Apeejay School of Management
Dwarka, New Delhi

Placement Brochure
2011-13

Apeejay School of Management
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About The Founder Chairman

"Tu shaaheen hai parwaz hai kaam tara,
tere saamne aason aur bhi hain"
(You are a falcon. Soaring high is your nature.
There are skies yet for you to conquer)

- Iqbal

Dr. Syla 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. Syla Paul was instrumental in the rise of Apeejay Group as one of the biggest industrial houses of independent India and was a leading architect of its emergence as a self-reliant industrial superpower, founded on the strength of the Indian capability and enterprise. As Chairman Emeritus, he 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. Syla Paul was one of the earliest industrialist 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 incubation of values and 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 respective disciplines, moulding the lives and careers of future generations of the country. The year 2010 also saw the realisation of Dr. Syla 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 together the dual identities of a technology and research based University with a liberal arts institution.

Dr. Syla 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. Syla Paul who, in 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. Syla 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. Syla 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. Syla 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. Syla Paul

President's Message

The name Apeejay symbolizes quality education. Over the years, it has nurtured and shaped talents of bright young minds right from the formative years in school to post-graduate levels.

Today's future manager will be working in an uncertain and competitive environment with globalization and internet having opened up the Indian markets. Future managers have to be prepared for global challenges and take advantage of international opportunities. The need of the hour is to develop a competitive edge with global perspective. A business program that is not finally tuned to the ever-changing needs of the industry, would no longer serve its purpose.

With this in mind, the Apeejay School of Management (ASM) has incorporated the latest trends in course design and teaching methodology, continuously upgrading the syllabi in tune with industry requirements and developments in management sciences. The program provides for effective student interaction with industry during two months summer assignments, as well as a final year project with leading companies in the country.

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

Mrs Sushma Berlia
President, Apeejay Education Society
Board of Governors

Lord Swraj Paul
Patron, Apeejay Education Society
President, Caparo Group of Industries, United Kingdom

Smt. Sushma Beria
President, Apeejay Education Society
President, Martin & Harris Ltd.

Shri Yash Raj Aggarwal
Vice President, Apeejay Education Society
Chairman, GDPA Group of Industries

Shri Vijay Beria
General Secretary, Apeejay Education Society

Shri Vinay Raj Aggarwal
Secretary, Apeejay Education Society

Shri Nishant Beria
Joint Secretary, Apeejay Education Society

Shri Aditya Beria
Joint Secretary, Apeejay Education Society

Dr. T.N. Kapoor
Formerly Vice Chancellor, Panjab University

Prof. Ashok Ogra
Director, Apeejay Institute of Mass Communication

Dr. Pritam Singh
Formerly Director, Management Development Institute, Gurgaon

Shri Raghuvati Singhania
Chairman J.K. Industries

Dr. Abad Ahmed
Formerly Pro-Vice Chancellor, University of Delhi

Dr. Rajiv Kumar
Director & C.E.O, ICRIER

Dr. M.C. Gupta
IAS (Retd.), Ex Chief Secretary, Haryana

Shri B.S. Baswan
Sr. Consultant Planning Commission

Mr. Alak Sharma
Formerly MD, Apple India

Shri K.N. Memani
Ex. President, PHDCCI

Prof. R.P. Hooda
Vice Chancellor, M D University, Rohtak

Prof. Hiftekar Ahmed
Director, Mass Communication, Research Centre, Jamia Milia Islamia, New Delhi

Mr. R. Sreedhar
Director, Commonwealth Education Media for Asia

Mr. K.K. Uppal
Formerly Dean, University Business School, Panjab University, Chandigarh

Ms. Neha Beria
Apeejay Education Society

Mrs. Nisha Beria
Apeejay Education Society

Dr. Alak Saklani
Director, Apeejay School of Management

Academic Advisory Council

Prof. T.N. Kapoor
Formerly Vice Chancellor, Panjab University

Prof. D.P.S. Verma
Professor (Retd.) Delhi School of Economics, DU

Prof. Madhu V. FMS, DU

Prof. Jai shree Jethwany
Indian Institute of Mass Communication

Prof. D.P. Goyal, MOI

Dr. Amit Moakerjea, IIM, Lucknow (Noida Campus)

Shri Shankar Nath, Founder Policynet.com

Shri Prathul Misra, CEO, Netcarrots, Loyalty Services

Mr. Vivek Kumar, Sr. VP and Head HR, (India and Sri Lanka), Aegis Technologies

Ms. Bhavan Bhatia, Chief Manager, Estel Technologies

Prof. Ashok Ogra, Honorary Advisor, ASM

Dr. Alak Saklani, Director, ASM (Chairperson)

Prof. Deepak Chakrabarti, Dean, ASM

Academic Council

Dr. Alak Saklani, Director, ASM (Chairperson)

Dr. Deepak Chakrabarti, Dean (Academics)

Area Heads

Prof. Akshay Kumar (General Management and Law)

Dr. Etinder Pal Singh (Marketing)

Prof. Kamal Kishore (Finance)

Prof. Amit Sareen (Int'l Buss. & Business Comm.)

Dr. Srinaraj Jha (HR)

Prof. Monika Arora (IT/QT)

Contents

INVITATION FROM THE DIRECTOR

ABOUT US
• Journey Towards Excellence
• Infrastructure
• Highlights

OUR PROGRAMMES
• Courses offered
• Pedagogy

INTERNATIONAL LINKAGES
• ICICI Securities
• National Entrepreneurship Network (NEN)
• HDFC Bank Ltd.
• Netcarrots Loyalty Services

EXPERIENTIAL LEARNING
• Conferences and Seminars

OUT REACH
• Professional Clubs
• Corporate Interactions
• Industrial Visits
• Cultural Activities
• Community Service

PLACEMENT OVERVIEW
• Placement Procedure
• Past Recruiters

STUDENTS PROFILE
• PGDM
  • Marketing Specialization
  • Finance Specialization
  • HRM Specialization
  • PGDM-IB

SUMMER INTERNSHIPS

3
5
6
7
8
9
10-12
13-14
15-48
49
Dear Recruiter,

We are pleased to share the accomplishments of Apeejay School of Management (ASM), Dwarka with you.

In its endeavor to groom professionals for the global business world, ASM is committed to impart quality management education to aspiring students through its AICTE approved (Two years) Full Time Post Graduate Diploma in Management courses.

The enclosed brochure presents you with an overview of the institute, the course curriculum and a brief profile of PGDM participants, available for final placements in your respective organization. The students program are selected through a rigorous admission procedure comprising aptitude test, group discussions and personal interviews.

In keeping with high standards set by the Apeejay Education Society, the students of the earlier batches have made a name for themselves and the institute, in the corporate sector. Groomed and nurtured by experienced professors and industry stalwarts, all our students have been well-equipped to cope with the intricacies of the industry through in-depth classroom learning, as well as, practical field studies, projects and seminars of national/international level.

The batch of 2011-13 is a highly motivated and talented group. It was a delight interacting with them. The class has diverse experience from a wide spectrum of industries. Their commitment and determination to achieve is praiseworthy. I am confident that you will find them valuable for your esteemed organization.

May I invite you for a productive visit to our campus.

Dr. Alok Saklani
Infrastructure

Campus
Modern, state-of-art facilities form part of the two-acre campus. The complex consists of over 20 classrooms, seminar/conference halls, three libraries and eight computer laboratories among other facilities. The air-conditioned classrooms are equipped with LCD projectors and OHPs. The students are provided with a laptop each, which makes learning a joyful experience; operating within the world of information, at the click of a key.

A 400+ seater air-conditioned auditorium is the venue for all guest lectures, national/international seminars, presentations, debates, dances, etc. Another 200+ seat open amphitheatre is the nucleus to catch live student action (role plays, theatre, festivals).

