APEEJAY INSTITUTE OF TECHNOLOGY
School of Management & Computer Science
Greater Noida

Prospectus 2014-16

Post Graduate Diploma in Management
Equivalent to MBA
Post Graduate Diploma in Management (IT)

Approved by AICTE, Ministry of HRD, Govt. of India
Rated A+ Institute by Business India B-School Survey (Nov. 2013)
Ranked among top 5% institutes in the country by Competition Success Review
"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
(October 4, 1919 - June 7, 2010)
Founder President,
Apeejay Stya Group & Apeejay Education Society

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 symbols 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 the Apeejay Stya Group as one of the biggest industrial houses of independent India, and was a leading architect of the country’s emergence as a self-reliant industrial superpower, founded on the strength of Indian capability and enterprise. As President Emeritus, he has guided the Apeejay Stya Group - a privately and closely-held leading 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 inculcation of values and an appreciation of Indian culture, arts and heritage. Starting with a small school in Jalandhar in 1967, the 13 schools and 16 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, moulding the lives and careers of future generations of the country. The year 2010 also saw the realisation of Dr. Stya Paul’s lifetime 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 together 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 stakeholders 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 has been 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 endeavours, 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 disgrace if dreams are unfulfilled, but it is, if we have no dreams to dream!”

-Dr. Stya Paul

Apeejay Institute of Technology
Apeejay Education Society is committed to excellence in education. Over the years, it has 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 Doctoral aspirants. Apeejay Institute of Technology strives to provide quality management education to develop outstanding managers who can take on the challenges of the future.

Future managers will be working in a constantly changing environment. The liberalized market place in India is caught up with an influx of new brands and new ideas from all over the world. The need of the hour is to develop a fiercely competitive edge with a global perspective. This has its reflection in management programmes, which, unless fine-tuned to the rapidly changing needs of industry, would no longer serve their purpose. With this focus in mind, Apeejay Institute of Technology has incorporated the latest trends in course design and learning methodologies that are being continuously updated in line with the changing needs of the industry and the developments in management science.

With excellent feedback from industry, the institution endeavors to continue in its quest for excellence with continuous improvements in all the facets of quality management education.

Mrs. Sushma Berlia
President
Apeejay Education Society
Apeejay Styia & Svrán Group

The strengths of the institution are intellectual capital and multi-disciplinary practice based teaching to prepare students for problem-solving ability in ever changing multicultural society for sustainable development in knowledge based economy.
The Apeejay Education Society, established by the leading Industrial House of Apeejay Styia in the year 1967, has built a rich heritage of nearly four and half decades in the field of quality education through a family of 29 institutions, i.e. 13 schools and 16 institutions of higher learning, in various states of the country, along with the Apeejay Styia University - India’s first liberal arts university focused on technology & research.

All Apeejay institutions are guided by the vision of Dr. Styia Paul, Founder President, 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 Styia family comprises over 32,000 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 Science, 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 Styia University at Sohna, Gurgaon - a seat of global learning that offers rich opportunities for innovative teaching-learning, creativity and research across disciplines, by blending together 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 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 Styia 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.
Message from the Executive Director

“Saa Vidya Yaa Vimuktaye”
“सा विद्या या विमुक्तये”

Ideally, the correct learning/education is the one which liberates a person from ignorance, need & grief. In the present context, the said axiom is most relevant to vocational education along with inculcation of human values. The lessons of morality and literature help a person to become a good human being, relatively less affected by grief and agony by way of philosophical and courageous approach to life. Equally or even more important are the disciplines/subjects which impart knowledge of Science and information leading to achievements, success, glory and thereby eliminate ignorance and needs.

Saa Vidya Yaa Vimuktaye. Today, Professional Education is a very essential and an inescapable part of learning. All fields of life viz., business, industry, scientific research, medicine, service/amenities, entertainment etc., are wholly dependent on computerization and information technology. There is an acute shortage of Project Managers in Management and IT-Enabled Services. We aim at creating quality professionals who are well-versed in PM, HR, Finance, OR, ERP etc., and have good communication skills. In a short span of 17 years, AIT has carved a position for itself in the corporate and academic circles and is ranked high among the top management institutions in North India. The institute has an aesthetically integrated campus, combining IT charm with the state-of-the-art facilities. Our students are encouraged to respect social ethics and moral values of corporate world 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. Under the able guidance and vision of the President, Apeejay Education Society, the AIT-School of Management & Computer Science has not only enabled its students to attain respectable status in society but is continuing to do the noble service for the development of the nation also. We hope that it achieves the end goal of education i.e. progress in all domains.

Prof D N Bajpai
Executive Director

About the Programmes

PGDM programme is a judicious blend of theory and best practices of industry. The well thought-out course curriculum is developed in such a way that it transforms the budding business professionals in form of knowledge enhancement, personality development and practical exposure through a continuous process of industry-academia interface and thereby making socially responsible, culturally aware and ethically strong better citizens of tomorrow.

Dr. Sanjeev Kumar Singh
Academic Co-ordinator
PGDM Programme

The PGDM (IT) programme is a judicious mix of information technology and management practices. Emphasis is given to develop interpersonal relations, multicultural teamwork and competency. It provides opportunities for the latest technologies with hands-on experience. The Institute provides excellent software practices such as SPSS, Oracle, Prowess and Sugar CRM. I am sure that students after completing the course will definitely be able to handle IT-enabled services and business operations.

Mr. Pradeepa Kumar Sarangi
Academic Co-ordinator
PGDM (IT) Programme

Apeejay Institute of Technology
About Us

Apeejay Institute of Technology Campus

Apeejay Institute of Technology, an offspring of Apeejay Education Society, was established in 1997 in a sprawling campus having an area of 29 acres at one of the most prestigious locations in Knowledge Park-1, Greater Noida. The campus houses School of Management, School of Computer Science and School of Architecture & Planning. An open air amphitheatre, big sports ground & lavish lush green lawns provide excellent learning ambience in the campus. The Institute has emerged to be one of the top rankers in the state of Uttar Pradesh and is amongst the first choice of students for admission to Management, Computer Science, Architecture & Planning courses.

Apeejay Advantages

- 45+ years of excellence in education
- 29 educational institutions across the country
- More than 85 courses to choose from
- Over 32000 students and 2200 teachers
- 60000 strong alumni network
- Quality education from pre-nursery to doctoral level

Programme Highlights

- Approved by All India Council of Technical Education, Ministry of HRD, Govt. of India
- Equivalent to MBA
- Programme structure inspired from best B-Schools in the country
- Excellent placement record in reputed companies, both domestic and MNCs
- Internet connectivity through Wi-Fi
- Industry exposure through study tours and projects
- Emphasis on global mindset & all-round personality development
- Highly experienced faculty with strong industry and academic backgrounds
- Focused on contemporary issues, intensive industry projects, role-playing, management games, case studies, etc.
- Corporate tie-up with leading industrial houses
- Secure and separate hostel facilities for boys and girls

Vision & Values

In our pursuit of excellence, we encourage the student's intellectual, emotional and social growth by imparting broad-based knowledge and making education interesting and pragmatic.

