research Programmes

| Programme | Course title | Credits |
|---|--|---------|
| PhD in Human Ecology | Development and Social Change | 4 |
| | Advanced Econometrics for Livelihoods Research | 4 |
| English | Discerning Research Methods | 4 |
| PhD Development Studies | Development Theory and Practice (Elective) | 4 |
| | Industrialisation, Urbanisation and Development (Elective) | 4 |
| | Environmental Governance and Sustainable Development (Elective) | 4 |
| MPhil/PhD Mathematics | Mathematical Modeling | 3 |
| MPhil/PhD History | Historical methods | 4 |
| PhD Sociology | Theoretical Issues in Sociological Research | 4 |
| | Methods and Techniques of Social research | 4 |
| | Guided reading course | 2 |
| | Workshop on Academic writing | 2 |
| MPhil Psychoanalytic Psychotherapy | Introduction to models in psychosocial research | 2 |
| MPhil/Ph.D. Programme in Women and Gender Studies | Guided Study | 2 |
| PhD Psychology | Reading Texts: A Methodological Focus | 4 |
| | Critical Cultural Psychology | 4 |
| | Subjectivity, Life history and the Psyche: Researching into the world of survivors | 4 |
| | On Mutuality in Research Thinking | 4 |

Research Proposal Presentation and Research

As a requirement for the completion of the coursework **within 5 semesters** from the date of enrolment, all scholars shall submit their detailed research proposal for approval and will defend the same.

On the approval of the research proposal, scholars will graduate to the research phase. The scholars are expected to undertake original research and contribute to the body of knowledge by discovery of new facts, by fresh interpretation of facts, theories, address real life management issues or research with real life applications.

On completing all the requirements of pre-submission and conducting a pre-submission presentation research scholars will submit the thesis within three months of the pre-submission presentation.

All research scholars shall be required *to publish (or receive acceptance for publication) at least one research paper in a refereed National or International Journal and make two paper presentations in conferences/seminars* before pre-submission presentation. Scholars may also publish their work as a book chapter in a refereed edited volume published by a reputed publisher.

Learning Pedagogy and Assessments

At SBPPSE we strongly believe in learner centric teaching pedagogy with participative and collaborative approach. Learning is based on a mix of reflections from academic readings, activities, case studies, field visits and simulations. In order to develop higher order thinking abilities the programme encourage peer, self and active learning. Theoretical components are well complemented by practicum, and students are encouraged to apply classroom learning to various real life situations through field based projects.

ADMISSION CALENDAR

| Important Dates | |
|---|------------------------------------|
| Online registration of application opens | June 11, 2018 |
| Last date of submitting the application form | July 8, 2018 |
| Announcement of list of candidates eligible for entrance test (on University website www.aud.ac.in) | July 24, 2018 (evening) |
| Entrance test | July 26, 2018 (10:30 am – 1:00 pm) |
| Display of list of candidate shortlisted for Interview | July 30, 2018 (evening) |
| Interviews | August 6-7, 2018 |
| Announcement of first list of selected candidates (on University website www.aud.ac.in) | August 8, 2018 (evening) |
| First list admissions | August 9,10,13, 2018 |
| Announcement of second list of selected candidates (if required, on University website www.aud.ac.in) | August 14, 2018 (evening) |
| Second list admission (if required) | August 16-17, 2018 |
| Orientation day | August 20, 2018 |

For detailed profile see:
<http://www.aud.ac.in/faculty/permanent-faculty/detail/164>
email: kalindi@aud.ac.in

Contact Details

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Phone no: 91-011-23864064 (9:00 am - 5:00 pm on working days.)