



CORPORATE BROCHURE  
2018-19

**AMBEDKAR**  
**UNIVERSITY** DELHI

SBPPSE  
SCHOOL OF BUSINESS, PUBLIC POLICY  
AND SOCIAL ENTREPRENEURSHIP  
AMBEDKAR UNIVERSITY DELHI



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# MESSAGE FROM VICE CHANCELLOR



Ambedkar University Delhi (AUD) is a public University, established by the Government of the National Capital Territory of Delhi in 2008. Mandated to focus on research and teaching in Social Sciences and Humanities and guided by Dr. B. R. Ambedkar's vision of bridging equality and social justice with excellence, AUD considers it to be its mission to create sustainable and effective linkages between access to and success in higher education.

AUD is one among a few universities in India to cater exclusively to research and higher learning in Humanities and Social Sciences. In today's polarized world, the study of these streams, we strongly believe, will not only play a pivotal role in improving understanding amongst cultures but also transform human experiences into lessons for the future. In the few years since the University's conception, AUD has carved out a niche for itself by reinventing the perception of social science education, particularly by focusing on application based content and transformative potential of integrative learning. This is reflected both in its design of new programmes as well as their interdisciplinary engagement with other fields yielding exciting possibilities.

The University aspires to transform its students into informed and competent as professionals well as sensitive and compassionate citizens with social responsibilities to respond to the needs of the marginalized sections of our society. I am pleased to emphasise that our graduates have distinguished themselves to be independent thinking adults with an interdisciplinary perspective and critical mindset empathetic to social complexities around us.

School of Business, Public Policy and Social Entrepreneurship (SBPPSE) has been set up to impart education and to encourage research in the field of business administration, public policy and social entrepreneurship. In response to the growing needs for holistic professionals, the School launched a two year MBA programme in 2012; the fifth batch of MBA students graduated in May 2018. I invite you to engage with SBPPSE to build a meaningful a relationship between the real-world and the University. I am sure that your association will add a symbiotic purpose to our School and its graduates a distinct asset to your organization.

**Professor Jatin Bhatt**  
**Vice Chancellor (I/c)**  
**Ambedkar University Delhi**

# MESSAGE FROM DEAN



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, Public Policy and Social Entrepreneurship. The school aims to engage with the latest theoretical concepts and their application in the real world. 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 various stakeholders including investors, the economy, ecological environment and the society through their varied roles in the industry.

The school offers a degree programme in Masters of Business Administration (MBA) and a Doctoral Programme in Management. 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, Organizational Behavior and Operations Research, also exposes the students to issues of Public Policy and Social Entrepreneurship. Our pedagogy uses a blended approach to learning which is based on methods such as case study, business simulation, role plays, class room lectures and experiential learning. Field-based learning and experience sharing by practitioners on a regular basis are integral parts of our programme. Our faculty is drawn from academicians, practitioners, policy makers, visionaries, administrators, domain experts and management leaders, both from within the university and the outside world, and is continuously engaged in teaching, training and mentoring our students with a strong focus on interdisciplinary learning. This is the key differentiator that enables a management graduate passing out from SBPPSE to draw the big picture on real life canvas while being able to comprehend the complex integration of business and society. At the university, 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, value based practices and ethical conduct. The programme lays special emphasis on developing interpersonal and leadership skills in our students. The school seeks to offer executive education and is committed to bridge the gap between industry and academia.

I take this opportunity to invite you and your organization to our campus to build a mutually beneficial and long term relationship.

**Professor Kartik Dave**  
**Dean, SBPPSE**

# ABOUT AMBEDKAR UNIVERSITY DELHI

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). 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.

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

- School of Business, Public Policy & Social Entrepreneurship (SBPPSE)
- School of Culture and Creative Expressions (SCCE)
- School of Design (SDes)
- School of Development Studies (SDS)
- School of Education Studies (SES)
- School of Global Affairs (SGA)
- School of Human Ecology (SHE)
- School of Human Studies (SHS)
- School of Law, Governance and Citizenship (SLGC)
- School of Letters (SoL)
- School of Liberal Studies (SLS)
- School of Undergraduate Studies (SUS)
- 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 English Language Education (CELE)
- Centre for Psychotherapy and Clinical Research (CPCR)
- Centre for Publishing (CfP)
- Centre for Social Science Research Methods (CSSRM)
- Centre for Urban Ecology and Sustainability (CUES)

# UNIVERSITY PROGRAMMES

## ▶ UNDERGRADUATE PROGRAMMES

SCHOOL	PROGRAMME
School of Global Affairs (SGA)	<ul style="list-style-type: none"> <li>BA Honours in Social Sciences and Humanities</li> <li>BA in Global Studies</li> <li>BA in Sustainable Tourism</li> </ul>
School of Law, Governance and Citizenship (SLGC)	<ul style="list-style-type: none"> <li>BA in Law and Politics</li> </ul>
School of Undergraduate Studies (SUS)	<ul style="list-style-type: none"> <li>BA Honours with a Major in Economics</li> <li>BA Honours with a Major in English</li> <li>BA Honours with a Major in History</li> <li>BA Honours with a Major in Mathematics</li> <li>BA Honours with a Major in Psychology</li> <li>BA Honours with a Major in Sociology</li> <li>BA Honours in Social Sciences and Humanities</li> </ul>
School of Vocational Studies (SVS)	<ul style="list-style-type: none"> <li>BVoc in Tourism and Hospitality</li> <li>BVoc in Retail Management</li> <li>BVoc in Early Childhood Centre Management and Entrepreneurship</li> </ul>

## ▶ POSTGRADUATE PROGRAMMES

SCHOOL	PROGRAMME
School of Business, Public Policy & Social Entrepreneurship (SBPPSE)	<ul style="list-style-type: none"> <li>MBA</li> </ul>
School of Culture and Creative Expressions (SCCE)	<ul style="list-style-type: none"> <li>MA Film Studies</li> <li>MA Visual Art Practice</li> <li>MA Performance Studies</li> <li>MA Performance Practice (Dance)</li> <li>MA Literary Art Creative Writing</li> </ul>
School of Design (SDes)	<ul style="list-style-type: none"> <li>MDes Social Design</li> </ul>
School of Development Studies (SDS)	<ul style="list-style-type: none"> <li>MA Development Studies</li> </ul>
School of Human Ecology (SHE)	<ul style="list-style-type: none"> <li>MA Environment and Development</li> </ul>
School of Letters (SoL)	<ul style="list-style-type: none"> <li>MA English</li> </ul>

