Apeejay School of Management

Dwarka, New Delhi

Approved by All India Council for Technical Education *(AICTE)*
Accredited by NBA*, *Ministry of Human Resource Development, GOI*
PGDM Program Accorded equivalence to MBA Degree by *AIU**
Accredited by ACBSP (USA)

Prospectus 2018-20

Message From The Chairman

Mrs. Sushma Paul Berlia
Chairman, Apeejay Education Society
Co- Founder & Chancellor, Apeejay Stya University
Co- Promoter & President, Apeejay Stya & Svrán Group

"Soaring high is my nature exemplifies the fact that academic excellence should go parallel with human excellence!"

The Apeejay Education Society (AES) is committed to excellence in education and has over the years, set up a strong network of educational institutions all over the country. 'Apeejay' has today evolved as a symbol of quality education, shaping the talents and aspirations of bright young generations, right from the formative years in schools to Post-Graduate aspirants. The Apeejay School of Management (ASM) was established under the aegis of the AES to provide quality management education to develop outstanding managers who can take on the challenges of the future. The institute has been accredited by the US based, global accrediting body, Accreditation Council for Business Schools and Programs (ACBSP), for its management program.

The liberalized market place in India is caught up with an influx of new brands and new ideas from all over the world. Future managers will be working in a constantly changing environment, and the need of the hour is to develop a fiercely competitive edge with a global perspective. This must find its reflection in management programs being offered by B-schools, which need to be fine-tuned to the rapidly changing needs of industry.

With this focus in mind, ASM has incorporated the latest trends in course design, pedagogical practices and learning methodologies that are being continuously updated in sync with the changing needs of industry and emerging developments in management sciences. The strengths of the Institute are intellectual capital, industry interface, consultancy, training and placements and student empowerment. There is a strong emphasis on developing in our students soft-skills, such as communication, independent thinking and sharpening entrepreneurship skills and business acumen. An underlying stress on value education and social responsibility is maintained at all times, as we aim to produce not just competent professionals, but also good human beings who will be responsible citizens of the country.

With excellent feedback from industry, the Institute endeavors to continue its quest for excellence with all-round improvements in all facets of quality management education. I welcome the students who are seeking admission to the Institute in the new session, and wish them a fruitful stay and a bright future.

About The Founder Chairman

Dr. Stya Paul
(October 4, 1919-June 7, 2010)

Founder Chairman
Apeejay Stya Group & Apeejay Education Society
Founder Chancellor, Apeejay Stya University

"Tu shaheen hai parwaz hai kaam tera, tere saamne aasman aur bhi hain"
(You are a falcon. Soaring high is your nature. There are skies yet for you to conquer)
- Iqbal

Dr. Stya Paul, eminent industrialist, educationist, philanthropist and freedom fighter, provided the foundation and inspiration for the emergence of the Apeejay Stya Group and the Apeejay Education Society as trusted symbol of quality and excellence in the country's industrial and educational landscape.

A pioneering entrepreneur with a far-sighted vision of the future, Dr. Stya Paul was instrumental in the rise of Apeejay Group as one of the leading industrial houses of independent India and was a leading architect of the country's emergence as a self reliant industrial power, founded on the strength of Indian capability and enterprise. As Chairman Emeritus, he guided the Apeejay Stya Group- a privately and closely- held Indian industrial and investment house- to become one of the major corporate houses of the country, with several alliances, collaborations and significant presence in Europe, Middle East and East Asia.

Dr. Stya Paul was one of the earliest industrialists in the country who recognized the great role that industry could play in providing quality education and to contribute towards nation-building. Towards this objective, he decided to set up educational institutions across the country where scientific and career-building knowledge could be provided along with the inculcation of values and appreciation of Indian culture, arts and heritage. Starting with a small school in Jalandhar in 1967, 24 institutions of higher learning established by him over the last four decades, under the aegis of the Apeejay Education Society, have flowered to become symbols of excellence in their various disciplines, molding the lives and careers of future generations of the country. The year 2010 also saw the realization of Dr. Stya Paul's life time dream of setting up the Apeejay Stya University- a seat of global learning that would bring about transformation of society through value based education, man-making and nation-building, by blending the dual identities of a technology and research based University with a Liberal Arts institution.

Dr. Stya Paul's forays in the field of education exhibited the same meticulous planning, concern for detail and flawless execution that were his hallmark throughout his life. Each of the institutions set up by him was an act of love, and he nurtured them to success by creating a family-like environment through his personal touch, and a shared vision of excellence and ownership with all the stake-holders in the institutions. His vision of value-based holistic education, focusing on acquiring thinking skills and 'learning how to learn for life' was truly global, transcending the confines of state and country. It was also Dr. Stya Paul who, as the undisputed voice of the industry in young independent India, first embraced the concept of corporate social responsibility and emphasized the need for an integral relationship between ethics and business.

During his long and illustrious career, Dr. Stya Paul was actively associated with several social, cultural and professional bodies, and held responsible positions reflecting his versatility, leadership and standing in industry and social circles. His philanthropy and generosity knew no bounds, and throughout his life, he helped the physically-handicapped and the needy with financial help and educational/vocational opportunities, thus enabling them to join the mainstream. Over the years, numerous awards and accolades were bestowed upon him, in a life richly lived and full of sharing and caring. But he never desired any monuments to himself, though there are living monuments, in the shape of multitudes of people across the country, who share their memories of how he touched and transformed their lives in his own unique way.

A true Karmayogi, Dr. Stya Paul retained his zeal for hard work even in his advanced age and remained keenly involved in the management of the Apeejay institutions well into his nineties. Active till the very end, he departed from this world peacefully on June 7, 2010, while preparing to leave for office. But his life's work and achievements, and the lasting legacy of excellence that he leaves behind, will continue to inspire and guide us in all our endeavors, as we strive to achieve the goals to which he devoted his life. Like the ever-soaring falcon of Iqbal's couplet that inspired Dr. Stya Paul throughout his life's journey, his spirit will live on forever.

"It is not a disgrace if dreams are unfulfilled, but it is, if we have no dreams to dream!"
-Dr. Stya Paul

Apeejay Education Society

The Apeejay Education Society, established by the leading Industrial House of Apeejay Stya in the year 1967, has built a rich heritage of more than five decades in the field of quality education through a family of 24 institutions, i.e. schools and institutions of higher learning, in various states of the country, and the Apeejay Stya University – India's 1st Industry- Centric Technology & Liberal Arts University focused on Research & Innovation.

All Apeejay institutions are guided by the vision of Dr. Stya Paul, Founder Chairman, Apeejay Education Society, of 'value-based holistic education, focusing on acquiring thinking skills and learning how to learn for life' - a vision that is truly global, transcending the confines of state and country, and is driven by innovative techniques, progressive curricula and state-of-the-art infrastructure. The motto of the Society, 'Soaring High is My Nature' with its origin in the literature and principles of Ancient and Modern India, enshrines our belief that true education inculcates a constant pursuit of excellence on the strength of human and moral values and truly prepares the individual for the challenges of life.

Today, the Apeejay family comprises over 40,000 students, 60,000 alumni and 2,200 faculty, providing education from pre-nursery to doctoral level. The Apeejay schools offering education up to senior secondary level are well-recognized as pioneers and trend-setters in quality education and have created a niche for themselves in the country.

The Apeejay institutions of higher learning include colleges and professional institutes that offer over 85 courses at the under-graduate and post-graduate levels in Management, Computer Sciences, Architecture, Engineering, Information Technology, Fine Arts, Design, Mass Communication, Biotechnology, Clinical Research and Humanities, to name a few.

The Group has also established the Apeejay Stya University at Sohna, Gurgaon - a seat of global learning that offers rich opportunities for innovative teaching-learning, creativity and research across disciplines, by blending the dual identities of a technology and research based university with a Liberal Arts Institution. The University offers a wide range of innovative graduate, postgraduate and doctoral programmes emphasis across a plethora of disciplines that are based on the best education practices of some of the leading universities of the world. These are greatly facilitated by the strong industry-academia linkages, already established by the existing Apeejay institutions of higher learning in all disciplines being offered by the University.

In order to link policymakers, key administrators and the research community in a creative dialogue on the central issues facing contemporary education, the AES has also set up the Apeejay Stya Education Research Foundation (ASERF), that functions as a 'think tank' for sharing of ideas and experiences on the priorities and challenges of Indian education. The Foundation has, over the years, contributed significantly in addressing the larger issues of access, equity, quality and relevance at all levels of education in order to facilitate the formulation of strategies to find research-based solutions.

