Mandatory Disclosure
(Updated on 20th December, 2012)

1.1 AICTE File No. 15-3/B/11/BUS (M) 93
Date & Period of last approval: North-West Region/1-709426602/2012/EOA
Dated: 10/05/2012

1.2 Name of the Institution: Apeejay School of Management
Address of the Institution: Sector-8, Dwarka Institutional Area,
Location map of the Institution

City & Pin Code: New Delhi - 110077
State/UT: Delhi
Longitude: 28° 34’ 31” N
Latitude: 77° 04’ 10” E
Phone number with STD code: 011- 25363978 - 80
FAX number with STD code: 011 - 25363985
Office hours at the Institution: 9.30 AM – 5.00 PM
Academic hours at the Institution: 9.30 AM – 5.00 PM
Email: asm.dwk.del@apeejay.edu
Website: www.apeejay.edu/asm
Nearest Railway Station (dist in Km): New Delhi (25 km)
Nearest Airport (dist in Km): IGI Airport (5 km)
1.3. Type of Institution
   Category (1) of the Institution  Non Minority
   Category (2) of the Institution  Co-Ed

1.4. Name of the organization running the Institution
   Apeejay Education Society
   Type of the organization  Society
   Address of the organization  14, Commercial Complex, Masjid Moth, Greater Kailash II, New Delhi -110 048
   Registered with  Registrar of Firms and Societies, Punjab
   Registration date  December 4, 1967
   Website of the organization  www.apeejay.edu

1.5. Name of the affiliating University  Not Applicable

1.6. Name of Principal / Director  Dr. Alok Sakalni
   Exact Designation  Director
   Phone number with STD code  011- 25363979 - 81
   FAX number with STD code  011- 25363985
   Email  asm.dwk.del@apeejay.edu
   Highest Degree  PhD
   Field of specialization  Marketing

1.7. Governing Board Members

1. Smt. Sushma Berlia, President
   Post Graduate, Apeejay Education Society & President, Martin & Harris Ltd., 14, Commercial Complex Masjid Moth, Greater Kailash II New Delhi.

2. Shri Yash Raj Aggarwal
   Post Graduate, GDPA Fasteners, GDPA House, TUBS Bldg. Near Railway Godown, Jalandhar - 144004

3. Shri Vijay Berlia,
   Graduate, Apeejay Education Society 14, Commercial Complex Masjid Moth, Greater Kailash II New Delhi
4. Mr. Nishant Berlia
   Graduate,
   No. 1, Tuglak Lane, New Delhi

5. Mr. Aditya Berlia
   Post Graduate,
   No. 1, Tuglak Lane, New Delhi

6. Dr. T.N. Kapoor
   Doctorate,
   Ex-Vice Chancellor, Punjab University
   1372, Sector A, Block B
   Vasant Kunj, New Delhi – 110 070.

7. Mr. Ashok Ogra, Director
   Post Graduate,
   Apeejay Institute of Mass Communication
   Dwarka, New Delhi-110 077.

8. Shri Raghupati Singhania
   JK Industries
   Link House, 3rd Floor,
   Bahadurshah Zafar Marg,
   New Delhi

9. Dr. Abad Ahmed
   Doctorate
   Former Pro VC, Delhi University
   20 Cavalry Line, Delhi University,
   Vishwavidyalaya Road, Delhi - 7

10. Dr. Pritam Singh.
    Director General, International Management Institute
    B- 30, Tara Crescent, Qutab Institutional Area,
    New Delhi - 17

11. Dr. Rajiv Kumar,
    Rajiv Gandhi Foundation
    Jawahar Bhawan
    Dr. Rajendra Prasad Road
    New Delhi – 110001

12. Dr. M.C. Gupta, IAS (Retd.)
    Doctorate
    IAS, Ex-Chief Secretary, Haryana
    House No. 771, Sector 15, Part II,
    Gurgaon – 122001, Haryana
13. Mr B.S. Baswan, Member
   Post Graduate,
   E-12/1, Vasant Vihar
   New Delhi - 110057