SCHOOL	PROGRAMME
School of Education Studies (SES)	MA Education MA Education (Early Childhood Care and Education)
School of Global Affairs (SGA)	MA Urban Studies MA Global Studies
School of Human Studies (SHS)	MA Psychology (Psychosocial Clinical Studies) MA Gender Studies
School of Liberal Studies (SLS)	MA Economics MA History MA Sociology
School of Law, Governance and Citizenship (SLGC)	MA Law, Politics and Society

## ▶ RESEARCH PROGRAMMES

SCHOOL	PROGRAMME
School of Business, Public Policy & Social Entrepreneurship (SBPPSE)	PhD in Management
School of Culture and Creative Expressions (SCCE)	PhD Film Studies PhD Literary Art PhD Visual Art
School of Development Studies (SDS)	PhD Development Studies
School of Human Ecology (SHE)	PhD Human Ecology
School of Human Studies (SHS)	MPhil Development Practice MPhil Psychoanalytic Psychotherapy MPhil Women's and Gender Studies PhD Psychology PhD Women's and Gender Studies
School of Letters (SoL)	MA English MPhil/PhD Comparative Literature and Translation Studies MPhil/PhD Hindi PhD English
School of Liberal Studies (SLS)	MPhil History PhD History MPhil/PhD Mathematics PhD Sociology PhD Economics



# INTERNATIONAL COLLABORATIONS OF THE UNIVERSITY

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

| San Francisco State University, USA

| Northampton University, UK

| Babes-Bolyai University, Cluj-Napoca, Romania under the ERASMUS Plus arrangement



# UNIVERSITY OFFICIALS

**Prof. Jatin Bhatt**

Vice Chancellor  
(I/c)

**Prof. Salil Misra**

Pro- Vice Chancellor-II

**Dr. Arindam Banerjee**

Dean (Officiating), Academic  
Services

**Prof. Geetha Venkataraman**

Dean, Assessment, Evaluation  
& Student Progression

**Prof. Praveen Singh**

Dean, Planning and Dean  
School of Global Affairs

**Prof. Sanjay Sharma**

Dean, Student Services

**Prof. Chandan Mukherjee**

Director (Officiating), IT Services

**Prof. Satyaketu Sankrit**

OSD, Kashmere Gate Campus

**Mr. Akha Mao**

OSD, Karampura Campus

**Dr. Manish Jain**

OSD, Lodi Road

**Prof. Kartik Dave**

Controller of Finance and  
Dean, School of Business,  
Public Policy & Social  
Entrepreneurship

**Prof. Krishna Menon**

Dean, School of  
Human Studies

**Prof. Suchitra  
Balasubrahmanyam**

Dean, School of Design

**Prof. Sumangala Damodaran**

Dean, School of  
Development Studies

**Dr. Sunita Singh**

Dean (Officiating), School of  
Education Studies

**Prof. Asmita Kabra**

Registrar (I/c)and Dean, School  
of Human Ecology

**Dr. Rajan Krishnan**

Dean (Officiating), School of  
Culture & Creative Expressions

**Prof. Salil Misra**

Dean, School of Law,  
Governance and Citizenship

**Prof. Radharani Chakravarty**

Dean, School of Letters

**Prof. Dharendra Datt Dangwal**

Dean, School of Liberal Studies

**Prof. Tanuja Kothiyal**

Dean, School of  
Undergraduate Studies

**Dr. Debal C Kar**

Librarian

**Prof. Sitansu Sekhar Jena**

Dean, School of  
Vocational Studies

**Prof. M.S. Farooqi**

Director, AUD Centre for  
Incubation, Innovation and  
Entrepreneurship

**Prof. Denys P Leighton**

Director, Centre for Community  
Knowledge

**Prof. Anup Dhar**

Director, Centre for  
Development Practice

**Dr. Vrinda Dutta**

Director, Centre for Early  
Childhood Education &  
Development

**Prof. Honey Oberoi Vahali**

Director, Centre for  
Psychotherapy and Clinical  
Research

**Prof. Radharani Chakravarty**

Director, Centre for Publishing

**Prof. Chandan Mukherjee**

Director, Centre for Social  
Science Research Methods

**Dr. Suresh Babu**

Director, Centre for Urban  
Ecology & Sustainability

**Prof. Amol Padwad**

Director, Centre for English  
Language Education

# THE AUD CENTRE FOR INCUBATION, INNOVATION AND ENTREPRENEURSHIP

Entrepreneurship has found a conducive ecosystem in recent years in India, and has been accepted as a potential career option. Improved infrastructure, encouraging policies, availability of skills and financial support have been encouraging entrepreneurship in the country. Within the ambit of the larger vision of AUD, the University has set up the AUD Centre for Incubation, Innovation and Entrepreneurship (ACIIE) as a not-for-profit section 8 company. The primary objective of the centre is to translate theoretical and conceptual learning into socially useful practice and to reach out to the less privileged section of society at the bottom of the pyramid who may not otherwise have access to knowledge and contemporary practices.

ACIIE endeavours to build the requisite ecosystem of innovation and entrepreneurship and encourage interested members of AUD's community to become wealth creators generating employment, while addressing the many social problems facing our country. The interdisciplinary space of AUD, especially in applied fields such as business, design, development practice, education, ecology, mental health etc., is seen as an appropriate location for setting up the ACIIE.



# FACILITIES AT AUD

## ► 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, Taylor & 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.



# ABOUT SBPPSE

The School offers a two year MBA programme which seeks to develop a holistic approach to business and profit within the larger context of our society and economy. The MBA Programme of SBPPSE began in 2012, the fifth batch of MBA graduated in 2018. The school has launched its first research programme, PhD in Management this year. The programmes at SBPPSE attempt to foster an interdisciplinary environment which has the potential to engender crossfertilisation 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 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, and in offering programmes using non-conventional models such as online and distance education. Offering continuing education for adult learners and vocational training are other opportunities that the university aims to tap.

## MISSION OF SBPPSE

To provide an enabling environment for developing engaged, inspiring and innovative leaders.

