

MA Social Entrepreneurship (MASE) 2014 – 2016

School of Business, Public Policy and Social Entrepreneurship

Ambedkar University Delhi (AUD)

(Established by the Government of NCT of Delhi)
Lothian Road, Kashmere Gate
Delhi 110 006

School of Business Public Policy and Social Entrepreneurship (SBPPSE)

SBPPSE has been set up to promote research, provide professional education, and training in the fields of Business Administration, Public Policy and Social Entrepreneurship. In addition to the 2-year (full-time) MA Social Entrepreneurship programme, the School offers 2-year (full-time) MBA and 1-year PG Diploma Publishing programmes.

MA in Social Entrepreneurship (MASE)

The MASE programme aims to introduce students to the emerging area of Social Entrepreneurship and the impact it can make on the economy and society.

The programme will familiarise students with the core business skills – finance, marketing, operations, human resource management and strategic management, which are essential for any organisation in the public, private or development sector.

The programme aims to foster an understanding of contemporary issues faced by businesses along with the operations of small and medium enterprises, which are the backbone of the Indian economy.

The highlights of MASE are that it imparts specialised skills required to start personal ventures and find creative as also innovative solutions to social problems. Students are expected to create their own social value propositions to bring about changes in the lives of communities.

Structure of the Programme:

Duration of the Programme	2 years
Number of Credits	86
Number of Seats	10
Medium of Instruction	English
Partial/ full fee waivers and scholarships available	

The foundations of business management education are essential for building and pursuing social entrepreneurship. The core principles of business administration will be offered to the students of MASE along with the specialised courses on entrepreneurship, innovation and social consciousness.

The first year of the programme will comprise 3 trimesters of 12 weeks each and the second year will consist of 2 semesters of 16 weeks each. Field-based learning will be interspersed over the two years. The first year of the programme will follow the same course structure as the MBA programme with minor modifications. In the second year, students will be exposed to a variety of core courses in the areas of development/social entrepreneurship. Students will also be given a choice of electives from the MBA programme as well as from those offered by other Schools of AUD. As part of the curriculum of MASE, students will be required to undertake:

(i) A field project of 2 months duration with an organisation, which includes preparation of the project appraisal, implementation plan, budgeting, cost benefit analysis and revenue modelling

(ii) A business plan for their own entrepreneurial ventures, which can be supported (with resources/ finances, etc) by the Incubation Centre of AUD or by a pool of venture capitalists.

Career Options

After successful completion of the MASE programme, graduates will be expected to start their own ventures in the social sector.

Features of the Programme

- Preparation for social entrepreneurship
- Exposure to the first year MBA programme
- Continuous evaluation and feedback
- Field attachments and internships to connect theory and practice
- Access to mentoring and support of the University's Incubation Centre
- Innovative teaching/ learning pedagogy
- Interaction with the faculty and students of different Schools at AUD.

Admissions 2014

Seats: 10 (including reservations in accordance with the Government of NCT norms).

Eligibility

- Essential: Bachelor's degree with 50% marks (or equivalent grade) from a recognised university in any discipline (relaxation of 5% for candidates belonging to SC/ ST/ PD categories)
- Candidates appearing for the final year examination of a degree can also apply.

Selection Procedure

Selection will be based on combined scores of the following three components:

- Written test comprising multiple choice questions on quantitative ability, analytical reasoning, and English comprehension
- Written Statement of Purpose (SOP) of 300 words to be submitted (uploaded) along with the application
- Personal interview to assess the candidate's aptitude for social entrepreneurship.

On-line Applications

Application	7 April – 7 May 2014
Entrance Test	11 May 2014 (10:00 am – 12:00 noon)
Interview	11 May 2014 (1:00 pm)
Application Fees	Rs.1,000(Rs.500 for ST/SC/PD)

For more information please visit

www.aud.ac.in

Contact us on

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or write to

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