

### Application Fee of MBA Programme

Interested candidates are required to apply by registering online on our website ([www.aud.ac.in](http://www.aud.ac.in)) and by making payment of **INR 1220/- (INR 610/- in case of EWS/SC/ST/PwD candidates)**.

### Admission Procedure for MBA 2020-22

All eligible candidates who apply for the programme would be required to appear for one of the following written test(s):

- Common Admission Test (CAT) 2019 conducted by the Indian Institute of Management (IIMs); or
  - AUD MBA Entrance Test conducted by AUD
- Candidate can also apply through both modes – in such a case, that mode will be considered where the candidate ranks higher in the merit list.

The AUD MBA Entrance Test will consist of 90 multiple choice questions (MCQs) on verbal ability and quantitative ability. 4 marks will be awarded for a correct answer, negative marking will be there i.e. 1 mark will be deducted for each incorrect answer.

All students (irrespective of the mode they choose – CAT or AUD MBA Entrance Test) will be required to take the stage 2 AUD MBA Aptitude and General Awareness test (AGAT 2020). This test will comprise of 60 Multiple Choice Questions (MCQs) on Analytical Ability and General Awareness. 4 marks will be awarded for each correct answer, negative marking will be there i.e. 1 mark will be deducted for each incorrect answer.

The shortlisted candidates will be invited for Personal Interview and Essay Writing. The essay writing will take place on the day of the personal interview – candidates will be given a topic and will be asked to write an essay of 500 words. The duration of essay writing will be 45 minutes.

The final merit list shall be prepared using the weighted average of marks obtained in the stage 2 AUD MBA Aptitude and General Awareness test (AGAT 2020-60% weightage), personal interview (25% weightage) and essay writing (10% weightage). An additional 5% weightage will be given for candidates with full time work experience of at least 1 year.

### Important Dates for MBA 2020-22

- Last date to fill form is **January 31, 2020**
- Date and time of AUD MBA Entrance Test and AUD MBA Aptitude and General Awareness test (AGAT 2020) is **February 23, 2020 (Sunday) from 2.00 PM to 3.30 PM and 3.45pm to 4.45pm respectively**
- Personal Interview and Essay Writing will be in **Second week of March, 2020**
- Session will commence from **July, 2020**

### For Further Details:

Visit: [www.aud.ac.in](http://www.aud.ac.in)

To know more about SBPPSE: <https://sbppse.aud.ac.in/>

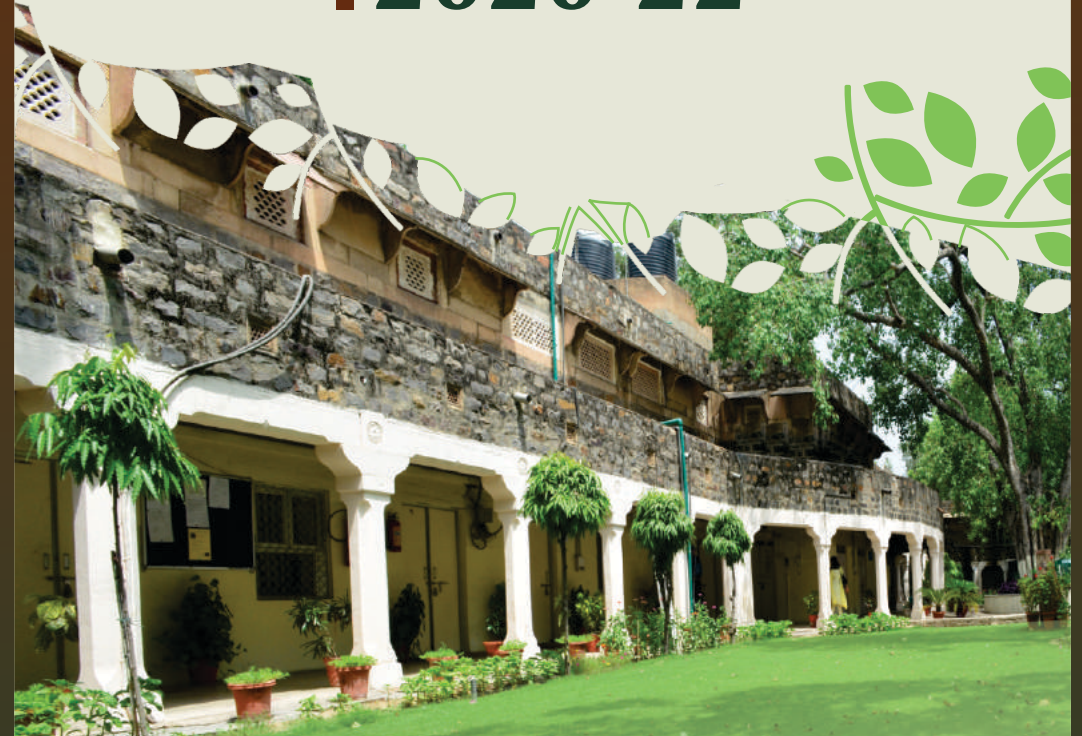
Contact SBPPSE office: 01123864064

Email: [mbaadmissions@aud.ac.in](mailto:mbaadmissions@aud.ac.in)

