

**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**

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## **THE UNIVERSITY**

### **AMBEDKAR UNIVERSITY DELHI (AUD)**

Ambedkar University Delhi (AUD) is a public University, established by the Government of the National Capital Territory of Delhi through Dr B R Ambedkar Vishwavidyalaya Act. The University was conceptualised to focus on research and higher education in the domain of Social Sciences, Humanities and Liberal Arts through interdisciplinary studies. Guided by Dr Ambedkar's vision the University aspires to bridge the concerns of equity and social justice with excellence in addressing both market demands and social needs brought about by the concurrent economic growth and social transformation taking place. AUD has been awarded 'A' Grade by the National Assessment and Accreditation Council (NAAC).

With a focus on skill development through innovative practices, interdisciplinary engagement, and learning with application based content, the university has presently housed twelve schools and several centres.

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

The Centres at AUD are distinct locations for project based research, policy advocacy, capacity building and networking with the larger community. Some of the centres established in the university are

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

The university is progressing by establishing several new Schools and Centres and new programmes with an aim to cater all the needs of education in its core domains. The Centre for Continuing Education, The Centre for Engaged Spiritualities and Peace Building, etc. are expected to start soon. AUD is making bold departures from the conventional structures of knowledge by facilitating programme design, which allow for the vertical and lateral mobility within and across programmes. This is the hallmark of its curricular and pedagogic processes.

The university is currently operating from three campuses located at Kashmere Gate, Karampura and Lodhi Road whilst the flagship campus at Dheerpur is under construction. As AUD has been conceptualised as a multi campus university serving the needs of the people of NCT of Delhi, many new locations are being discussed and established simultaneously.

## MESSAGE FROM THE DEAN'S DESK

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. 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 Management also exposes the students to issues of Public Policy and Social Entrepreneurship, within the inherent orientation and interdisciplinary focus of the university.

**We at SBPPSE are happy to announce the launch of our research Program *PhD in Management* from July 2018.** The Ph.D. programme is structured to facilitate meaningful research and derive applications relevant to business and society at large.

The program is aimed to prepare the scholars with required knowledge, skills and the right approach and mindset and to facilitate their contribution in the form of research work, which will be useful for not only in contemporary business world but management issue at large persisting in our economy, society and the environment. The research shall focus on the range of emerging application areas of management like health, education, tourism, sustainable development and business practices, sports, design and innovation, environmental management, gender and entrepreneurship, law, governance and policy, public systems, ethical issues in business along with business management in general.

The community of scholars at the university with a strong interdisciplinary approach is a rare asset for the budding researchers who want to make their research contribution to be useful for the managerial, policy and academic implications and perspectives. Our faculty is drawn from academicians, practitioners, policy makers, visionaries, administrators, domain experts and management leaders, both from within academia and the outside world, and are continuously engaged in teaching, training and mentoring our students with a strong focus on interdisciplinary applications through a problem solving approach. This is the key differentiator that enables a researcher to draw the big picture on real life canvas while being able to comprehend the complex integration of business, society and culture.

Through AUD, 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 especial emphasis on developing interpersonal and leadership skills in the students.

I welcome you to join our community of responsible researchers and thinkers.

**Prof. Kartik Dave**  
**Dean**

## **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](http://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](http://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	<b>16</b>

#### **Structure of the Coursework**

S. No.	Courses	Credits
<b>Semester I</b>		
1.	Philosophy of Research in Management (compulsory)	2
2.	Theoretical and Critical Perspectives in Management Research (compulsory)	4
3.	Research Methodology- I (compulsory)	2
<b>Semester II</b>		
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](http://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) atleast 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.



Readings in the form of research papers, articles and cases from various sources like books, journals, magazines, newspaper are prescribed. The students are encouraged to read, search supplementary readings and discuss in groups. Classroom discussions in research programme will focus on the inquiries the students will develop while reading. The inquiry mode of discussion will sharpen their thinking and research skills and help them come up with appropriate research questions.

The purpose of assessment and evaluation at AUD is to facilitate and promote learning with understanding. Assessment in each course of study is continuous and is based on the 11-point grading system. Assessments in research programme will be through different assessment components including seminar presentations, group work, live projects, field work, reflective writings, review reports and presentations. The assessment methodology shall enable the participants to reflect on their learning and also help them in articulating the same.

