

## PG Diploma in Publishing (1 Year)2014–2015

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 PG Diploma in Publishing, the School offers 2-year (full-time) MBA and 2-year MA Social Entrepreneurship programmes.

### PG Diploma in Publishing (One-year full-time)

The aim of this two-semester programme is to produce well-rounded professionals who aspire to make a career in publishing.

#### Programme Structure and Delivery

Students must successfully complete 34 credits of courses comprising core, elective and a field-based internship over the two semesters. A semester is of 16 weeks duration. Each credit is equivalent to 1 hour of formal lecture or 2 hours of tutorials per week.

The teaching methodology adopted is a combination of class lectures, workshops, seminars and field studies. The programme lays special emphasis on seminar based teaching/ learning. Students can choose electives from the courses offered in the second semester. In consultation with the faculty, they will be encouraged to take courses across Schools and programmes, in keeping with their skills and aspirations.

Students are required to undergo an internship with an organisation for 8 weeks between Semesters I and II (November–December). The internship aims to connect theory with praxis. Student will have to submit a report on the completion of their internship.

Students will be evaluated on the basis of a variety of assessments including class participation, presentations, examinations, take-home assignments, field-based projects, seminars and term papers.

#### Courses(Credits in brackets)

##### Core: Semester I

1. Introduction to Publishing (4)
2. Editorial Theory & Practice (4)
3. Managing a Publishing Enterprise (4)
4. Production and Design in Publishing (4)

##### Internship (November-December) (2)

##### Core: Semester II

1. Legal Issues in Publishing (4)
2. Project work in Publishing (4)

##### Plus any 2 of the following electives:

- Publishing in a Globalised World (4)
- Regional Publishing and Translation (4)
- Children's Publications (4)
- Publishing for Corporate, Legal and Social Organisations (4)

Structure & Duration: One year (2 semesters and an internship)

Medium of Instruction: English

Credits: 34

Partial/ full fee waiver and scholarships available

### Career Options

Successful graduates can find employment in the print and media sectors, and also start their own publishing enterprise.

### Features of the Programme

- To enable students to work and manage in publishing organisations and as business entrepreneurs
- Continuous evaluation and feedback
- Field attachments and internships to connect theory and practice
- Mentoring to support and guide students
- Healthy student-teacher ratio
- Opportunity to interact with faculty across different Schools of AUD
- Innovative pedagogy including participatory classes, case-studies, role-play, simulation and field projects.

### Admissions 2014

**Seats:** 20 (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 and PD categories).
- Candidates appearing for the final year examination of a degree can also apply.

### Application and Selection Procedure

- The final selection for admission will be based on the performance of the candidate in a written test, Statement of Purpose (SOP) and interview conducted by the School. Candidates should submit (upload) a written SOP of 300 words along with their application form.

### On-line Applications

Open	7 April 2014
Close	16 June 2014
Entrance Test	26 June 2014
Interviews	03 July 2014
Application Fees	Rs.400 (Rs.200 for SC/ST/PD)

For more information please visit

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

Contact us on

Telephone: +91-11-23863742

or write to

[admissionspgdp@aud.ac.in](mailto:admissionspgdp@aud.ac.in)