From The Director's Desk

The Apeejay School of Management (ASM), rated A+++ institution, is one of the premier business schools in India and is well known for excellence in quality management education for more than twenty years now. It is duly accredited by the US based, global accrediting body for management programs, viz. ACBSP (USA). Excellence in quality standards is also reflected in ratings & rankings which have gone up in the last B-School surveys. We are proud of ASM which is an Institute with several distinctive features:

Over a span of 24 years, ASM has carved out a niche for itself in the corporate and academic circles and is ranked high among the top management institutions in India.

Our teaching is strategically focused towards preparing young managers:

- For a rational approach, a creative mind, a global outlook and a desire to undertake ethical actions
- Imbibe the spirit of mutual trust, solidarity and respect
- To respect social ethics and moral values so that they evolve into excellent human beings and responsible citizens

We have outstanding faculty members with a rich blend of industry and academic experience. At Apeejay, our students go through a unique inspirational transformation to become effective leaders. Our close links with industry give them ample opportunities to apply the acquired skills. All this takes place in an aesthetically integrated campus, combining scenic charm with state-of-the-art facilities.

We take pride in what we have achieved and look forward to the future with optimism and confidence.

We are continuously learning and evolving.

Dr. Amit Sareen
Director

Dean's Message

Apeejay School of Management has world-class teaching learning systems evolved over the last two decades. It offers a curriculum which is contemporary and directed specifically to the needs of the industry.

Educational processes at the Institute are student-centric and aim at holistic development of the students. Curriculum design and delivery supplemented by a range of co-curricular activities not only provide the latest domain knowledge but also impart social sensitivity, ethical orientation and leadership qualities to the students.

The Institute is committed to producing valuable business leaders with global competence and outlook. It is because of this commitment that the Institute's large number of alumni today are leading corporate organizations both in India and abroad. Life at ASM is truly a transformational experience.

Welcome to the Apeejay family!

Prof. Kamal Kishore
Dean

Our Vision

To be the most preferred management school known for creation of valuable business leaders.

Our Mission

We nurture globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organizations.

We inculcate creative thinking and problem solving skills through a dynamic curriculum in an interactive learning environment.

We do this with a set of committed faculty, deeply engaged in both creation and dissemination of knowledge strengthened by a rich academic and industry interface.

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About Us

Apeejay School of Management, Dwarka

The Apeejay Education Society established the Institute in 1993 with an aim to establish a truly international level Centre of Excellence in Management. ASM strives to develop competent and relevant manpower for the 21st Century needs of trade, business and industry. The Institute supports various programs for enhancing the potential of individual students, enriching human values, upholding Indian value system, all acting in unison as a vehicle for growth at the national and international levels, thereby making it a student-driven institute of higher learning.

The Institute provides a highly conducive academic environment, continuous interaction with faculty having corporate and academic experience, exposure to real-life learning and development of strong networks across the country apart from a strong alumni base spread throughout the country.

The management program offered at ASM is a blend of academic rigor and industry needs & requirements. The curriculum is designed and periodically reviewed in consultation with industry experts and delivered by a strong team of faculty drawn from academia as well as the corporate world.

Highlights

- AICTE Approved
- NBA Accredited*
- PGDM equivalent to MBA by AIU*
- PGDM equivalent to MBA (AICTE)
- Accredited by ACBSP (USA based body for assessing standards of Business Schools)
- Member AACSB
- Ranked in Top 50s among business schools in India#
- Ranked in Top 30s among private business schools in India ##
- Well-placed and active alumni network
- Excellent placements

We also offer:

- Merit-based scholarship schemes
- Laptop and text books to each student
- Secure and separate hostel facilities for boys & girls

*Under renewal process as on Dec 1, 2017
#*Business India B-School Survey 2016, Outlook 2016*
##*Competition Success Review 2016*

ASM is approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India, to run Post Graduate Diploma in Management (Full Time) course.

Leadership at ASM

Under the able leadership of Mrs. Sushma Paul Berlia, Chairman, Apeejay Education Society and Co-Founder & Chancellor, Apeejay Stya University, the group has achieved many milestones. The contribution to society is acknowledged internationally by both industry and academia. Few recent awards conferred upon her are as follows:

- Conferred the prestigious 'House of Fame Award' at the 9th BBC Knowledge & DNA Innovative Leadership Awards 2017
- Conferred the 'Lokmat Women at Work Leadership Award' 2017 at the Lokmat Corporate Excellence Awards, Mumbai
- Conferred the 'Education Leader of the Year' Award by the World Achievers Asia Education Summit & Awards 2016
- Felicitated 'Global Outstanding Leader in the field of Higher Education and Industry' by CII at the 5th University-Industry Congress: Higher Education Summit 2015
- Felicitated by Skill Tree Knowledge Consortium at House of Commons, London for 'Exemplary Contribution to Indian Education' in 2014 & 2017
- Conferred the 'Education Leader of the Year' at the Worldwide Achievers India Education Excellence Awards 2014
- Conferred the 'Rashtriya Udyog Ratna Award', 2014 by the National Education and Human Resource Development Organization (NEHRDO) and Quality Brand India
- Prestigious 'Hall of Fame Award' conferred on ASU at the 3rd Asian Leadership Awards 2013 held at Dubai
- 'Exemplary Leader Award' for her outstanding contribution to industry & academia in Asia by Employer Branding Institute, World HRD Congress & Stars of the Industry Group at Singapore
- Felicitated by FICCI for her 'Outstanding Contribution to Education' at the 9th FICCI Higher Education Summit 2013
- Felicitated by the Confederation of Indian Industries (CII) for her outstanding contribution to academia and industry at the AICTE-CII University-Industry Congress 2012 & 4th Global Higher Education Summit

... among many others

Infrastructure / Facilities

The Institute is located in Dwarka, New Delhi, near domestic and international airport, adjacent to Sector-9, Metro Station. The state-of-the-art, Wi-Fi enabled campus is spread over two acres with a built-up area of around 10,000 sq. m. The complex consists of over 20 classrooms, seminar / conference halls, three libraries, a grand 425-seater auditorium and six computer laboratories, among other facilities.

Learning Spaces

ASM provides air-conditioned classrooms, reading and discussion rooms equipped with audio / video / multimedia systems and LCD projection systems which help create a professional atmosphere for learning.

Lecture Rooms

The classrooms are air-conditioned and ergonomically designed for seating comfort of the students. These have been developed into learning halls with right ambience befitting the conduct of management courses. Classrooms are also equipped with LCDs.

Library

The library at ASM shares Institute's commitment to excellence. It offers a rich source of books, national and international journals (print and e-journals), educational CDs, company annual reports, archives of journals, project reports and online databases.

The library and reading rooms are spread on two floors with separate reference and circulation sections. The library also has a cataloging system for the past issues of journals to facilitate research.

- More than 27,000 books
- More than 40 print journals/periodicals (national and international)
- More than 170 audio and video CDS
- Institutional memberships of DELNET
- PROQUEST
- Harvard Business Publishing subscription
- Capitaline Database subscription
- Ebrary – More than 1.2 lakhs books
- National Digital Library (NDL) subscription

The classroom learning further gets reinforced through interactive business simulation games, which are also regularly subscribed to, each year.

Infrastructure / Facilities

Computer Centre

The air-conditioned computer centers, spread over four floors, are equipped with over 150-networked computers with Internet access through a dedicated 16 MBPS leased line. Wi-Fi access is available throughout the campus. To encourage research and data-based learning, the Institute provides various tools and packages like SPSS (Statistical Package for Social Sciences) and Capitaline (corporate database).

Language Lab

ASM has set up a fully computer-based English Lab to enhance overall communication skills amongst students including pronunciation, accent, etc. to make them successful in careers. Employers today, look for an extra edge in their employees. The rapid change in the corporate world asks for strong communication skills in almost all kinds of fields. The course content of the English Lab has been developed keeping in mind the standard of Indian students and the industry requirements. To facilitate the learning process, the Institute uses integrated e Learning content solutions by LIQVID.

Open Source and Cloud Technology

The Institute is extensively using open source and cloud technology. Operating system such as Ubuntu and Lubuntu are used in all the systems. Extensive use of Libre office and Kingsoft office, which is highly compatible with the Microsoft Office formats and OpenOffice default formats, is made by faculty, staff and students. The application software PSPP is installed for students and used as tool in the course Research Methodology. The Institute also makes extensive use of cloud technology (google drive and google docs) for managing online attendance systems, program office documentation, stakeholder feedback survey, etc.

Auditorium and Conference Halls

The Institute has a spacious air-conditioned state-of- the art auditorium with a seating capacity of 400-plus besides committee rooms, seminar halls and conference halls for conducting industry seminars, Faculty Development Programs, Management Development Programs and conferences. A 200-plus seater open-air amphitheatre is also available in-house for organizing various outdoor activities.

Cafeteria

Hygienic, nutritive and a well laid-out cafeteria exists in the campus for ready service to the students and faculty.