Computer Centre
The computer laboratories are another high point in the student life at ASM. There are eight primary computing resources for the students on campus, which are fully air-conditioned. The labs house more than 450 desktop computers with latest software/hardware connected in a network. Wi-Fi Internet facility is available through 4 MBPS leased lines.

Language Lab
The institution has a fully computerized English Lab to enhance oral communication skills amongst students. The course content of the English lab has been developed considering industry requirements.

Library
A well-stocked library with about 22,600 books, national international magazines, periodicals, journals and research papers is the hub that sustains, stimulates, generates and rejuvenates grey cells. Users can also access full text journals online, covering titles and e-journals published by Emerald. The institution also holds institutional memberships with British Council Library, American Council Library, National Institute of Science, Communication and Information Recovery. It has associations with other campuses through a database of DELNET for round-the-clock availability of books to help students in their studies.

ASM Highlights

Rankings/Accreditations
- Ranked among top 1% B-Schools in India*
- Rated A++ Institute**
- Ranked 29th as recruiters choice in marketing discipline, by Economic Times***
- Approved by AICTE; Accredited by NBA
- Recognition of PGDM, equivalent to MBA (AICTE)

*Competition Success Review, 2011
**Business India B-School Survey, 2011
***Economic Times, May 2011

Academic/Corporate Partners
- Philadelphia University (USA)
- Yunnan University (China)
- Normandy Business School (France)
- NetCarrots Loyalty Services
- National Entrepreneurship Network (NEN)
- HDFC Bank Ltd.
- ICICI Securities Ltd

Our Programs

Courses Offered
- Post Graduate Diploma in Management (PGDM)
- PGDM in International Business

Pedagogy
A well-planned pedagogy plays a crucial role in the development of a future manager. The ASM courses and credits are continuously restructured to make them contemporary to the changing scenario in management education. The teaching methodology is student-centric, with a prime focus on industrial projects, role-plays and field assignments.

ASM fosters in-depth knowledge through case-based teaching, enabling students to understand the nuances of the corporate world. Case studies expose the students to real life business situations in a simulated environment.

Our students imbibe the ability to:
- Apply learnt concepts and practices
- Manage change
- Think strategically
- Communicate clearly and effectively
- Lead, work in, and develop effective group
International Linkages

With a vision to have a strong global connect, the institute has entered into academic Collaborations with leading institutes and organizations in India and overseas, including USA, China and France.

- The MoU with University of Philadelphia, USA, provides for exchange of faculty, students and joint research and conferences. Under the MoU, we are jointly publishing an international journal.
- Apeejay School of Management and E.M. Normandie- Normandy Business School, France signed a MoU on 15 February 2011, to facilitate cooperation between the two institutions in the areas of academic and research. The MoU seeks to encourage faculty exchange programs and student exchange program between the two institutions.
- The MoU with the Yunnan University of Finance and Economics (Kunming) provides for academics collaboration in the areas of multidisciplinary research, faculty and student exchange programs. It also provides for extracurricular activities for visiting students, such as language training and summer camp.

International Seminars
Speaker from overseas visit ASM regularly to deliver sessions across areas. Some of such seminars are following:
(i) “Future Careers in Marketing” Speaker Kim Roberts, Professor, South Bank University, London
(ii) “WTO: issues and concerns” Key speaker Prof. Basant Raj Bhandari, formerly Principal Advisor International Trade Center UNCTAD/WTO and presently Chief Consultant, Global Traders Conference (WTO accredited NGO)
(iii) “Research and Research Publications” by Prof. Sudhir Kole, University of Bond, Queensland
(iv) “Growing importance of Supply chain management: An Indian Perspective”, Key speaker Dr. Rajeev Sawhney, Professor, Western Illinois University.
(v) “Asian Common Currency” by Prof. D. K. Malhotra, Philadelphia University
(vi) “Role of Derivatives in Current Financial Crisis” Speaker Professor D. K. Malhotra, Philadelphia University
(vii) “Branding and Internet Marketing” Key Speaker Dr. Ruby Roy Dhokia, Professor & Director Internet Marketing, University of Rhode Island U.S.A.

Corporate Partners

ICICI Securities
The institute and ICICI Securities run Joint Certificate Courses on Financial Planning and Sales Management for the employees of ICICI Securities. The courses include modules on financial planning, equity and derivatives, insurance, mutual funds, sales process and CRM, marketing, and selling skills, etc.

HDFC Bank Ltd.
The Institute has a corporate tie up with HDFC Bank Ltd. to promote cooperation and advancement of academic and business exchanges through:
- Joint certification program in Relationship Management
- Jointly developing training material
- Zero day placement offer
PGDM students are given courses under their electives as part of the program

National Entrepreneurship Network (NEN)
The collaboration with National Entrepreneurship Network (NEN) helps develop the spirit of entrepreneurship among students. NEN supports entrepreneurship programs in the campus and provides an access to entrepreneurial activities & resources. Regular and frequent activities are held under this arrangement every year.

NetCarrots Loyalty Services
The collaboration with NetCarrots Loyalty Services provides for student support activities such as:
- Guest lectures and seminars
- Joint research and consultancy assignments
- Summer internship and placement offers
In past, several students have benefitted from the partnership. NetCarrots Loyalty Services has supported various MDPs in the areas of loyalty and CRM and also carried out joint research and publications.
Experiential Learning

Conferences and Seminars

ASM aims for 360-degree development of its students. Industry-student interactions provide students an insight into the corporate landscape and help them gain corporate exposure. The institute has been organizing various seminars and conferences and coordinates various guest lectures to keep students abreast with contemporary issues. The year saw an emphasis on internet marketing, financial crisis, supply chain management, entrepreneurship, leadership, and social responsibility.

Some key initiatives include:

- Conference of “Marketing Scholars and Practitioners” (CMSP-2011) on Global Uncertainties, Issues, Opportunities and Challenges: September 23, 2011
- Conference on “Innovations in Financial Research” November 9, 2011
- Seminar on “HR transformation: The Road to 2020”: March 16, 2012

Out Reach

Management Development Programs and Faculty Development Programs

The institute has been organizing various management development programs and faculty development programs for the corporate and faculty. The year saw an emphasis on research methods, advanced statistics, case study teaching, community service and civic engagement, during the following programs:

- Workshop on Case Teaching: May 23-24, 2011
- Faculty Development Program on Structure Equation Modeling: May 25, 2011
- Faculty Development Program on Handling Case Studies in Finance: May 30, 2011
- Faculty Development Program on Data Analysis for Management Research (AICTE sponsored): June 6-10, 2011
- Faculty Development Program on Designing Research Proposal: Feb 14, 2012
Life On Campus

Professional Clubs

Professional clubs are a critical component of the learning environment at ASM. Students are encouraged to participate in one or more of the following clubs.

- Marketing Club
  The Marketing Club is responsible for arranging live projects for students besides ensuring industry student-interaction sessions. The club organizes an important and interesting event - AD MAD SHOW and the advertising competition, during the annual day 'Synergy'.

- Entrepreneurship Cell
  The Entrepreneurship Club invites entrepreneurs to share their personal experiences with students. Students come up with bright and innovative business ideas and make presentations. The club organizes an annual venture activity wherein students are given a small amount as seed capital that they have to use for their entrepreneurial ventures.

- HR Club
  The Club keeps students abreast with the latest developments in the HR world. Besides inviting 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. 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.

- Skill Development Cell
  At ASM, special emphasis is laid on overall personality development of the students. For the purpose, Skill Development Cell, with half a dozen faculty, trains students in Communication and Presentation Skills. Special stress is laid on enhancing team building skills of students through various group activities.

Corporate Interactions

The pedagogy at ASM has always been inclined towards practical. One of the ways by which it has been achieved is through students' interactions with corporate leaders.

Many important speakers, including those mentioned in the table have graced the campus.