The programme (as per the SCR regulations) prescribes **B as minimum passing grade** for successful completion of each course during the coursework.

The best of academic resources including the latest technologies are used in the curriculum transaction. AUD library is rich in academic resources both in print and electronic form. Library resources are actively used in the course transactions and students are encouraged to read from the journals. SBPPSE encourages and supported its students to contribute to the learning repository and the field of research by publishing research papers and participating in conferences. Apart from academic learning several industry practitioners are invited to share their experience and subject specific knowledge with the students.

### **Library**

AUD has built user-centric academic libraries with eclectic collection of world class publications in all its campuses. Huge collection of core text, reference and classic books, and peer reviewed journals in social science and management domains in hard copy are readily accessible in the air-conditioned library with sufficient reading space. Apart from the books, the library has also subscribed to several technology based tools, databases and e-resources such as Harvard business school cases and simulations, IIMA cases, ProQuest, Euromonitor Passport, Emerald Emerging Markets Case Studies, Cambridge Books Online, Tailor & Francis journals, JSTOR collection, Wiley-Blackwell journals, Capitaline Plus Software Program, Springer, Statistical Data repository of Socio-Economic and Industrial Data through INFLIBNET, and many more in the list. The library also has a film section for academic use.

The library database can be accessed by the users through OPAC (Online Public Access Catalogue) with network access across the campus-wide LAN. All online resources can also be accessed from outside the campus through VPN. Library also facilitates issue of books across AUD campuses and remains open all days except 3 national holidays. Special orientation classes are organised at different platforms for students to help them access the library resources.

### **Computer Lab and IT Services**

AUD campuses have well equipped computer labs with more than 100 latest computers, access to internet and other hardware equipment. The University has subscribed to several licensed software for academic and research purpose. The lab facility is open for students seven days a week.

IT Services division actively engages with the students and provides all IT related support. Internet access in the campuses and off-campus VPN access is readily available for the students round the clock. An integrated Enterprise Resource Planning (ERP) system is in place for recording the entire student life cycle.

## Workshops

Across the university several workshops and conferences are organised for research scholars to equip them with the supplementary skills required for the research such as proficiency of language, preparing research proposal, academic writing, and methodological skills. The workshops also provide a platform for researchers to exchange knowledge from diverse perspectives in social science domain and foster interdisciplinary research. The university has setup a specialised Centre, the **Centre for Social Science Research Methods** (CSSRM) to provide facilitate interdisciplinary research and provide research support to its scholars.

The PhD programme in Management proposes to organise non-credit **workshop courses** for scholars to furnish supplementary skills for research based on their research interests and needs. The workshops shall be open to all the research scholars of the university.

### Suggestive List of Workshop Courses

1.	Review of literature/e-review
2.	Preparing Synopsis
3.	Guided reading
4.	Introduction to e-resources
5.	Academic writing
6.	Cases writing
7.	Presentation skills
8.	Introduction to software(s) for research analysis
9.	Data analytics

## Collaborations

AUD has signed several MoUs for International Collaborations for student and faculty exchange programmes including few for research Programmes.

- San Francisco State University (SFSU)
- Northampton University, UK
- Babes-Bolyai University, Cluj-Napoca, Romania under the ERASMUS Plus arrangement
- Indiana University (IU), Bloomington, USA

University is in conversation with other international Universities for exploring more international collaborations.

## Supervisory Arrangements

Candidates enrolled for PhD programme will be assigned Supervisors from amongst SBPPSE faculty after six months of the enrolment. Candidates are encouraged to discuss their proposed research with possible supervisors at SBPPSE while submitting the application.

Co-supervisory arrangements are possible in case the research interest/proposal of the candidate is such that it requires substantial interdisciplinary academic/practitioner's input or guidance. Co-supervisor arrangement can be made within SBPPSE faculty, other Schools or Centres in the university or from another university or institution or a practitioner from industry, NGO etc. having recognised credentials. Allocation of Co-supervisor shall be guided by the SCR regulation with due approval.

A **Research Advisory Committee (RAC)** of at least 3 members including supervisor and co-supervisor (if any), will be constituted for each scholar as per SCR regulations. RAC shall monitor, assist and review the research progress of the scholars. Overall monitoring and management of the doctoral program will be done by the RSC of SBPPSE.