14. Shri K.N. Memani Member
    Post Graduate,
    Ex-President, PHDCCI

15. Regional Officer – AICTE Member
    (Nominee of AICTE)
    Ex-Officio Member

16. Director of Technical Education Member
    (Nominee of state Govt.)

17. An Industrialist/ Technologist/ Member
    Educationist nominated by AICTE

18. An Industrialist/ Technologist/ Member
    Educationist nominated by state Govt.

19. Dr. Deepankar Chakrabarti Member
    Professor & Dean,
    Apeejay School of Management, Dwarka
    New Delhi

20. Mrs. Divya Jindal Member
    Asst. Professor, Apeejay School of Management
    Dwarka, New Delhi

21. Director (Ex.officio) Member Secretary
    Apeejay School of Management
    Dwarka, New Delhi
1.8. Academic Advisory Body

   External
1. Prof. T.N. Kapoor, formerly VC, Panjab University, Chandigarh (HR)
2. Prof. D.P.S. Verma, formerly of Delhi School of Economics (Marketing)
3. Prof. Madhu Vij, FMS, Delhi University [Finance]
4. Prof. Jaishri Jethwaney, Indian Institute of Mass Communication, New Delhi
5. Prof. D.P. Goyal, Professor MDI, Gurgaon (Information Management)
6. Dr. Amit Mookerjee, IIM, Lucknow
7. Shri Shankar Nath, Head, Marketing and Direct, ICICI Lombard
8. Shri Praphul Misra, CEO, Netcarrots (Corporate)
9. Mr. Vivek Kumar, Senior Vice President and Head HR (India and Sri Lanka), Aegis Technologies

   Internal
11. Prof. Ashok Ogra, Honorary Advisor, ASM, Dwarka
12. Dr. Deepankar Chakrabarti, Dean ASM, Dwarka
13. Dr. Alok Saklani, Director, ASM (Chairperson)

   Invitees
   Professors/ Area Heads, ASM Dwarka

Frequency of meetings & date of As & when required.
last meeting 8th Aug, 2012
1.10. Student feedback mechanism on Institutional Governance/faculty performance

1.11. Grievance redressal mechanism for faculty, staff and students

1.12 (a) Name of the Department
Management

Course    PGDM
Level      PG
1st Year of approval by the Council 1994

Year wise Sanctioned Intake 180 180 120
Year wise Actual Admissions 180 131 120

Cut off marks – General quota 50 % & above

2008 – 10 2009-11 2010-11
% Students passed with Distinction 87.06 91.66 99.14
% Students passed with First Class 98.27 98.33 99.14

Students Placed 70 97 105

Accreditation Status of the course Accredited
Doctoral Courses Yes / No No
Foreign Collaborations, if any No
Professional Memberships Society EPSI, PHDCCI, DELNET, British Council Library

Professional Activities Management Development Program
Faculty Development Program
Consultancy Activities Corporate Training
Grants Fetched AICTE Sponsored Workshop under Seminar Grant in June 2011

Departmental Achievements International Publications
International Conference
International Collaborations

Distinguished Alumni 1. Ajay Ahluwalia
Regional Head – North
<table>
<thead>
<tr>
<th>1 12.(b) Name of the Department</th>
<th>Management</th>
</tr>
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<tr>
<td>Course</td>
<td>International Business</td>
</tr>
<tr>
<td>Level</td>
<td>PG</td>
</tr>
<tr>
<td>1st Year of approval by the Council</td>
<td>2008</td>
</tr>
<tr>
<td>Year wise Sanctioned Intake</td>
<td>2012  2011  2010</td>
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<tr>
<td>Year wise Actual Admission</td>
<td>60  60  60</td>
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<tr>
<td>Cut off marks – General quota</td>
<td>17  15  29</td>
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<td>50 % &amp; above</td>
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<tr>
<td>% Students passed with Distinction</td>
<td>2008-10  2009-11  2010-12</td>
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<tr>
<td></td>
<td>90.47  79.24  89.28</td>
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<tr>
<td>% Students passed with First Class</td>
<td>2008-10  2009-11  2010-12</td>
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<td>42  51  28</td>
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<td>Students Placed</td>
<td>14  46  14</td>
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<td>Accreditation Status of the course</td>
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<td>Doctoral Courses Yes / No</td>
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<td>Foreign Collaborations, if any</td>
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<td>Professional Memberships</td>
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<td>Society</td>
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<td>Professional Activities</td>
<td>Management Development Program</td>
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<td>Consultancy Activities</td>
<td>Faculty Development Program</td>
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<td>Grants Fetched</td>
<td>Corporate Training</td>
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<tr>
<td>Departmental Achievements</td>
<td>AICTE Sponsored Workshop under</td>
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<td>Seminar Grant in June 2011</td>
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<td>International Publications</td>
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<td>International Conference</td>
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<td></td>
<td>International Collaborations</td>
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Distinguished Alumni