## VALUES OF SBPPSE

◀▶ EXCELLENCE

◀▶ INCLUSIVENESS

◀▶ TEAMWORK

◀▶ OWNERSHIP

◀▶ COMPASSION

◀▶ INTEGRITY



# ADVISORY BOARD AND BOS OF SBPPSE

**Abhishek Kumar**  
Partner,  
Rainforest Venture Network

**B. V. Sriraman**  
Partner,  
Accenture Management  
Consulting

**Kartik Dave**  
Dean, SBPPSE,  
Ambedkar University Delhi

**Venita Kaul**  
Prof. Emeritus, School of  
Education Studies,  
Ambedkar University Delhi

**Ajay Bimbhet**  
Chairman,  
CXO Solution Private Limited

**Dilip Cherian**  
Consulting Partner,  
Perfect Relations

**Manish Mathur**  
Partner,  
AT Kearney

**Vivek Mehra**  
CEO,  
Sage Publications

**A. S. Narag**  
Ex-Dean,  
FMS,  
University of Delhi

**Jatin Bhatt**  
Vice Chancellor (I/c),  
Ambedkar University Delhi

**Sunder Hemrajani**  
Ex-Managing Director,  
Times Innovative Media

## BOARD OF STUDIES (BOS)

**Kartik Dave**  
Professor and Dean,  
SBPPSE

**Richa Awasthy**  
Associate Professor,  
SBPPSE

**Jyotirmoy Bhattacharya**  
Associate Professor,  
SLS

**Rakesh Mohan Joshi**  
Professor,  
IIFT, Delhi

**Sharique Farooqi**  
Professor,  
SBPPSE

**Kritika Mathur**  
Assistant Professor,  
SBPPSE

**Divya Chopra**  
Assistant Professor,  
SDes

**Vivek Mehra**  
MD&CEO,  
Sage Publications India

**Kanwal Anil**  
Associate Professor,  
SBPPSE

**Babu P. Ramesh**  
Professor,  
SDS

**Abad Ahmad**  
Formerly Dean,  
FMS, Delhi University



# MBA PROGRAMME STRUCTURE

The two-year full time MBA programme is an innovatively conceived programme integrating state of the art development in the field of management education. Going beyond the exclusive focus on large and organised sector, the programme also addresses issues of micro, small and unorganised sector of the economy. The programme focuses on wealth generation as much as wealth management by sensitizing students to wider socioeconomic issues and by creating awareness on the importance of enterprise creation. Students are admitted through a national level entrance test followed by a Personal Interview.

## SALIENT FEATURES OF MBA PROGRAMME STRUCTURE

- ◀▶ The compulsory courses include foundation courses in the functional areas of management along with courses sensitizing participants to the wider context of business and management. 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, electives are available from the domain of Finance and Accounting, Marketing, HR and OB, Operations Management and Decision Sciences, Economics and Public Systems and Contemporary Issues.
- ◀▶ Apart from the electives offered at SBPPSE, students can choose electives offered by the other Master level programmes in the University.
- ◀▶ Students are also equipped with sound practices for conducting independent research by encouraging them to undertake a study of a real life management problem/ academic research and documenting it in the form of a project report through a compulsory course on project study in the 4th semester of the programme worth 4 credits.

## PEDAGOGY

- ◀▶ Learning pedagogy is based on a mix of reflections on readings, case studies, activities and simulations. Emphasis is on interactive and group learning to promote team-skills.
- ◀▶ The School follows a policy of continuous assessment and grade based evaluation; students can pick up credits from programmes offered in other Schools within the University



# PROGRAMME CURRICULUM

Instruction is imparted in two semesters each year with a total of four semesters in two years. Students are required to successfully complete courses worth 84 credits of 2 or 4 credits to be eligible for the award of the MBA degree. Out of the 84 credits, 44 credits are to be earned through the compulsory foundation courses. The curriculum has been innovatively designed to bring about change in the way students think and perceive the world around them.

## FIRST YEAR

In the two semesters during the first year, students undertake the compulsory foundation courses of 2 credits each. Each semester is divided into 2 slots. The semester-wise courses are as given below:

SEMESTER 1   24 CREDITS	Slot - 1 (August - September)	Slot - 2 (October - December)
	SBP2MB121   Business, Culture and Society	SBP2MB127   Issues and Perspectives of Public Policy
	SBP2MB122   Marketing Management	SBP2MB128   Business Communication and Personality Development
	SBP2MB123   Organisational Behaviour	SBP2MB129   Human Resource Management
	SBP2MB124   Business Statistics	SBP2MB130   Management Science
	SBP2MB125   Financial Accounting	SBP2MB131   Management Accounting
	SBP2MB126   Managerial Economics	SBP2MB132   Macro Economics

SEMESTER 2   20 CREDITS	Slot - 1 (January- March)	Slot - 2 (April-June)
	SBP2MB221   Business Ethics and Corporate Social Responsibility	SBP2MB229   Summer Project (4 credits)
	SBP2MB222   Innovation and Entrepreneurship	<p><b>Summer Internship</b></p> <p>At the end of the first year, during the summer months (April - June) students undergo summer internship in an organisation.</p> <p>Students are required to submit a certificate of completion and satisfactory performance from the host organisation and a project report after the successful completion of the internship.</p> <p>Students earn 4 credits from the successful completion of summer internship.</p>
	SBP2MB223   Leadership and Change	
	SBP2MB224   Operations Management	
	SBP2MB225   Corporate Finance	
	SBP2MB226   Structured Thinking and Problem Solving	
	SBP2MB227   Business Research	
SBP2MB228   Spreadsheet Modelling		



## ▶ SECOND YEAR

The schedule of the second year consists of two semesters: Semester III and IV. Each semester is again divided into two slots. In addition to the compulsory courses on Business Law & Corporate Governance, and Strategic Management, students choose electives worth 20 credits and 12 credits in the third semester and fourth semester respectively. Students choose the requisite number of electives from the basket of electives floated by the School before the commencement of each semester. The students also have the option to choose courses offered by other programmes of the university as elective courses. In the fourth semester, students undertake a project study and submit a report carrying 4 credits. The schedule of courses during the second year of the programme is as given below:

<b>SEMESTER 3 24 CREDITS</b>	<b>Slot - 1 (August - September)</b>	<b>Slot - 2 (October - December)</b>
	SBP2MB321   Business Law and Corporate Governance  SBP2MB322   Strategic Management  Electives worth 8 Credits	Electives worth 12 credits
<b>SEMESTER 4 16 CREDITS</b>	<b>Slot - 1 (January - March)</b>	
	SBP2MB421   Project Study (4 credits)  Electives worth 12 Credits	



# AREA WISE LIST OF ELECTIVES OFFERED DURING SECOND YEAR OF MBA PROGRAMME

## 2 CREDITS EACH

### FINANCE AND ACCOUNTING

- SBP2MB501 | Financial Derivatives
- SBP2MB502 | Security Analysis and Portfolio Management
- SBP2MB503 | Financial Markets
- SBP2MB504 | Micro Finance
- SBP2MB505 | Strategic Cost Management
- SBP2MB506 | Business Valuation and Corporate Re-structuring

### MARKETING

- SBP2MB611 | Brand Management
- SBP2MB612 | Consumer Behaviour
- SBP2MB614 | Services Marketing
- SBP2MB615 | Retail Marketing
- SBP2MB616 | Sales and Distribution Management

### HUMAN RESOURCES AND ORGANISATIONAL BEHAVIOR

- SBP2MB721 | Building Teams for Excellence
- SBP2MB722 | Diversity and Intercultural Management
- SBP2MB723 | Coaching, Counselling and Mentoring
- SBP2MB724 | Performance Management
- SBP2MB726 | Compensation and Reward Management

### OPERATIONS MANAGEMENT AND DECISION SCIENCES

- SBP2MB831 | Supply Chain Management
- SBP2MB832 | Service Operations Management
- SBP2MB834 | Advanced Management Science Methods
- SBP2MB835 | Total Quality Management

### ECONOMICS AND PUBLIC SYSTEMS

- SBP2MB941 | Political Economy
- SBP2MB942 | Global Business Environment
- SBP2MB944 | Rural and Urban Land Systems
- SBP2MB946 | International Economics

### CONTEMPORARY ISSUES

- SBP2MB901 | Internship with NGO

# SBPPSE FACULTY

## **Kuriakose Mamkoottam**

Professor Emeritus and Founding Director



Prof Kuriakose Mamkoottam, after obtaining his Masters and Doctoral degrees in Sociology from the Delhi School of Economics, was a Professor of HRM and Industrial Relations at FMS, University of Delhi, where he was also the Head & Dean (2009-11). He is currently the Executive Chairperson of AUD Center for Incubation, Innovation and Entrepreneurship.

## **Kartik Dave**

Professor and Dean



Prof Kartik Dave obtained his PhD(Marketing) from Udaipur University. He has more than 20 years of teaching and industry experience, and his academic and research interests include Services Marketing, Marketing Management, Marketing Strategy, Retail Marketing, Branding, Strategic Management and Consumer Behaviour.

## **Md. Sharique Farooqi**

Professor



Prof. Md. Sharique Farooqi is a graduate with specialization in Product Design, from the National Institute of Design, Ahmedabad. His areas of special interest and expertise are Design Education and Institution Building, Design Management and Capacity Development for the unorganised sector especially related to skill based economic activities.

## **Kanwal Anil**

Associate Professor



Dr Kanwal Anil is a PhD from the University of Lucknow in the area of Securitization and Structured Finance and an FDP from IIM (Ahmedabad). She has been into full-time teaching, training and research for the past 19 years and her major areas of academic interests include Accounting, Micro-finance and Social Entrepreneurship.

### **Richa Awasthy**

Associate Professor



Dr Richa Awasthy has obtained her PhD from Jamia Hamdard University and Masters and Bachelors Degree in Psychology from University of Delhi. With more than 20 years of experience in research, consultancy and teaching, her academic interests include Organisational Culture, Change and Learning Organisations.

### **Valentina Kancharla**

Assistant Professor



Dr K Valentina holds Doctoral and Masters degrees in Sociology from JNU. Along with her work in the Social Sector, her academic interests include Public Policy and CSR.

### **Anshu Gupta**

Assistant Professor



Dr Anshu Gupta obtained her PhD, MPhil and Masters degrees in Operational Research from University of Delhi. She has more than 10 years of experience in teaching and research. Her academic interests include Mathematical Modeling and Optimization, Supply Chain and Total Quality Management.

### **Nidhi Kaicker**

Assistant Professor



Dr Nidhi Kaicker has obtained her PhD and MBA from Faculty of Management Studies, University of Delhi, FDP from IIM (Ahmedabad) and Bachelors in Economics from St Stephens College. Her academic interests include Microeconomics, Agriculture and Food Security, and Business Valuation.

### **Kritika Mathur**

Assistant Professor



Dr Kritika Mathur has obtained her PhD from Faculty of Management Studies, University of Delhi. She is an MA in Economics from Jamia Millia Islamia. Her academic interests include International Business, Security Analysis and Portfolio Management, and Commodity Markets.

### **Kalindi Maheshwari**

Assistant Professor



Dr Kalindi Maheshwari has obtained her PhD and Masters degrees in International Business from Manchester Business School, and Bachelors in Economics from SRCC, University of Delhi. Her academic interests include International Business, Entrepreneurship and Leadership & Change.

# ADJUNCT FACULTY AND PRACTITIONERS

**A.P Dash,**

Director, Noida International & formerly a Professor at PML, ex-GM NTPC

**Aditya Gupta,**

Business Head, DIESL 3PL division of TVS Logistics Ltd.

**Aman Gupta,**

Director, Mega Public Address Systems

**Amit Kumar,**

Supply Chain Professional at Ernst & Young LLP

**Alok Misra,**

Public Policy & Governance, AM Singhvi Chair Professor, Chairperson - School of Public Policy & Governance at Management Development Institute, Gurgaon

**Arun Kumar Ghosh,**

Head-Logistics & Supply Chain Management, Konica Minolta Business Solution India Pvt. Ltd.