The Institute aims at providing professional, contemporary education and training of International standards to our students to face the challenges in domestic and International environment.

Mission

To contribute to nation-building by empowering the youth through value-based professional education.

Goal

To develop students as leaders and professionals to face the new liberalized global economy by focusing on development of skills with incucation of human and moral values through curricula.
Lecture Rooms
Naturally well-lit, spacious and airy classrooms with large corridors at the institute promote maximum interaction between the faculty and the students. Classrooms are well equipped with LCD projector and LAN connectivity.

Library
Houses a wide range of books and is an excellent repository of business and computer magazines/IT journals/periodicals and news magazines. The internet-ready digital library and the exclusive reading room facilities, truly ensure that this is the most preferred destination for students to enhance the learning process beyond the classroom teaching. Some of the salient features are:
* Separate reading room, a magazine section and a reference section.
* Adequate number of books to a wide range of interest areas along with curriculum related text and reference books.
* Important regional and national newspapers in English and Hindi.
* Access to Emerald & Ebsco products which include world-class journals, a large number of case studies and book series.
* Open for extended hours on working days to facilitate the students in their academic pursuits.

Computer Labs
The computer labs are equipped with state-of-the-art computer hardware and software. All terminals are networked through LAN for resource sharing. Internet connectivity is available for faculty as well as students to help them access information on subjects of studies.

Amphitheatre-on-the-green
The Institute uses this "amphitheatre-on-the-green" for concerts and performances which are part of an entertainment for the students and their on-site training programmes. The Amphitheatre provides for an ideal outdoor space for cultural events.
Medical Facility/Insurance
The Institute facilitates health insurance policy to students. This medical insurance plan covers expenses in case students need to be hospitalized. Besides the handy first-aid facility, the institute has tied up with one of the best hospitals of the locality (Kailash Hospital) and the treatments are covered under medical insurance policy. Apart from this, an experienced doctor from Kailash Hospital visits the hostel twice a week and checks the health of students and provides guidelines for keeping good health, in addition to being available on call round the clock.

Seminar Hall/Conference Room
The institute has adequate number of well-furnished air-conditioned halls equipped with the latest audio-visual equipments for conducting academic activities like faculty development programmes, management development programmes, seminars and conferences. Expert guests are regularly invited to deliver lectures on the latest topics. Students get opportunities to interact with some of the best minds in their respective fields as part of these programmes and an exposure to the recent technologies/trends.

Sports Activity/Gymnasium
The campus has moderately equipped gymnasium to cater to the fitness needs of the students. Facilities for wide variety of indoor games like badminton and table tennis and outdoor games like Cricket, Football, Basketball and Volleyball are in place.
At Apeejay Institute of Technology, we aim at providing students not only education for "living and livelihood", but also "education for life" by focusing on the inculcation of human and moral values. The Institute offers different programmes which are industry oriented and progressive.

Reckoned to be one of the pioneer Institutes for Management and Computer education and B. Arch under the U.P Technical University, its students are amongst the toppers and are placed in well-known industries. With highly experienced faculty, state-of-the-art infrastructure, strong industry linkages and research oriented academic environment, the emphasis is on man-making and nation-building.

<table>
<thead>
<tr>
<th>School</th>
<th>Name of the Programme</th>
<th>Duration</th>
<th>Specialization</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Management</td>
<td>PGDM</td>
<td>2 years</td>
<td>Specialization in (Marketing, Finance, Banking, HR and Operations)</td>
</tr>
<tr>
<td>School of Computer Science</td>
<td>PGDM (Information Technology)</td>
<td>2 years</td>
<td>Dual Specialization (IT, HR/Marketing/Finance)</td>
</tr>
</tbody>
</table>

"Soaring High is My nature"
"To Inculcate World-Class Competencies in Management and Technology"

Past Graduate Diploma in Management (PGDM) is the flagship programme and is meant for those who want to shape their career in business and management techniques. The details of the PGDM and the specialized streams are outlined in this prospectus.
The Programme has been designed to meet the requirements of challenging managerial activities and in-depth understanding of subjects and their application in business.

**Pedagogy**
* Teaching methodology is a mix of lectures and case-based methods.
* Teaching of each subject is carried out as per detailed course plans.
* Each course comprises case studies, assignments, class room test, presentations, working exercises and group discussions on current issues.
* Subject-wise final marks are awarded to the students through continuous assessment and end-term examination.

**Presentation**
With the objective to develop collective decision making, group responsibilities and persuasive communication skills, students are required to make presentation on assigned topics. Such an exercise intends to improve the participants’ ability to express their ideas clearly and convincingly, which is an essential part of corporate life.

**Summer Training**
Summer training of eight weeks is an integral part of the programme. Students are placed in management and financial services’ companies of repute where they take specific projects in consultation with their supervisors. Each student will have to make a presentation of the work done by him/her during summer training and appear before experts for viva-voce at the end of trimester IV.

**Project Work**
Each student has to work on a project under the supervision of a faculty member. The topic of the project will be decided in consultation with the mentor of the student keeping in view his/her area of specialization. The project report will be submitted and evaluated by experts in trimester VI.

**Placement**
Reputed companies both from private and public sectors are invited for pre-placement talks and interviews for final placement.
The PGDM programme aims at preparing young minds for responsible positions in industry, trade, commerce and other services with high level of motivation. The emphasis of the programme is on a value system based on Indian ethics, result oriented approach, leadership development in context to global economy, environment friendly attitude and innovative thinking and management practices. All this is achieved through a well-crafted set of curricular and extra-curricular activities, delivered by a mix of experts from academia and industry through trimester system spread over six trimesters.

### Programme Objectives:
- To develop an ability to analyze, evaluate, strategize and implement business theories & ideas.
- To inculcate problem solving approaches.
- To learn presentation and business communication skills.
- To understand the latest technologies with hands-on experience.
- To gain in-depth knowledge of various functional areas.
- To gain practical business experience.
- To create inter-personal and multi-cultural teamwork competency.