1. Heena Bhatia
World Wide Media
The Times India Group

2. Smriti De
Marketing Executive
Examinations at British Council

3. Akshit Mathur
Marketing Executive
Siemens Enterprise Comm.

4. Akhil Agarwal
RBM at Tata Motors Ltd.

1.13. Details of Teaching Staff

Name of Teaching Staff: Dr. Alok Saklani
Designation: Director
Department: Marketing
Date of Joining the Institution: 31/07/2004
Qualifications with Class/Grade: B Com, M.Com., D.Phil.
Total Experience in Years: Teaching: 32 years Total Exp.- 32 yrs Research: -25 yrs
Papers Published National (51) International 15
PhD Supervisor: 15
PG Projects Guided 61
Books Published 1

Name of Teaching Staff: Dr. Deepankar Chakrabarti
Designation: Dean
Department: IT/IS
Date of Joining the Institution: 8/11/2004
Qualifications with Class/Grade: M.Sc & PGDIM, Ph.D
Total Experience in Years: Teaching: 19 years Total Exp.- 27 yrs Research:15 yrs
Papers Published National (10) International 2
PhD Supervisor: 3
PG Projects Guided 50
Books Published 3
Name of Teaching Staff: Dr. Etinder Pal Singh
Designation: Professor
Department: Marketing
Date of Joining the Institution: 8/12/2008
Qualifications with Class/Grade: B.A, MBA, Ph.D, UGC NET
Total Experience in Years: Teaching: 9 yrs Total Exp.: 20 yrs Research: -
Papers Published National (8) International
PhD Supervisor: 
PG Projects Guided 40

Name of Teaching Staff: Prof. Kamal Kishore
Designation: Professor
Department: Finance
Date of Joining the Institution: 29/10/2009
Qualifications with Class/Grade: M.Sc., PGDM, LLB, MBA, CAIIB, AsDBM (Manila)
Total Experience in Years: Teaching: 8.5 yrs Total Exp.: 40 yrs Research: -
Papers Published National (2) International
PhD Supervisor: 
PG Projects Guided 22
Books Published

Name of Teaching Staff: Prof. Akshey Kumar
Designation: Professor
Department: HRM
Date of Joining the Institution: 2/7/2007
Qualifications with Class/Grade: BA(Hons), MA, MBA, LLB (Gold Medalist) & LLM, FCS
Total Experience in Years: Teaching: 19 yrs
Total Exp.: 47 : - Research: -
Papers Published National (7) International
PhD Supervisor: 
PG Projects Guided 30
Books Published
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<tr>
<th>Name of Teaching Staff:</th>
<th>Prof. Amit Sareen</th>
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<td>Designation:</td>
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<tr>
<td>Department</td>
<td>International Business &amp; Business Strategy</td>
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<td>Date of Joining the Institution:</td>
<td>28.4.2010</td>
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<td>Qualifications with Class/Grade:</td>
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<td>Total Experience in Years:</td>
<td>Teaching: 2.5 yrs Total Exp.- 18 Research: -</td>
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<td>Papers Published</td>
<td>National (1) International</td>
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<td>PhD Supervisor:</td>
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<td>PG Projects Guided</td>
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<td>Books Published</td>
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<th>Name of Teaching Staff:</th>
<th>Dr. Neeraj Singhal</th>
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<td>Designation:</td>
<td>Associate Professor</td>
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<tr>
<td>Department</td>
<td>International Business</td>
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<tr>
<td>Date of Joining the Institution:</td>
<td>21/8/2006</td>
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<td>Qualifications with Class/Grade:</td>
<td>B.Sc., MBA, Ph.D.</td>
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<td>Total Experience in Years:</td>
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<td>National (12) International 1</td>
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<td>PhD Supervisor:</td>
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<td>PG Projects Guided</td>
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<th>Name of Teaching Staff:</th>
<th>Dr. Pankaj Varshney</th>
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<td>Associate Professor</td>
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<td>Department</td>
<td>Finance</td>
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<td>Date of Joining the Institution:</td>
<td>10/2/2000</td>
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<td>Qualifications with Class/Grade:</td>
<td>B.Com(Hons), MFC, Ph.D.</td>
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<td>Total Experience in Years:</td>
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<td>PhD Supervisor:</td>
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<td>PG Projects Guided</td>
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<td>Books Published</td>
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</table>
Name of Teaching Staff: Dr. Sriram Kumar Jha
Designation: Assistant Professor
Department: Human Resource
Date of Joining the Institution: 01/08/2007
Qualifications with Class/Grade: B.A., M.A., Ph.D., UGC NET
Total Experience in Years: Teaching: 6 yrs Total Exp.-11.5 yrs Research: -1
Papers Published National (12) International
PhD Supervisor: 2
PG Projects Guided 17
Books Published 4