**Ashok Kumar Mathur,**

Retd. DDG, DCP, Ministry of Chemicals & Fertilizers, Govt. of India

**Ashutosh Bhardwaj,**

Head of Marketing, Broomberg Services

**Chander Mani Sharma,**

Project Manager, TechnipFMC

**Deep Jyoti Sonu Brahma,**

Co-founder, Farm2Food Foundation

**Divya Mukand,**

Director, Streaming department, Pravah

**Gaurav Kriplani,**

Organisation Solutions Specialist at McKinsey & Company

**Indira Wadhawan,**

Deputy Manager - HR, ABP News Network

**Kumar Gaurav,**

Manager Priority Regional Sales, Kotak Privy League

**Mala Bhandari,**

Founder, Social and Development Research and Action Group (SADRAG)

**Masayoshi Tamura,**

General Manager, Digital Solutions and Services Group, Hitachi India Pvt. Ltd.

**Meenakshi Davar,**

Executive Director, Power Grid Corporation of India Ltd.

**Menka Goklani,**

Assistant Training Manager , The Leela Palace Hotel

**Minhazz Majumdar,**

Co-founder, The Earth & Grass Workshop

**Mohit Chhabra,**

Co-founder and Principal of KNOledge Corporate Services

**Navneet Bali,**

Chief Operating Officer & Head of Business, International Oncology (Cancer Therapy Centre)

**Pavan Kaushik,**

Head - Corporate Communication, Hindustan Zinc (Vedanta)

**Poonam Sharma,**

Director, HR, Heidelberg Cement, India

**Pradeep Shukla,**

Director and CEO, Primo Integrated Services Pvt. Ltd.

**Prashant,**

Isha Foundation

**Pramod Joshi,**

Adviser, Organizational Strategy and HR, myKaarma

**Rajiv Arora,**

HR Leader, Global Operations Shared Services (GOSS), Mercer

**Ramesh Krishnan,**

Vice President, Sales & Operation, NECC Ltd. (Moderator)

**Raveesh Chhetri,**

Training Manager, The Leela Palace Hotel

**Saibal Paul,**

Associate Director, Sa-Dhan

**Sandeep Khanna,**

Director Petroleum Retailing & Marketing - TCS Tata Group

**Saroj Kumar Mohanta,**

Director, ECOCIATE Consultants Private Limited

**Satyakki Bhattacharjee,**

Chief People Officer, ABP News Network

**Shivani Arora,**

Assistant Professor, Delhi University

**Srihari Naidu,**

Economist, National Institute of Public Finance and Policy

**Suchit Aggarwal,**

Managing Director, Bid Box

**Sunil Ashra,**

Professor of Economics, Management Development Institute (MDI), Gurugram,

**Surabhi Agarwal,**

Assistant Editor, Economic Times

**Utsav Shukla,**

Founder, Team Builders

**Vikram Malladi ,**

Head of Planning & Project Management, Amway India

# BEYOND ACADEMICS 2017-18



## ALUMNI

There are many activities that are undertaken to promote sports and healthy living among students at AUD. As a part of the Alumni Connect Initiative, a sports event was organized by the AUD Business School Alumni Association (AUBAA) in January 2018 in the University Campus. Cricket, Football, Volleyball, Basketball, and Kabbadi matches were played between the current students and the alumni of the school.

More than 40 alumni, and faculty came together during the first annual Alumni Networking Event on August 20, 2017, in AUD Campus. Guests spent the evening reconnecting, catching up on careers and their alma mater. The Annual Alumni Dinner to give a farewell to the Outgoing MBA Batch of 2016-18 was held at the India International Center in April 2018.

## CONFLUENCE

A day long event Confluence with a series of Panel Discussions was hosted by the school in August 2017. The event included discussions over three broad themes which included - Changing role of HR in VUCA Era, Entrepreneurship and Youth Engagement and Indian Supply Chain Readiness for Make in India.



## PANEL DISCUSSION

A Panel discussion on Union Budget 2018 was organised in February 2018 to facilitate an informed discussion on the Union Budget, reviewing and analyzing hits and misses of the budget, its prominent policies and understanding the macro economic implications of the budget.



## KALEIDOSCOPE

The Annual MBA fest – Kaleidoscope 2018, saw successful participation by students from business schools and colleges across the city, participating in the two key events – a Debate on the topic “Does Marketing with a Social Cause Humanize a brand” and the Best Manager competition.





## STUDENT ACTIVITIES

To make sure that students of SBPPSE get an all-round edge in their personality, the Student Council organised a number of activities, including FILM4Change Video Making Competition, Pottery Making Workshop, Rangoli Making Competition and Earring & Tassel making workshop in the academic year.

## SPORTS DAY

"Sport is human life in microcosm." It requires discipline, assertiveness, the ability to work as a team and a willingness to compete without fear of failure. Playing any kind of sport brings out the leader in you. The Student Council held the Annual Sports Day of SBPPSE on 14 October 2017.



## OUTBOUND

An Outbound Training Programme was organized in the Kashmere Gate campus. The programme was conducted focusing on the holistic development of the students. The training was coordinated by Mr. Utsav Shukla and his team.

The First and Second Year students of MBA visited a manufacturing plant of Parle Biscuits at Neemrana, Rajasthan and warehouse facilities managed by TVS Logistics Services, DIESTL 3PL Division for its clients Amway India and Eureka Forbes, respectively.



# WORKSHOPS AND SEMINARS

Given the growing demand of digital and social media marketing in the job market, a three day Digital Marketing Workshop was conducted for the students of SBPPSE. Mr. Rahul Jain (Founder and Director of FindmyAdmission) was invited to conduct the workshop.



A Round Table Discussion on the topic 'Rigour and relevance issue in Management Research' was held in November 2017. The purpose of round table was to stimulate discussion among researchers from management and related disciplines to deliberate on the distinct goals of academics and practitioners, and collaboration between the goals.





# ALUMNI SPEAKS



"The school's curriculum is designed in such a way that it provides sound foundation for learning management principles in congruence with public policy framework. Practical application is nuanced through carefully handpicked case studies which has immensely helped me in my professional assignments."

**Dishant Chaudhry**  
**MBA Batch 2012-14**  
**Assistant Director | Delhi Development Authority, Govt. of India**



"My journey at SBPPSE, AUD has been enriching and enthralling one. Initially, I was skeptical about the newly established institution as there is no brand name attached to our school, now after completing 2 years in SBPPSE, I felt there has been a sea change in my personality. The course helped me to develop as an individual as I learnt the traits of Perseverance, Leadership and Patience. Knowledge gained from course content, case studies, projects, field visits, faculty, industry experts helped me to get the industry exposure. The best part about the AUD is the inclusiveness among different schools and courses which at the end helps the students to grow and gain confidence in their social sphere. I had the most amazing 2 years at AUD. I wish a great success to the school and to upcoming batches."