<table>
<thead>
<tr>
<th>Name</th>
<th>Company/Organization</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shankar Nath</td>
<td>Policy Tiger</td>
<td>MD</td>
</tr>
<tr>
<td>Vikas Agrawal</td>
<td>KPMG Ltd.</td>
<td>Director</td>
</tr>
<tr>
<td>Suhito Banerjee</td>
<td>Promise</td>
<td>Head-Operations</td>
</tr>
<tr>
<td>Ishita Adhikari</td>
<td>Kuoni Travels</td>
<td>Head-HR</td>
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<tr>
<td>D K Malhotra</td>
<td>Philadelphia University, USA</td>
<td>Professor</td>
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<tr>
<td>Ravi Vinayak</td>
<td>Smart Money Academy</td>
<td>Founder &amp; Head</td>
</tr>
<tr>
<td>Sunil Pant</td>
<td>State Bank of India</td>
<td>Chief General Manager</td>
</tr>
<tr>
<td>Sharda Ugra</td>
<td>Cricinfo</td>
<td>Senior Editor</td>
</tr>
<tr>
<td>Jigaw Shah</td>
<td>Nimble Enterprise Pvt. Ltd.</td>
<td>MD</td>
</tr>
<tr>
<td>Vinish Joshi</td>
<td>Media Cam</td>
<td>GM-Marketing</td>
</tr>
<tr>
<td>Sahil Kapoor</td>
<td>Nova Informatics Pvt. Ltd.</td>
<td>CEO</td>
</tr>
<tr>
<td>Yogendra Singh</td>
<td>MTS Telecom</td>
<td>Asst. Director</td>
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<tr>
<td>B R Bhandari</td>
<td>WTO</td>
<td>Former Principal Advisor, WTO</td>
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<tr>
<td>Kim Roberts</td>
<td>South Banks University, London</td>
<td>Professor</td>
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<tr>
<td>Barun S Mitra</td>
<td>Liberty Institute, New Delhi</td>
<td>Managing Trustee</td>
</tr>
<tr>
<td>Mukul Jain</td>
<td>SEBI</td>
<td>Certified Financial Education Trainer</td>
</tr>
<tr>
<td>Tarun Girdhar</td>
<td>Aspiring Minds</td>
<td>AVP</td>
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Industrial Visits

Various industrial trips are organised to provide students an outdoor learning experience.

In past students have visited Maruti Suzuki India Ltd., Munjal Showa Ltd., Escorts Group (Tractor Division), Parle Biscuits Pvt. Ltd., Adani Logistics Park etc.
Life On Campus

Cultural Activities

Cultural activities never take a backseat at the ASM campus.

Mini Marathon: Like in past years, a mini-marathon was organized to emphasize the awareness for health and fitness on September 16, 2011. The theme of the marathon was 'Stay Strong Live Long'. The effort was to sensitize the community particularly the residents of Dwarka about the need for eating right and benefits of exercising to lead a long and healthy life. Students and the residents of the Dwarka housing societies participated in the 6.5-kilometer long marathon.

Synergy: Annual inter-college Management and Cultural Festival was held on November 17th – 18th, 2011. The chief guest for Synergy 2011 was Mr. Deepak Vohra, IFS (Retd.), an eminent TV personality, who distributed prizes to the winners. Speaking on this occasion Mr. Vohra emphasized on issues like - corruption, right to information & transparency in governance and job opportunities for the future generation.

Panel Discussion on IPL: The institute hosted a televised panel discussion on Indian Premier League, organized by NewsX channel on 20th April 2011. The panelists for the discussion were Mr. Javagal Srinath, Mr. Ayaz Memon, Mr. Rahul Mehra and Mr. Navroz Dhondy.

Student Performance during Synergy

Social Responsibility

Students and faculty at ASM have been regularly spreading the message of corporate social responsibility. Be it blood donation camps, filling the void by interacting with senior citizens at old age homes, helping set up free health camps for orphans, serving under-privileged children by giving tuitions, music training etc., or raising funds to sponsor their education, our students have been actively involved in all community projects.

Why Recruit our Students?

The business environment today requires efficient handling of complex and unpredictable situations. By providing an excellent mix of highly qualified faculty and course content, we ensure that our students are well prepared to step into the corporate world. We also ensure that our students are provided with ample opportunities to learn from the corporate world.

Placement Overview

The institute has earned the reputation of developing individuals with global outlook and high competence during the last 19 years. Through a stringent selection process, it picks up students with drive to succeed, high level of integrity, sense of purpose, strong sense of ethics, pro-activeness and adaptability to change.

Campus Placement at Apeejay is a crucial activity for young aspiring managers for appropriate placement in organizations. The Corporate Resource Center at the institute maintains close liaison with the corporate world. Top companies recruit from our institute, year after year. Our alumni have created a strong foundation and our students continue to strengthen our brand and capabilities.

Placement Procedure

For recruitment at ASM, the placement procedure includes:

- Pre-placement talks (PPT): The PPT provides an opportunity for the recruiting companies and the students to interact. A presentation by the company about itself and types of jobs available (content, compensation package, location, etc.) gives an insight to the aspiring students. The PPT provides an opportunity to the organization to recruit the first year students for Summer Projects as well. Recruiters are requested to schedule the PPTs before commencement of the Placement activity (on mutual convenience) and may also send promotional material to the Institute prior to the PPT.

Selection Process: The companies may consider sending details of the selection procedure well in advance, which will enable the institute to make the necessary arrangements.
Previous Placements
If placements are any indication of the success of a business school in the corporate world, the institute has definitely made its mark, as can be seen from the success of the Campus Recruitment of 2011 (see Table). There is a wide representation of sectors—FMCG, Banking & Financial Services, Consulting, IT & ITES, Manufacturing, Consumer Durables, Retail, Media, and Advertising amongst others.

Past Recruiters

| AdGlobal 360 | Finalytics Consulting | Future Group |
| Adobo | Forex Serve | GMR |
| Ameriprise Financial | HDFC Bank | Heenon |
| ASSOCHAM | ICICI Bank | ICICI Securities |
| Applied Research International | ICICI ATS | IDBI Bank |
| Aspiring Minds | India Bulls | IndusInd Bank |
| Axis Bank | India Infrastructure | Interocian Shipping |
| Bercal | ITC | Katk Mahindra Bank |
| Bertelsmann Marketing (Arvato) | Laurent & Benon | L & T Finance |
| Bird Group | Leela - Hotels and Resorts | Martin & Harris |
| BTI Consultants | Nestle | Matrix Cellular |
| Capital IQ | Next Retail | Mozars |
| Cign Analytics | Oriental Bank of Commerce | Mirus Solutions |
| Citibank | Reliance Broadcast | Mordicare |
| CSC | RocSearch | Mosaic |
| Deloitte | SPML Infra | Nestle |
| DGM | Smart Cube | Next Retail |
| Eagle Logistics | Spire Research | Orient Bank of Commerce |
| Educomp Solutions | Standard Chartered Bank | Reliance Broadcast |
| Empryson Partners | Star Search | RocSearch |
| FIF | SVCL | SPML Infra |
| PFI | Ipsos (Synovate) | Smart Cube |
| Fidelity | Tetra Media | Spire Research |

PGDM
Courses (PGDM)

Term I
- Marketing Management I
- Financial Accounting I
- Organization Behaviour I
- IT in Business I
- Quantitative Techniques
- Business Ethics
- Managerial Economics
- Business Communication I

Term II
- Marketing Management II
- Financial Accounting II
- Organization Behaviour II
- IT in Business II
- Legal Aspects of Business
- Macro Economic Environment
- Business Communication II

Term III
- Consumer Behaviour
- Financial Management
- Human Resource Management
- Management Information Systems
- Operations Management
- Business Research
- International Business
- Business Communication III

Term IV
- Business Strategy
- Management Modelling
- General Proficiency
- Major 1, 2, 3
- Minor 1

Term V
- Entrepreneurship
- Major 4, 5
- Minor 2, 3
- FRP*  
*In lieu of FRP Students may opt to study two additional major papers.