Name of Teaching Staff: Dr. Shalini Vermani
Designation: Assistant Associate Professor
Department: IT/IS
Date of Joining the Institution: 20/06/06
Qualifications with Class/Grade: B.Sc., M.Sc., Ph.D.
Total Experience in Years: Teaching: 11.5 yrs Total Exp.-11.5 yrs Research: -3
Papers Published National (13) International 3
PhD Supervisor: 1
PG Projects Guided 25
Books Published 1

Name of Teaching Staff: Ms. Monika Arora
Designation: Assistant Professor
Department: IT/IS
Date of Joining the Institution: 8/6/2001
Qualifications with Class/Grade: B.Sc. (Hons), MCA, Pursuing Ph.D.
Total Experience in Years: Teaching: 12 yrs Total Exp.-15 yrs Research: -3
Papers Published National (22) International 16
PhD Supervisor:
PG Projects Guided 51
Books Published

Name of Teaching Staff: Ms. Manupriya Bali
Designation: Assistant Professor
Department: Human Resource
Date of Joining the Institution: 2/7/2007
Qualifications with Class/Grade: IRPM, MBA, MPM & PGD in HRD
Name of Teaching Staff: Ms. Shweta Jha
Designation: Assistant Professor
Department: Human Resource
Date of Joining the Institution: 3/12/2007
Qualifications with Class/Grade: B.Sc (Hons), PGDBM, Pursuing Ph.D
Total Experience in Years: Teaching: 5.5 yrs Total Exp: 13 yrs Research: -
Papers Published: National (2) International
PhD Supervisor: 
PG Projects Guided: 20
Books Published: 

Name of Teaching Staff: Ms. Jyoti Doval
Designation: Assistant Professor
Department: Business Communication
Date of Joining the Institution: 1/5/2009
Qualifications with Class/Grade: B.Sc., MBA, Pursuing Ph.D
Total Experience in Years: Teaching: 11 yrs Total Exp: 12.5 yrs Research: -
Papers Published: National (7) International 2
PhD Supervisor: 
PG Projects Guided: 15
Books Published: 

Name of Teaching Staff: Ms. Shilpa Bhaskar
Designation: Assistant Professor
Department: Marketing
Date of Joining the Institution: 7/8/2006
Qualifications with Class/Grade: B.Sc., M.Sc & MBA & PGDCA, UGC NET
Total Experience in Years: Teaching: 11 yrs Total Exp: 12 yrs Research: -1.5 yrs
Papers Published: National (5) International 1
PhD Supervisor: 
PG Projects Guided: 50
Books Published: 
Name of Teaching Staff: Ms. Anchal Gupta  
Designation: Assistant Professor  
Department: Operations Research/Quantitative Methods  
Date of Joining the Institution: 2/7/2007  
Qualifications with Class/Grade: B.Sc., M.Sc & M.Phil  
Total Experience in Years: Teaching: 5.5 yrs Total Exp : - 5.5 yrs Research: -  
Papers Published National (3) International:  
PhD Supervisor:  
PG Projects Guided 25  
Books Published:  