**Aditya Gupta**  
**MBA Batch 2015-17**  
**Management Trainee | NHDC**



"My experience at the School of Business was not only academically stimulating, but it also prepared me for all obstacles that I might face in my corporate life. The long hours of dedicating to assignments, to being taught by the best faculty has made me a wholesome professional. This place will surely bring out the best in you! "

**Sugandha Tyagi**  
**MBA Batch 2013-15**  
**Meltwater India Private Limited**



"SBPPSE has been a great learning experience. With a faculty that strives to instill ownership and knowledge among students combined with the healthy environment of the campus, it's an absolute win for any student planning to reach self - actualization. The school provides management education with a difference which adds to one's personality and develops a heightened sense of awareness. The varied spectrum of the curriculum used to intrigue me the most during my time at SBPPSE. I will take the liberty to say that I have spent the most valuable two years of my life here"

**Yamini Saini**  
**MBA Batch 2015-17**  
**Growth Manager | Zomato**



"The pedagogy adopted by the school helped us to shape our career in management. The industry student intercation helped us in getting practical insight to real management problems."

**Nitiika Gaba,**  
**MBA Batch 2014-16**  
**PhD Research Scholar, Department of Management Studies, IIT Madras**

# PLACEMENT AND ALUMNI NETWORKS 2017-2018



# SBPPSE BATCH SUMMARY 2018-19

## BATCH DEMOGRAPHICS

### FIRST YEAR

FEMALE STUDENTS



45%

MALE STUDENTS



55%

### SECOND YEAR

FEMALE STUDENTS



52%

MALE STUDENTS



48%

## ACADEMIC BACKGROUND

	HUMANITIES	BUSINESS/ COMMERCE/ ECONOMICS	SCIENCE	ENGINEERING
FIRST YEAR	20%	58%	10%	12%
SECOND YEAR	16%	40%	14%	30%

## WORK EXPERIENCE

27%

STUDENTS HAVE  
WORK EXPERIENCE  
IN FIRST YEAR

30%

STUDENTS HAVE  
WORK EXPERIENCE  
IN SECOND YEAR

# STUDENT PROFILES

## SECOND YEAR



**Aayushi  
Jain**

### **BCom ( Hons)**

Deen Dayal Upadhyaya  
College, Delhi University

### **Summer Internship 2018**

Yatra.com



**Aditya  
Goel**

### **BBA**

Vivekananda Institute of  
Professional Studies,  
GGSIPU, Delhi

### **Work Experience**

Founder of Quirky byte,  
Media (from 2015 to present)  
and Green Brew

### **Summer Internship 2018**

Monash Apparels



**Ajneesh  
Pal**

### **B Tech (Electronics)**

HR Institute of Technology,  
Uttar Pradesh  
Technical University

### **Summer Internship 2018**

Genex Logistics



**Akshay  
Ravi**

### **BBA**

Maharaja Surajmal Institute,  
GGSIPU, Delhi

### **Summer Internship 2018**

Mercedes Benz



**Amogh  
Shandilya**

### **BA (Hons) Economics**

Ramjas College, Delhi University

### **Summer Internship 2018**

Cream Bell



**Ananya  
Aparajita**

### **BA (Hons) Political Science**

Maitreyi College,  
Delhi University

### **Summer Internship 2018**

Devyani International



**Ankita  
Kumari**

### **B Tech (Electronics)**

Giani Zail Singh Campus  
College of Engineering and  
Technology, Maharaja Ranjit  
Singh, Punjab Technical  
University, Bathinda, Punjab

### **Work Experience**

C&C Energy Pvt Ltd (16Months)

### **Summer Internship 2018**

LG Electronics



**Anuj  
Sharma**

### **B Tech**

### **(Mechanical & Automation)**

GB Pant Engineering  
College, GGSIPU, Delhi

### **Work Experience**

6Wresearch (13Months)

### **Summer Internship 2018**

Weber Shandwick



**Apoorva  
Goel**

**B Tech (Electronics)**

Bhaskaracharya College of Applied Sciences,  
Delhi University

**Summer Internship 2018**

Panasonic



**Arushi**

**BCom (Hons)**

Indraprastha College for Women, Delhi University

**Summer Internship 2018**

Autoline works



**Ashita  
Kispotta**

**BBA (Hons)**

Sam Higginbottom University of Agriculture, Technology and Sciences, Allahabad

**Summer Internship 2018**

PTC India



**Asveen  
Kaur**

**BMS (Finance)**

Shaheed Sukhdev College of Business Studies,  
Delhi University

**Summer Internship 2018**

HDFC



**Atif  
Ahmed**

**BA (Hons ) Economics**

Jamia Millia Islamia, Delhi

**Summer Internship 2018**

Axis Bank



**Bakul  
Dhawan**

**B Tech (Food Technology)**

Amity Institute of Food Technology,  
Amity University, Noida

**Summer Internship 2018**

Bajaj Energy



**Bhawna  
Chandra**

**BBS (Management)**

Deen Dayal Upadhyaya College, Delhi University

**Summer Internship 2018**

SMC Global



**Deepak  
Sehrawat**

**BA (Hons) Sociology**

Ambedkar University Delhi

**Summer Internship 2018**

Prowisdom



**Esha  
Razdan**

**Bachelor in Mass Media**

Khalsa College,  
Mumbai University

**Work Experience**

Bollywood Hungama (10 months), Dainik Bhaskar (4 years), HT Media (10 months)

**Summer Internship 2018**

Vedanta



**Ipshita  
Barua**

**BSc (Hospitality and Hotel Administration)**

Institute of Hotel Management Catering Technology & Applied Nutrition, Kolkata

**Summer Internship 2018**

Devyani International



**Jatin  
Raj**

**B Tech (Computer Science)**

Amity School of Engineering  
and Technology,  
Amity University, Noida

**Summer Internship 2018**

Genex Logistics



**Keshav  
Bhatia**

**BSc (Hons) Zoology**

Deen Dayal Upadhyaya  
College, Delhi University

**Work Experience**

Jaldibankloan.com (13 months)