**Stipend**

As per the university policy

**Faculty**

AUD has more than 150 faculty members with diverse specialisations and education from reputed National\International Universities associated with different Schools and Centres. Currently nine permanent faculty members are with SBPPSE. Most of the faculty members at AUD have doctoral qualifications obtained from reputed universities.

AUD mandates concurrent teaching among Schools and provides opportunity of learning from a diverse set of faculty to its students. SBPPSE also draws visiting, temporary and adjunct faculty from the national as well as international academia and industry practitioners.

***Faculty at SBPPSE***

Kartik Dave (PhD, M L S University, Udaipur),  
Dean SBPPSE and Professor, Marketing and Retail Management

Mohammad Sharique Farooqi (Graduate, Product Designer, National Institute of Design, Ahmedabad)  
Professor, Social Entrepreneurship

Kanwal Anil (PhD, University Of Lucknow),  
Associate Professor, Finance & Accounting

Richa Awasthy (PhD, Jamia Hamdard University),  
Associate Professor, Organizational Behaviour

K Valentina (PhD in sociology, Jawaharlal Nehru University, Delhi),  
Assistant Professor, Public Policy

Anshu Gupta (PhD, Department of Operational Research, University of Delhi),  
Assistant Professor, Operations and Decision Sciences

Nidhi Kaicker (PhD, Faculty of Management Studies, University of Delhi),  
Assistant Professor, Economics and Finance

Kritika Mathur (PhD Faculty of Management Studies, University of Delhi)  
Assistant Professor, Economics and Finance

Kalindi Maheshwari (PhD, Manchester Business School, University of Manchester), Assistant Professor, International Business

Brief profiles of the SBPPSE faculty including education, experience, teaching and research interests are provided on pages 19-22.

## ADMISSION

### Eligibility

- Candidates who have obtained a Master's degree in Management or allied area/or a professional degree declared equivalent to the Master with at least 55% marks in aggregate or its equivalent grade from a recognised University (incorporated by an act of the central or state legislature in India, or other educational institutions established by an act of parliament or declared to be deemed as a university under section 3 of UGC Act, 1956, or possess an equivalent qualification recognized by AIU or an equivalent qualification from an institution approved by AICTE) are eligible to apply for admission
- A relaxation of 5% of marks, or an equivalent relaxation of grade, may be allowed for those belonging to Scheduled Caste (SC), Scheduled Tribe (ST), Persons with Disability (PwD), OBC (non-creamy layer), and Wards of Armed Forces Personnel killed or disabled in action category (CW)

### Note

- Diploma courses considered equivalent to Master degree recognized by AICTE/UGC only shall be considered in determining the eligibility. In such cases candidates would be required to produce the necessary certificate(s) from competent authority.
- Candidates appearing in the final year examination of Master's are eligible to apply, provided they fulfil the eligibility criteria stated above when their results are declared. They will be required to submit the final result latest by August 31. They shall be allowed to join the programme provisionally only if they submit a certificate from the Principal/Head/Registrar/Dean or Director of the university or institution stating that they have appeared for the examination (including practical examinations) in all subjects required to obtain the qualifying degree at the time of joining. Their admissions shall be confirmed subject to the submission of marks/grade sheet and certificate. Non-fulfilment of these conditions shall automatically result in cancellation of the provisional admission.
- The candidates who are in the mid-career with experience of working in industry, academia, research institutions, NGOs and the Government and are keen to pursue research are encouraged to apply for the programme. However they must also fulfil the eligibility criteria.

### Number of Seats & Reservations

A total of **8 seats** (including reservations in accordance with the Government of NCT of Delhi) are open for admission in the academic year 2018-19.

Candidates meeting the eligibility criteria for the program, selected on merit basis of combined scores of the evaluation of the entrance test, research proposal, and interview will be offered admission.

### Application Procedure

Interested eligible candidates can apply for the PhD programme in Management by filling online application form. The application process starts June 11, 2018 and will remain open till July 8, 2018. No hardcopy form is required. For application, login to the university website [www.aud.ac.in](http://www.aud.ac.in) and apply through Admission 2018 link. Instruction for filling the form and updates are also available on this link.

The application fee is Rs.1050.00 (Rs.525.00 for SC/ ST/ PD candidates). Fee can be paid through Demand Draft (DD)/Cash/ Online.

**Statement of Purpose (SOP)/Research Proposal (RP)  
(To be uploaded with application form)**

A SOP/RP is to be uploaded with the application form along with other documents indicated in the application form.

