



# CORPORATE BROCHURE

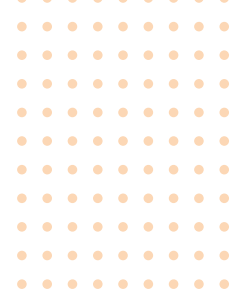
2019-20

# SBPPSE

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



# TABLE OF CONTENTS



|           |                                  |           |   |
|-----------|----------------------------------|-----------|---|
| <b>02</b> | MESSAGE FROM VICE CHANCELLOR     | <b>16</b> | AREA WISE LIST OF ELECTIVES OFFERED DURING SECOND YEAR OF MBA PROGRAMME |
| <b>03</b> | MESSAGE FROM DEAN                | <b>17</b> | SBPPSE FACULTY  |
| <b>04</b> | ABOUT AMBEDKAR UNIVERSITY DELHI  | <b>19</b> | ADJUNCT FACULTY AND PRACTITIONERS                                       |
| <b>05</b> | UNIVERSITY PROGRAMMES            | <b>20</b> | BEYOND ACADEMICS  |
| <b>07</b> | OUR GLOBAL PRESENCE              | <b>21</b> | CONVENTIONS & WORKSHOPS   |
| <b>08</b> | UNIVERSITY OFFICIALS             | <b>22</b> | ALUMNI SPEAKS   |
| <b>09</b> | AUD CENTRE FOR INCUBATION        | <b>23</b> | PLACEMENT AND ALUMNI NETWORK  |
| <b>10</b> | FACILITIES AT AUD                | <b>24</b> | BATCH SUMMARY   |
| <b>11</b> | ABOUT SBPPSE                     | <b>25</b> | STUDENT PROFILES SECOND YEAR  |
| <b>12</b> | ADVISORY BOARD AND BOS OF SBPPSE | <b>28</b> | STUDENT PROFILES FIRST YEAR   |
| <b>13</b> | MBA PROGRAMME STRUCTURE          | <b>32</b> | PLACEMENT TEAM  |
| <b>14</b> | PROGRAMME CURRICULUM             |           |   |



# MESSAGE FROM

## VICE CHANCELLOR

Ambedkar University Delhi (AUD) is a decade old. The direction of the University was set ten years ago, and we wish to establish AUD as one of the premier institutions of knowledge creation and dissemination in the areas of liberal arts, humanities and social sciences. All the programmes that we have envisaged here have direct social relevance. Our students go to tribal areas for fieldwork to get a better understanding of the problems

being faced in rural India. They are sensitive to socio-economic and political realities, and are being trained to not only be job seekers but job creators for emerging future.

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 inception, 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 professionals as well as sensitive and compassionate citizens with social responsibilities to respond to the needs of the marginalized sections of our society. Our graduates have distinguished themselves to be independent thinking adults with an interdisciplinary perspective and critical mindset empathetic to social complexities around us. 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 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. The School has long offered a degree programme in Masters of Business Administration (MBA). The two-year MBA programme, while imparting the essential concepts and principles of modern management, also exposes the student to issues of Public policy and Social Entrepreneurship, within the inherent orientation and interdisciplinary focus of the university. The sixth batch of the MBA Programme graduated in 2019. 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.

**Prof. Anu Singh Lather**  
Vice Chancellor  
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.

**Prof. 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 campuses at Rohini and Dheerpur are 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, which include:**

- 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, which include the following:**

- 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 Engaged Spiritualities and Peace Building (CESPB)
- Centre for English Language Education (CELE)
- Centre for Professional and Continuing Education (CPCE)
- Centre for Psychotherapy and Clinical Research (CPCR)
- Centre for Publishing (CFP)
- Centre for Research Methods (CRM)
- Centre for Studies in Systems of Thought (CSST)
- Centre for Urban Ecology and Sustainability (CUES)

# UNIVERSITY

## PROGRAMMES

### UNDERGRADUATE PROGRAMMES

| SCHOOL   | PROGRAMME   |
|--|---|
| School of Global Affairs (SGA)                   | BA Honours in Social Sciences and Humanities<br>BA in Global Studies<br>BA in Sustainable Tourism   |
| School of Law, Governance and Citizenship (SLGC) | BA in Law and Politics  |
| School of Undergraduate Studies (SUS)            | BA Honours with a Major in Economics<br>BA Honours with a Major in English<br>BA Honours with a Major in History<br>BA Honours with a Major in Mathematics<br>BA Honours with a Major in Psychology<br>BA Honours with a Major in Sociology<br>BA Honours in Social Sciences and Humanities |
| School of Vocational Studies (SVS)               | Bvoc Early Childhood Centre Management and Entrepreneurship<br>BVoc Tourism and Hospitality<br>BVoc Retail Management   |