Hostel

ASM provides separate hostel facilities for boys and girls with adequate arrangements. Hostel facility is made available off campus for students by the Institute. Boarding and lodging is presently charged at the rate of Rs. 9,500/- per month (subject to change) for girls (A/C fitted rooms) and Rs. 8,500/- per month (subject to change) for boys (A/C fitted rooms) on twin sharing basis.

Students attending the Business Simulation Class

International Partners

With a vision to have a strong global connect, ASM has entered into academic collaborations with leading Institutes and organizations in India and overseas, including USA, France, Nepal, UK, and China.

Philadelphia University, USA

The Institute has an active collaboration with University of Philadelphia, USA (PhilaU). We have had faculty exchange, student visits, joint student research projects, joint international conferences and joint corporate training (MDP) across years, in the past. ASM & PhilaU are also involved in joint publication of an International Research Journal (International Journal of Management Research).

E. M. Normandie- Normandy Business School, France

To facilitate cooperation in the area of academics, the Institute has an active collaboration with E. M. Normandie- Normandy Business School (EMN), France. The MoU seeks to encourage faculty and student exchange program between the two institutions. Each year, selected ASM students join EMN, France for short study courses. Similarly, selected students from EMN also come to attend ASM for such study.

Ulster University, UK

University of Ulster (UU) & ASM have a collaboration for furthering mutual academic interests. Students of ASM are offered to complete an internship program with due credits by UU at the UK. The institutions also plan to conduct joint certificate course, corporate consulting, and training in the coming years.

University of Toledo, USA

University of Toledo and ASM have signed MOU to promote student exchange, faculty exchange and joint research activities. ASM students can obtain MBA degree of University of Toledo by enrolling in the 2nd year of program directly.

Marist College, USA

Marist College and ASM have signed MOU to promote student exchange, faculty exchange and joint research activities. ASM students can obtain Master's degree in Integrated Marketing Communication by enrolling in the 2nd year of the program directly.

Students from Normandie Business School, France at ASM

Delegates from Harvard, MIT and Tufts University at ASM

Yunnan University of Finance and Economics, China

The MoU with the Yunnan University of Finance and Economics, Kunming provides for academic collaboration in the areas of multidisciplinary research, faculty and student exchange. It also provides for extracurricular activities for visiting students, such as language training and summer camp.

International Seminars/ Lectures

Speakers from overseas visit ASM regularly to deliver sessions across areas. An indicative list of some recent seminars is as under:

- 'Industry, Education and Values', by Lord Swraj Paul (UK) at the Inaugural Apeejay Svrán Dr. Stya Paul Memorial Lecture
- 'Thriving in a multi-cultural World': Dr Hazel Rose Markus & Alana Conner (World's Leading Psychologist, Stanford University, USA)
- 'Intellectual Property Rights & Patenting', by Dr. Denise DeFranco, Attorney at Law, Finnegan, USA
- 'Future Careers in Marketing', by Professor Kim Roberts, South Banks University, London, UK
- 'Retailing in the Food Sector', by Timothy Moruzzi, Ulster University, UK
- 'The Art of Effective Advocacy' conducted by Ms. Emily Jayne Kunz from 'Fletcher School of Law', Tufts University, USA
- 'Decision Making' by Mr. David Rose, Harvard Business School, USA
- 'Cross Cultural Communication' by Rachel Mason, Harvard Graduate School of Education, USA
- 'How to Give an Impromptu Speech' by Mr. Joel Smoot, Harvard Kennedy School, USA
- 'Entrepreneurship in Developing Countries' by Mr. Javier Fuentes and Mr. Rajat Sethi- Harvard Kennedy School and MIT, USA

Corporate Linkages

Quality Council of India

Quality Council of India (QCI) has collaborated with ASM to carry out researches on quality initiatives in the social & industrial sector.

National Entrepreneurship Network

The Institute has a long-standing active collaboration with National Entrepreneurship Network (NEN). Every year regular activities are held under this arrangement to promote entrepreneurship amongst students by motivating and providing them access to entrepreneurial resources. Events include idea generation workshops, entrepreneurship week celebration, business plan workshops, etc.

ICICI Securities

ASM & ICICI Securities Limited jointly runs a joint certificate course on Financial Planning. The primary objective of which is to enhance the knowledge and skills of the students enabling them in their employability in the financial sector by enhancing their ability to understand the financial needs of the customer better.

NetCarrots Loyalty Services

ASM's collaboration with NetCarrots Loyalty Services has led to various publications, joint research projects and consultancy assignments. The students are benefitted by guest lectures, seminars, live projects, and also find opportunities for summer internship and final placements.

Seminar on Emerging Technologies for Young Managers

Seminars

The Institute frequently organizes seminars by industry professionals to keep students and faculty abreast of latest industry developments. An indicative list of few recent seminars is as under:

- 'Impending future changes and challenges that are going to impact business', Key Speaker-Arvind Singhal, MD & Chairman, Technopak.
- 'Business Strategy', Key Speaker – Alok Bhargava, Former CEO & Current Advisor cum Board member, Voltamp, Oman.
- 'Recruitment Trends', Key Speaker – Mr. Deepak Malhotra, VP (HR), ILF&S
- 'Macro in Excel and information security', Key Speaker – Mr. Anup Girdhar, CEO, Sedulity Pvt. Ltd.
- 'How to win Business', Key Speaker – Mr. Praveen Kumar, Director-Sales and Marketing, Grand Hyatt, Kuala Lumpur
- 'Scope of Sales in Internet Marketing', Key Speaker – Mr. Gautam Soni, V.P. Sales, Naukri.com
- 'Responsibility of CSM in Bank', Key Speaker – Mr. Shyam Basu, Country Head, Indusind Bank

..... and many more

Training and Development Initiatives

Management Development Programs

The Institute has been running corporate training and management development programs for the industry on areas such as Customer Loyalty, Wealth Advisory Excellence, Managing Interpersonal Conflict, Value Added Sales, Listening Skills, etc. The participants are drawn from various corporate houses such as LG, Carrier, NHAI, MMTC, OBC, SMC Wealth, LIC, Allahabad Bank, NetCarrots, Devyani Foods, National Book Trust, CCIL, etc.

Participants of MDP on 'Marketing using Digital Media'

Corporate Training for Maruti Suzuki India Ltd.

ASM and Apeejay Stya University have been jointly delivering training programs for the managers of Maruti Suzuki India Ltd (MSIL) helping them develop an 'Analytical Mind-set' as per the mandate of MSIL.

Faculty Development Programs

An area of constant focus by the Institute is faculty development and throughout the year multiple initiatives are taken to work towards the same. Last year, more than a dozen FDPs were organized by ASM for in-house faculty, as well as those of other institutions, both in India and overseas.

Some of the international initiatives taken in this direction, in the past years, are:

- FDP on 'Research Methods' by ASM, at Maldives National University, Male, Maldives.
- FDP on 'Case Teaching Method' by ASM at Global College Group, Kathmandu, Nepal.
- FDP on 'International Accreditation Awareness' by ASM at North South University, Dhaka, Bangladesh.

Conferences

The Institute organizes several conferences every year to give a platform to research scholars and practitioners to come together to share and enhance the body of knowledge. The conferences organized during last academic session are as follows:

7th International Conference on Management Practices & Research (ICMPR-2017)

Apeejay School of Management, Dwarka, New Delhi organized the 7th International Conference on Management Practices & Research (ICMPR-2017) on 21st July 2017 in its campus. The theme of the conference was 'Governance, Management & Innovation'. T It brought together more than 50 delegates from various national and international institutes who shared their views and experiences through paper presentations and discussions. The inaugural address of the conference was delivered by Mr. S.R. Bansal, former Chairman and Managing Director, Corporation Bank. He eloquently highlighted the importance of governance and innovation in global businesses and role of corporate boards in this respect. In the key note address, Prof Birud Sindhav, from University of Nebraska, Omaha, USA, gave a very interesting account of churning being seen in today's business era and the challenges it posed to management professionals. he conference served as an interactive platform for diverse aspects of governance and management of businesses and emerging innovative trends in search of excellence, efficiency and long term sustain ability.

7th International Conference on Management Practices & Research (ICMPR-2017)

8th National Conference on Innovations for Sustainable Business -NCISB-2017

ASM organised the 8th National Conference themed 'Innovations for Sustainable Business' on 3rd Februrary 2017. The conference served as an interactive forum to discuss contemporary issues and recent trends in business innovations and its role in the dynamic global scenario. Delegates from across India attended the conference and presented their research papers. Delivering the inaugural address, Prof. Amit Mookerjee, Dean IIM- Lucknow (Noida Campus) challenged the current corporate practices to deal with sustainability issues and hoped that scenario would improve in future if they reoriented their intentions to deal with environmental issues. The key note address of the Conference was delivered by Mr V.K. Mishra, Director, Lakshmi Energy and Foods Limited. He delved on the challenges and innovations faced by his own company and how at times they innovated and how at times they were thrusted on them. Mr Nanditesh Nilay, Founder, TraNc, emphasised the need of understanding the community in order to bring in innovations.