- The SOP/RP should not exceed 1000 words.
- It should typed and submitted in PDF or word format
- Without SOP/RP application will be summarily rejected.
- Candidates are encouraged consulting faculty profiles on the AUD website to check the availability of expertise to supervise research in their area of interest. They can also get in touch with the faculty at AUD before beginning the application process in regard to their research interest.

***Specifications for SOP***

SOP should include a well articulated argument as to why the candidate wishes to pursue research at AUD with special reference to research in management and social sciences. It should also include details and rationale on the area(s) in management in which the candidate wishes to pursue research.

***Specifications for RP***

RP in addition to the an argument related to the interest of applicant in management research and area(s) in management the candidate wishes to pursue research should include the rationale for the proposed research, with reference to existing literature on allied themes; key questions and objectives, and the research methods that the candidate proposes to use.

**Selection Procedure**

1. All Candidates who apply for the programme and shortlisted on the basis of eligibility shall be required to appear for an entrance test.
2. Candidates shall be short listed on merit basis of the entrance test score for interview process.
3. Final selection shall be made on merit basis (subject to the number of available seats) of the combined score of written test, interview and SOP/RP. Weightage of the different components (as per SCR rules) is as follows.
  - Written test: 45%
  - Research Proposal/Statement of purpose: 30%
  - Interview: 25%

**Entrance Test and Interviews**

- The entrance test will have two sections. Section I will carry 70% weightage with questions in MCQ pattern and 30% weightage in section II consisting of descriptive questions based on comprehensions.
- Duration of the test will be 2 hours 30 minutes and will be conducted at AUD, Kashmere Gate Campus.
- The written entrance examination and interview shall evaluate a candidate's research aptitude, domain knowledge of management, critical thinking and logical reasoning skill, quantitative and data Interpretation skills, logical reasoning, general awareness and verbal ability.

## **FEE**

### **Fee Structure**

All candidates who will be provisionally offered admission to programme are required to deposit the fee within the time stipulated in the admission notice. The fee structure for the PhD programme in Management is as follows

<b>Fee Details</b>	<b>Amount</b>
Coursework Fee (for minimum 16 credits to be paid during coursework)	INR 2,440.00 per credit
Research/Dissertation fee per semester (payable from III semester onwards)	INR 5,950.00
Extra mural fee per semester (for course material/ database/ non credit workshops and other activities)	INR 6,000.00
Student Welfare Fund per semester	INR 500.00
Security Deposit (Refundable)	INR 5,000.00
life time Alumni Membership Fee	INR 5,000.00

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 and is supported by means of fee waiver and welfare fund.

### **Fee Waiver and Scholarships**

The University offers **full or partial fee waivers** to students who are in need of support given their economic background. 20% of the fees collected from students are returned to the economically disadvantaged students in the form of fee waivers and another 10% as **scholarships**.

#### ***Procedure for applying for Fee- waiver***

- At the time of admission, a student can apply for fee- waiver by submitting supporting documents. For more information follow the website [www.aud.ac.in](http://www.aud.ac.in)
- If provisionally admitted to a programme, s/he will be permitted to take admission without having to pay the fee
- 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

### **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.

An amount of Rs. 500/- per semester is collected from all students towards the Student Welfare Fund and an equal amount is contributed by the University. The Fund is managed and monitored by a Committee which includes nominees from among the student community.

#### **Refund of Fee**

<b>Time Period for refund</b>	<b>Amount to be deducted</b>
Before the Orientation Programme	INR 1,000.00
After the start of the Orientation Programme	Only caution money will be refunded

#### **FOREIGN STUDENT'S ADMISSION**

Foreign students are required to apply for admission under general category. There is no reservation of seats under this category. The admission and selection process will be same as that of Indian students. All components of fee for foreign students will be twice the fee applicable to Indian students except the fee of Rs. 500/- per semester towards the Student Welfare Fund. The degrees of foreign nationals must be recognized by the Association of Indian Universities. For other information and requirements under this category the applicants can get in touch with the office of Student Services.