## Course Structure

<table>
<thead>
<tr>
<th>Business Communication - I</th>
<th>Strategic Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational Behavior</td>
<td>Conflict Management and Negotiations</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>Legal Aspects of Business</td>
</tr>
<tr>
<td>Micro Economics</td>
<td>Financial Management</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Global Business</td>
</tr>
<tr>
<td>Computers for Managers</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>Quantitative Techniques for Business Statistics</td>
<td>Production &amp; Operation Management</td>
</tr>
<tr>
<td>Minor Project</td>
<td>Minor Project</td>
</tr>
<tr>
<td>Business Communication - II</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>Human Resource Management</td>
<td>Project Appraisal &amp; Finance</td>
</tr>
<tr>
<td>Services Marketing</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>Macro Economics</td>
<td>Elective – 1</td>
</tr>
<tr>
<td>Cost &amp; Management Accounting</td>
<td>Elective – 2</td>
</tr>
<tr>
<td>Business Research Methods</td>
<td>Elective – 3</td>
</tr>
<tr>
<td>Operations Research</td>
<td>Elective – 4</td>
</tr>
<tr>
<td>Management Information System</td>
<td>Summer Training Project</td>
</tr>
</tbody>
</table>

Apeejay Institute of Technology
Advertising & Promotion
Entrepreneurship
Management of Self & Personality Development
Elective - 1
Elective - 2
Elective - 3
Elective - 4

Customer Relationship Management
Management of Financial Services
Corporate Governance & Business Ethics
Elective - 1
Elective - 2
Research Project

SAPM & Derivatives
Financial Reporting
Tax Planning and Management
International Finance & Foreign Exchange
Strategic Alliances, Mergers and Acquisitions
Organisational Development & Change
Group Dynamics
Cross-Cultural Management
Talent & Performance Management
Industrial Relations & Labour Laws
Retail Management
Rural Marketing
Sales & Distribution Management
Consumer Behaviour
International Marketing

E-Commerce
System Analysis and Design
E-Governance
Enterprise Resource Planning
Knowledge Management
Production Planning and Control
TQM and Six Sigma
Managing Service Operations
Materials Management and Inventory Control
Managing R & D
Principles and Practice of Banking
Legal and Regulatory Aspects of Banking
Treasury and Risk Management in Banks
Banking Operations & Security Management
Micro-finance & Financial Inclusion

Sustainable Development of Infrastructure and Buildings - Best Practices
26th July 2010, PHD House, New Delhi
Organized by School of Architecture & Construction, University of Greenwich, U.K

Mrs. Sushma Berlia, President, Apeejay Stya & Sрйán Group, Dr. S.K. Salwan, CEO, AES (Higher Education) with delegates from University of Greenwich, UK

Apeejay Institute of Technology
POST GRADUATE DIPLOMA IN MANAGEMENT
(INFORMATION TECHNOLOGY)
(Approved by AICTE, Ministry of HRD, Govt. of India)

The need for well-trained IT professionals has been stressed repeatedly in various forums and the demand is constantly on the rise. AIT-Greater Noida has initiated this programme by effectively pooling all its resources in this area. The principal objective of the programme is to provide quality and appropriate post-graduate education and training to the competent students having a Bachelor degree to strengthen the knowledge in and/or migrate into the area of IT by giving them the opportunity to have the education of global standards.

Programme Objectives:
- To develop an ability to analyze, evaluate, strategize and implement the current technologies and business practices.
- To empower with problem solving approaches.
- To build presentation and business communication skills.
- To create opportunities for latest technologies with hands-on experience.
- To provide in-depth knowledge of various functional areas of IT and IT-enabled management services.
- To provide practical business experience.
- To develop inter-personal and multi-cultural teamwork competency.

Programme Highlights
- A course with distinction for preparing managers capable of handling IT-projects and IT-enabled services.
- For managers to lead teams of software developers.
- Current with syllabi needed by the industry.
- A syllabus mixed with management practices and computer applications.
- Dual specializations (IT, Mktg./HR/Finance).

COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Business Communication</th>
<th>Research Methodologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Economics</td>
<td>Internet Technologies &amp; Web Design</td>
</tr>
<tr>
<td>Marketing Management</td>
<td>E-Marketing</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Global Business</td>
</tr>
<tr>
<td>Computers for Managers</td>
<td>Database Management Systems</td>
</tr>
<tr>
<td>Organizational Behavior</td>
<td>Systems Analysis and Design</td>
</tr>
<tr>
<td>Quantitative Techniques</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Practical-I</td>
<td>Practical-II (DBMS Lab)</td>
</tr>
<tr>
<td>Minor Project</td>
<td>Minor Project</td>
</tr>
<tr>
<td>General Proficiency</td>
<td>General Proficiency</td>
</tr>
<tr>
<td>Management Information System</td>
<td>Services Marketing</td>
</tr>
<tr>
<td>Productions &amp; Operations Management</td>
<td>Programming Concepts</td>
</tr>
<tr>
<td>Negotiation and Counseling</td>
<td>Management of Financial Services</td>
</tr>
<tr>
<td>Operations Research</td>
<td>Specialization -1 Paper-1</td>
</tr>
<tr>
<td>User Interface Design</td>
<td>Specialization -1 Paper-2</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
<td>Specialization -2 Paper-1</td>
</tr>
<tr>
<td>Financial Management</td>
<td>Specialization -2 Paper-2</td>
</tr>
<tr>
<td>Practical-III (User Interface Design Lab)</td>
<td>Practical-IV (Programming Lab)</td>
</tr>
<tr>
<td>Minor Project</td>
<td>Summer Training Viva</td>
</tr>
<tr>
<td>General Proficiency</td>
<td>SUMMER TRAINING (2 Months Duration)</td>
</tr>
</tbody>
</table>

Apeejay Institute of Technology
<table>
<thead>
<tr>
<th>E-Commerce</th>
<th>Organizational Development and Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge Management</td>
<td>Group Dynamics</td>
</tr>
<tr>
<td>E-Governance</td>
<td>Cross-Cultural Management</td>
</tr>
<tr>
<td>Enterprise Resource Planning</td>
<td>Talent &amp; Performance Management</td>
</tr>
<tr>
<td>Software Testing and Quality Assurance</td>
<td>Industrial Relation &amp; Labour Laws</td>
</tr>
<tr>
<td>Retail Management</td>
<td>SAPM &amp; Derivatives</td>
</tr>
<tr>
<td>Rural Marketing</td>
<td>Financial Reporting</td>
</tr>
<tr>
<td>Sales and Distribution Management</td>
<td>Tax Planning and Management</td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>International Finance &amp; Foreign Exchange</td>
</tr>
<tr>
<td>International Marketing</td>
<td>Strategic Alliances, Mergers and Acquisitions</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet Security &amp; Cyber Laws</td>
<td>Production Planning and Control</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>TQM and Six Sigma</td>
</tr>
<tr>
<td>Software Engineering</td>
<td>Managing Service Operations</td>
</tr>
<tr>
<td>Specialization -1 Paper-3</td>
<td>Materials Management and Inventory Control</td>
</tr>
<tr>
<td>Specialization -1 Paper-4</td>
<td>Managing R &amp; D</td>
</tr>
<tr>
<td>Specialization -2 Paper-3</td>
<td>Principles and Practices of Banking</td>
</tr>
<tr>
<td>Specialization -2 Paper-4</td>
<td>Legal and Regulatory Aspects of Banking</td>
</tr>
<tr>
<td></td>
<td>Treasury and Risk Management in Banks</td>
</tr>
<tr>
<td></td>
<td>Banking Operations &amp; Security Management</td>
</tr>
<tr>
<td></td>
<td>Micro-finance and Financial Inclusion</td>
</tr>
</tbody>
</table>

Student attending cultural programme “Fresco Nite” at the campus

Teachers’ Day celebration by the students
Eligibility Requirements
1. Graduation in any discipline with 50% or above marks.
3. Students appearing in the final year examination of graduation may also apply.