Conference on International Business-Emerging Trends, Opportunities and Challenges

ASM, organized Conference on International Business-Emerging Trends, Opportunities and Challenges on 28th April 2017. The conference served as an interactive forum to discuss contemporary issues and recent trends in international business. Delegates from various business schools across country attended the conference and presented their research papers. The Key Note address was delivered by Mr. Rohit Kumar Sharma, Country Manager, Financial Services Sector, IBM India Private Limited, India and Sweden. He highlighted the role of cross culture in managing global teams in international business. Prof. Anand Nayyar, Professor, KCL Institute of Management and Technology, in his address spoke about the role of internet in managing global businesses. The inaugural session was followed by technical sessions wherein the delegates presented their papers on various aspects of International Business like International Business Ethics, FDI, Foreign Exchange, Branding, IPR, Threats and Challenges to Cyber World etc.

3rd Conference on Emerging Trends in HR

ASM organized 3rd Conference on Emerging Trends in HR on 26 May 2017. Dr Amit Sareen, Officiating Director, ASM, welcomed the guests. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, talked about how technological disruptions are affecting society, business and economy while giving conference perspectives. Ms Chaitali Mukherjee, Partner, PwC, talked about man-machine conundrum and how we are headed in an automated world in terms of HR processes. Faculty members, researchers and practicing managers presented papers on various themes such as automation, leadership, employee engagement, gender issues, etc. during the technical sessions.

Participants of 8th National Conference on Innovations in Sustainable Business

Social Responsibility

It has been our constant endeavor to sensitize the students towards the needs of the society, at large. Our students have been constantly engaged in activities exposing them to various facets of social responsibility.

Some of the community initiatives we undertook in the last academic year are mentioned below:

Quality Research Center

The Institute has a centre which is duly supported by D.L. Shah Trust, Mumbai for research on quality in the Social Sector. ASM provides specialized technical input through its faculty in terms of knowledge resource across disciplines (Engineering, IT, Finance, Operations, Research, etc), as well as, student resource for various activities like conducting surveys, street play performances, coordination in current projects, etc. Current projects are in the health care and education sector.

Student volunteers donating blood

Blood Donation Camp

The Institute organizes a blood donation camp in collaboration with Rotary Blood Bank (Tughlakabad) on the Founder's Day in October every year to celebrate the birth anniversary of beloved Dr. Stya Paul, Founder Chairman of Apeejay Education Society. Dr. Amit Kumar Singh gave a and Mr. Ashok Lav motivational talk to the students, faculty and staff and also screened a brief documentary film on the need to donate blood. Over seventy units of blood were donated by the faculty, staff, students and residents of Dwarka.

Mini Marathon – 'Green and Clean Delhi'

As in the past years, a mini-marathon was organized with the theme 'Green and Clean Delhi on October 1st, 2016. The effort was to sensitize the community particularly the residents of Dwarka about Green and Clean Delhi. Dr. Sunil Pandey, Director Centre for Regulatory & Policy Research of TERI University graced the occassion and motivated the participants with his address in the 6.5-kilometer long mini marathon.

Flagging off Mini Marathon 2016

'We Care' Film Festival

Every year, the Institute along with Apeejay Institute of Mass Communication and 'Brotherhood', a socio-cultural organization, organizes 'We Care Film Festival' to raise awareness about disability and the role of media in reporting the same. In 2017, for the ninth consecutive year, the three-day event was organized during the month of October. The festival showcases a number of national and international award winning films and documentaries on diverse themes revolving around disability and receives widespread participation from students of various schools and universities across NCR.

'We Care' Film Festival 2017

Godhuli - Home for the aged

In an endeavor to sensitize the students towards senior citizens and their needs, the Institute periodically arranges student interactions with Godhuli - Home for the Aged. The students spend quality time and interact with the inmates. They also present cultural and entertainment programs for the seniors.

Corporate Placements

The Institute has achieved excellent placement results during the 24 years of its operations. Alumni are placed across different industries such as FMCG, banking & financial services, telecom, etc.

The Institute has earned the reputation of developing leaders with global outlook and high competence. Through a stringent selection process, it picks up students with a drive to succeed, a high level of integrity, a sense of purpose, a strong sense of ethics, pro-activeness, and adaptability to change.

Illustrious names from the corporate world recruit from the Institute. Organizations look up to us for future business leaders, year after year. Our alumni have created a strong foundation and our students continue to strengthen our brand and capabilities.

Pre-Placement Talks

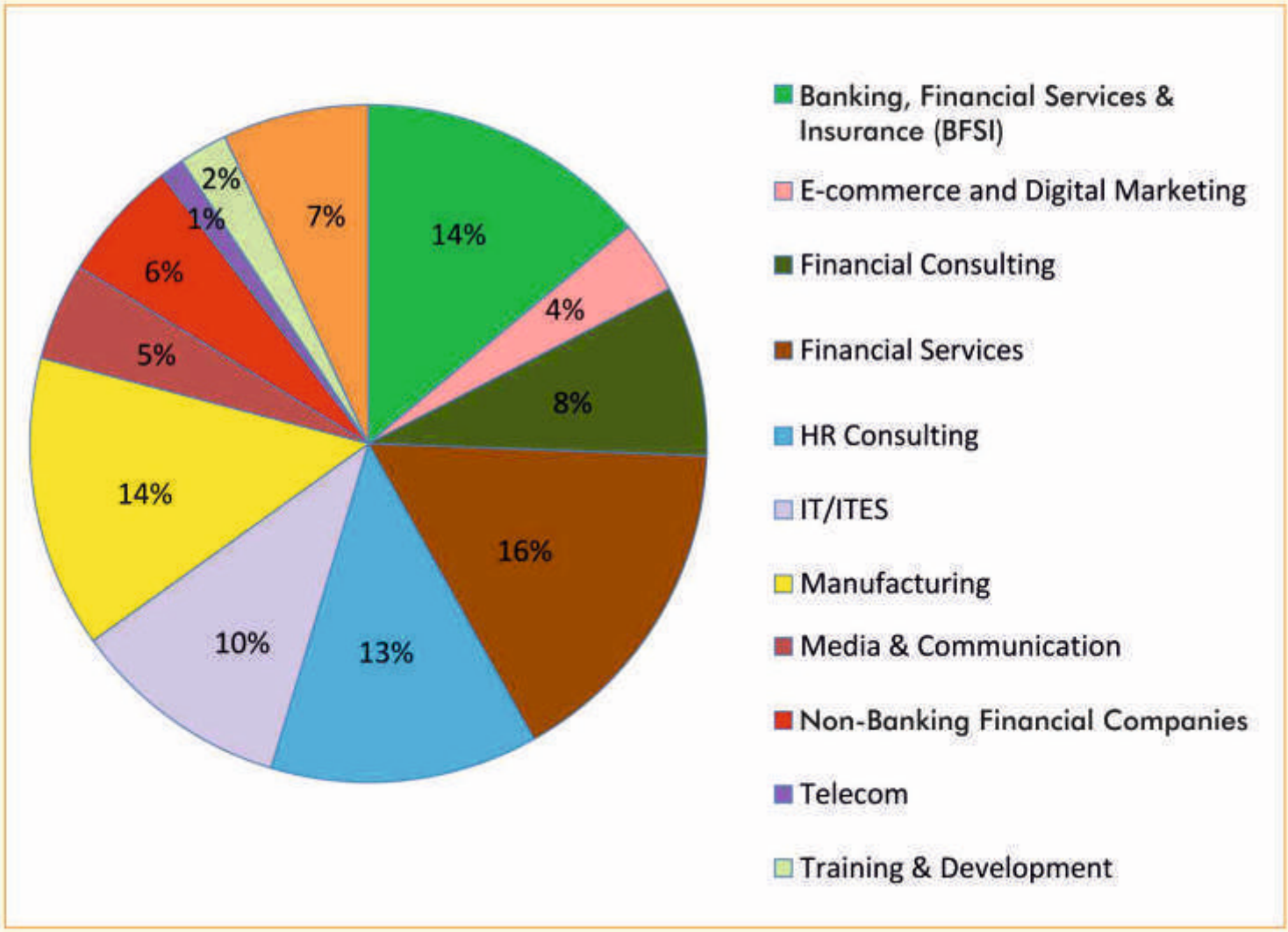
The Pre-Placement Talks (PPT) provide a platform for interaction between the recruiting companies and the students. A presentation by the company about itself (history, growth potential, future opportunity, etc.) and jobs available (content, compensation package, location, etc.) give an insight to the aspiring student on his own future in it. The PPT also provide an opportunity to the organization to recruit the first year students for summer projects.