## ADMISSION CALENDAR

<b>Important Dates</b>	
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 <a href="http://www.aud.ac.in">www.aud.ac.in</a> )	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 <a href="http://www.aud.ac.in">www.aud.ac.in</a> )	August 8, 2018 (evening)
First list admissions	August 9,10,13, 2018
Announcement of second list of selected candidates (if required, on University website <a href="http://www.aud.ac.in">www.aud.ac.in</a> )	August 14, 2018 (evening)
Second list admission (if required)	August 16-17, 2018
Orientation day	August 20, 2018



## **CAMPUS**

### **Location and Hostel Accommodation**

Currently three campuses of AUD at Kashmere Gate, Karampura and Lodhi Road are functional. SBPPSE is presently located at Kashmere Gate campus, Lothian Road, Kashmere Gate, Delhi – 110006 within walking distance of Kashmere Gate metro station (near G.P.O. Kashmere Gate).

AUD has limited seats available for women in its hostel in Kashmere Gate. AUD hopes to move to its permanent campus at Dheerpur and Rohini 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. The university has notified the AUD policy on "Prevention, Prohibition and Redressal of Sexual Harassment and Discrimination" based on Gender Identity and Sexual Orientation in 2014. The first Committee for Prevention of Sexual Harassment (CPSH) was constituted through elections under clause 3.2 (i) (a) to (e) by the election committee constituted by Gender Issues Committee.

### **Zero Tolerance for Ragging**

As per the directions of the honorable Supreme Court of India, no form of ragging is tolerated within or outside the University campuses. Fresh 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.

**All students have to abide by the "Code of Discipline for students" of the university.**

## IMPORTANT NOTES

- Visit Ambedkar University Delhi website ([www.aud.ac.in](http://www.aud.ac.in)) for online application and payment of fee.
- Bulletin of Information can be downloaded from the website ([www.aud.ac.in](http://www.aud.ac.in)) through Admission 2018 link.
- Other relevant information is also available on the website.
- All updates and information related to admissions (lists of eligible candidates for entrance and interview and selected candidates) shall be uploaded on the website.
- PhD programme at SBPPSE, AUD presumes full time engagement by doctoral candidates with the PhD programme and their research, and activities organized at the University related to research including seminar presentations by invited scholars, workshops etc. During the coursework candidates' residence is presumed in Delhi.
- Admissions will be made in accordance with the reservation policies of the Government of the National Capital Territory (NCT) 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.
- A SOP/RP is to be uploaded with the application form along with other documents indicated in the application form clearly indicating the area of research they are willing to undertake research.
- Candidates are encouraged consulting faculty profiles on the AUD website to check the availability of expertise to supervise research in their area of interest. They can also get in touch with the faculty at AUD before beginning the application process in regard to their research interest.
- Final selection of candidates will be on the basis of merit (merit list to be prepared from the combined score of the entrance, SOP/RP and interview having the weightage 45%, 30% and 25% respectively).
- 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.
- Fee Waivers (Full or Partial) are available as per the university policy.
- The jurisdiction of any dispute will be limited to the NCT of Delhi.

## FACULTY PROFILES

**Kartik Dave** (PhD, M L S University, Udaipur)

Dean SBPPSE and Professor Marketing and Retail Management Area

Kartik Dave is PhD in Marketing Management from M L S University, Udaipur. He brings in rich experience of around 20 years in industry and academics. He has been involved in teaching, training and research activities. He has been actively engaged in institutional building activities, administration and advisory committees. He had been associated as visiting professor at Neoma Business School, France and ETEA, Spain. He has developed new courses like Challenges in Marketing in Emerging Markets, Services Excellence etc. His areas of teaching are Services Marketing, Marketing Management, Marketing Strategy, Retail Marketing, Branding, Social Media Marketing etc. He has been using innovative pedagogical tools such as simulations and blended learning approach in different courses. His research interest lies in Marketing Management, Services Marketing, Branding, Luxury Marketing, Human dimension in Marketing, Inclusive Marketing, Green Marketing, Social Media Marketing, Interdisciplinary issues in Marketing, Marketing to kids, Employability, Wellness Marketing, Retailing and Shopping, Customer analysis, Internationalization in Higher Education, Management Education in India, Quality and Accreditation issues. He has published two books and many research papers, cases and articles in academic journals and newspapers in India and abroad. He has been writing in International journals of repute published by Wiley, Inderscience Publications, Emerald, Springer Gabler, Science Direct etc. He has been serving as an advisor and member in many editorial and review boards of reputed journals.