Term VI
- Corporate Governance
- Public Policy

Electives (PGDM)

Marketing
- Brand Management
- Sales Management
- Integrated Marketing Communication
- Customer Relationship Mgmt.
- International Marketing
- Channel Sales Management
- Marketing Metrics
- Films in Sports Marketing
- Green Marketing
- Marketing of Services
- Relationship Management
- Retail Management
- Rural Marketing
- Social Media Marketing

Finance
- Corporate Tax Planning
- Derivatives & Risk Management
- International Finance
- Project Finance
- Wealth Management
- Corporate Restructuring
- Financial Markets & Services
- Security Analysis & Portfolio Management
- Management of Banking and Services
- Insurance Management

Human Resource
- Advanced HRM
- Conflict Mgmt & Negotiations
- Industrial Psychology
- Performance & Compensation Mgmt.
- Social Security
- Training & Development
- Industrial Relations & Labour Laws
- Organizational Development & Change
- International HRM (combined with Cross Cultural Management)
- Leadership
- HRP Recruitment & Selection

International Business
- Cross Culture Management
- International Business Law
- International Business Strategy
- International Financial Management
- WTO and Regional Trading Blocks
- Global Sourcing & Business Development

Information Technology
- Database Management
- Information System and Design
- Web Technologies
- Database Management System
- Knowledge Mgmt. Systems and Technology

Operation Management
- Supply Chain Management
- Total Quality Management
- Project Management
- Inventory Management
- Business Process Re-Engineering
Student’s Profile
PGDM-Marketing

Academic Background

Name of Student: Ankit Sinha
Age: 23
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: Amazon Infratech Pvt. Ltd.
Project title: Real Estate research and development in Delhi-NCR region

Name of Student: Akhil Tanwar
Age: 23
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: Assotech Ltd.
Project title: marketing strategy adopted by assotech ltd.

Name of Student: Ankur Gupta
Age: 24
Qualification (Graduation): BE
Major: Marketing
Minor: Finance
Summer Internship Co.: Reckitt Benckiser
Project title: Increasing sales effectiveness through sales channel development: A study of RB’s wholesale and retail channel in West Delhi

Name of Student: Ambika Antil
Age: 21
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance

Name of Student: Avneet Kaur
Age: 21
Qualification (Graduation): BBA, ANIIT
Major: Marketing
Minor: Finance
Summer Internship Co.: Harvest Gold PvtLtd.
Project title: Competition and Market gap analysis
**Student’s Profile**

**Name of Student:** Anuj Tiwari  
**Age:** 22  
**Qualification/Graduation:** BJMC  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** HT MEDIA LTD  
**Project title:** Identification of factors governing the choice of media channel by matrimonial advertisers

**Name of Student:** Bodhisattwa Pal  
**Age:** 26  
**Qualification/Graduation:** B.Tech  
**Major:** Marketing  
**Minor:** OM  
**Work Experience (in months):** 8  
**Summer Internship Co.:** Faggio Vehicles Pvt. Ltd.  
**Project title:** Study of cargo 0.5T SCV market potential at Delhi/NCR

**Name of Student:** Apoorv Sabti  
**Age:** 22  
**Qualification/Graduation:** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Reliance Retail  
**Project title:** Study on gaps in current kirana sourcing

**Name of Student:** Ashita Garg  
**Age:** 21  
**Qualification:** B.Com  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Indian Oil Corporation Ltd.  
**Project title:** Factors influencing the buying decision of a customer while buying fuel from a specific retail outlet in India

**Name of Student:** Gaurav Gupta  
**Age:** 22  
**Qualification/Graduation:** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 18  
**Summer Internship Co.:** MARICO LIMITED  
**Project title:** Chemist channel exploration and outlet expansion, infra planning and channel restructuring

**Name of Student:** Gaurav Panesar  
**Age:** 22  
**Qualification/Graduation:** B.Com  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 7  
**Summer Internship Co.:** Panasonic India Pvt. Ltd.  
**Project title:** Improvement in product display and dealer participation to improve personal care products.

**Name of Student:** Gunjan Khanna  
**Age:** 22  
**Qualification/Graduation:** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 12  
**Summer Internship Co.:** Indian oil corporation limited  
**Project title:** To study the alternatives for non-fuel revenue services at IOCL’s retail outlets

**Name of Student:** Harshita Singh  
**Age:** 24  
**Qualification/Graduation:** BE  
**Major:** Marketing  
**Minor:** OM  
**Work Experience (in months):** 14  
**Summer Internship Co.:** Glaxo smithkline consumer healthcare limited  
**Project title:** Building Brands In OTC Segment Leveraging Alternate Media Channels

**Name of Student:** Harshit Jain  
**Age:** 22  
**Qualification/Graduation:** BCA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 6  
**Summer Internship Co.:** Customer First Concepts Pvt. Ltd.  
**Project title:** Scope of investment in real estate in India A case study of Jaipur region

**Name of Student:** Ish Kumar  
**Age:** 22  
**Qualification/Graduation:** BJMC  
**Major:** Marketing  
**Minor:** OM  
**Summer Internship Co.:** Sahara India  
**Project title:** Strengths / scenario of regional channels in West Bengal and Uttar Pradesh

**Name of Student:** Ishan Lohia  
**Age:** 21  
**Qualification/Graduation:** B.Com (Hons)  
**Major:** Marketing  
**Minor:** OM  
**Summer Internship Co.:** Highway Industries Ltd.  
**Project title:** Identification of domestic and international automotive OEM and Tier 1 customers as per Highway’s Industries profile

**Name of Student:** Kaushik Bardhan  
**Age:** 23  
**Qualification/Graduation:** BBA  
**Major:** Marketing  
**Minor:** IB  
**Summer Internship Co.:** Tata Sky Pvt. Ltd.  
**Project title:** Implementation of Tata Sky in the age of Digitization
Student’s Profile

Name of Student: Khushboo Baheti
Age: 23
Qualification (Graduation): BBA
Major: Marketing
Minor: HRM
Summer Internship Co.: Jindal Stainless Steelway Ltd.
Project title: Customer Demand Mapping of Jindal Stainless Steelway Ltd.

Name of Student: Kriti Bhalla
Age: 22
Qualification (Graduation): B.Sc (Hons)
Major: Marketing
Minor: Finance
Summer Internship Co.: Wajir
Project title: Identification of market opportunities and developing a business strategy for retailing of puja kits

Name of Student: Kashitzz Deepak
Age: 21
Qualification (Graduation): BCA
Major: Marketing
Minor: OM
Summer Internship Co.: Halfiram’s Snacks Pvt India Ltd.
Project title: To study the Market Share of Halfiram’s v/s its Competitors

Name of Student: Longjam Robinson Singh
Age: 21
Qualification (Graduation): B.Com (Hons)
Major: Marketing
Minor: Finance
Summer Internship Co.: Educomp Infrastructure And School Management Ltd
Project title: An analysis of potential market and recommending Possible edunomp school

Name of Student: Mayank Grover
Age: 21
Qualification (Graduation): BBA
Major: Marketing
Minor: IB
Summer Internship Co.: Reliance Retail Limited
Project title: Sourcing by Kirana Store from Reliance Retail Ltd. - A Feasibility Study

Name of Student: Meenal Chinda
Age: 22
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: Hindustan Coca-Cola Beverages Pvt Ltd.
Project title: Factors impacting ‘RED’ availability and measures of improvement

Name of Student: Mohit Tyagi
Age: 25
Qualification (Graduation): B.Tech
Major: Marketing
Minor: Finance
Summer Internship Co.: Marico Ltd.
Project title: Chemist Channel exploration and outlet expansion