**Summer Internship 2018**

Yes Bank



**Krish  
Ahuja**

**BSc (Hons) Mathematics**

Deen Dayal Upadhyaya  
College, Delhi University

**Summer Internship 2018**

Microtek International Pvt Ltd



**Kuldeep  
Singh**

**BBS (Finance)**

Shaheed Sukhdev College of  
Business Studies, Delhi University

**Work Experience**

International Academy of  
Certification & Training Global  
Education (13 months), Heidrick  
& Struggles (18 months)

**Summer Internship 2018**

Devyani International



**Manasa  
Narayan**

**MA (Applied Psychology)**

Tata Institute Of Social  
Sciences, (TISS), Mumbai;  
BA (Hons) Applied Psychology  
(Clinical), Gargi College, Delhi  
University

**Summer Internship 2018**

Bennett Coleman and Co. Ltd.  
(Times Group)



**Mayank  
Chauhan**

**B Tech (Electronics)**

Delhi Institute of Technology  
Management & Research,  
Maharishi Dayanand University,  
Rohtak

**Work Experience**

I C Electrical Company (18  
months)

**Summer Internship 2018**

Siemens



**Mayank  
Kumar**

**BSc (IT)**

St. Xaviers College, University of  
Mumbai

**Summer Internship 2018**

APL Apollo



**Naman  
Parmar**

**BA (Hons) English**

Maharaja Agrasen College,  
Delhi University

**Summer Internship 2018**

Indian Oil Corporation



**Nang  
Kim Mang**

**B Com (Program)**

Kirori Mal College,  
Delhi University

**Summer Internship 2018**

Vikalp India Pvt. Ltd.



**Nikhil Kumar  
Gupta**

**BSc (Physical Sciences)**

Shyam Lal College,  
Delhi University

**Summer Internship 2018**

Vikalp India Pvt. Ltd.



**Nishant  
Saini**

**B Tech  
(Mechanical Engineering)**  
Mahavir Swami Institute of  
Technology, Sonapat, Maharishi  
Dayanand University

**Work Experience**  
Sperry Plast (14 months)  
**Summer Internship 2018**  
Future Group



**Nupur  
Mehra**

**BA (Hons) Business Economics**  
College of Vocational  
Studies, Delhi University

**Work Experience**  
Willis Towers Watson (6 months)

**Summer Internship 2018**  
Devyani International



**Pooja**

**B Com (Program)**  
School of Open Learning,  
Delhi University

**Work Experience**  
India Tax Info Pvt. Ltd. (17  
Months), Alfa Therm Ltd  
(10months)  
**Summer Internship 2018**  
SMC Global



**Prerna  
Priyadarshani**

**B Tech  
(Mechanical & Automation)**  
Indira Gandhi Institute of  
Technology,  
GGSIPU, Delhi

**Summer Internship 2018**  
SMC Global



**Ruchika  
Singh**

**BA (Hons) Journalism**  
Kalindi College, Delhi University

**Summer Internship 2018**  
Genex Logistics



**Sagar P  
Vishwakarma**

**B Com (Hons)**  
KD College of Commerce and  
General Studies, Vidyasagar  
University, West Bengal

**Summer Internship 2018**  
AXIS Bank



**Sandeep  
Kumar**

**B Com (Hons)**  
Dyal Singh Evening College,  
Delhi University

**Summer Internship 2018**  
Polyplex



**Shivangi  
Agarwal**

**B Tech  
(Electronics & Communication)**  
Northern India  
Engineering College, Lucknow

**Work Experience**  
Teach Inflo Software Services  
LLP (12 Months), Amicus  
Infotech (13 Months)  
**Summer Internship 2018**  
Weber Shandwick



**Shobhit  
Arora**

**B Tech (Electrical & Electronics  
Engineering)**  
The NorthCap University (Formerly  
ITM University), Gurgaon

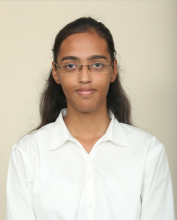
**Summer Internship 2018**  
Om Logistics



**Somya  
Bansal**

**B Tech (Computer Science)**  
Shyama Prasad Mukherjee  
College, Delhi University

**Summer Internship 2018**  
KPMG



**Sonali**

**B Sc (Hons) Mathematics**

Janki Devi Memorial College,  
Delhi University

**Work Experience**

NGO - Leaders for tomorrow  
(10 months)

**Summer Internship 2018**

Genex Logistics



**Swati  
Singh**

**BASC (Hons) Electronics**

Shaheed Rajguru College of  
Applied Sciences for Women,  
Delhi University

**Summer Internship 2018**

SMC GLOBAL



**Tanya  
Mann**

**B Tech (Computer Science)**

Maharaja Surajmal Institute,  
GGSIU, Delhi

**Summer Internship 2018**

Busy Infotech Pvt Ltd



**Vinayak  
Sharma**

**BCom (Hons)**

School Of Open Learning,  
Delhi University

**Summer Internship 2018**

Azure Power



**Mayur**

**BMS (Human Resources)**

Keshav Mahavidyalaya,  
Delhi University

**Summer Internship 2018**

Indian Oil Corporation



# STUDENT PROFILES

## FIRST YEAR



**Abhishek  
Verma**

### **BBS (Finance)**

Shaheed Sukhdev College of Business Studies, Delhi University

### **Work Experience**

SMC Global Securities Pvt. Ltd. (7 months), University Express Media & Consultancy (9 months) and Skillkindle Learning Pvt. Ltd. (3 months)



**Ananya  
Garg**

### **B.Com (Hons)**

Lakshmibai College  
Delhi University



**Ankit  
Saini**

### **BA (Hons) English**

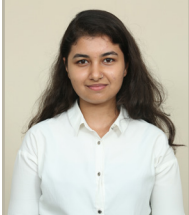
Ambedkar University Delhi



**Ankit  
Kumar**

### **B Tech (Mechanical)**

Maharaja Agrasen Institute  
of Technology,  
GGSIPU, Delhi



**Areeba  
Faisal**

### **BA (Hons) Psychology**

Ambedkar University Delhi



**Arunima  
Mudgal**

### **BBA**

Jagan Institute of Management  
Studies, GGSIPU, Delhi



**Deepanshu  
Verma**

### **BMS(Finance)**

Deen Dayal Upadhyaya  
College, Delhi University



**Depanshu  
Verma**

### **BMS(Finance)**

Keshav Mahavidyalaya,  
Delhi University



**Dhriti  
Sharma**

**B.Tech. (Computer Science)**

Northern India Engineering College, GGSIPU, Delhi



**Divya  
Marwaha**

**B.Com (Hons)**

Gargi College, Delhi University



**Divya  
Sardana**

**BA (Hons) English**

Lady Sri Ram College for Women, Delhi University



**Gundailung  
Gonmei**

**BA Program**

School of Open Learning, Delhi University

**Work Experience**

Convergys (8 months)