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**Mohammad Sharique Farooqi** (Graduate, Product Designer, National Institute of Design, Ahmedabad) Professor, Social Entrepreneurship Area

Sharique is presently serving as Executive Director, AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE) and Professor of Social Entrepreneurship. He graduated as a Product Designer from the National Institute of Design, Ahmedabad, in 1990. His earlier associations includes National Institute of Fashion Technology, New Delhi, as a faculty member from the year 1993 to 2003 and founding Director of Craft Development Institute, Srinagar (an autonomous body set-up by the Govt. of Jammu & Kashmir and Ministry of Textiles, Govt. of India) from 2004 to 2013. He has led several distinguished initiatives including introduction of a unique Master's programme in Craft Management and Entrepreneurship and registration of six traditional crafts of Kashmir, under the Geographical Indications Act as well as setting up a Testing and Certification Laboratory for genuine handmade Pashmina. His expertise includes Social Entrepreneurship, Design Education and Institution Building, Design Management, Capacity Development for the unorganised sector especially related to skill based economic activities.

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**Kanwal Anil** (PhD, University of Lucknow)

Associate Professor, Finance, Accounting and Social Entrepreneurship area

Kanwal has been into teaching, training, and research for almost two decades and her major areas of teaching are Accounting, Corporate finance, Micro Finance and Financial Inclusion in which she has developed and taught a number of courses, conducted various Management Development Programmes and published research work nationally and internationally. Kanwal, being an avid researcher has served as a paper discussant, paper reviewer, presenter and session chair at various national and international academic platforms. Her focus has been to contribute meaningful research in form of relevant articles, papers, cases and projects to feed into the body of knowledge she works for. She pursued her Ph.D. in the area of Securitization & Structured Finance. She holds a Master's degree in Finance as well as Commerce and qualified UGC-NET in the year 1999. She has also earned a certification for the Faculty Development Programme from IIM Ahmedabad where she developed a keen inclination towards the areas of Micro Finance and Social Entrepreneurship. Kanwal has served at reputed B-schools in the space of management education and has handled important administrative assignments therein. She has successfully guided two Ph.D. scholars in the area of Corporate Finance and Micro Finance. She has effortlessly coordinated and presided over various national and international seminars and conferences. Her current research areas are Alternate Finance with special reference to P2P platforms emerging in India, Responsible Finance, and Social Entrepreneurship. Apart from her interest in Accounting and Finance, she is keenly interested in ayurveda, art, creativity and vertical farming and believes in creating value in all forms.

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**Richa Awasthy** (PhD, Jamia Hamdard University, Delhi)

Associate Professor, Organizational Behaviour Area

Richa did her MA in Psychology with specialization Organizational Behaviour from University of Delhi and PhD in Management (with specialization in Organizational Behaviour) from the Jamia Hamdard University. Her current recent interests are cross-cultural studies, intercultural relations, organizational culture, organizational diagnosis, organizational learning, organizational change, Indian MNCs, Transfer of Practices in MNCs, indigenous constructs like Lajja. She has conducted studies in these areas in government, public & private sectors and MNCs. Her dissertation was based on capturing experience in MNCs operating in India. The study adopted qualitative approach to analyze data. One of the emerging issues in doctoral research was Non-work Practices. A paper based on Non-work practices and its impact on Organizational Commitment was published in Organizations and Markets in Emerging Economies. She is author of the co-edited book Qualitative Research in Management: Methods and Experiences, 2015, Sage Publications. She has published more than 30 papers and book chapters. She served as Associate Editor of Sage Journal – Global Business Review (February 2015 – May 2016). She developed an Experiential Exercise based on Competing Value Framework. It is published in Pfeiffer Annual Consulting. She has publication in journals like Asian Case Research Journal, The Learning Organization, Asia Pacific Business Review, International Journal of Indian Culture and Business Management (IJICBM); Indian Journal of Industrial Relations. She also did a case study on NGO to understand how NGOs experience growth challenges and challenges faced by NGOs, which was published in Indian Journal of Social Work.