Key Recruiters

All Mulla (Kuwait)
Alliance
Advertising and Marketing Amazon
Ameriprise Financial
Arrows Group
Aurelius Corporate Solutions
Axis Bank
Berger Paints
Bharti Airtel
Birla Sunlife Asset Management
Brand Street
Capital First
Channel Play
Citibank
Copal Amba
Cubical Labs
DBS Bank
Easy Business Solutions
Easy Fix
Eldorado Consulting
Ericsson
Ernst and Young
Evalueserve
Exide Industries
Federal Bank
Fenesta DCM
Fidelity
Frankly Me
Future Group
Go BOLT
Goodhope Enterprises
Groz Engineering
HDFC Bank
HT Media
ICICI Bank
ICICI Securities
IDBI Bank
India First Life
Insurance
Inductis EXL
Indus Towers
Indusind Bank
Jaro Education
Johnson & Johnson
Karvy
Kochar Tech
Kotak Life Insurance
Kotak Mahindra Bank
Kotak Securities
Kronos Solutions
Ma Foi (Analytics & Business Services)
Pvt. Ltd.
Magic Pin
Make My Trip
Mancer Consulting
Manpower Group
Markets & Markets
Naukri.com
Nestle
Oriental Bank of Commerce
OTS Solutions
Philips Lighting
Praxis Quest Solutions
Price Water House Chartered
Accountants LLP
Prione Business Services
Protiviti Consulting
Quality Council of India
Quess Corp
Religare Securities
S&P Global
Sab Miller
Sapient Nitro
Somany Tiles
SOS Childrens Villages of India
Spenta Media
Square Yards
TATA Motors
Finance Ltd.
Technofast Consulting Solutions
Times Group
Unicharm
Videocon Industries
WNS
World Window Group
Yes Bank

...and Many More

Sectoral Placement PGDM Batch 2015-17



ALUMNI ASSOCIATION

With firm belief in 'harnessing relationships', the Alumni Association strives to build stronger fellowship.

An active alumni network helps to reconnect with alma mater. It supports various activities, especially in corporate interface and brand building of the institution. ASM maintains an active database of the alumni, organizes regular meetings and events, which provide linkage between the participants and the industry.

The Alumni Association is a perfect platform for former students of the institution to share their experiences and talk about new opportunities in the corporate world. The Association plays an active role in placements, both in terms of bringing in new companies in the campus and providing inputs in terms of skill-building.

Summer Internships

To ensure that class lectures are effectively translated into hands-on experience and to practice their learning, students are required to undergo 10-12 weeks summer training. Each student works diligently on a company assigned project under the guidance of company mentor and faculty guide. After training, students submit their reports to the company as well as the Institute. Few selected students also receive stipend during their internship.

Some of the organizations where our students have undergone Summer Internship Program:

Adecco India Pvt. Ltd.
Air India
Airport Authority of India
Berger Paints Pvt.Ltd
Bharti Airtel Ltd.
Bilt Graphic Paper Products Ltd.
Café Coffee Day
Corporate Edge
Dun & Brad Street
Delhi Financial Corporation
Daikin Air-conditioning India Pvt. Ltd.
Digi Corporation
DLF Ltd.
Decathlon
Easy Business Solutions
Ericsson India Pvt Ltd.
Federal Bank
Fortune Group Ltd.
Glaxo-Smithkline Consumer Healthcare
Groz Engineering Tools Pvt Ltd.
Greenland Industry
HCL
HDFC Bank
Heinz India
Hero Honda Motors Ltd.
Hindustan Times
Hindware
Inter-Globe Aviation Pvt. Ltd
ICDL
Idea Cellular Ltd.
IFCI Financial Services Ltd.
India Infrastructure Finance Company Ltd.
Indian Capital Fund Research (ICFR)
Indian Oil Corporation of India
Indian Tobacco Company
Infrastructure Finance Company Ltd.
IRCTC
ITC Ltd.
Jindal Stainless Ltd.
Jux Pux
KPMG
Kronos Solutions
L&T Finance
Larsen & Toubro Ltd.
Lemon Tree Hotels
Moneywise Financial Services Pvt. Ltd.
Maruti Suzuki
McCain Foods
MDRA
Minda Automotive Solutions Ltd.
Net Carrots Loyality Services Pvt. Ltd.
NHRD
NTPC
Omnis Healthcare Services Pvt. Ltd.
ONGC
Panasonic India
Patanjali Ayurved Ltd.
PayTunes
Pepsico India Holdings Pvt. Ltd.
Philips Lighting India Ltd.
Piaggio Vehicles Pvt. Ltd.
Quikr India Pvt. Ltd.
Radisson Blu
Raymonds
Reckitt Benkiser
Reliance Retail
Roposo
Steel Authority of India Ltd.
Sterlite Power.
Sab Miller
Smart Equity Brokers Pvt. Ltd.
Square Yard
Targetintegration
Tata Motors
Tata Sky
The Times of India
United Biscuits (Mcvities)
Videocon
Viom Networks Ltd.
Voltas
Welcome Hotel Dwarka
Whirlpool India Ltd.
Wittybae
Yes Bank
Zee Networks
Zephyr Ltd.

Guest Speakers at the Institute

Name of the Guest	Organization	Designation
Mr. Alok Bhargava	Voltamp	Advisor & Board Member
Mr. Alok Kumar	SAB Miller India	General Manager HR
Mr. Amit Gulati	Genpact	Asst. Vice President
Mr. Anoop Gupta	Kotak Securities	Vice President Operations
Mr. Anil Sikka	Mckinsey	Associate Partner
Mr. Anshuman Gambhir	Tata Tele Services	HR Head
Mr. Anup Girdhar	Sedulity Solutions	CEO
Mr. Ashish Bharadwaj	Lintas	Vice President
Ms. Babita Baruah	JWT Delhi	Vice President & Executive Business Director
Mr. Dev Dutt	Mc Cain India	Head HR
Mr. Deepak Malhotra	ILF&S	Vice President
Mr. Gopinath Nair	Lushescapes	Country Head
Mr. Kapil Sharma	Nippon Oil Pump India Pvt. Ltd	Chairman & Managing Director
Mr. Lohit Bhatia	Quess Corp	V. P Marketing
Mr. Manish Chawla	Tata Capital	Regional Head
Mr. Nirmal Nair	Zee Telefilms	Vice President (Ops)
Mr. Pankaj Saxena	Discovery Channel	Documentary Film Maker
Mr. Praveen Kumar	Grand Hyatt Kuala Lumpur	Director Sales & Marketing
Mr. Premjeet Sodhi	Lintas Media	CEO
Mr. Partha Bagchi	Shri Ram Piston & Rings	Supply Chain Head
Mr. S. Devaiah	Karvy Private Wealth	Vice President Corp. Affairs
Mr. Sachin Gupta	Kotak Securites	Vice President
Mr. Sachin Phartiyal	Kitchenaid-Whirpool	National Head
Ms. Surbhi Pandit Nangia	Children of the world	Executive Director
Mr. Sameer Mahajan	Yes Bank	Sr. Manager- Corp Sales
Mr. Shayan Basu	Indusind Bank	Country Head
Mr. Sumeet Chhibber	Yes Bank	Vice President -HR
Mr. Sunil Pant	State Bank of India	Chief General Manager
Ms. Shalini Khosla	Kronos Solutions	Director
Mr. Uday Mishra	Tata Power	Principal (Excellence Centre)
Mr. Vikas Agrawal	KPMG ltd.	Director
Mr. Virendra Goyal	Indus Tower	GM (National Site Acquisition)
Mr. Vivek Mudaliar	DBS Bank	Vice President
Mr.Krishan Sachdev	Carrier Midea India Private Ltd.	Managing Director
Ms. Neha Chopra	Ogilvy & Mather	Planning Director
Mr. Rajeev Narang	Tech Mahindra	Global Head – HR(BSC)
Mr. Ruchin Khanduja	McDonalds	Head Marketing
Mr. Santosh Desai	Future Brand	CMD
Mr. Vivek Kumar	Indus Tower	CHRO
Ms. Tanu Niwas	Prognosys	Executive Director

Live Projects

Our students have been involved in various live projects with companies like EY, Titan Industries, English Indian Clays Ltd., NetCarrots Loyalty Services Ltd., Philips, Channel Play, Realiyser, ICICI Stock Minds, Cerestek International, We Chat, etc.

Faculty Profile

The faculty is the most important asset of an academic institution. Intellectual capital of ASM includes highly qualified faculty, many of whom have been trained in prestigious institutions such as IIMs and IITs.