### POSTGRADUATE PROGRAMMES

| SCHOOL   | PROGRAMME  |
|--|--|
| School of Business, Public Policy & Social Entrepreneurship (SBPPSE) | Masters in Business Administration (MBA)   |
| School of Culture and Creative Expressions (SCCE)                    | MA in Film Studies<br>MA in Literary Art (Creative Writing)<br>MA in Performance Studies<br>MA in Visual Art |
| School of Design (SDes)  | MDes (Social Design)   |
| School of Development Studies (SDS)                                  | MA in Development Studies  |
| School of Education Studies (SES)                                    | MA in Education<br>MA in Education (Early Childhood Care and Education)                                      |
| School of Global Affairs (SGA)                                       | MA in Urban Studies<br>MA in Global Studies  |

| SCHOOL   | PROGRAMME  |
|--|--|
| School of Human Ecology (SHE)                    | MA in Environment and Development  |
| School of Human Studies (SHS)                    | MA in Psychology (Psychosocial Clinical Studies)<br>MA in Gender Studies |
| School of Law, Governance and Citizenship (SLGC) | MA in Law, Politics and Society  |
| School of Letters (SoL)                          | MA in English  |
| School of Liberal Studies (SLS)                  | MA in Economics<br>MA in History<br>MA in Sociology                      |

## RESEARCH PROGRAMMES

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



# OUR

## GLOBAL PRESENCE

Dr. Richa Awasthy was invited to present her work titled "Indigenous research on Indian culture: Understanding meaning of LajjA" – Antecedent and consequences", during Lab seminar at Center for Socio-Cultural Research, National Research University, Higher School of Economics University, Moscow, Russia on 4th April 2019.

Dr. Kanwal Anil attended a training programme titled "Social Enterprise for Inclusive Local Economies" at the Coady International Institute, St. Francis Xavier University, Antigonish, Canada from 10th June to 21st June 2019. She was awarded a scholarship from Coady International Institute Canada for the training programme.



# UNIVERSITY

## OFFICIALS

**Prof. Anu Singh Lather**

Vice Chancellor

**Prof. Jatin Bhatt**

Pro- Vice Chancellor-I

**Prof. Salil Misra**

Pro- Vice Chancellor-II

**Prof. Satyaketu Sankrit**

Proctor & OSD,  
Kashmere Gate Campus

**Prof. M S Farooqi**

Registrar (Offg.) & Director,  
AUD Centre for Incubation,  
Innovation &  
Entrepreneurship (ACIE)

**Prof. Kartik Dave**

Controller of Finance (Offg.)  
& Dean, School of Business,  
Public Policy and Social  
Entrepreneurship

**Prof. Sitansu S. Jena**

OSD, Karampura Campus &  
Dean, School of Vocational  
Studies

**Dr. Manish Jain**

OSD, Lodhi Road Campus

**Dr. Santosh Kumar Singh**

Dean (Offg.), Student  
Services

**Prof. Praveen Singh**

Dean, Planning & Dean,  
School of Global Affairs

**Prof. Sanjay Kumar Sharma**

Dean, Assessments,  
Evaluation & Student  
Progression

**Prof. Babu P. Remesh**

Dean, School of  
Development Studies

**Prof. Denys P Leighton**

Dean, International Affairs  
Division & Director, Centre  
for Community Knowledge

**Prof. Dharendra Datt  
Dangwal**

Dean, School of Liberal  
Studies

**Dr. Geetha Venkataraman**

Dean, Research And  
Consultancy

**Prof. Krishna Menon**

Dean, School of Human  
Studies

**Prof. Radharani  
Chakravarty**

Dean, School of Letters

**Prof. Suchitra  
Balasubrahmanyam**

Dean, School of Design

**Prof. Bodh Prakash**

Dean, School of  
Undergraduate Studies

**Dr. Anuj Bhuwania**

Dean (Offg.), School of Law,  
Governance and Citizenship

**Mr. Deepan Sivaraman**

Dean (Offg.), School of  
Culture and Creative  
Expressions

**Dr. Sunita Singh**

Dean(Offg.), School of  
Education Studies

**Dr. Suresh Babu**

Dean (Offg.), School of  
Human Ecology & Director,  
Centre for Urban Ecology  
and Sustainability

**Mr. Dinesh Taneja**

Director, IT Services

**Prof. Rukmini Sen**

Director, Center for  
Publishing

**Prof. Amol Padwad**

Director, Centre for English  
Language Education &  
Director, Internal Quality  
Assurance Cell