Admission Procedure:
1. Candidates will be shortlisted based on merit and will be called for group discussion and interview at AIT campus, Greater Noida.
2. The overall weighted average performance will be worked out based on the following parameters.
   - Academic Performance.
   - Group Discussion.
   - Personal Interview.

Application
The aspiring candidate should return the application duly filled, to the Registrar’s Office by the stipulated date. The applications are carefully screened for superior academic performance and co-curricular accomplishments of the candidate.

Group Discussion and Personal Interview
Group discussion & personal interview are essential elements of the admission process, which are used to identify and assess inter-personal and communication skills essential for managerial positions. Short-listed candidates will be divided into small groups. A topic for discussion will be allotted to each group. Members of the group will discuss the topic assigned. Evaluation will be done by a team of expert faculty members. After the group discussion, the candidate has to undergo a personal interaction with an interview panel of the institute.

Admission Offer
After careful evaluation of previous academic record and performance in the admission test, group discussion and personal interview, the admission committee prepares a list of shortlisted candidates who will be offered admission based on merit in the programme concerned.

Fee Structure

<table>
<thead>
<tr>
<th>Course Fee of PGDM Programme</th>
<th>Hostel Fee (Including Board &amp; Lodging)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Category</td>
</tr>
<tr>
<td></td>
<td>Single Accommodation</td>
</tr>
<tr>
<td></td>
<td>73,000/-</td>
</tr>
<tr>
<td></td>
<td>Shared Accommodation (Double Occupancy)</td>
</tr>
<tr>
<td></td>
<td>62,000/-</td>
</tr>
<tr>
<td></td>
<td>Shared Accommodation (Triple Occupancy)</td>
</tr>
<tr>
<td></td>
<td>55,000/-</td>
</tr>
<tr>
<td>Year 2</td>
<td>(*as per U.P. Govt. Fee Fixation Committee)</td>
</tr>
<tr>
<td></td>
<td>(*as per U.P. Govt. Fee Fixation Committee)</td>
</tr>
</tbody>
</table>

Caution Money and Security Deposit
 Besides fees as indicated above, each participant is required to pay a refundable caution money deposit of ₹15,000/- (Rupees fifteen thousand only) for course and a security deposit of ₹5,000/- (Rupees five thousand only) for hostel along with the fees of 1st year. The caution money shall be refunded (subject to retention of ₹7,000/- towards placement overheads, alumni and other activities) on completion of the programme. If a student discontinues the programme due to any reason, only the caution money (subject to adjustment of dues) shall be refunded and the fee shall stand forfeited. Similarly, the security deposit shall be adjusted as per institute’s rule.
**Payment of Fee**

A. The first year fee (along with caution money and security deposit) is payable on the date notified at the time of announcement of merit list.

B. The fee for second year is payable within one week of the commencement of the fourth trimester. Course fees as well hostel fees once paid will not be refunded in the event of student deciding to leave the programme prematurely.

C. Examination fee of ₹ 350/- per paper is also payable along with other fees at the time of admission/registration.

### ACADEMIC CALENDAR AND DISTRIBUTION OF MARKS

<table>
<thead>
<tr>
<th>Trimesters</th>
<th>Total Marks PGDM</th>
<th>Total Marks PGDM (IT)</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>800</td>
<td>1000</td>
<td>9th July – 1st October</td>
</tr>
<tr>
<td>2</td>
<td>800</td>
<td>1000</td>
<td>8th Oct – 7th January</td>
</tr>
<tr>
<td>3</td>
<td>800</td>
<td>1000</td>
<td>15th Jan – 15th April</td>
</tr>
<tr>
<td>2nd Year</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>800</td>
<td>900</td>
<td>1st July – 30 September</td>
</tr>
<tr>
<td>5</td>
<td>700</td>
<td>700</td>
<td>8th Oct – 7th January</td>
</tr>
<tr>
<td>6</td>
<td>600</td>
<td>400</td>
<td>15th Jan – 14th April</td>
</tr>
<tr>
<td>Grand Total</td>
<td>4500</td>
<td>5000</td>
<td></td>
</tr>
</tbody>
</table>

Internal assessment will be a continuous process and will be based on student’s performance in submitting case studies, presentation, attendance, group discussion, participation in seminars and other academic activities.

End-term examination will be held at the end of every trimester.

Qualifying marks will be 50% in aggregate of each paper. (internal- 50% and term end written examination- 50%, separately).

### Grade Points

Conversion of marks into grade points will be made on overall performance of the candidate based on aggregate of marks of all trimesters as given below:

- 75% and above : A Excellent
- 65% to 74.99% : B Very Good
- 55% to 64.99% : C Good
- 50% to 54.99% : D Pass
- Below 50% : E Fail

### Award of Diploma

Post-Graduate Diploma in Management will be awarded to a candidate on successfully completing the course securing 50% or more marks in aggregate of all papers of each trimester.

---

*Plantation of tree by Dr. Shyam Paul, Founder President-Apeejay Education Society, Founder Chancellor-Apeejay Stya University*
**Guest Lectures**

- Prof. A.P. Arora, Head, Dept. of Management, Management Development Institute, delivered a talk on “Cleaning of Doubts on Marketing Fundamentals”.
- Mr. Lalit K. Khanna, Executive Director, Escorts Mutual Fund, delivered a talk on “Security Analysis”.
- Mr. Saugat Sen, Vice President, M/s. Cadence, delivered a talk on “Distribution Channel and Channel Management Branding and the Role of SCM in Electronic Industry”.
- Ch. Mohan Rao, Director-HR, MSIN delivered a talk on “Balanced Score Card”.
- Ms. Aditi Bhawani, Business Development Executive, Vserve Corporate Services delivered a placement talk on companies like Hewitt, Bhati Teletech, HCL, Bank of America and Satyam etc.
- Ms. Kavita Batra, Faculty, Waye, New Delhi delivered a talk on “Youth Empowerment & Skills”.
- Prof. Sanjeev Rostogi, Professor, University of Alberta, Canada delivered a talk on “Adapting Marketing to the New Economy”.

**Seminar on ‘Education – Changing Scenario’**

The seminar was conducted by Mr. Satish Koushik of M/s. Raj Bala Foundation on March 12, 2013.