Name of Student: Mutum Rabin Kumar Singh
Age: 21
Qualification (Graduation): B.Com (Hons)
Major: Marketing
Minor: OM
Summer Internship Co.: Harvest gold industries private limited
Project title: Competition and market gap analysis for harvest gold

Name of Student: Mohit Sharan Shankdhar
Age: 22
Qualification (Graduation): BHM
Major: Marketing
Minor: OM
Work Experience (in months): 6
Summer Internship Co.: Hotel Rajmahal
Project title: Sales and Marketing Communication

Name of Student: Naina Sehgal
Age: 21
Qualification (Graduation): BBA
Major: Marketing
Minor: HRM
Summer Internship Co.: Reliance Retail
Project title: Kirana Immersion Project

Name of Student: Neha Tiwari
Age: 22
Qualification (Graduation): BBA
Major: Marketing
Minor: HRM
Summer Internship Co.: J. Walter Thomspson
Project title: Study of VAS as revenue generating tool and Airtel VAS communication

Name of Student: Naina Manchanda
Age: 22
Qualification (Graduation): BBA, Certification in Brand Management
Major: Marketing
Minor: Finance
Summer Internship Co.: World Fashion Exchange
Project title: Analyzing Effective Customer Relationship Management at World Fashion Exchange in line with satisfaction of existing clients
**Student’s Profile**

**Name of Student:** Nimish Khanna  
**Age:** 22  
**Qualification (Graduation):** BHM  
**Major:** Marketing  
**Minor:** IB  
**Summer Internship Co.:** Beetel Telect Limited (A Bharti Enterprise)  
**Project title:** Market research on smart phone—a comparison between iPhones and other smart phones  

**Name of Student:** Nishtha  
**Age:** 21  
**Qualification (Graduation):** BA (Vocational)  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Glaxo SmithKline Consumer Healthcare  
**Project title:** Analyse trends across key channels for Health Biscuits category to suggest few shopper interventions to aid the Nutricia launch  

**Name of Student:** Nitin Kumar Kosta  
**Age:** 24  
**Qualification (Graduation):** BHM  
**Major:** Marketing  
**Minor:** IB  
**Summer Internship Co.:** Heinz India Pvt Ltd  
**Project title:** Driving growth through increased distribution and penetration of Heinz NPDS in assigned territory  

**Name of Student:** Paridhi Madaan  
**Age:** 22  
**Qualification (Graduation):** BA  
**Major:** Marketing  
**Minor:** HRM  
**Summer Internship Co.:** Artifak India  
**Project title:** Export & Import OF Handicraft - Merchandising of handicrafts  

**Name of Student:** Pramod Thakur  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Reve systems  
**Project title:** Strategies against unethical billing in VoIP  

**Name of Student:** Prerna Suri  
**Age:** 22  
**Qualification (Graduation):** BA (Business Data Processing and Office Management)  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Bharti Airtel Limited  
**Project title:** SHARE OF RECOMMENDATION - Measuring the level of retailer push enjoyed by Bharti Airtel  

**Name of Student:** Pooja Bansal  
**Age:** 21  
**Qualification (Graduation):** B.Com (Hons)  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** World Fashion Exchange  
**Project title:** Customer Relationship Management in World Fashion Exchange - A Journey from Acquisition to Retention  

**Name of Student:** Prashant Singh Pathania  
**Age:** 25  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 1  
**Summer Internship Co.:** Educomp Infrastructure And School Management Ltd.  
**Project title:** Analysis of potential market and recommending possible Educomp schools  

**Name of Student:** Rajesh Singh  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 12  
**Summer Internship Co.:** Hindustan Coca Cola Beverages Pvt. Ltd.  
**Project title:** Market Share of Coca Cola products in Noida  

**Name of Student:** Rahul Shokeen  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 2  
**Summer Internship Co.:** Motherson Automotive Technologies and Engineering  
**Project title:** Automotive Industry in India Fuel Tank Analysis  

**Name of Student:** Ravi Gupta  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 8  
**Summer Internship Co.:** Jindal Steel And Power Limited  
**Project title:** Requirements Of Steel In Small And Medium Enterprises In Delhi/nrc  

**Name of Student:** Ratika Dhawan  
**Age:** 22  
**Qualification (Graduation):** B.Com  
**Major:** Marketing  
**Minor:** HRM  
**Work Experience (in months):** 6  
**Summer Internship Co.:** Madison Media  
**Project title:** Understanding Media Planning tools
### Student’s Profile

**Name of Student:** Reshu Mantri  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** HRM  
**Summer Internship Co.:** Jindal Stainless Steelway Ltd.  
**Project title:** Customer Demand Mapping of Jindal Stainless Steelway Ltd.

**Name of Student:** Rishi Bedi  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Cargill India Pvt. Ltd.  
**Project title:** Market research for premium oil category of sunflower oil with detailed analysis and data mining of key competitors' brands.

**Name of Student:** Rohan Chauhan  
**Age:** 24  
**Qualification (Graduation):** B.Tech  
**Major:** Marketing  
**Minor:** IT  
**Work Experience (in months):** 22  
**Summer Internship Co.:** Keen hydraulics pvt ltd  
**Project title:** Sales functioning and business development.

**Name of Student:** Shivangi Bhardwaj  
**Age:** 29  
**Qualification (Graduation):** B Sc (IT)  
**Major:** Marketing  
**Minor:** OM  
**Summer Internship Co.:** HDB FINANCIAL SERVICES  
**Project title:** Study the operations of HDB financial services and suggest improvements.

**Name of Student:** Siddharth Vishvakarma  
**Age:** 24  
**Qualification (Graduation):** B.Tech  
**Major:** Marketing  
**Minor:** OM  
**Summer Internship Co.:** Hindustan Coca-Cola Beverages Private Limited  
**Project title:** Re-alignment of the distribution network in and around Nangloi.

**Name of Student:** Siddhi Singh  
**Age:** 22  
**Qualification (Graduation):** BA (Hons.)  
**Major:** Marketing  
**Minor:** HRM  
**Work Experience (in months):** 12  
**Summer Internship Co.:** Matrix Cellular International Services Pvt. Ltd.  
**Project title:** Sales process analysis of matrix cellular international.

**Name of Student:** Sanjay Singh Shekawat  
**Age:** 23  
**Qualification (Graduation):** BBM  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Harvest Gold Industries Private Limited  
**Project title:** Competition And Market Gap Analysis For Harvest Gold.

**Name of Student:** Saurabh Mishra  
**Age:** 23  
**Qualification (Graduation):** B.Com  
**Major:** Marketing  
**Minor:** Finance  
**Summer Internship Co.:** Cargill  
**Project title:** Launching premium category edible oil through fragmented traditional format retailers - A case study of new Sweekar refined sunflower oil.

**Name of Student:** Shikha Chopra  
**Age:** 23  
**Qualification (Graduation):** BBA  
**Major:** Marketing  
**Minor:** Finance  
**Work Experience (in months):** 12  
**Summer Internship Co.:** J. Walter Thompson  
**Project title:** Understanding the different facets Of Communication Process: A study in JWT.

**Name of Student:** Sidhita Seksoria  
**Age:** 21  
**Qualification (Graduation):** BA  
**Major:** Marketing  
**Minor:** HRM  
**Summer Internship Co.:** ITC LIMITED  
**Project title:** Digital Marketing: Best practices, Latest trends and Strategy.

**Name of Student:** Saurabh Singh Sirari  
**Age:** 22  
**Qualification (Graduation):** B.Sc  
**Major:** Marketing  
**Minor:** OM  
**Work Experience (in months):** 24  
**Summer Internship Co.:** Sona Koyo Steering Systems Limited  
**Project title:** Productivity Improvement.