Name of Teaching Staff: Mr. Mukesh Kumar Mehlawat  
Designation: Assistant Professor  
Department: Quantitative Methods / Operations Research  
Date of Joining the Institution: 1/6/2005  
Qualifications with Class/Grade: B.Sc., M.Sc., Pursuing Ph.D.  
Total Experience in Years: Teaching: 8 yrs Total Exp : 8 yrs Research: -  
Papers Published National (1) International 18:  
PhD Supervisor:  
PG Projects Guided 25  
Books Published:  

Name of Teaching Staff: Ms. Preeti Suryawanshi  
Designation: Assistant Professor  
Department: Marketing  
Date of Joining the Institution: 4/9/2006  
Qualifications with Class/Grade: B.E., MBA, UGC NET  
Total Experience in Years: Teaching: 5.5 yrs Total Exp 5.5 yrs- Research: -  
Papers Published National (3) International:  
PhD Supervisor:  
PG Projects Guided 15  
Books Published:  

Name of Teaching Staff: Ms. Divya Jindal  
Designation: Assistant Professor  
Department: Finance  
Date of Joining the Institution: 20/8/2008
Qualifications with Class/Grade: B.Com, M.Com, MFC & CPA
Total Experience in Years: Teaching: 6.5 yrs Total Exp 7.5 yrs- Research: -
Papers Published National (5) International
PhD Supervisor:
PG Projects Guided 27
Books Published

Name of Teaching Staff: Ms. Priya Gupta
Designation: Assistant Professor
Department: Finance
Date of Joining the Institution 18/9/2008:

Qualifications with Class/Grade: B.Com(H), M.Com, PGDM, CA (Inter):
Total Experience in Years: Teaching: 3 yrs Total Exp 3 yrs Research: -
Papers Published National (8) International
PhD Supervisor:
PG Projects Guided 25
Books Published

Name of Teaching Staff: Ms. Sonia Kalra
Designation: Assistant Professor
Department: IT/IS
Date of Joining the Institution: 10.01.03

Qualifications with Class/Grade: B.E, MCA
Total Experience in Years: Teaching: 9.5 yrs Total Exp 9.5 yrs Research: -
Papers Published National (3) International
PhD Supervisor:
PG Projects Guided 20
Books Published

Name of Teaching Staff: Ms. Ruchi Malik
Designation: Assistant Professor
Department: Marketing
Date of Joining the Institution: 18/7/2007

Qualifications with Class/Grade: BA(Hons), MBA & M.Phil
Total Experience in Years: Teaching: 8.5 yrs Total Exp 8.5 yrs Research: -
Papers Published National (4) International 1
PhD Supervisor:
PG Projects Guided 35
Books Published
Name of Teaching Staff: Mr. Rajesh Kumar Sinha
Designation: Assistant Professor
Department: Marketing
Date of Joining the Institution: 11/7/2008
Qualifications with Class/Grade: B.Sc (Hons), MBA, UGC NET
Total Experience in Years: Teaching: 7.5 yrs Total Exp: 7.5 yrs Research: -
Papers Published: National (8) International 1
PhD Supervisor:
PG Projects Guided: 100
Books Published

Name of Teaching Staff: Ms. Manisha Bachheti
Designation: Assistant Professor
Department: Marketing
Date of Joining the Institution: 14/7/2008
Qualifications with Class/Grade: B.Sc., MBA, Pursuing Ph.D
Total Experience in Years: Teaching: 6 yrs Total Exp: 6 yrs Research: -
Papers Published: National International
PhD Supervisor:
PG Projects Guided: 40
Books Published

Name of Teaching Staff: Ms. Sukhmani Bhardwaj
Designation: Assistant Professor
Department: Marketing
Date of Joining the Institution: 7/7/2008
Qualifications with Class/Grade: BBA, MBA (Honours)
Total Experience in Years: Teaching: 8 yrs Total Exp: 8 yrs Research: -
Papers Published: National (4) International 1
PhD Supervisor:
PG Projects Guided: 40
Books Published