Prof. Amit Sareen
Professor & Director
PhD, MBA, BE
(23 years' experience in industry and teaching)
Areas of interest: Strategic Management and International Business

Prof. Ashok Ogra
Honorary Advisor
(36 years' of experience in Print, Television and Teaching)
Formerly: Vice President, Discovery Channel & Animal Planet (South Asia), Faculty Member, Film & TV Institute, Pune

Core Faculty

Prof. Alok Saklani
Professor
PhD, M.Com
(38 years' experience in industry and teaching) and currently on leave
Areas of interest: Marketing and CRM

Prof. R.P. Hooda
Emeritus Professor
PhD, MA (Eco.)
51 years' experience in teaching & research
Retired as Professor from Kurukshetra University, Former Vice-Chancellor of Kurukshetra University and MD University, Rohtak

Prof. Kamal Kishore
Professor and Dean
MBA, LLB, CAIIB, PGDPM, AsDBM
(43 years' experience in industry, teaching and research)
Areas of interest: Corporate Finance, Corporate Laws and Investment Analysis

Prof. Etinder Pal Singh
Professor
PhD, MBA
(24 years' experience in industry, corporate training, teaching and research)
Areas of interest: Consumer Behavior, Branding and Social Media

Prof. Pijush Dutta
Associate Professor
MJMC, BFA
(27 years' experience in industry and teaching)
Areas of interest: : Advertising, IMC, Public Relations and Event Management

Prof. Ishita Adhikari
Associate Professor
PhD, MSW, LLB, PGD - PM & IR
(23 years' experience in industry & Teaching)
Areas of interest: Strategic HRM, Mentoring & Coaching and Performance Management

Prof. Rajneesh Mahajan
Associate Professor
PhD, PGPM, MBA
(22 year's experience in industry and teaching)
Areas of Interest : Supply Chain Management, Food Supply Chain Management, Food Safety, Management, System Dynamic and ISO22000 in food.

Prof. Monika Arora
Associate Professor
PhD, MCA
(20 years' experience in industry and teaching)
Areas of interest: Data Retrieval, Semantic Web, E- Commerce and Data Analytics

Prof. Neeraj Singhal
Associate Professor
PhD, MBA
(20 years' experience in industry, teaching and research)
Areas of interest: Strategic Management and International Business

Prof. Shalini Vermani
Associate Professor
PhD, MSc (Software)
(18 years' experience in teaching and research)
Areas of interest: Cryptography, IoT, Information Security Knowledge Management

Prof. Srirang K. Jha
Associate Professor
PhD, MA
(17 years' experience in industry, teaching and research)
Areas of interest: Human Resource Management, and Organizational Behaviour

Prof. Shweta Jha
Associate Professor
PhD, MBA
(17 years' experience in industry and teaching)
Areas of interest: HRM, International Human Resource Management and Organizational Behavior

Prof. Manupriya Bali
Assistant Professor
MPM, MBA
(18 years' experience in industry and teaching)
Areas of interest: Compensation Management,Industrial Relations, and Corporate Branding

Prof. Chhaya Wadhwa
Assistant Professor
Phd, MPhil (English), UGC-NET, MBA
(17 years' experience in teaching)
Areas of interest: Business Communication, Organizational Behaviour, HRM and Research Methodology

Prof. Ruchi Malik
Assistant Professor
MPhil, MBA, UGC-NET
(13 years' experience in teaching and research)
Areas of interest: Marketing, Consumer Behaviour, Research Methodology and Retail Management

Prof. Anchal Gupta
Assistant Professor
MPhil, MSc (OR)
(11 years' experience in teaching)
Areas of interest: Quantitative Techniques, Operations Research, Operations Management and SCM

Prof. Preeti Suryawanshi
Assistant Professor
MBA, UGC NET
(10 years' experience in teaching)
Areas of interest: Marketing, IMC and Film & Sport Marketing

Prof. Manish Kamdar
Assistant Professor
Ph.D., MBA
(10 years' experience in teaching)
Areas of interest: Marketing and Consumer Behaviour

Prof. Priya Gupta
Assistant Professor
PGDM, MCom, CA (Inter) UGC- NET
(9 years' experience in teaching)
Areas of interest: Finance, Accounting and Financial Econometrics

Prof. Parul Bhatia
Assistant Professor
PhD, MPhil, MCom, UGC-NET (JRF)
9 years' experience in teaching & research
Areas of interest: Finance and Accounting

Prof. Jaya Srivastava
Assistant Professor
PhD, M.A. (Mass Comm.), UGC-NET-JRS
5 years' experience in industry, teaching & research
Areas of interest: Advertising and Public Relations

Prof. Amit Kumar
Assistant Professor
PGDM, UGC- NET
(6 years' experience in industry, teaching & research)
Areas of interest: Sales & Distribution and Management Service Marketing

Prof. Geetika Gahlot
Assistant Professor
M.Phil, MBA, PGDM, UGC-NET
(4 years' experience in teaching)
Areas of interest: Finance and Accounting

Learning & Pedagogy

Learning Environment

Pedagogy at ASM is designed with the objective of widening the horizon, streamlining intellect and mentoring the students to become rational decision makers.

Contextual learning is facilitated with the help of extensive industry projects, role-plays, management games and case studies to connect knowledge with current business practices. The PGDM programs focus on contemporary issues facing the industry and hence industry visits & guest lectures by eminent business personalities are an integral part of the curriculum.

The programs are offered in six academic trimesters including compulsory summer training after completion of first year. The first year of the programs contain essential elements of the core functional areas of business management. The second year introduces the participants to courses from specialized areas. The academic content has been developed keeping in mind current industry requirements. The courses and credits are continuously restructured to make them contemporary to the changing scenario in management education.

Guest Speaker Session in the class

Special attention is given to developing communication skills as well as strengthening cognitive skills covering a wide section of operations. These are done through special skill development workshops on attitudes, language, culture and inter-personal relationships. Theatre techniques, especially role-plays, are regularly used to create real-time corporate situations and students are trained to take effective managerial decisions.

Management games in progress

Pedagogy

ASM has an integrative pedagogy which is in line with its mission of creating globally competent, socially sensitive and ethically sound business leaders. The classroom lectures are supplemented by learning interventions such as projects, group assignments, case discussions, role plays, management games, simulations, industry visits, port visits, summer internships, etc. Teaching learning process at ASM is student-centric.

Both teachers and students have access to international cases as well as research papers from EBSCO, Emerald, 24X7 ebooks database and Harvard Business Publishing subscription. The students are constantly exposed to civic engagement projects, community outreach programs and academic club activities so as to enable them to blend theory and practice.

Mr. Santosh Desai, MD & CEO, Future Brands, addressing students

Prof. Babita Gupta, California State University, delivering a talk to students

Mr. Rizwan Soomar, CCO, Asia Pacific-Maersk Line, delivering a talk to students

Classroom Sessions

At ASM each day is a learning experience. The classroom sessions are interactive. Students grasp fundamental concepts and techniques through lectures and presentations thereby developing the base for cases, role-plays, projects, and discussions on contemporary issues. Such discussions form an integral part of the learning process, which help the participants to develop assertiveness and sensitivity to others' viewpoints.

Group discussion in progress

Mentoring & Professional Development

The Institute has a mentoring system, that seeks to create a learning partnership between mentor and mentee aimed at building the capacity of the mentee whereas also guiding the mentee in areas which may accelerate the professional growth of the individual.

Online Learning System

ASM strongly believes that incorporation of technology increases the efficiency of the teaching-learning process. The Institute has its own online learning system, i.e. Moodle. The students are required to register for access to the class notes, hand-outs, attendance, etc. Part of student assessment is also done online.

Student Assessment

The academic progress of students is reviewed regularly to ensure the accomplishment of program learning objectives. In case the performance of any student is not found satisfactory, the management and faculty of ASM provide necessary counseling and guidance to the student.

Adhering to its culture of continuous assessment, the students are evaluated not only during the middle and end of a trimester but also during the entire session. Methods like case discussions, projects, class presentations, quizzes, assignments, simulation, online tests, etc. are used to evaluate a student. However, the purpose of using the mode of assessment may vary depending upon the learning outcomes that are being assessed. For instance: presentation skills of a student may be assessed by the content and delivery of a powerpoint presentation; decision making skills may be assessed during case discussions, projects, etc.

Mr. David Rose, Harvard Business School, USA, delivering a lecture to students

Skill Development Cell

At ASM special emphasis is laid on overall personality development of the students. For this purpose, Skill Development Cell, trains students in Communication Skills, Presentation Skills, Business Writing and Conversations, Conflict Management, Negotiation Skills, Selling Skills, Motivation, Business Etiquettes, Facing Interviews and Group Discussions, Telephone and Email Etiquettes, etc. Special stress is placed on enhancing team building skills of students through various group activities.