**Prof. Anup Kumar Dhar**

Director, Center for  
Development Practice

**Prof. Chandan Mukherjee**

Director, Centre for Research  
Methods

**Prof. Honey Oberoi Vahali**

Director, Center for  
Psychotherapy and Clinical  
Research

**Prof. Gopalji Pradhan**

Director, Equal Opportunity  
Office

**Prof. Vrinda Datta**

Director, Centre for Early  
Childhood Education and  
Development

**Prof. Anita Ghai**

Chairperson, Committee for  
Prevention of Sexual  
Harassment

**Dr. Debal Chandra Kar**

Librarian



# AUD CENTRE FOR INCUBATION, INNOVATION AND ENTREPRENEURSHIP (ACIIE)

ACIIE has been set-up at Ambedkar University Delhi (AUD) as a not-for-profit company within the larger vision of the University with the primary objective of translating 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 new knowledge and contemporary practices. The Centre's immediate endeavor is to build an ecosystem of innovation and entrepreneurship and encourage interested members of the AUD 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. ACIIE, being a Social Impact Incubator has been recognized as Technology Business Incubator by the Department of Science and Technology.

## IMPACT WEEK 2018

Lufthansa Group, Germany promotes Design Thinking methodology used for innovation through its Impact Week program. Lufthansa for the first time did this program in Asia and chose three Universities/Colleges from Delhi to be their partners. Ambedkar University Delhi, Shaheed Sukhdev College of Business Studies (SSCBS) and Delhi Institute of Pharmaceutical Sciences and Research (DIPSR) partnered with the Lufthansa group to organize Impact Week-2018.

## INCUBATION START-UPS

ACIIE has incubated eight profit social startups which have helped incubate and mentor into successful businesses, some of which have generated employment and profit for the entrepreneurs. They are:

- Talk Health Analytics (Mind Piper)
- Urban Kyaari
- Slam Out Loud
- Urban Chulha
- Teach for Green
- Breathing Gardening Spaces Pvt. Ltd.
- Nutraceutical Rich Organic India Pvt. Ltd.
- Docent Edu Pvt. Ltd.



# 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, Euro monitor 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. 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 if needed. 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. Apart from the above mentioned facilities, softwares such as SPSS, STATA, e-View, Mathematica, Arc-view GIS, Adobe Master Collection, Symantec endpoint protection and Atlas TI etc. has been installed at respective IT Labs for the research and academic purposes to be used by the University's community.



# 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 sixth batch of MBA graduated in 2019. 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

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

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

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

**Dilip Cherian**  
Consulting Partner,  
Perfect Relations

**Jatin Bhatt**  
Pro. Vice Chancellor,  
Ambedkar University  
Delhi

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

**Manish Mathur**  
Partner,  
AT Kearney

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

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

**Vivek Mehra**  
CEO,  
Sage Publications

## BOARD OF STUDIES (BOS)

**Kartik Dave**  
Dean, SBPPSE - Chairperson  
(Ex-Officio)

**M.S. Farooqi**  
Professor, SBPPSE

**Kanwal Anil**  
Associate Professor, SBPPSE

**Richa Awasthy**  
Associate Professor, SBPPSE

**Kritika Mathur**  
Assistant Professor, SBPPSE

**Babu P. Remesh**  
Dean, SDS

**Jyotirmoy Bhattacharya**  
Associate Professor, SLS

**Divya Chopra**  
Assistant Professor, SDes

**Abad Ahmad**  
Ex-Dean, FMS,  
University of Delhi

**Rakesh Mohan Joshi**  
Professor,  
Indian Institute of Fashion  
Technology, Delhi

**Vivek Mehra**  
CEO,  
Sage Publications



# 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.

## 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 two 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)

SBP2MB121 | Business, Culture and Society

SBP2MB122 | Marketing Management

SBP2MB123 | Organisational Behaviour

SBP2MB124 | Business Statistics

SBP2MB125 | Financial Accounting

SBP2MB126 | Managerial Economics

##### Slot - 2 (October - December)

SBP2MB127 | Issues and Perspectives of Public Policy

SBP2MB128 | Business Communication and Personality Development

SBP2MB129 | Human Resource Management

SBP2MB130 | Management Science

SBP2MB131 | Management Accounting

SBP2MB132 | Macro Economics

#### SEMESTER 2 | 20 CREDITS

##### Slot - 1 (January- March)

SBP2MB221 | Business Ethics and Corporate Social Responsibility

SBP2MB222 | Innovation and Entrepreneurship

SBP2MB223 | Leadership and Change

SBP2MB224 | Operations Management

SBP2MB225 | Corporate Finance

SBP2MB226 | Structured Thinking and Problem Solving

SBP2MB227 | Business Research

SBP2MB228 | Spreadsheet Modelling

##### Slot - 2 (April-June)

SBP2MB229 | Summer Project (4 credits)

##### Summer Internship

At the end of the first year, during the summer months (April - June) students undergo summer internship in an organisation.