**Name of Student:** Utkesh Goel  
**Age:** 21  
**Qualification (Graduation):** BA  
**Major:** Marketing  
**Minor:** HRM  
**Summer Internship Co.:** ITC LIMITED  
**Project title:** Comparative Analysis Of The Popularity Of Itc’s Yippee Noodles And Nestle’s Maggi.
Student’s Profile

- **Name of Student**: Vikas Kumar Mishra
  - Age: 21
  - Qualification (Graduation): BBA
  - Major: Marketing
  - Minor: Finance
  - Summer Internship Co.: World Fashion Exchange
  - Project title: E-commerce for niche market apparel industry

- **Name of Student**: Vijay Chawla
  - Age: 21
  - Qualification (Graduation): BBA
  - Major: Marketing
  - Minor: Finance
  - Work Experience (in months): 9
  - Summer Internship Co.: Cargill India Pvt. Ltd.
  - Project title: Market research for premier oil category of sunflower oil with detailed analysis and data mining of key competitors’ brands

- **Name of Student**: Yashvardhan Aggarwal
  - Age: 22
  - Qualification (Graduation): BBA (Hons.)
  - Major: Marketing
  - Minor: Finance
  - Summer Internship Co.: Hindustan Coca Cola Beverages Private Limited
  - Project title: A time series analysis of retailer’s servicing and adherence to visual merchandising norms

- **Name of Student**: Yash Mehrotra
  - Age: 22
  - Qualification (Graduation): B.Com
  - Major: Marketing
  - Minor: IT
  - Summer Internship Co.: Tata Sky Ltd.
  - Project title: TATA Sky - Leading way towards digitalization

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Student’s Profile

PGDM-Finance

Academic Background

![Pie chart showing distribution of academic backgrounds](chart.png)

- Science: 47%
- Humanities: 6%
- Commerce: 6%
- Engineering: 4%
- Management: 37%

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Student’s Profile
Finance

Name of Student: Aakash Sharma
Age: 21
Qualification(Graduation): BBA, Certificate course in SM, EM and HRM
Major: Finance
Minor: Marketing
Summer Internship Co.: Sharekhan Ltd.
Project title: Fundamental Analysis Of Indian Stock Market

Name of Student: Abhishek Rana
Age: 21
Qualification(Graduation): BBA (CAM)
Major: Finance
Minor: Marketing
Summer Internship Co.: JM Financials
Project title: A Study on Commodities Trading, Investment and Speculation

Name of Student: Ahmad Danish Siddiqui
Age: 21
Qualification(Graduation): B.Com, Diploma in Business Systems and Information Management
Major: Finance
Minor: Marketing
Summer Internship Co.: HDFC Bank Ltd.
Project title: Market Segmentation of HDFC Bank

Name of Student: Amit Anand
Age: 21
Qualification(Graduation): BBA
Major: Finance
Minor: Marketing
Summer Internship Co.: GlaxoSmithKline Consumer Healthcare Ltd.
Project title: Claim Automation Process - E-Claim Portal

Name of Student: Anshu Aggarwal
Age: 22
Qualification(Graduation): Bsc (Hons) Mathematics
Major: Finance
Minor: Marketing
Summer Internship Co.: Sharekhan Ltd.
Project title: Comparative Analysis Of Stock Broking Companies

Name of Student: Anuj Tiwari
Age: 23
Qualification(Graduation): B.Com
Major: Finance
Minor: Marketing
Summer Internship Co.: Standard Chartered
Project title: Banking Operation

Name of Student: Ashima Sapra
Age: 22
Qualification(Graduation): B.Com, Diploma in Certified Industrial Accountant
Major: Finance
Minor: IB
Summer Internship Co.: Aditya Birla Money Ltd.
Project title: Study of Equity and commodities

Name of Student: Avneet Kaur
Age: 22
Qualification(Graduation): B.Com (Hons)
Major: Finance
Minor: Marketing
Summer Internship Co.: Punjab National Bank
Project title: Credit appraisal for working capital management and term loan

Name of Student: Bakul Puri
Age: 21
Qualification(Graduation): B.Com (Hons) Mathematics
Major: Finance
Minor: Marketing
Summer Internship Co.: The Kangra Cooperative Bank Ltd.
Project title: Critical analysis of the Loan system and related NPA issues

Name of Student: Archana Kumari
Age: 22
Qualification(Graduation): BA (Hons) Mathematics
Major: Finance
Minor: Marketing
Summer Internship Co.: SPA Securities Ltd.
Project title: Comparative analysis of secondary market.
**Student’s Profile**

Name of Student: Bhavya Arora  
Age: 22  
Qualification (Graduation): BBA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Tetra media private limited  
Project title: Analysis of retail financial products and development of alternate distribution channel

Name of Student: Diksha Rungta  
Age: 21  
Qualification (Graduation): BA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: ICICI Prudential Asset Management Company  
Project title: India - Macroeconomics Evaluation and View (A study on macroeconomic conditions on capital market and mutual funds investment at ICICI Prudential)

Name of Student: Dias George  
Age: 22  
Qualification (Graduation): BBA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: South Indian Bank Ltd  
Project title: Credit Analysis Of Working Capital

Name of Student: Deepak Singh Bhoj  
Age: 22  
Qualification (Graduation): B.Sc  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Keen Hydraulics  
Project title: Business Development

Name of Student: Geetika Sharma  
Age: 21  
Qualification (Graduation): B.Com  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: JM Financial Services  
Project title: Asset Allocation

Name of Student: Huney Srivastava  
Age: 23  
Qualification (Graduation): B.Com  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Punjab National Bank  
Project title: MSME Financing and Problems Faced By MSME Sector

Name of Student: Isha Sahnan  
Age: 21  
Qualification (Graduation): BA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Punjab national bank, credit division  
Project title: Credit appraisal of term loan and working capital management

Name of Student: Jyoti Mishra  
Age: 21  
Qualification (Graduation): BBA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Sharekhan Ltd.  
Project title: Analytical Study of mutual funds and its schemes

Name of Student: Jyotsana Khatter  
Age: 21  
Qualification (Graduation): B.Com  
Major: Finance  
Minor: IB  
Summer Internship Co.: NHPC Ltd.  
Project title: Banking Operations in Context of NHPC Ltd.

Name of Student: Karishma Manchanda  
Age: 21  
Qualification (Graduation): B.Com  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: JM Financials  
Project title: Study on volatility of securities traded on BSE sensex

Name of Student: Malvika Tandon  
Age: 23  
Qualification (Graduation): BBA  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: Aditya Birla Money  
Project title: A Study On Equity And Commodity Market

Name of Student: Mayank Jain  
Age: 21  
Qualification (Graduation): B.Com (Hons)  
Major: Finance  
Minor: Marketing  
Summer Internship Co.: SBI-Mutual fund  
Project title: Study on investors insight and comparative analysis of large cap mutual fund schemes
**Student’s Profile**

**Name of Student:** Mukesh Kumar Pandey  
**Age:** 22  
**Qualification (Graduation):** BBA, Diploma In Computer Application  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Vishal Madan & Co., Chartered Accountants  
**Project title:** Cooperative society and their management

**Name of Student:** Nisha Upadhyay  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** IFCI FINANCIAL SERVICES LIMITED  
**Project title:** Comparative analysis of various stock broking companies on the basis of activation charges, brokerage and services

**Name of Student:** Nayan Rastogi  
**Age:** 21  
**Qualification (Graduation):** B.Com  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Indian oil corporation limited  
**Project title:** Revenue budget and financial appraisal

**Name of Student:** Niharika Bhattacharjee  
**Age:** 22  
**Qualification (Graduation):** B.Com  
**Major:** Finance  
**Minor:** Marketing  
**Work Experience (in months):** 7  
**Summer Internship Co.:** Sharekhan Ltd.  
**Project title:** Awareness of Mutual Funds Among Earning People

**Name of Student:** Neha Mishra  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Sharekhan  
**Project title:** Study on NIFTY and factors that affect NIFTY

**Name of Student:** Poonam Tiwari  
**Age:** 22  
**Qualification (Graduation):** BA, Diploma in Software Engineering  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Indiabulls Financial Service Ltd.  
**Project title:** Investment analysis and portfolio management

**Name of Student:** Priya Srivastava  
**Age:** 21  
**Qualification (Graduation):** B.Sc  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** PUNJAB NATIONAL BANK  
**Project title:** Credit Appraisal (Pre-sanction and Post-sanction follow up)

**Name of Student:** Pratima Singh  
**Age:** 24  
**Qualification (Graduation):** B.Com  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Videocon Industries  
**Project title:** Brand analysis of Videocon Industries Ltd. with LG and Samsung

**Name of Student:** Paras Pathwa  
**Age:** 22  
**Qualification (Graduation):** B.Com (Hons)  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** SREI - BNP Paribas (SREI Equipment Finance Pvt. Ltd)  
**Project title:** To study the Credit Appraisal System in SREI Equipment Finance (P) Ltd.