Reach us via FB: <https://www.facebook.com/SBPPSE/>

Location of AUD Kashmere Gate Campus: <https://goo.gl/maps/QJ2b2jjZxoVm17A58>

# MBA 2020-22



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



Ambedkar University Delhi (AUD)  
(Established by the Government of the NCT of Delhi)  
Lothian Road, Kashmere Gate, Delhi - 110006  
NAAC 'A' Graded University

### About the University

Ambedkar University Delhi (AUD) is a public university, established by the Government of the National Capital Territory of Delhi through an Act of Legislature in 2007. AUD is mandated to focus on research and teaching in the domain of Social Sciences and Humanities. Guided by Dr. Ambedkar's vision, the university aspires to bridge the concerns of equity and social justice with quality, excellence, economic growth and social transformation. AUD is awarded 'A' Grade by National Assessment and Accreditation Council (NAAC). The university is functioning presently through thirteen schools and twelve centers and offers undergraduate, post-graduate and research programmes.

### About SBPPSE

The School of Business, Public Policy and Social Entrepreneurship has been set up in AUD 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. The School currently offers a 2-year (full time) MBA programme and a Ph.D. in Management.

### About MBA Programme

The two year (full time) MBA programme aims to impart professional management education to the young graduates from different streams and to working professionals willing to upgrade their knowledge and skills. The programme also caters to the candidates who are willing to initiate a new enterprise of their own or work with start-ups, micro, small and medium enterprises and the unorganised sector of the economy. The programme focuses on wealth generators as much as wealth managers by sensitising them to wider socio-economic issues.

### MBA Programme Structure

The two year MBA (full time) programme comprises of four semesters. Students are required to successfully complete courses worth 84 credits for the award of the MBA degree.

During the first year of the programme, students undertake compulsory foundation courses worth 44 credits in the functional areas of management along with courses sensitizing participants to the wider context of business and society. These include basics in the areas of public policy and social entrepreneurship as well. By focusing on essential skill development through courses on Business Communication and Personality Development, SBPPSE ensures that the focus remains on the student and their immediate needs. All participants are required to undertake a summer internship of 8-10 week duration worth 4 credits after the completion of first 2 semesters in Year I.

In the second year, apart from compulsory courses on Strategy and Legal Environment of Business, electives are available in the domain of Finance and Accounting, Marketing, HR and OB, Operations Management and Decision Sciences, Economics and Public Systems and Contemporary Issues.

The medium of instruction is English.

### MBA Programme Features

- Focus on wealth generators as much as wealth managers
- Beyond the exclusive focus on large and organized sector, the programme also addresses issues of micro, small and unorganized sector of the economy
- Student centric learning pedagogy based on a mix of reflections from academic readings, activities, case studies, field visits and simulations
- Focus on interactive and group learning to promote team skills
- Continuous evaluation and feedback
- Field visits, experiential learning, internships and projects to connect theory and practice
- Healthy student-teacher ratio
- The best of academic resources including the latest technologies and eclectic collection of world class publications in the library
- Opportunity to undertake courses and interact with faculty across different Schools of AUD

### Fee Structure of MBA Programme

The fee for the two year MBA programme (2020-22) is INR 2,99,880/- for Indian students. The University extends full waiver of tuition fees to all students belonging to SC, ST, and PwD categories. The University offers full or partial fee waivers to students who are in need of support given their economic background.

Refund of Fees - After being admitted, if a student withdraws from the MBA programme the fees would be refunded as given below:

- Before the orientation programme, INR 1000/- will be deducted
- After the orientation programme only caution money would be refunded

### Faculty at SBPPSE

The core faculty in the school come with specialization in multidisciplinary areas. SBPPSE also draws visiting, temporary, adjunct and guest faculty from the national as well as international academia and industry practitioners.

### Hostel Facilities

AUD has at present limited hostel facilities. A few seats are available for girl students in the Kashmere Gate campus.

### Number of Seats and Reservation

A total of 46 seats are available for admission in the MBA batch of 2020-22. Reservation criteria as prescribed by the Government of the National Capital Territory of Delhi will apply, as follows:

NCT of Delhi (85%)	39	Outside NCT of Delhi (15%)	7
SC	6	SC	1
ST	3	ST	1
OBC	11	OBC	0
EWS	1	EWS	1
Unreserved	18	Unreserved	4

In addition, some seats are earmarked for supernumerary categories and foreign students.

### Eligibility of selection

The candidate must have successfully completed a Bachelor's degree securing at least 50% marks or equivalent CGPA (45% in case of candidates belonging to Scheduled Caste (SC), Scheduled Tribe (ST) and Person with Disabilities (PwD)). Candidates appearing in the final year examination of Bachelor's / Post Graduate Degree Examinations can apply, provided they fulfill the eligibility criteria when their results are declared. The result must be submitted to the SBPPSE Office before 31st August 2020.