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.

Students earn 4 credits from the successful completion of summer internship.



## 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:

### SEMESTER 3 | 24 CREDITS

#### Slot - 1 (August - September)

SBP2MB321 | Business Law and Corporate Governance

SBP2MB322 | Strategic Management

Electives worth 8 Credits

#### Slot - 2 (October - December)

Electives worth 12 credits

### SEMESTER 4 | 16 CREDITS

#### January - March

SBP2MB421 | Project Study (4 credits)

Electives worth 12 Credits



# AREA WISE LIST OF ELECTIVES

## OFFERED DURING SECOND YEAR OF MBA PROGRAMME

01

### **AREA : 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 Restructuring

02

### **AREA : MARKETING**

- SBP2MB611 : Brand Management
- SBP2MB612 : Consumer Behaviour
- SBP2MB613 : Integrated Marketing Communication
- SBP2MB614 : Services Marketing
- SBP2MB615 : Retail Marketing
- SBP2MB616 : Sales and Distribution Management

03

### **AREA : HUMAN RESOURCE AND ORGANIZATIONAL BEHAVIOR**

- SBP2MB721 : Building Teams for Excellence
- SBP2MB722 : Diversity and Intercultural Management
- SBP2MB723 : Coaching, Counselling and Mentoring
- SBP2MB724 : Performance Management
- SBP2MB725 : Collective Bargaining and Negotiation Skills
- SBP2MB726 : Compensation and Reward Management

04

### **AREA : OPERATIONS MANAGEMENT AND DECISION SCIENCES**

- SBP2MB831 : Supply Chain Management
- SBP2MB832 : Service Operations Management
- SBP2MB833 : Enterprise Resource Planning
- SBP2MB834 : Advanced Management Science Methods
- SBP2MB835 : Total Quality Management
- SBP2MB836 : Managing E-business Operations

05

### **AREA : ECONOMICS AND PUBLIC SYSTEMS**

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

06

### **AREA : 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).



### **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 20 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 11 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 and BA in Economics from Dyal Singh College, University of Delhi. 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

