

**Bharat Ratna Dr. B.R. Ambedkar University Delhi (AUD)**  
**The School of Business, Public Policy & Social Entrepreneurship (SBPPSE)**

**The School:**

Drawing inspiration from the life and ideas of Dr B.R. Ambedkar, Bharat Ratna Dr. B.R. Ambedkar University Delhi (AUD) has been established by the Government of Delhi. It is the intent to develop this University as a unique institution engaged with its students and society and dedicated to innovative and meaningful ways of teaching, learning and generating knowledge, which will contribute to the cause of **equality** and **social justice** and the promotion of **excellence**. Within the ambit of this larger philosophy, AUD has set up the '*School of Business, Public Policy and Social Entrepreneurship*' (SBPPSE) to promote research and to provide professional education and training in the field of management, public policy and social entrepreneurship.

**The philosophy:**

The 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. Students of business and entrepreneurship would be better equipped to deal with real world issues if they are provided with adequate appreciation of the issues and concerns of the wider society and the larger economy. It is increasingly recognised that while wealth generation is important for every society, it is equally important to ensure equitable distribution of wealth to be able to sustain adequate level of consumption and production of the services and goods within a given economy.

SBPPSE has plans to offer three distinct degree programmes – Masters in Business Administration (MBA), Masters in Public Policy (MPP) and Masters in Social Entrepreneurship (MSE). Following the above principle of integrating business, public policy and social entrepreneurship, the School will impart basic principles of business management to students of public policy and social entrepreneurship, while the students of business administration will be imparted the basic concepts of public policy and social entrepreneurship.

**Two-year (full time) MBA Programme:**

Despite the fact that large number of university departments and management institutes in India offer management education, there is still an acute shortage of professionally trained manpower to fill the growing requirement of the corporate sector. Recognising the need of the corporate sector, SBPPSE, AUD, will launch a two-year (full time) MBA programme in July 2012. More importantly, within the philosophy of AUD, SBPPSE proposes to develop an environment of research and teaching of business, public policy and social entrepreneurship in an integrated fashion, rather than viewing them in compartmentalised or isolated categories. This approach is further reinforced by the philosophy that is based on a stakeholder theory rather than on a shareholder theory, namely, the society, the larger economy, environment and employees have as much stake in business as the shareholders. Therefore, making a minor departure from the traditional MBA curriculum and acknowledging the close linkages that exist between business, public policy and social enterprise, the proposed MBA programme plans to integrate basic elements of public policy and social entrepreneurship into the curriculum.

The proposed two year (full time) MBA programme intends to impart professional education to 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 launch new enterprises, especially in the social sector. In other words, the programme will focus equally on wealth generators as well as wealth managers by sensitising them to wider socio-economic issues, creating awareness on the importance of enterprise creation (and employment generation), and by imparting knowledge and skills in the future/ current managers for professionally dealing with CSR related issues of the corporate world.

**Programme Content & Delivery:**

The two-year (full time) MBA programme will be structured in a trimester system of three terms each in the first year and second year of study and will have equal emphasis on imparting conceptual knowledge as well as application of such knowledge to practical and experiential contexts. Similarly, the content of the programme and its delivery (pedagogy) will ensure adequate emphasis on values and orientation while imparting state of the art knowledge and skills. The programme looks beyond preparing young talents for taking on challenging jobs in the domestic and multi-national corporations; it will attempt to identify and extract the creative and innovative minds of the participants. Going beyond the exclusive focus on large and established/ organised sector, the programme will also address issues of micro/ small and unorganised sector of the economy.

**Participants:**

In addition to creating an environment of learning theoretical concepts and application skills, the programme will attempt create an awareness of the importance of soft skills (people skills) in areas of personality development, communication, presentation, computing & software handling, human/ interpersonal relations & leadership, sensitivity to culture and social behaviour etc.

**Collaboration:**

SBPPSE is in advantageous position to draw on the resources and expertise that exist in other schools and centres of AUD. Students will be encouraged to choose electives that are available in other centres/ schools of the University, while faculty will be drawn from them as well to compliment the resources of SBPPSE. The school hopes to have meaningful collaboration with leading institutions in India and abroad by way of collaborative research, visiting faculty and student exchange programmes.