**Name of Student:** Parabjeet Singh Makar  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Finance  
**Minor:** HRM  
**Summer Internship Co.:** Aditya Birla Money  
**Project title:** Brief study on equity and commodity

**Name of Student:** Pankaj Baid  
**Age:** 24  
**Qualification (Graduation):** B.Com (Hons)  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Sharekhan Ltd.  
**Project title:** Financial statement analysis at Sharekhan Ltd and comparative analysis of stock broking firms

**Name of Student:** Pulkit Verma  
**Age:** 22  
**Qualification (Graduation):** B.Tech  
**Major:** Finance  
**Minor:** Marketing  
**Summer Internship Co.:** Indiabulls Financial Service Ltd.  
**Project title:** A study of Indiabulls’ home loan process and exploring its customer base
Student’s Profile

Name of Student: Ravi Kumar
Age: 21
Qualification (Graduation): BBA
Major: Finance
Minor: Marketing
Summer Internship Co.: Gaursons India Limited
Project title: Projecting Finance in Real Estate

Name of Student: Rajneesh Kapoor
Age: 22
Qualification (Graduation): BBA, B.Sc in Hospitality, NCFM’s capital module
Major: Finance
Minor: Marketing
Summer Internship Co.: Heinz India Pvt Ltd
Project title: Driving growth through increased distribution & penetration of heinz npds in assigned territory

Name of Student: Shivani Sherlin De Silva
Age: 21
Qualification (Graduation): B.Com
Major: Finance
Minor: Marketing
Summer Internship Co.: Aditya Birla Money Limited
Project title: A Brief study on Equity, Commodity and Currency

Name of Student: Sunakshi Sood
Age: 22
Qualification (Graduation): B.Com, DOEACC ‘A’ Level
Major: Finance
Minor: IB
Summer Internship Co.: Sheraton, New Delhi (ITC group)
Project title: Analysis of accounts receivable and accounts payable in welcomeshotel sheraton

Name of Student: Satyapaul Choudhury
Age: 23
Qualification (Graduation): B.Com (Hons)
Major: Finance
Minor: Marketing
Summer Internship Co.: IFCI Financial Services Ltd.
Project title: Study of stock derivative market and comparative analysis of stock broking houses

Name of Student: Salomee Gupta
Age: 21
Qualification (Graduation): B.Com
Major: Finance
Minor: Marketing
Summer Internship Co.: Indian oil corporation limited
Project title: Trends of subsidy in indian oil corporation limited

Name of Student: Sameer Arora
Age: 21
Qualification (Graduation): BBA
Major: Finance
Minor: Marketing
Summer Internship Co.: Sheraton, New Delhi (ITC group)
Project title: Management of Accounts Receivables and Accounts Payable in ITC Hotels

Name of Student: Swati Aggarwal
Age: 21
Qualification (Graduation): B.Com (Hons)
Major: Finance
Minor: IB
Summer Internship Co.: Indus Towers Ltd.
Project title: Capex Analysis

Name of Student: Vaibhav Kukreja
Age: 22
Qualification (Graduation): B.Com (Hons)
Major: Finance
Minor: Marketing
Summer Internship Co.: Indian Oil corporation limited
Project title: Analysis of Corporate Finance at Indian Oil Corporation Limited

Name of Student: Shalini Sharma
Age: 21
Qualification (Graduation): B.Com (Hons)
Major: Finance
Minor: Marketing
Summer Internship Co.: Insta Technologies
Project title: Impact of working capital on profitability of the firm

Name of Student: Tamir
Age: 21
Qualification (Graduation): B.Com
Major: Finance
Minor: Marketing
Summer Internship Co.: Tetra Media Pvt Ltd
Project title: Analysis of Retail Financial Products and Development of Alternate Distribution Channel

Name of Student: Vishal Bhardwaj
Age: 22
Qualification (Graduation): B.Com (Hons)
Major: Finance
Minor: Marketing
Summer Internship Co.: Sharekhan Limited
Project title: Equity Research of Banking Sector for Sharekhan Limited
Student’s Profile

Name of Student: Vishal Mahajan
Age: 21
Qualification (Graduation): BBA
Major: Finance
Minor: Marketing
Summer Internship Co.: GlaxoSmithKline
Project title: Claim Automation Process

Name of Student: Yogesh Garg
Age: 22
Qualification (Graduation): B.Com
Major: Finance
Minor: Marketing
Summer Internship Co.: MARICO LIMITED
Project title: Business operational analysis

Student’s Profile
PGDM-Human Resource Management

Academic Background

- Science (53%)
- Humanities (16%)
- Commerce (16%)
- Engineering (5%)
- Management (5%)
- Others (3%)

Image of students
## Student’s Profile
### Human Resource Management

<table>
<thead>
<tr>
<th>Name of Student</th>
<th>Current Area of Study</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aditi Sharma</td>
<td>BCA</td>
<td>Major: Human Resource Management, Minor: IT, Summer Internship Co.: The Oberoi, New Delhi, Project title: Study of training need identification Process at The Oberoi, New Delhi</td>
</tr>
<tr>
<td>Aparna Khanna</td>
<td>BBA</td>
<td>Major: HR, Minor: Finance, Work Experience (in months): 4, Summer Internship Co.: India Infoline limited, Project title: Recruitment and Selection (Different channels of recruitment in broking and gold loan vertical)</td>
</tr>
<tr>
<td>Khushboo Pathak</td>
<td>BBA</td>
<td>Major: HR, Minor: Finance, Work Experience (in months): 4, Summer Internship Co.: BHEL, Project title: Study on Compensation management of BHEL</td>
</tr>
</tbody>
</table>
**Student’s Profile**

**Name of Student:** Priyanka Mishra  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Fortune select global  
**Project title:** Study of organizational culture in Fortune Select Global

**Name of Student:** Pallavi Bharti  
**Age:** 21  
**Qualification (Graduation):** B.Com  
**Major:** Human Resource Management  
**Minor:** Finance  
**Summer Internship Co.:** Ozone Pharmaceuticals Ltd.  
**Project title:** Analysis of attrition of Salesforce in Ozone Pharmaceuticals Ltd.

**Name of Student:** Ruchika Priya  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Kingdom of Dreams  
**Project title:** Recruitment and Selection at Kingdom of Dreams

**Name of Student:** Rashish Bhat  
**Age:** 24  
**Qualification (Graduation):** B.Tech  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Work Experience (in months):** 6  
**Summer Internship Co.:** AT&T  
**Project title:** Impact of health insurance benefits on employee productivity

**Name of Student:** Richa Kathuria  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** RFCL Limited - Part of Avantor Performance Materials  
**Project title:** Study of Recruitment Process at RFCL Limited and Talent Mapping of Diagnostics Industry in India

**Name of Student:** Srihari Vats  
**Age:** 23  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Nouvel Maintenance  
**Project title:** Finding the causes of attrition Nouvel Maintenance and ways to minimize attrition

**Name of Student:** Shruti Gera  
**Age:** 22  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Oberoi Hotel  
**Project title:** Comparative study of New Employee Training Cycle at Oberoi, New Delhi with Fortune and Westin

**Name of Student:** Shilpi Biswas  
**Age:** 23  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Hindalco Industries Ltd.  
**Project title:** Attrition Analysis and Exit Interview Analysis of Hindalco Industries Ltd.