|                                  |   |
|----------------------------------|---|
| <b>Amit Shankhdhar</b>           | : Founder and Director, Million Minds Management Services Limited                 |
| <b>Anadi Sharma</b>              | : Creative Strategist, Google   |
| <b>Anshumal Dikshit</b>          | : Principal Consultant - HR Mantra Consulting                                     |
| <b>Ashutosh Burnwal</b>          | : Co-founder, Director, Buddy4Study   |
| <b>BP Rath</b>                   | : Senior Manager, NTPC  |
| <b>Debasis Sil</b>               | : GM (HR), GAIL   |
| <b>Deepti Anand</b>              | : Sr. Business Analyst, Denave  |
| <b>Degvanshu Dutta</b>           | : Chief Executive, Third Eyesight   |
| <b>Dishant Chaudhry</b>          | : Assistant Director, DDA   |
| <b>Divya Punj</b>                | : Senior Data Scientist, Boeing   |
| <b>Himanshu Agrawal</b>          | : Head- Human Resource, Om Logistics  |
| <b>Jatinder Hanoo</b>            | : AVP( State Initiatives), Microfinance Institutions Network (MFIN)               |
| <b>Kashyap Arora</b>             | : Senior Fellow, Centre For Policy Research                                       |
| <b>Krishnan Dharmarajan</b>      | : Executive Director, Centre for Digital Financial Inclusion                      |
| <b>Manek Narang</b>              | : Associate Director (Corporate Ratings), Care Ratings                            |
| <b>Mayank Sharma</b>             | : Product Lead, Scientific and Digital Systems                                    |
| <b>Meenakshi Davar</b>           | : Director (Human Resources), Power System Operation Corporation Limited (POSOCO) |
| <b>Mohit Chhabra</b>             | : Principal, KNOledge Corporate Services  |
| <b>Monica Zaharie</b>            | : Assistant Professor, Babes-Bolyai University, Romania                           |
| <b>Narinder Singh</b>            | : Program Manager Operations, Amazon  |
| <b>Neeraj Narang</b>             | : Director, HCM Product Strategy, Oracle  |
| <b>Neeti Sharma</b>              | : HR, Adidas  |
| <b>Nilanjan Mukherjee</b>        | : DGM (HR), Relaxo Footwear   |
| <b>Nitesh Gupta</b>              | : HR Executive, ONGC  |
| <b>Pearly Paul Kattukaren</b>    | : Project Manager, India Vision Foundation  |
| <b>Praveen Chauhan</b>           | : Head HR, Aggarwal Packers and Movers  |
| <b>Perna Mehta</b>               | : Senior Consultant, Ernst and Young  |
| <b>Radhika Aggarwal</b>          | : Doctoral Candidate, FMS   |
| <b>R. Anand</b>                  | : Senior Vice President (HR), HCL   |
| <b>Rakesh Dubey</b>              | : CEO, SV Credit Line Ltd.  |
| <b>Rajiv Saxena</b>              | : Deputy Director General (Retd.), NIC  |
| <b>Ramesh Krishnan</b>           | : Vice President, Stellar Value Chain Solution                                    |
| <b>Ruchira Sharma</b>            | : Senior Manager, People Strong   |
| <b>Saibal Paul</b>               | : Associate Director, Sa-Dhan   |
| <b>Sakhi Malik</b>               | : Doctoral Candidate, FMS   |
| <b>Sharif Qamar</b>              | : Associate Fellow and Area Convenor, The Energy Resources Institute (TERI)       |
| <b>Shruti Swaroop</b>            | : HR, Mantra Consulting   |
| <b>Shweta Sharma</b>             | : Recruitment Lead, Teach for India   |
| <b>Srinath Vedula</b>            | : Co-Founder, Easy Talent   |
| <b>Steffy James</b>              | : Deputy Manager & Corporate Communications Manager, Sharp NGO                    |
| <b>Suchi Khanna</b>              | : AVP, Kotak Mahindra Bank  |
| <b>Sugandha Tyagi</b>            | : Collections Analyst, Meltwater  |
| <b>Suraj Kumar</b>               | : Zonal Manager, PayTM Payments Bank  |
| <b>Utsav Shukla</b>              | : Co-Founder, Team Builders India   |
| <b>Vivek Mehra</b>               | : CEO, Sage Publications  |
| <b>Vivek Saraswat</b>            | : Head of Logistics and Execution, Louis Dreyfus Commodities India                |
| <b>V. Singh</b>                  | : Vice President, ZingHR  |
| <b>V.K. Singh</b>                | : Additional General Manager (HR), Power Grid                                     |
| <b>Vinay Mathews</b>             | : Founder & COO, Faircent.com   |
| <b>Vijay Pratap Singh Aditya</b> | : Co-Founder, EkGaon  |

# BEYOND

## ACADEMICS

### OUTBOUND



### INDUSTRIAL TRIP TO BAJAJ



### EDUCATIONAL TRIP TO DILLI HAAT



### SPORTS DAY



# CONVENTIONS &

## WORKSHOPS

### CONFLUENCE 2018

The School organised, Confluence 2018 on September 6, 2018, at the India International Centre. The theme of Confluence 2018 was "Technology and the changing role of a Manager".



SBPPSE, Ambedkar University Delhi got the opportunity to become the Academic Partner with Sadhan, a national level organization working in the area of Community Development Finance. It was a 2 day National conference held at the India Habitat Centre and the topic covered was "Propelling the growth of informal sector through microfinance".



# ALUMNI

## SPEAKS



**Sonali Sen**  
Category Manager,  
Outbound Product  
Development-  
Holidays,  
Makemytrip

"SBPPSE has nurtured me and made me what I am today. The school made me more disciplined and helped me to grow not only professionally but holistically. Practical examples and cases, which were discussed in the class, have helped me a lot in the Industry. I am thankful to entire SBPPSE faculty for teaching us business strategies and concepts in theory and how to use them in practical."



**Nipun Sharma**  
City Growth Head  
Online Ordering,  
Zomato

"SBPPSE certainly helped me expand my knowledge horizon and I am very grateful to the school for giving me a multi-dimensional learning by providing the appropriate mix of academics, industry exposure, attitude and leadership. AUD has excellent learning environment and faculty. Studying here has helped me improve my capabilities and skills."



**Ankur Khanna**  
Group Head Planning,  
Ogilvy

"Career choices are not easy nor it is easy to decide from where would like to do your masters from. If you would like to make a difference and learn differently SBPPSE is the place to be. The surround knowledge provided by the esteemed faculty adds rigour and direction to every individual. Along with curriculum it prepares you for the corporate world too, my two years at the school has taught me a lot and made me the individual that I am today."