The objectives of the seminar were as follows:

- Changing education scenario
- Relevance of improvement for placements
- Matching of students’ interest with their career
- Associating with NGOs & its relevance

**Workshop on ‘Equity Derivative Market’**

A one day workshop was organised by M/s Inteleviso Consulting on February 20, 2013

**Objectives**

Holistic understanding of functioning of financial markets, operations, risk management, research and analytics, portfolio management backed by advance online test and assessment platform and other learning tools.

**Workshop on ‘Functioning of BSE’**

A one day workshop was organised by M/s BSE on February 16, 2013 to create awareness on stock market investments

**Objectives**

- Promoting financial inclusion ‘equity culture’ in India
- Helping to improve the depth of capital markets
- Widening the retail investor base in the Indian securities markets
- Promotion of Rajiv Gandhi Equity Saving Scheme

**Seminar on ‘Work Life Balance’**

Noida Management Association together with Apeejay Institute of Technology, School of Management, Greater Noida conducted one day seminar on “Work Life Balance” for officers and executives of the industry. This programme was intended to benefit those, who are finding hard to balance both the demanding job and a busy family life.

**Business Collage Contest 2013**

Business Collage Contest 2013 was organised by the Department of Marketing, AIT-School of Management, Greater Noida. Twenty four teams from PGDM (2011-13) batch participated in the contest. The following teams were declared the winners of the contest:

1. Shruti Tulayan & Group.
2. Gaurav Srivastava & Group.
3. Prema Upadhyay & Group.

Prof. D.N. Baipai, Executive Director, AIT, Greater Noida distributed the awards.
Intellectual capital is the real asset of our institute. The institute has well-qualified faculty with the requisite academic, research and industrial exposure. Our interactive faculty works hard at both academic delivery and strengthening institute - industry interface. The institute provides avenues to the faculty to keep abreast of the new developments through participation in faculty development programmes, seminars and conferences. Faculty members are encouraged to further enhance their qualifications by pursuing Ph.D., writing and publishing research papers, undertaking research projects from the industry and the government.

The institute also draws on the expertise of the professionals from industry and academics in order to maintain high standards of quality in education and teaching.

**Prof. D.N. Bajpai**
Executive Director & Professor  
M Sc, M Tech (CS), IIT-D, LL.B,  
Dip. in Mgmt, CBIS (IIM-A)  
43 years in industry & academia

**Prof. Sunil Dayal**
Head, Corporate Research Centre  
M.Tech., PGDM (IIM-A)  
37 years in industry & academia

**Prof. C.K. Roy**
Professor  
BE Mechanical, PGDBM, CAIIB  
Finance, Capital Management,  
Operation Management and  
Corporate Governance  
36 years in industry, 11 years in academia

**Dr. M. K. Tyagi**
Registrar cum Professor  
M.A., M.Ed., Ph.D.  
Organizational Behavior  
30 years in academia

**Prof. R.S. Prasad**
Professor  
PGDM & IR (XLR), B.A(Hons.)  
Human Resource, O.B.  
36 years in industry & academia

**Mr. J. S. Shukla**
Asstt. Professor  
M.Sc., CAIIB  
People Management  
Banking & Finance  
22 years in industry, 13 years in academia

**Mr. Pradeep K. Sarangi**
Asst. Professor  
M.Tech., MCA  
14 years in academia

**Dr. Sanjeev Kumar Singh**
Asst. Professor  
B. A. (Hons.), MBA, Ph.D.  
Services Mkt. & Mkt. Management,  
5 years in industry, 11 years in academia

**Dr. Prasanta Sarangi**
Asst. Professor  
Ph.D., M.Phi.I, MBA, M.A.  
Marketing & Economics  
7 years in academic & research

**Dr. Poonam Kain**
Asst. Professor  
Ph.D., M.A., NET  
Economics, 1B  
9.5 years in Academics
FACULTY PROFILE

Ms. Chitra Bhatia Arora
Asst. Professor
MBA, B.Com., Finance
13 years in industry and academia

Dr. Neetu Mittal
Asst. Professor
Ph.D., M.Tech., M.Phil., MCA
7 years in academia
3 years in research

Ms. Deepti Sinha
Asst. Professor
MBA (HRM), Diploma in T&P
12.5 years in industry and academia

Ms. Meenakshi
Asst. Professor
PGDBM, B.A. (HS) HR
7 years in Corporates
7 years in academics

Ms. Shilpa Wadhwa
Asst. Professor
M.Com.
1 year in industry,
5 years in academia

Ms. Sonika Gargi
Asst. Professor
BA (Eco.), MBA
Finance
11 years in academia

Mr. Rohit Chawla
Asst. Professor
M.Tech., B.Tech.
Computer Science & Engg.
3 years in Industry,
9 years in academia

Mr. Mujibur Rehman
Asst. Professor
MBA, B. Tech.
Marketing Management & H.R.M.
4 years in Industry,
9 years in academia

Dr. Amit Kumar Upadhyay
Asst. Professor
Ph.D., M. Phil., M.A.
Economics, International Business
3 years in research,
9 years in academia

Dr. Imran Ahmad Khan
Asst. Professor
Ph.D., M.Com.
Finance & Accounting,
3 years in research,
6 years in academia

Mr. Anurag Bharadwaj
Asst. Professor
M.Phil., MCA
11 years in academia

Ms. Supriya Gupta
Asst. Professor
PGDBM, B.Pharmacy,
Marketing,
4 years in Industry,
7 years in academia
INDUSTRY EXPOSURE

A full-fledged Training & Placement Cell facilitates the students in placement. Leading companies visit the institute for interaction with the students. Some of the companies where the students have been placed are Ascent ITES, PropTiger Realty, Axis Bank, HR Powerhouse, Reliance Fresh, Mahindra and Mahindra Financial Services, Max Life, Genpact, Procter & Gamble, Steria, Barclays Bank, Samsung, Fidelity Investment, HDFC, Indiabulls, Hewitt Packard, Magnum Aviation etc.

* The companies contact the placement cell informing them of the job profile and the perks they are offering.
* The placement cell then allot a date for the first phase of interview, to be held in the campus (off campus as well).
* Organization conducts written test/group discussion and personal interview on given date.

* The placement cell co-ordinates with the company for final selections and informs the student for the same.
* The selected candidates can check for their selection on the notice board of the institute.

Summer Training

Summer training is provided to the students by various organizations where they are given live projects which give them a good opportunity to apply their concepts in practice and give them a proper exposure to the working of a company. Students undergo summer internship in various leading companies from mid May to July. Such industrial training provides students with adequate exposure in tackling real problems encountered in working of an industrial entity. Students are also regularly provided exposure to the latest industry practices through several industrial visits.