Cultural Activities

Cultural activities are an integral part of all-round development of the student. Students and faculty together organize and enjoy various festivals and cultural events at ASM. The annual inter-college Management and Cultural festival 'Synergy' provides students a platform to express themselves, interact with other young minds and exchange ideas through a series of thought provoking and stimulating activities. Various activities and events such as Dance, Singing Creative Writing, Bulls and Bears, Street Play, Ad Mad Show, Dumb Charades, etc. are organized as part of the cultural festival. Students from various institutes in and around Delhi participate to showcase their talents and skills.

Group dance performance by students during Annual Fest 'Synergy', 2016

Inter-College Activities

Our students have been participating in various activities, competitions and events held by other management institutes. This provides our students a platform to understand and appreciate different perspectives and methodologies from different business schools. Our students have done us proud by winning awards in competitions such as quizzes, case study presentations, debates and other cultural activities.

Mr. & Ms. Synergy during Annual Fest 'Synergy', 2016

Clubs and Committees

Students clubs and committees are formed to provide them an opportunity to manage roles and responsibilities. These clubs are a critical component of the learning environment at ASM. Students play a major role in various social and cultural activities and are even part of placement process.

Performance by Polish Band 'Mosaic'

Marketing Club

The Marketing Club is responsible for arranging live projects for students and organizing student activities, besides organizing industry student interaction sessions. The club organizes various events and activities such as –Brand Quiz, Ad Mad Show- the advertising competition, etc.

HR Club

The HR Club aims at keeping students abreast with latest developments in the HR world. Students also get enrolled as members of national HRD Network, an association of committed professionals for promoting HRD movement in the country. Besides inviting regular HR professionals from the industry, the club helps students undertake live projects with HR industry mentors.

Finance Club

The Finance Club provides glimpses of the exciting financial world, beyond textbooks. For this, the club organizes regular sessions on diverse contemporary topics such as latest mergers, amalgamations and takeovers, movements in stock markets, policy analysis, etc., besides organizing regular industry interaction sessions for the students.

Club at Activity in Progress

Entrepreneurship Development Cell

The students at ASM are encouraged to take up Entrepreneurship as a career option. They are encouraged to take up entrepreneurial projects and work towards its implementation. The Institute has ventured in the field of entrepreneurship development and initiated Centre for Entrepreneurship and Management Development (CEMD). The Institute has a tie-up with National Entrepreneurship Network (NEN) and aims to develop entrepreneurs by coordinating entrepreneurship programs in the campus.

Zero Tolerance to Ragging

As per the Supreme Court judgements, ragging is a heinous crime, hence its practice in any form is strictly prohibited in the institute premises. Any student found guilty of participating / encouraging ragging within the premises would face the severest disciplinary action. The Director may, at his discretion, expel such students from the Institute.

Grievance Redressal Committee

The following Grievance Redressal Committee is constituted for redressal of complaints:

S. No:	Committee Type	Name	Address and Department
1	Grievance Redressal, Chairman	Prof. Kamal Kishore	Deptt: Finance, ASM, Dwarka
2	Grievance Redressal, Member	Prof. E.P. Singh	Deptt: Marketing, ASM, Dwarka
3	Grievance Redressal, Member	Prof. Neeraj Singhal	Deptt: IB & GM, ASM, Dwarka
4	Grievance Redressal, Member	Prof. Shweta Jha	Deptt: HR, ASM, Dwarka
5	Grievance Redressal, Member	Prof. Anchal Gupta	Deptt: Operations, ASM, Dwarka

	Ombudsman	Dr S.K.Salwan, Former VC, Punjab Technical University	B-001, Park View City-1, Sohna Road, Sector-48, Gurgaon, Haryana

Any aggrieved student, their parents and others may approach the said Grievance Redressal Committee in the first instance.

PGDM Program

The Institute offers full-time Post Graduate Diploma In Management (PGDM). The program is carried through the trimester system with six terms spread over two years.

Post Graduate Diploma in Management (PGDM)

Equivalent to MBA by AICTE

ASM is guided by its mission of creating globally competitive, socially sensitive, and ethically sound business leaders. Student learning at ASM is based on theory, cases, projects and experiential learning methods.

Program Objectives

PGDM Program of ASM aims at preparing the students for managerial and leadership roles in organizations by:

- Imparting a comprehensive body of knowledge in core and functional areas of business management;
- Developing professional skills such as creative thinking, problem-solving, analytical thinking, and decision-making;
- Inculcating ethical intent, societal concern and global outlook.

Program Outcomes

On completion of the PGDM program a student will be able to:

- Demonstrate an in-depth understanding of the body of knowledge in core and functional areas of business management
- Interpret management problems in both domestic as well as global contexts
- Analyze complex business/ social problems in the changing global scenario and take critical decisions, keeping the larger good, as well as societal interests in mind
- Successfully apply creative and analytical thinking with a systems perspective to determine solutions
- Choose ethically appropriate options while making decisions
- Interact effectively with various stakeholders of business
- Take initiative and work in teams to achieve organizational goals
- Contribute towards well-being of the society
- Demonstrate continuous learning orientation.

The program structure consists of core and elective courses. It covers general management subjects common to all functional areas of management and offers specialization in finance, marketing, human resources, information technology, international business and operations management preparing the students for managerial roles in various industries and functional areas. It also includes a summer internship project after completion of 3rd trimester and research project starting in the 4th trimester.

POST GRADUATE DIPLOMA IN MANAGEMENT PROGRAM

Program Structure

TERM I	TERM II	TERM III
Managerial Accounting and Control - I	Managerial Accounting and Control - II	Financial Management – II
Legal Aspects of Business	Financial Management - I	Research Methods
Quantitative Techniques - I	Quantitative Techniques - II	Management Information System
Business Ethics	Marketing Management - I	Marketing Management – II
Business Communication - I	Organizational Behavior	Human Resource Management
Economics for Managers	Economics for Managerial Decision-making	Operations Management
Managerial Skills and Contemporary Business - I	Business Communication – II	International Business
	Managerial Skills and Contemporary Business – II	Managerial Skills and Contemporary Business - III

SUMMER TRAINING

After the completion of third trimester (first year) of the program, all students are required to undergo summer training for a period of 10-12 weeks in an organization and take up a project study. Each student shall be required to submit a summer project report to the Institute regarding the work undertaken during this period, before the commencement of the 4th trimester. Viva voce is conducted after summer training.

TERM IV	TERM V	TERM VI
Business Strategy	• Entrepreneurship Development • Electives(see list)	• Electives(see list)
Managerial Skills and Contemporary Business - IV		
• Electives(see list)		

RESEARCH PROJECT

In the 2nd year of the Program, a student has the option to undertake a research project, in the chosen area of specialization. Viva voce is also conducted.

Those students who choose not to undertake research project have the option of taking two elective courses in lieu of same.

Electives

MARKETING
Consumer Behavior
Brand Management
Retail Management
Sales Management
Integrated Marketing Communication
Social Media Marketing
Customer Relationship Management
International Marketing
Rural Marketing
Channel Sales Management
Marketing Analysis
Film & Sports Marketing
Marketing of Services
Relationship Management
Strategic Marketing Management
Real Estate Marketing
Health Care Marketing

FINANCE
Security Analysis and Portfolio Management
Banking Management and Services
Financial Markets and Services
Insurance Management
Derivatives and Risk Management
Project Financing
Corporate Restructuring: Mergers and Acquisitions
Corporate Tax Planning
International Financial Management
Wealth Management
Corporate Governance
Advance Equity Research
Micro Finance

HUMAN RESOURCE
Organization Development & Change
Strategic Human Resource Management
Conflict Management
Compensation Management
Performance Management
Industrial Relations and Labor Laws
International HRM
Training & Development
HR Planning & Staffing
Industrial Psychology
Corporate Social Responsibility

Students referring to research journals

Program Structure

INTERNATIONAL BUSINESS
International Business Law
International Business Negotiation
International Business Strategy
International Financial Management
WTO and Regional Trading Blocks
Global Sourcing and Business Development
International Marketing
International HRM
Export Import Procedures & Documentation
Management of Multinational Corporation

INFORMATION TECHNOLOGY
Database System
Web Technology
Business Intelligence
Information Security
Knowledge Management
Enterprise Resource Planning
Data Warehousing & Data Mining
Management Software Development
Cloud Computing
Project Management
Business Analytics
Business Data Analysis

OPERATIONS MANAGEMENT
Total Quality Management
Project Management
Supply Chain Management
Management Science with Spreadsheet
Advance Operations Research
Quantitative Model for Logistics and Transportation Management
Services Operations
Maintenance Management
Material Management
Business Analytics
Business Data Analysis
Advanced Optimization Techniques
Operation Strategy

Note:

The structure of the programs has been designed to meet academic rigor and industry needs. This may be updated and/or revised to reflect latest developments in the industry. The electives offered are only tentative and not binding on the Institute. These elective courses to be offered to students will depend upon various factors including size of the groups.