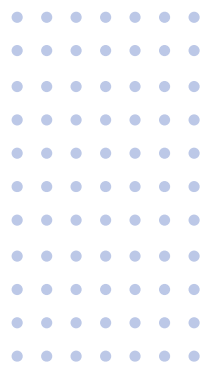
**Aditya Gupta**  
Asst. Manager-  
Medium Enterprise  
IndiaMart  
Intermesh Limited

"My experience at SBPPSE, AUD has been demanding, exhilarating, educating, and most of all strengthening. The rigorous course that is followed here has taken me to the depths of understanding. I can feel the difference in my personality that has been brought through rigorous module and training at SBPPSE. A very good B-school with an excellent pool of diverse faculty with rich industry and academic background."



**Nikita Garg**  
Entrepreneur  
Luxury Brands &  
Political Marketing  
Consultant

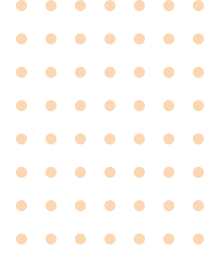
"Every day is a war room situation at work where national-international events happen around me and I feel I am capable of managing such important things only because of my two years of education at AUD. Studying at AUD brought numerous case study, impromptu exams & discussions which is very important. I feel every faculty of AUD played a major role in shaping who I am today."





# PLACEMENT

## AND ALUMNI NETWORK



# SBPPSE BATCH

## SUMMARY

### BATCH DEMOGRAPHICS

#### SECOND YEAR

Male Student



52%

Female Student



48%

#### FIRST YEAR

Male Student



45%

Female Student



55%

### ACADEMIC BACKGROUND

|             | Humanities | Business/<br>Commerce/<br>Economics | Science | Engineering |
|-------------|------------|-------------------------------------|---------|-------------|
| SECOND YEAR | 19%        | 65%                                 | 3%      | 13%         |
| FIRST YEAR  | 25%        | 63%                                 | 3%      | 10%         |