Sectoral Distribution

![Pie chart showing sectoral distribution]

Tie-Up With Career Portal

This placement portal automates the placement process at the college. Employers can use this portal to communicate with the college placement office.

Seminar and Industry Interaction

The institute has been organizing national seminars and industry lectures with the support from the industry & other funding agencies.

Management Meets

Management Meets are organized to create an industrial scenario and placement opportunities to benefit the recruiters who are looking for young graduates.

The institute conducts a job fair to facilitate job opportunity to PGDM students. A large number of companies participate in the job fair and a number of students are provided job opportunity.
List of Companies

- Apex Consulting
- ACC Cement
- Aircel
- BSNL Ranchi
- Britannia
- Be Stylish.com (yahoo & Smile)
- Beanbags Chairs Pvt Ltd
- Bharti Wallmart India P Ltd
- Coca Cola
- Carte Blanche
- Cerner P Ltd
- CMS Infosystems
- Elite Stock Mgt.Ltd
- Ericsson India
- Flywheel Logistics Pvt Ltd
- Federal Bank
- Givo Garments
- Haldiram
- Hero Honda
- Hindustan Times
- Honda Siel Cars
- i Trust
- Jaypee Infrastructure
- JK Tyres
- Jubilant Technologies
- Kortex Electronics
- Katak Mahindra
- Le Rayon International
- Leedrive P Ltd
- LIC
- Moser Baer
- Mindmill Softwares Pvt Ltd
- Mirus Solutions
- Muthoot Finance
- People Strong
- Quark
- Rite Services
- Religare Securities Ltd.
- River Enrgg.Pvt Ltd
- RR Financial Services
- Sancrosoft
- Sahara India Parivar
- SBI CAP Securities Ltd
- SC Jhonson Pvt Ltd
- SGS Financial Ltd
- Spectrum Talent
- Management
- Standard Chartered Bank
- Suzuki Poertrain Pvt Ltd
- Tata Indicom
- Team Lease
- Uniteck Ltd
- Vodafone
- Zydus Wellness Ltd
Swati Tiwari, (PGDM2010-12) As A consultant, Marketing Research at Capgemini
Have to take bold business decisions, innovative ideas and strategy to enable organization to grow. In this era of cut-throat competition, focus, competence and passion are the determining factors for success, all of which, I have inherited from the best faculty at Apeejay and I believe they have made all the difference. I also won the scholarship for the best student on the Founder’s day.

Arjita Katara, (PGDM2012-14),
I did my summer training with Jaypee Palace, Agra as HR trainee. I attribute my learnings about the corporate world to the Institute and am extremely satisfied with the academic infrastructure at the institute.

Vaibhav (PGDM2011-13) Business Development Manager, Square Yards
As a Business Analyst, I have to work closely with customers, acting as an all-round business consultant and to identify how I can make the business more profitable. I got more than what I thought. This is all thanks to Apeejay, “I have a lot of memories associated with the institute starting from orientation week, right up to the conclusion of the course. I participated in all major activities”.

Visesh Nigam, (PGDM 2011-13) Sales Officer, Nestle India.
Apeejay Institute of Technology, School of Management & Computer Science laid the foundation for my professional life. It turned me into an achiever with an on-campus placement in Nestle India, being the icing on the cake. It was really wonderful to see Apeejay delivering its promise of a good placement.
Personality Development Classes
At Apeejay, special emphasis is laid on overall personality development of the students; to inculcate human values and grooming students for bright career. Experienced faculty members groom and trains students in communication skills, mock interviews, presentation skills, business writing, group discussion etc. This training benefits the students, both in their early professional careers and in their social interactions in the professional & personal environment.

Cultural Activities
Cultural activities are an integral part of all-round development of the students. The college provides its students numerous opportunities for co-curricular activities to enrich their cultural interests. Some of them are:

Founder’s Day: The birthday of Hon’ble President, AES, is celebrated as the Founder’s day on 4th October, every year. Students from each stream are awarded with “Best Student Award for Human Values”.

Teachers’ Day: Students celebrate teachers’ day as a token of gratitude to their teachers. This helps in bringing students and teachers more closer and friendly.

Dasvidaniya: The farewell party organized by students to bid adieu to their seniors, making the environment thoroughly charged with energy and enthusiasm.

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 made us proud by winning awards in competitions such as quizzes, case study presentation, debates and other cultural activities.

Bodh Yukti 2013
‘Bodh Yukti’, the summer internship project report contest, was organized at IBA, Gr. Noida on 21st September, 2013. The SIP report titled – Production and Quality Control of Velcro Manufacturing by M/s. Magic Fasteners Pvt. Ltd by one of the students of the institute, Aman Bharadwaj (PGDM – 2nd year), got selected at the contest.

Debate Competition
A debate competition on the topic ‘Democratic System of India’ was held on March 8, 2013 at the Dehradun Institute of Technology, Greater Noida (DIT). Two students of PGDM (1st Year) from Apeejay Institute of Technology, School of Management & Computer Science participated & received certificates.

Joven Fiesta
The institute organized a program named “Joven Fiesta” on 16th March 2011. The fest provided an opportunity for the young budding managers to mingle with their contemporaries, share views and participate in debates on the impact of budget 2011 on various economic activities.

The function comprised Oratory Wizard (Debate competition), Dreams on paper (Painting competition), Call of Siren (Singing competition- Solo or Group) and Fashion-Gitteiz (Theme-based Fashion Show).

The fest was open to all management students of Delhi-NCR.

Students enjoying a cultural programme

Social Responsibility
One of the most effective ways to prepare students to be more responsible leaders is to give them opportunities to get engaged in activities in their communities. It has been our constant endeavour to sensitize the students towards the needs of the society, at large. At times, compulsory orientation lectures and workshops on themes such as gender equality, drug de-addiction are organised to encourage interdisciplinary approach in students. Recently, our students participated in a candle light march for crime against women.
Mrs. Sushma Berlia  
President  
Apeejay Education Society  
14, Commercial Complex, Masjid Moth, Greater Kailash II, New Delhi.

Mr. Yash Raj Aggarwal  
Vice President  
Apeejay Education Society  
GDPA Fastners, GDPA House, Near Railway Godown, Jalandhar

Mr. Vijay Berlia  
General Secretary  
Apeejay Education Society  
GDPA Fastners, GDPA House, Near Railway Godown, Jalandhar

Mr. Vinay Raj Aggarwal  
Secretary  
Apeejay Education Society  
GDPA Fastners, GDPA House, Near Railway Godown, Jalandhar

Mr. Nishant Berlia  
Joint Secretary  
No.1, Tuglak Lane, New Delhi

Mr. Aditya Berlia  
Joint Secretary  
No.1, Tuglak Lane, New Delhi

Ms. Nisha Berlia  
Member  
No.1, Tuglak Lane, New Delhi

Ms. Neha Berlia  
Member  
No.1, Tuglak Lane, New Delhi

Dr. S.K. Salwan  
Member  
CEO, AES (Higher Education)  
Chairman, Armament Research Board, DRDO, Gdvt. of India and Former Vice Chancellor, PTU

Mr. Deepak Puri  
Member  
Chairman & Managing Director  
Moser Baer India Limited, New Delhi - 110020.