Industrial Visit to Mother Dairy
(PGDM Batch 2015-17)

Industrial Visit to Yakult Danone
(PGDM Batch 2014-16)

Eligibility Requirements and Admission Procedure

Eligibility Requirement and Admission Procedure Eligibility Requirement and admission procedure (including for Foreign Nationals /Persons of Indian Origin (PIO)/ Children of Indian Workers in Gulf Countries)

Eligibility Requirements

Bachelor's Degree or equivalent (10+2+3) in any discipline with minimum 50% aggregate marks from a recognized Indian or foreign university. Candidates in their final year of the Bachelor's degree are also eligible to apply (provided their aggregate marks up to the final year must be 50% or above), subject to meeting eligibility criteria and submitting proof latest by October 31, 2018.

Time Period: Admission process is normally held from January to April each year.

Admission Procedure:

The Institute considers CAT / MAT / XAT / GMAT/ CMAT scores for admission to its PGDM program. Based on merit, candidates who qualify on various parameters (CAT/ MAT etc. scores, graduation scores) will be called for Group Discussion, Personal Interview to be held at ASM Campus and possibly other cities in India (Punjab, U.P., etc.).

Students in the category of Foreign Nationals/ persons of Indian origin (PIO) / children of Indian workers in Gulf countries (FN/PIO/GQ), who are unable to take the above test in India, may opt for GMAT.

The admissions are based on the following parameters:

1. **Previous academic performance** – Candidates' academic performance at undergraduate level, 12th and 10th levels will be reckoned for consideration for admission.
2. **Group discussion** – The group discussion is generally held for about 25 minutes in which a maximum of 10 candidates participate in each group and interact with each other on a given topic. The candidates are evaluated by a panel on their initiative, logical content, group behaviour, communication etc.
3. **Personal interview** – It is a one to one interview between the candidate and a panel for about 10-15 minutes in which a candidate is evaluated on his personality, communication ability, functional knowledge, general awareness, orientation for management course, etc.

During personal interview candidate may be asked about his/her background, strengths and weaknesses, career objectives, reasons for joining PGDM course, subjects studied at undergraduate level, current affairs related to business and industry etc.

For selection of candidate the weightages of various parameters is as under:

S.No	Evaluation criteria	Weightages (%)
1	Score of Common Entrance Test (CET)	50%
2	Group Discussion	10%
3	Personal Interview	15%
4	Graduation	10%
5	XIIth	3%
6	Xth	3%
7	Post graduation /Sports/extra – curricular activities, academic diversity and gender diversity	4%
8	Work experience of 2 or more years	5%
	Total	100

In the case of candidate belonging to category of Foreign Nationals/ Persons of Indian Origin(PIO)/ Children of Indian workers in Gulf Countries, interview and written could be conducted through Skype.

Application

Aspiring candidates are required to submit the application forms duly filled to the Admissions Office by the stipulated date. These forms are carefully screened for superior academic performance and extra-curricular accomplishments of the candidates. Candidates are required to submit all the documents mentioned in the application form.

For online applications, visit ASM website: www.apeejay.edu/asm

Admission Offer

After careful evaluation on the aforesaid parameters, the Admission Committee prepares a list of short-listed candidates to be offered admission.

FOREIGN NATIONALS/ PERSONS OF INDIAN ORIGIN (PIO)/ CHILDREN OF INDIAN WORKERS IN GULF COUNTRIES (GQ)

The candidates under this category, who qualify to admission as per criteria mentioned above, will be provisionally selected based on submission of scanned copies of document of eligibility (if not in English, certified English copies to be sent certified by a Government officer of native country or Principal of last institution attended) and submission of scanned copy of valid Passport.

This provisional admission will be subject to :

a) AIU clearance of graduation degree by students.
b) Submission of Medical fitness certificate.
c) Submission of Character certificate from a government officer of native country or Director/Principal of institution last attended.

Admitted students will also have to obtain FRRO approval within 14 days of arrival in India by submission of necessary documents to concerned Government office in India.

Visa Assistance

Selected candidates will be provided necessary documents including admission offer letter to facilitate their Visa Application process.

Falsification of Records

Any student found guilty of indulging in fraudulent practice (falsifying information or concealing any information given as part of his/her record) will be liable for invalidation of admission/registration and forfeiture of tuition fees.

Scholarships

1 The Institute offers merit-based scholarships to the students of PGDM program*.
2 Some merit cum means scholarships are also available (Contact admissions office for details and terms & conditions).

* not applicable to students under PIO/ GQ/ FN category

Fee Structure

FEE STRUCTURE#

Fee structure for the program is as follows:

Installment	Self Sponsored / SAARC Nations (INR)	FN/PIO/GQ (INR)	Tentative Dates for fee deposit
Installment 1	1,81,250	2,00,000	At the time of admission
Installment 2	1,81,250	2,00,000	15th Dec 2018
Installment 3	1,81,250	2,00,000	15th July 2019
Installment 4	1,81,250	2,00,000	15th Dec 2019
TOTAL	**7,25,000**	**8,00,000**	

PROGRAM INTAKE	
PGDM	180
PIO/ Foreign Nationals/ Gulf Quota	27

Session starts: June 2018

#Recognition for educational loans from Banks

All disputes shall be subject to exclusive jurisdiction of Delhi courts only

(A) The students would be obliged to pay the above fees and / or such fees as may be finally determined by the appropriate authorities / court.
(B) If a student withdraws before / after start of the course and the seat vacated by the student is filled by the institution, part of the fee will be refunded as per AICTE Rules. However, in case the seat remains vacant and is not filled by the last date of admission, the student shall not be entitled to get any refund from the Institution and shall be obliged to pay the full fee for the entire tenure of course.
(C) As a part of the program, a laptop is given to each student, the cost of which is included in the fee structure. If a student withdraws during the course after collecting the laptop from the institution, the cost of the laptop will be recovered from him / her.
(D) Besides fees as indicated above, every student is required to pay Rs. 12,000/- (one time) - towards corporate resource center, alumni fund, back pack & business newspaper subscription, etc. and a refundable Security Deposit of Rs. 10,000/- along with the first installment
(E) The first installment of fee (along with security deposit) is payable by the date announced at the time of release of merit list.
(F) The subsequent installments of fee are payable by the dates mentioned above.
(G) FN/ PIO/GQ will have to give another Rs. 3,000/- extra for application process.

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List of Apeejay Institutions

University

- Apeejay Stya University, Sohna (Gurugram), Haryana

Higher Education Institutions

- Apeejay Institute of Design, New Delhi
- Apeejay Institute of Mass Communication, Dwarka, New Delhi
- Apeejay School of Management, Dwarka, New Delhi
- Apeejay Institute of Technology, School of Computer Science, Greater Noida
- Apeejay Institute of Technology, School of Management, Greater Noida
- Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida
- Apeejay Institute of Management Technical Campus, Jalandhar
- Apeejay College of Fine Arts, Jalandhar (Punjab)
- Apeejay Saraswati PG College for Girls, Charkhi Dadri (Bhiwani), Harayna

Pre-School

- Rhythms Kinderworld, G.K-II
- Apeejay Rhythms, Faridabad
- Apeejay Rhythms, Model Town, Jalandhar

Apeejay Schools

- Apeejay School, Mahavir Marg, Jalandhar
- Apeejay School, Tanda Road, Jalandhar
- Apeejay School, Rama Mandi, Jalandhar
- Apeejay School, Faridabad, Haryana
- Apeejay School, Sheikh Sarai, New Delhi
- Apeejay School, Noida, U.P. (Near Delhi)
- Apeejay School, Saket, New Delhi
- Apeejay School, Pitampura, Delhi
- Apeejay School, Nerul, Navi Mumbai
- Apeejay School, Kharghar, Navi Mumbai
- Apeejay School, Charkhi Dadri, Haryana
- Apeejay Int'l School, Greater Noida, U.P.
- Apeejay Svran Global School, Faridabad

Apeejay Stya University

university.apeejay.edu

UGC Recognised

Accolades

- Ranked No. 1 in emerging BBA Institutes (All India) by Times of India - B Schools Survey 2017
- Awarded in 'Innovation by Private University' category by Digital Learning Magazine at Elets 10th World Education Summit 2017
- Ranked No. 2 in North India &No. 6 in All India by Digital Learning Private University Rankings 2017
- Only Indian University among six international upcoming universities by Times Higher Education, UK, 2017
- 'Great Place to Study' in India by Skill Tree Knowledge Consortium at House of Commons, London, 2017
- 'Most Innovative Private University' at 9th BBC Knowledge & DNA Innovative Education Leadership Awards 2017

.. and many more

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- Dr. Stya Paul
Founder Chairman, Apeejay Education Society

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