**Gurjeet  
Singh**

**BCA (Computer Applications)**

Vivekananda Institute of Professional Studies, GGSIPU, Delhi



**Hari  
Sharan**

**B.Tech (Software Engineering)**

Delhi Technological University



**Harish  
Kumar**

**B.Com (Program)**

Sri Aurobindo College, Delhi University



**Himanshu  
Kumar**

**B.Com (Hons)**

Keshav Mahavidyalaya, Delhi University

**Work Experience**

Millennium Systems (7 Months)



**Jaya  
Gupta**

**BBA**

New Delhi Institute of Management, GGSIPU, Delhi



**Keduwutso  
Sutso**

**B.Com (Hons)**

Satyawati College, Delhi University



**Lavanya  
Lalan**

**B.Com (Hons)**

Rajdhani College,  
Delhi University



**Madhurika  
Verma**

**B.Com (Hons), M.Com**

Sri Ram College of Commerce,  
Delhi University



**Maneesh  
A P**

**B.Com (Hons)**

Acharya Narendra Dev  
College, Delhi University

**Work Experience**

Apex Guards Facilities Manage-  
ment Pvt Ltd (8 months) and  
Andy Entrepreneurship Lab at  
ANDC ( 12 Months)



**Manish  
Gupta**

**BBA**

Maharaja Surajmal Institute,  
GGSIPU, Delhi



**Medha  
Roy**

**BBA**

Maharaja Agrasen Institute of  
Management Studies,  
GGSIPU, Delhi



**Mohammad  
Safwan**

**B.Tech**

**(Electronics & Communication)**

IMS Engineering College,  
Dr. A.P.J Abdul Kalam  
Technical University,  
Gautam Buddha Nagar



**Pallavi  
Joshi**

**BCom Programme, MCom**

Sri Aurobindo College,  
Delhi University,  
IGNOU



**Prasoon  
Awasthi**

**B.Tech**

**(Mechanical & Auto  
Engineering)**

Maharaja Agrasen Institute of  
Technology, GGSIPU

**Work Experience**

Ethical Web Solutions (24  
Months)



**Rajan  
Slathia**

**M.Tech (IT), Electronic &  
Communication**

VIT University, Vellore



**Rachel  
Khalkho**

**B.Com (Hons)**

Deshbandhu College,  
Delhi University



**Ria  
Mehta**

**BA (Hons)  
(Applied Psychology)**  
Amity University, Noida



**Rohan  
Sharma**

**B.Tech (IT)**  
Amity School of Engineering  
& Technology,  
GGSIU, Delhi



**Rohit Nathan  
Pillai**

**B.Com (Hons)**  
Delhi College of Arts &  
Commerce, Delhi University

**Work Experience**  
KPMG India(Bsr & Co. LLP)  
(10 months)



**Roshni  
Rajan**

**BA (Hons) Business Economics**  
Sri Guru Gobind Singh College  
of Commerce, Delhi University



**Saurabh  
Patel**

**BA (Hons) (Human & Social  
Science)**  
Cluster Innovation Centre, Delhi  
University

**Work Experience**  
Cofounded- Precisely (March  
2018-present), Maslow  
Initiative Foundation  
(September 2017-present) and  
Lithics.in (September 2016-  
present)



**Saviour  
Basumata**

**B.Com (Hons)**  
Moti Lal Nehru College,  
Delhi University



**Shefali  
Sharma**

**B.El.Ed**  
Miranda College,  
Delhi University



**Smriti  
Singh**

**B.Sc in Hospitality & Hotel  
Administration, NCHMCT**  
Institute of Hotel Management,  
Pusa Road, Delhi



**Sumedha  
Rawat**

**B.Com (Hons)**  
Dyal Singh College,  
Delhi University



**Sumit  
Chhabra**

**BBA**  
Rukmni Devi Institute of  
Advanced Studies,  
GGSIU, Delhi



**Tanmay  
Ahluwalia**

**BA (Hons) Journalism**

Maharaja Agrasen College,  
Delhi University



**Tanmay  
Kulshrestha**

**BA(Hons) History, MA (History)**

Sri Venkateswara College,  
Delhi University,  
Department of History, Delhi  
University



**Trishla  
Sharma**

**BA (Hons) Journalism**

Indraprastha College for  
Women, Delhi University

# PLACEMENT TEAM

Industry and Academia have long shared a mutually beneficial relationship, and here at SBPPSE, we respect and honor that tradition. We have a strong commitment to build durable and long lasting relationships with the corporate world. Our curriculum is tailor-made to meet the growing demands of today's markets, and we regularly invite faculty from the industry to deliver courses. The students get an insight into the corporate world through internships, industry visits, live projects, guest lectures and alumni linkages. Our students are required to undergo a summer internship in the months of April - June, and our graduating students are available to join various organisations where they get a final placement offer by April / May. Our campus placements (Final and Summer internships) for the academic session 2018-19 begin in September 2018.

## FACULTY ADVISORS

### **Dr Kalindi Maheshwari**

Assistant Professor  
kalindi@aud.ac.in

### **Dr Kritika Mathur**

Assistant Professor  
kritika@aud.ac.in

## PLACEMENT COORDINATOR

### **Ms. Aparna Mathur**

aparnamathur@aud.ac.in

## STUDENT PLACEMENT TEAM

### **Anuj Sharma**

Secretary (Placements)  
anujsharma.17@stu.aud.ac.in

### **Shobhit Arora**

Joint Secretary (Placements)  
sarora.17@stu.aud.ac.in

### **Ananya Aparajita**

Joint Secretary (Placements)  
aaparajita.17@stu.aud.ac.in





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