### WORK EXPERIENCE

#### SECOND YEAR

13%

#### FIRST YEAR

13%

# STUDENT PROFILES

## SECOND YEAR



**Abhishek Verma**

**BBS (Finance)**  
Shaheed Sukhdev College of Business Studies,  
University of Delhi

**Work Experience:** Global Securities Pvt Ltd (7 months) & University Express Media & Consultancy (9 months)

**Summer Internship 2019:** Central Cottage Industries Corporation Ltd.



**Ananya Garg**

**B. Com. (Hons.)**  
Lakshmibai College,  
University of Delhi

**Summer Internship 2019:**  
Housing and Urban Development Corporation (HUDCO)



**Ankit Saini**

**B.A. (Hons.) English**  
School of Undergraduate Studies,  
Ambedkar University Delhi

**Summer Internship 2019:**  
Paisabazaar.com



**Areeba Faisal**

**B.A. (Hons.) Psychology**  
School of Undergraduate Studies  
Ambedkar University Delhi

**Summer Internship 2019:**  
Schneider Electric



**Arunima Mudgal**

**Bachelor of Business Administration**  
Jagan Institute of Management Studies, GGSIPU, Delhi

**Summer Internship 2019:**  
Dabur India Ltd.



**Deepanshu Verma**

**Bachelor of Management Studies**  
Deen Dayal Upadhyaya College,  
University of Delhi

**Summer Internship 2019:**  
Indiabulls Ventures Ltd.



**Depanshu Verma**

**Bachelor of Management Studies**  
Keshav Mahavidyalaya,  
University of Delhi

**Summer Internship 2019:**  
SPA Capital Services Ltd.



**Dhriti Sharma**

**B.Tech. (Computer Science)**  
Northern India Engineering College

**Summer Internship 2019:**  
Lava International Ltd.



**Divya Sardana**

**B.A. (Hons.) English**  
Lady Sri Ram College For Women,  
University of Delhi

**Summer Internship 2019:**  
HCL Technologies Ltd.



**Gundailung Gonmei**

**B.A. (Programme)**  
School of Open Learning,  
University of Delhi

**Work Experience:** Convergys  
(8 months)

**Summer Internship 2019:**  
SPA Insurance Brokering Services



### Gurjeet Singh

**Bachelor of Computer Applications**  
Vivekananda Institute of Professional Studies, GGSIPU, Delhi

**Summer Internship 2019:**  
Om Logistics Ltd.



### Hari Sharan

**B. Tech. (Software Engineering)**  
Delhi Technological University

**Summer Internship 2019:**  
SPA Insurance Brokering Services



### Harish Kumar

**B. Com. (Programme)**  
Rajdhani College,  
University of Delhi

**Summer Internship 2019:**  
Zee Media Corporation Ltd.



### Himanshu Kumar

**B. Com. (Hons.)**  
Keshav Mahavidyalaya,  
University of Delhi

**Work Experience:** Millennium  
Systems (7 months)

**Summer Internship 2019:**  
Honda Cars India Ltd.



### Jaya Gupta

**Bachelor of Business Administration**  
New Delhi Institute of  
Management, GGSIPU, Delhi

**Summer Internship 2019:**  
IRCON



### Keduwutso Sutso

**B. Com. (Hons.)**  
Satyawati College,  
University of Delhi

**Summer Internship 2019:**  
Wasafai Tech LLP



### Lavanya Lalan

**B. Com. (Hons.)**  
Rajdhani College,  
University of Delhi

**Summer Internship 2019:**  
Himalayan Crest Power Pvt. Ltd.



### Madhurika Verma

**B. Com. (Hons.) & M. Com.**  
Sri Ram College of Commerce,  
University of Delhi

**Summer Internship 2019:**  
Whirlpool India Ltd.



### Maneesh AP

**B. Com. (Hons)**  
Acharya Narendra Dev College,  
University of Delhi

**Work Experience:** Apex Guards Facilities  
Management (8 months), Andy  
Entrepreneurship Lab (12 months) &  
Surya Industries (6 months)