Mr. K. N. Memani  
Member  
Ex- President, PHD Chamber of Commerce  
PHD House, 4/2, August Kranti Marg, New Delhi

Shri K. L. Chugh  
Member  
Chairman Emeritus, ITC  
Chairman, Cosmos Consulting, New Delhi

Shri S.K. Jindal  
Member  
CMD, Jindal Group of Companies,  
110 Babar Road, New Delhi

Mr. Raghupati Singhania  
Member  
Vice Chairman & Managing Director, J.K. Tyre Industries Ltd., New Delhi

Dr. Mahesh Sharma  
Member  
Chairman & Managing Director  
Kailash Hospital and Research Centre Ltd, Noida

Prof. T. N. Kapoor  
Member  
Ex- Vice Chancellor, Punjab University  
1372, Sector-A, Block-B, Vasant Kunj, New Delhi

Prof. R.K. Mittal  
Member  
Vice Chancellor  
Teerthanker Mahaveer University, Moradabad (U.P)

Prof. Prem Vrat  
Member  
Professor of Eminence  
Management Development Institute & Former Vice Chancellor, UPTU Lucknow

Prof. Madan Mohan Pant  
Member  
Founder & Chairman  
Planet EDU Pvt. Ltd. Gurgaon – 122001, Haryana

Prof. Abad Ahmed  
Member  
Former Dean, Faculty of Management Studies & Pro-Vice Chancellor, University of Delhi, Delhi

Dr. Dharam V Gupta  
Member  
Former Director  
Office of International Affairs, CGS Indraprastha University

Dr. Alok Saklani  
Member  
Director, Apeejay School of Management  
Dwarka, New Delhi

Executive Director (Ex-Officio)  
Convener
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Institutional Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mrs. Sushma Berlia</td>
<td>Chairperson</td>
<td>President, Apeejay Styia &amp; Svrán Group</td>
</tr>
<tr>
<td>Dr. S.K. Salwan</td>
<td>Member</td>
<td>CEO, AES (Higher Education)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chairman, Armament Research Board, DRDO, Govt. of India</td>
</tr>
<tr>
<td></td>
<td></td>
<td>and Former Vice Chancellor, PTU</td>
</tr>
<tr>
<td>Dr. Margaret Noble</td>
<td>Member</td>
<td>Pro Vice-Chancellor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The University of Greenwich (UOG) U.K.</td>
</tr>
<tr>
<td>Dr. (Mrs.) Vijaya Katti</td>
<td>Member</td>
<td>Professor &amp; Chairperson (Research)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Indian Institute of Foreign Trade (Deemed University)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>IIFT Bhawan, 8-21, Qutab Institutional Area, New Delhi</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Prof. Krishna Kumar</td>
<td>Member</td>
<td>Dean, Indian Institute of Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prabandh Nagar, Off Sitapur Road, Lucknow</td>
</tr>
<tr>
<td>Dr. Prem Vashist</td>
<td>Member</td>
<td>Former Director, Delhi School of Economics</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C-105, Sector-26, Noida</td>
</tr>
<tr>
<td>Prof. A.P. Arora</td>
<td>Member</td>
<td>Head, Dept. of Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Management Development Institute</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mehrauli Road, Sukhrali, Gurgaon - 122007</td>
</tr>
<tr>
<td>Prof. Anu Singh Lather</td>
<td>Member</td>
<td>Dean, School of Management Studies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guru Gobind Singh Indraprashta University</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Delhi</td>
</tr>
<tr>
<td>Prof. S.K. Wasan</td>
<td>Member</td>
<td>Jamia Millia Islamia (Central University), Jamia Nagar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Delhi - 110025</td>
</tr>
<tr>
<td>Dr. Y.S. Rajan</td>
<td>Member</td>
<td>Principal Advisor</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Confederation of Indian Industry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>249-F, Sector 18, Udyog Vihar Phase IV, Gurgaon - 122015</td>
</tr>
<tr>
<td>Dr. Alok Saklani</td>
<td>Member</td>
<td>Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Apeejay School of Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sector-8, Dwarka Institutional Area Dwarka, New Delhi - 110075</td>
</tr>
<tr>
<td>Mr. Mahesh Chadha</td>
<td>Member</td>
<td>Global Head – Learning &amp; Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Global Consulting Practice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tata Consultancy Services Ltd.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>154-B, Block-A, Sector 63</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Distt. Gautam Budh Nagar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Noida – 201301</td>
</tr>
<tr>
<td>Prof. S.C. Kuchhal</td>
<td>Member</td>
<td>Former Prof. IIM Ahmedabad</td>
</tr>
<tr>
<td></td>
<td></td>
<td>309, Kailash Tower – 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>East of Kailash, New Delhi – 110065</td>
</tr>
<tr>
<td>Mr. Lalit Khanna</td>
<td>Member</td>
<td>Executive Director</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Escorts Mutual Fund</td>
</tr>
<tr>
<td></td>
<td></td>
<td>11, Scindia House</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Connaught Place</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New Delhi - 110001</td>
</tr>
<tr>
<td>Mr. Deepak Verma</td>
<td>Member</td>
<td>General Works Manager</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Asian Paints Limited</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A-1, UPSIDC Industrial Area</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kasna, Greater Noida – 203207 (U.P.)</td>
</tr>
<tr>
<td>Executive Director (Ex-Officio)</td>
<td>Member Secretary</td>
<td></td>
</tr>
</tbody>
</table>
How To Apply
Sale of Prospectus: The price of this prospectus along with application form is ₹ 700/- (Non refundable) and can be obtained:
(a) From Campus and should be submitted with a Demand Draft of ₹ 700/- drawn in favour of :
- For PGDM (FT): “AIT – School of Management” payable at Greater Noida or New Delhi.
- For PGDM (IT): “AIT – School of Computer Science” payable at Greater Noida or New Delhi.
(b) Through post by sending a Demand Draft of ₹ 750/- drawn in favor of :
- For PGDM (FT): “AIT – School of Management” payable at Greater Noida or New Delhi.
- For PGDM (IT): “AIT – School of Computer Science” payable at Greater Noida or New Delhi.
Can be downloaded from the website www.apeejay.edu/aitsm

Enclosures With The Application Form
1. Attested copies of degree certificate and mark sheet of the qualifying examination (Graduation).
2. Photo copy of certificate showing date of birth.
3. Three colour photographs (2.5”X2”)
4. Photocopy of any other degree/certificate.
5. Migration/Transfer certificate

Directions of The Hon’ble Supreme Court on Ragging
- Ragging is to be treated as a crime.
- The strictest measures are to be taken to curb it.
- Any physical or material harassment to freshers is to be considered as crime and the offender is to be booked by the police.
- FIRs will be registered against the offenders.
- The punishment to such students should be exemplary and justifiably harsh to stop recurrence of the ugly incidents.
- Anti-ragging squads would be set up and failure or delay in reporting ragging incidents would amount to culpable negligence.
- Institution Leaving Certificates should mention if the student showed any aggressive behaviour or desired to harm others.
- Events like “Freshers’ Day Celebrations” should be concluded within the first two weeks of the beginning of the session.
- Students indulging in ragging will be expelled from the institution and they would not be eligible for admission in any college in future.