For more details see:

<http://www.aud.ac.in/faculty/permanent-faculty/detail/165>

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**K Valentina** (PhD, Jawaharlal Nehru University, Delhi)

Assistant Professor, Public Policy Area

Valentina, holds a doctorate degree in sociology from JNU, Delhi. She has more than eight years of experience in teaching and two years in the development sector. She worked for the rights of girl child and to curb female foeticide in a Ministry of Women and Child Development sponsored project for Centre of Social Research. She has worked as project coordinator on an ICSSR project which looked into the issue of masculinity and violence in Muslim community. Her PhD thesis explored the relationship between masculinity and violence. She also worked as an advisor for an International NGO, Action Aid for their Antitrafficking unit in Uttarakhand. Her thesis explored how masculinity and violence varied according to caste and class. Business ethics and Corporate Social Responsibility are the main areas of her contribution in both teaching and research in School of Business, Public Policy and Social Entrepreneurship. She also teaches public policy courses and integrates the public policy vision with business. She has presented several research papers and published widely in the area of Human Rights. She is working for the Adivasi displacement issues due to coal mining in Telangana. Her research areas include Business Ethics, Corporate Social Responsibility and Human Rights. She's a regular contributor in Outlook Hindi Webnews on Human Rights Issues.

For detailed profile see:

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**Anshu Gupta** (PhD, Department of Operational Research, University of Delhi)

Assistant Professor, Operations and Decision Sciences Area

She did her MSc, MPhil, PhD degrees in Operational Research (OR) from University of Delhi, Delhi, India. She has 10 years of experience in teaching and research. Her teaching interests include quantitative methods, management science, operations management, operations research, supply chain management and total quality management. She has published 40+ research papers in refereed international and national journals published from Taylor & Francis, Wiley, Springer, Emerald, Inderscience, Elsevier, etc. She is co-author of the book Software Reliability Assessment with OR Applications, published from Springer, co-edited a book Retail Marketing in India: Trends and Future Insights, published from Emerald Publishing and contributed a co-authored chapter in Wiley Encyclopedia of Operations Research and Management Science. Her research work mainly focuses on multi criteria decision models, quantitative methods, supply chain management, quality management (six sigma methodologies), innovation diffusion modelling, optimization for promotion and media planning models, software reliability modelling and optimization. She is life a member of the Society for Reliability Engineering, Quality and Operations Management and Operational Research Society of India. She has attended and been part of organising several national and international conferences.

For detailed profile see:

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**Nidhi Kaicker** (PhD, Faculty of Management Studies, University of Delhi)  
Assistant Professor, Economics and Finance Area

Nidhi is an Economics Graduate from St Stephens College, and did her postgraduate and doctoral degrees in Management from Faculty of Management Studies, University of Delhi. She is also an FDP Certificate holder from Indian Institute of Management, Ahmadabad. Prior to joining AUD, she has worked with an Investment Bank for a year, and also did short term projects with several private equity firms. She has been teaching courses such as Managerial Economics, Macroeconomics, Business Valuation and Corporate Restructuring, Spreadsheet Modelling, Structured Thinking and Problem Solving and Business Research, at AUD since 2012. Her area of research is Managerial Economics and Decision Making, Business Valuation, and Analysis of Household Decisions of Diets and Nutrition. She has published widely in these areas in peer reviewed journals, edited books, and news dailies. She has also participated and presented her work in various national and international conferences on Economics and Econometrics. She is proficient in quantitative research methods and techniques.

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**Kritika Mathur** (PhD, Faculty of Management Studies, University of Delhi)  
Assistant Professor, Economics and Finance Area

Kritika did her PhD in Finance from Faculty of Management Studies, University of Delhi. She obtained her Masters Degree in Economics from Department of Economics, Jamia Millia Islamia, Delhi. She has a teaching experience of 6 years and a corporate experience of a year. She has been teaching electives of Finance and Economics at the Postgraduate Level at SBPPSE. She has taught Economics at the Undergraduate level for a year at Jesus and Mary College, University of Delhi. Her research interests include Commodity Markets, Energy trading, Taxation, Game Theory, and Financial Econometrics. She is a life member of The Indian Economic Association and The Indian Econometric Society. She has presented her work at National and International conferences.

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**Kalindi Maheshwari** (PhD, Manchester Business School, University of Manchester)  
Assistant Professor, International Business Area

Kalindi did her MSc and PhD in International Business at the Manchester Business School, University of Manchester. Her area of research is the interface between governments and multinationals in emerging markets like India. She has a growing interest in uncovering the human resource potential in young adults and has conducted several workshops with students to hone their communication skills and guide their personal development. Apart from her research in international business and related areas she is deeply interested in epistemological issues within qualitative business research methods. She also teaches subjects like entrepreneurship and innovation and is keen to promote student enterprise.

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### **Contact Details**

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