**Summer Internship 2019:**  
Sona BLW Precision Forgings Ltd.



### Manish Gupta

**Bachelor of Business Administration**  
Maharaja Surajmal Institute, GGSIPU,  
Delhi

**Summer Internship 2019:**  
Veeraa



### Medha Roy

**Bachelor of Business Administration**  
Maharaja Agrasen Institute of  
Management Studies, GGSIPU Delhi

**Summer Internship 2019:**  
NIIT Ltd.



### Pallavi Joshi

**B. Com. (Programme) & M. Com.**  
Sri Aurobindo College,  
University of Delhi

**Summer Internship 2019:**  
Amazon India



### Prasoon Awasthy

**B. Tech. (Mechanical & Auto Engineering)**  
Maharaja Agrasen Institute of Technology

**Work Experience:** Ameriprise Financial (29 months)

**Summer Internship 2019:** SPA Capital Services Ltd.



### Rachel Khalkho

**B. Com. (Hons.)**  
Deshbandhu College,  
University of Delhi

**Summer Internship 2019:** Air India Ltd.



### Ria Mehta

**B.A. (Hons.) Applied Psychology**  
Amity Institute of Psychology and Allied Sciences, Amity University

**Summer Internship 2019:** TajSATS



### Rohit Nathan Pillai

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

**Work Experience:** KPMG India (10 months)

**Summer Internship 2019:** Sumitomo Chemical India Ltd.



### Roshni Rajan

**B.A. (Hons.) Business Economics**  
Sri Guru Gobind Singh College of Commerce

**Summer Internship 2019:** Innovolance Learning Systems



### Saviour Basumata

**B. Com. (Hons.)**  
Motilal Nehru College,  
University of Delhi

**Summer Internship 2019:** Decathlon



### Shefali Sharma

**B. El. Ed.**  
Miranda House,  
University of Delhi

**Summer Internship 2019:** NIIT Ltd.



### Sumedha Rawat

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

**Summer Internship 2019:** Whirlpool India Ltd.

# STUDENT PROFILES

## FIRST YEAR



**Aashita Jain**

**B.A. (Hons.) Economics**  
Amity University



**Aditya Parashar**

**B. Com. (Hons.)**  
Motilal Nehru Evening College,  
University of Delhi



**Anupriya**

**B.A. (Hons.) Psychology**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Archit Aggarwal**

**Bachelor of Business Economics**  
Ram Lal Anand Evening College,  
University of Delhi

**Work Experience:** Splurging Plu  
(48 months)



**Arushi Bathla**

**B.A. (Hons.) Economics**  
Kalindi College,  
University of Delhi



**Ashish Chandra**

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

**Work Experience:** Suresh Surana  
& Associates LLP (9 months)



**Ashish Tomar**

**B.A. (Hons.) Social Science &  
Humanities**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Dorothy**

**B. Com. (Programme)**  
Shaheed Bhagat Singh Evening  
College,  
University of Delhi



**Dyutidhar V Chimata**

**B.A. (Hons.) Business Economics**  
Shivaji College,  
University of Delhi



**Gull Hassan**

**B. Sc. (Hons.) Electronics**  
Acharya Narendra Dev College,  
University of Delhi



**Himani Rathore**

**B.A. (Hons.) Mathematics**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Jini Jayan**

**B. Com. (Hons.)**  
Shyama Prasad Mukherjee College,  
University of Delhi



**Lakshay Bhatt**

**B.A. (Hons.) Economics**  
Ramjas College,  
University of Delhi



**Lakshay Singh**

**B. Sc. Physical Science**  
Acharya Narendra Dev College,  
University of Delhi



**Mallika Negi**

**B. Com. (Hons.)**  
Kirorimal College,  
University of Delhi



**Mehak Arora**

**B.A. (Hons.) History**  
Kalindi College,  
University of Delhi



**Mohit Balhara**

**B.Tech. (IT & Mathematical  
Innovation)**  
Cluster Innovation Centre,  
University of Delhi

**Work Experience:**  
24X7 Table (14 months) &  
Evoblaze By Hands (4 months)



**Naman Aggarwal**

**B.A. (Hons.) Economics**  
College of Vocational Studies,  
University of Delhi



**Neelaksh Bhan**

**B. Com. (Hons.) & LLB**  
Sri Venkateswara College and Law  
Centre 2,  
University of Delhi



**Neha Saha**

**B. Com. (Hons.)**  
Mata Sundri College for Women,  
University of Delhi



**Nilesh Asthana**

**B.A. (Hons.) Sociology**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Pooja Saini**

**Bachelor of Management  
Studies**  
College of Vocational Studies,  
University of Delhi



**Pragati**

**Bachelor of Management Studies**  
Keshav Mahavidyalaya,  
University of Delhi



**Priyanka Mehar**

**B.A. (Hons.) Psychology**  
Indraprastha College For Women ,  
University of Delhi



**Sahil Tomar**

**B.A. (Hons.) Psychology**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Sharon Ramsey**

**B.A. (Programme) English  
Literature & French**  
Jesus & Mary College,  
University of Delhi



**Sherry Shrivastava**

**B.A. (Hons.) Sociology**  
Kamla Nehru College,  
University of Delhi

**Work Experience:**  
NuSocia (16 months)



**Shivani Narwal**

**B.Sc. (Hons.) Statistics**  
Ramjas College,  
University of Delhi

**Work Experience:**  
Liberty Shoes Ltd.(12 months) &  
Naruson Sales Corp.(12 months)



**Shweta Kalra**

**B.A. (Hons.) English**  
Kalindi College,  
University of Delhi

**Work Experience:**  
REDO (5 months)



**Sibyl Singh**

**B.A. (Hons.) Economics**  
School of Undergraduate Studies,  
Ambedkar University Delhi



**Somesh Grover**

**B. Com. (Programme)**  
Sri Aurobindo College,  
University of Delhi



**Sonam Kujur**

**Bachelor of Business Studies**  
Deen Dayal Upadhyaya College,  
University of Delhi



**Soumya Singh**

**B. Com. (Hons.)**  
Rajdhani college,  
University of Delhi



**Sudhanshu Goyal**

**B. Com. (Hons.)**  
Satyawati College,  
University of Delhi





**Sumer Naryal**

**B.Tech. (Food Technology and Management)**  
National Institute of Food Technology Entrepreneurship and Management

**Work Experience:** The Akshaya Patra Foundation (9 months)



**Sweta Dugtal**

**B. Com. (Programme)**  
Gargi College,  
University of Delhi



**Syed M UI Hassan Shah**

**B. Com. (Hons.)**  
Hansraj College,  
University of Delhi



**Tanisha Shah**

**Bachelor of Business Administration**  
Institute Of Management Studies,  
Hemvati Nandan Bahuguna Garhwal  
University (HNBGU), Uttarakhand

**Work Experience:**  
G5 Resources Pvt. Ltd. (23 months),  
British Telecom (6 months) &  
Genpact (16 months)



**Upma Pandey**

**Bachelor of Business Administration**  
New Delhi Institute of  
Management, GGSIPU, Delhi



**Vijay Kumar**

**B.A. (Hons.) English**  
School of Undergraduate Studies,  
Ambedkar University Delhi

# 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, seminars & workshops and alumni linkages. Our students are required to undergo a Summer Internship in the months of April - June, and our graduating students are available in April to join various organizations where they get a Final Placement.

## ADVISORS

**Dr Kritika Mathur**  
Assistant Professor  
kritika@aud.ac.in

**Dr Nidhi Kaicker**  
Assistant Professor  
nidhi@aud.ac.in

**Ms. Sneha Vig**  
Consultant (Placements)  
sneha@aud.ac.in





# SBPPSE

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



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