**CALENDAR OF EVENTS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Date Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale / Downloading of Application Form</td>
<td>27th January 2014</td>
</tr>
<tr>
<td>Dates for personal interaction (PI)</td>
<td>Commencing from 3rd February 2014</td>
</tr>
<tr>
<td>Declaration of Results</td>
<td>Within One Week of PI</td>
</tr>
<tr>
<td>Deposit of Fee</td>
<td>As per Selection Letter</td>
</tr>
<tr>
<td>Reporting of Students at Campus</td>
<td>As per Selection Letter</td>
</tr>
<tr>
<td>Commencement of Class</td>
<td>8th July 2014</td>
</tr>
</tbody>
</table>

The Registrar
Apeejay Institute of Technology
School of Management & Computer Science
1, Institutional Area, Knowledge Park-I,
Surajpur Kasna Road,
Greater Noida, U.P. 201308

Email: admissions.ait@apeejay.edu

Mob.: 9990749096, 9971755196
Ph.: (0120) 3088726
Fax: 2326018, 20, 21, 23
(0120) 2326018/19
Experience the International Edge...

- Established on the academic pattern of the best Ivy League universities of the USA
- Trans-disciplinary & Liberal Arts approach
- Strong industry linkages to facilitate training, placement & research

ADMISSIONS OPEN: 2013

Engineering & Technology
- Bachelor of Technology (B.Tech.)
- Mechanical Engineering & Product Design
- Electronics & Communication Engineering
- Electronics & Instrumentation Engineering
- Electrical & Electronics Engineering

Civil Engineering
- Computer Science & Engineering
- Master of Technology (M.Tech.)
- Instrumentation & Control Engineering
- Electronics & Communication Engg. (VLSI Design, DSP)
- Mechanical Engineering (Machine Design)
- Computer Science & Engineering
- Master of Computer Application (MCA)
- Ph.D. in Electronics & Communication Engineering and Computer Science Engineering

Biosciences
- B.Tech. in Biotechnology
- Integrated B.Tech. + M.Tech. in Biotechnology (5 yrs.)
- M.Sc. / M.Tech. in Biotechnology
- M.Sc. in Clinical Research
- M.Phil / Ph.D. in Biosciences, Biotechnology, Bioinformatics, Biomedical Sc. & Medical Biotechnology

Pharmaceutical Sciences
- PG Diploma in Novel Drug Delivery Systems
- PG Diploma in Drug Regulatory Affairs
- M.Pharm. in Pharmaceutics
- M.Pharm. in Drug Regulatory Affairs
- M.Pharm. + MBA Dual Degree Programme (3 yrs.)
- Ph.D. in Pharmaceutical Science - Pharmacetics

Management
- Bachelor in Commerce (B.Com.) Hons.
- Bachelor in Business Administration (BBA) Hons.
- Bachelor in Business Economics (B.B.E.) Hons.
- Integrated BBA + MBA Public Policy (5 yrs.)
- Master in Business Administration
- Ph.D. in Management

Design & Visual Arts
- Bachelor of Design
- Lifestyle Design - Fashion / Textile / Furniture
- Space Design - Residential / Commercial & Hospitality / Exhibition & Stage Design
- Design Media - Promotional Design / Digital Design / Photography & Film Making
- Master of Design: Fashion / Interior / Graphic
- Master of Fine Arts
- Visual Media - Graphic Design / Videography
- Fine Arts - Painting / Installation Art / Mural Design

Journalism & Mass Communication
- B.A. (Hons.) in Journalism & Mass Communication
- M.A. in Journalism & Mass Communication
- Ph.D. in Journalism & Mass Communication

Education
- Bachelor in Education (B.Ed.)
- P.G. Diploma: Early Childhood Care Education, Creative / Innovative Teaching, Educational Management, Special Education & School Counselling
- Ph.D. in Education

ASU is a social commitment of Apeejay Stya & Svrán Group. ASU is a social commitment of Apeejay Stya & Svrán Group.

For further admission queries, students can also visit our counsellors at:
- ASU City Office
- Apeejay School Campus

Give us a missed call at 022-35398485 and our admission counsellors will call you back.
E-mail: admissions@asu.apeejay.edu TOLL FREE: 1800 163 7888
Apeejay Schools

Apeejay School, Mahavir Marg, Jalandhar
Apeejay School, Hoshiarpur Road, Jalandhar
Apeejay School, Tanda Road, Jalandhar
Apeejay School, Sheikh Sarai, New Delhi
Apeejay School, Saket, New Delhi
Apeejay School, Pitampura, Delhi
Apeejay School, NOIDA, U.P. (Near Delhi)
Apeejay International School, Greater Noida, U.P.
Apeejay School, Faridabad, Haryana
Apeejay Svran Global School, Faridabad, Haryana
Apeejay School, Charkhi Dadri, Haryana
Apeejay School, Kharghar, Navi Mumbai
Apeejay School, Nerul, Navi Mumbai

Apeejay Higher Institutions

Apeejay College of Fine Arts, Jalandhar (Punjab)
Apeejay Institute of Management, Jalandhar (Punjab)
Apeejay Svran Institute of Management, Jalandhar, (Punjab)
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 Management for Women, Greater Noida
Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida
Apeejay College of Engineering, Sohna (Haryana)
Apeejay Svran Institute for Biosciences & Clinical Research, Gurgaon
Apeejay Saraswati PG College for Girls, Charkhi Dadri (Bhiwani), Haryana

Apeejay Stya University

Apeejay Stya University, Sohna-Palwal Road, Sohna, Gurgaon, Haryana – 122103
Landline: +91-124-4286870/1/2/3/4

How to reach AIT, Greater Noida

APEEJAY INSTITUTE OF TECHNOLOGY
School of Management & Computer Science
1, Institutional Area, Suraipur Kasna Road
P.O. Alpha, Greater Noida-201308 (U.P.)
Ph.: 0120-2326018, 20, 21, 23
Fax: 0120-2326018/19
Email: aitmgt.gnvd@apeejay.edu
Website: www.apeejay.edu/aitmsm