Name of Teaching Staff: Ms. Chhaya Wadhwa
Designation: Assistant Professor
Department: Business Communication
Date of Joining the Institution: 01/02/2010
Qualifications with Class/Grade: MA, M.Phil, UGC NET (English) 1st div. & MBA
Total Experience in Years: Teaching: 12.5 yrs Total Exp: 12.5 yrs Research: -
Name of Teaching Staff: Ms. Garima Mittal
Designation: Asstt. Professor
Department: Quantitative Methods / Operations Research
Date of Joining the Institution: 21/06/2002
Qualifications with Class/Grade: M.Sc, M.Phil,
Total Experience in Years: Teaching: 12 yrs Total Exp: 12 yrs Research: - 3
Papers Published National (3) International 8
PhD Supervisor: 
PG Projects Guided 35
Books Published

Name of Teaching Staff: Dr. Puja Mahesh
Designation: Associate Professor
Department: Journalism & Mass Communication
Date of Joining the Institution: 21st February, 2011
Qualifications with Class/Grade: Ph.D. Journalism & Mass Communication
M.Sc. Development Communication
PG Diploma in Advertising & Public Relations
Total Experience in Years: Teaching: 10 yrs Total Exp 10 yrs- Research: - 3
Papers Published National (3) International
PhD Supervisor: 2
PG Projects Guided 200
Books Published

Name of Teaching Staff: Anshu Rai
Designation: Assistant Professor
Department: HR
Date of Joining the Institution: 26 Dec 2011
Qualifications with Class/Grade: PGDBM (HR & Marketing)
Total Experience in Years: Teaching: 1 yr Total Exp 4.5 yrs Research: -
Papers Published National International
PhD Supervisor
PG Projects Guided
Books Published
Name of Teaching Staff: Shivangi Rani
Designation: Assistant Professor
Department: HR
Date of Joining the Institution: 16 Dec 2011
Qualifications with Class/Grade: PGDHRM
Total Experience in Years: Teaching: 1 yr Total Exp: 9.5 yrs Research: 3 yrs
Papers Published: National International
PhD Supervisor
PG Projects Guided
Books Published

Name of Teaching Staff: Ishita Adhikari
Designation: Assistant Professor
Department: HR
Date of Joining the Institution: 26 Nov 2012
Qualifications with Class/Grade: MA (Specialization HRM)
Total Experience in Years: Teaching: Total Exp: 15 yrs Research: 3 yrs
Papers Published: National International
PhD Supervisor
PG Projects Guided
Books Published

Name of Teaching Staff: Amiya Kumar Mohapatra
Designation: Assistant Professor
Department: HR
Date of Joining the Institution: 19 Dec., 2012
Qualifications with Class/Grade: Ph.D., M.A.(Economics)
Total Experience in Years: Teaching: 5 Total Exp: 5 yrs Research:
Papers Published: National 7 International
PhD Supervisor
PG Projects Guided: 15
Books Published: 5

1.14 Admission quota: General

Entrance test / admission criteria: PGDM - MAT/CAT/XAT/CMAT
PGDM(IB) – MAT/CAT/XAT/CMAT
Cut off / last candidate admitted:
Fees in rupees: Rs. 6,00,000/-
PIO quota Yes / No

No

1.15. Infrastructural information

ClassRoom

Tutorial Room
Cafeteria

Indoor Sports Facilities
Outdoor Sports Facilities

Facilities for Disabled
Girls Hostel

1.17. Academic Sessions
Examination system, Year / Sem: July – October, October – December, January - April
Period of declaration of results: Trimester
Within a fortnight of examination

1.18. Counseling / Mentoring
Career Counseling: Yes
Medical facilities: Yes
Student Insurance: No
1.19. Students Activity Body
- Cultural activities: Yes
- Sports activities: Yes
- Literary activities: Yes
- Magazine / Newsletter: Yes
- Technical activities / TechFest: Yes
- Industrial Visits / Tours: Yes
- Alumni activities: Yes

1.20. Name of the Information Officer for Prof. Akshey Kumar

<table>
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<tr>
<th>RTI</th>
<th>Designation</th>
<th>Professor</th>
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<td>011 - 25363985</td>
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<tr>
<td>Email</td>
<td><a href="mailto:asm.dwk.del@apeejay.edu">asm.dwk.del@apeejay.edu</a></td>
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