**Name of Student:** Swapnil Arora  
**Age:** 21  
**Qualification (Graduation):** B.Com  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Summer Internship Co.:** Parle Biscuits Pvt. Ltd.  
**Project title:** Human Resource Management Policies in Parle Biscuits Pvt. Ltd.

**Name of Student:** Saloni Taneja  
**Age:** 21  
**Qualification (Graduation):** BBA  
**Major:** Human Resource Management  
**Minor:** Marketing  
**Work Experience (in months):** 2.5  
**Summer Internship Co.:** The Oberoi, New Delhi  
**Project title:** Benchmarking of rewards and recognition practices
PGDM
International Business

Courses (PGDM-IB)

Term I
- Marketing Management I
- Financial Accounting I
- Organization Behaviour I
- IT in Business I
- Quantitative Techniques
- Business Ethics
- Managerial Economics
- Business Communication I

Term II
- Marketing Management II
- Financial Accounting II
- Organization Behaviour II
- IT in Business II
- Legal Aspects of Business
- Macro Economic Environment
- Business Communication II

Term III
- Consumer Behaviour
- Financial Management
- Human Resource Management
- Management Information Systems
- Operations Management
- Business Research
- International Business
- Business Communication III

Term IV
- Business Strategy
- Management Modelling
- General Proficiency
- Major 1, 2, 3
- Minor 1

Term V
- Entrepreneurship
- Major 4, 5
- Minor 2, 3
- FRP*
- In lieu of FRP Students may opt to study two additional major papers.

Term VI
- Corporate Governance
- Public Policy
Electives (PGDM-IB)

Marketing
- Brand Management
- Supply Chain Management
- Marketing of Services
- Retail Management
- Sales Management
- Integrated Marketing Communication
- Social Media Marketing
- Customer Relationship Mgmt.
- International Marketing
- Rural Marketing
- Event Management
- Management of Banking and Insurance services

Finance
- Corporate Restructuring
- Derivatives & Risk Management
- Financial Markets & Services
- Corporate Tax Planning
- Security Analysis & Portfolio Management
- International Finance
- Wealth Management
- Project Finance
- Management of Banking and Services
- Insurance Management
- Analytical Methods of Finance
- Equity Research

Human Resource
- Industrial Relations & Labour Laws
- Interpersonal and Group Dynamics
- Organizational Development & Change
- Training & Development
- Leadership
- Conflict Management & Negotiations
- Performance & Compensation Management
- International HRM
- HRP Recruitment & Selection
- Advanced HRM
- Industrial Psychology

International Business
- Global Sourcing & Bus. Development
- Management of Multinational Corporation
- WTO and Regional Trading Blocks
- Export Import Documentation
- International Economics & Trade Policy
- International HRM & Cross culture
- International Financial Management
- International Marketing
- International Business Law
- Global Supply Chain Management
- International Business Strategy

Information Technology
- Decision Support System
- Strategic Information Systems
- Web Technologies
- Database Management
- Management of E-business Technology
- Information System and Design
- ERP
- Knowledge Management Systems and Technology
- Data Communication
- Information System Auditing
- Data Warehousing

Operation Management
- Supply Chain Management
- Business Application of Game Theory
- Executive Decisions & OR
- Inventory Management
- Total Quality Management
- Business Process Re-Engineering
- Technology Management
- Project Management

Student’s Profile
PGDM-International Business

Academic Background
Student’s Profile
International Business

Name of Student: Akanksha Uniyal
Age: 21
Qualification/Graduation: B.Com
Major: Marketing
Minor: Finance
Summer Internship Co.: Divine Automotives Pvt Ltd.
Project title: A study on the effectiveness of sales promotion activities of Honda cars

Name of Student: Anamika Gupta
Age: 21
Qualification/Graduation: BA
Major: Marketing
Minor: IB
Summer Internship Co.: Reliance Retail Limited
Project title: Kirana Immersion Project - Analysing the pain area of grocery stores

Name of Student: Angad Singh
Age: 22
Qualification/Graduation: BBA
Major: Marketing
Minor: OM
Work Experience (in months): 5
Summer Internship Co.: Hansol CSN Logistics India Pvt Ltd
Project title: Warehousing and distribution

Name of Student: Ankita Bishnoi
Age: 23
Qualification/Graduation: BA, Post Graduate Diploma in Mass Communication
Major: Marketing
Minor: IB
Summer Internship Co.: Maruti Suzuki India Limited
Project title: To identify the potential of used car customers

Name of Student: Nitin Dhingra
Age: 23
Qualification/Graduation: B.Com
Major: Marketing
Minor: OM
Work Experience (in months): 15
Summer Internship Co.: Educomp Infrastructure & School Management Ltd.
Project title: Analysis of potential market and recommending possible Educomp schools

Name of Student: Palak Kuntal
Age: 21
Qualification/Graduation: B.Com (Hons)
Major: Marketing
Minor: Finance
Summer Internship Co.: Bharti Airtel
Project title: Observation of roaming touch points and mechanisms to increase roaming products up-selling

Name of Student: Ravi Kumar
Age: 22
Qualification/Graduation: BBM
Major: Marketing
Minor: IT
Summer Internship Co.: Gaursons India Limited
Project title: Projecting Finance in Real Estate

Name of Student: Rishab Jain
Age: 25
Qualification/Graduation: BE
Major: Marketing
Minor: IB
Work Experience (in months): 16
Summer Internship Co.: Colliers International
Project title: Project title: PAN India residential under construction projects at Colliers International

Name of Student: Rohit Shukla
Age: 21
Qualification/Graduation: B.Tech
Major: Marketing
Minor: IB
Summer Internship Co.: GAURSONS INDIA LIMITED
Project title: Marketing overview in real estate

Name of Student: Roopak Chadha
Age: 22
Qualification/Graduation: BBA (Computer Aided Management)
Major: International Business
Minor: Marketing
Summer Internship Co.: Bureau Veritas Consumer Products Services
Project title: Voice Of Customer - A practice to analyse the expectation of approaching customer

Name of Student: Sarwat Umar Qidwai
Age: 21
Qualification/Graduation: B.Com
Major: Marketing
Minor: IB
Summer Internship Co.: Hansol CSN Logistics India Pvt Ltd.
Project title: Analysis of freight forwarding in Hansol CSN Logistics India Pvt Ltd.
Student's Profile

Name of Student: Shakti Singh Yadav
Age: 22
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: HCL Infosystems
Project title: Marketing And Sales of HCL computers

Name of Student: Shikha Ahuja
Age: 22
Qualification (Graduation): BBA
Major: Marketing
Minor: IB
Summer Internship Co.: McMillan India Publishers
Project title: Competition analysis for McMillan flagship series

Name of Student: Swasti Godayal
Age: 21
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: BHARTI AIRTEL
Project title: Observation of roaming touch points and mechanisms to increase roaming products upselling

Name of Student: Vineet
Age: 21
Qualification (Graduation): BBA
Major: Marketing
Minor: Finance
Summer Internship Co.: Dexter consultancy ltd.
Project title: A study to gauge the existing scenario of industries in Haryana State to aid in defining the industrial policy for next 5 years

Summer Internship
To ensure that class lectures are effectively translated into hands-on experience and to practice their learning, students are required to undergo 8-weeks summer training. Each student works diligently on a company assigned project under the guidance of company mentor and faculty guide. After 8-weeks of training students submit their report to the company as well as institute.

Our students have undergone internship with these companies:

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>A2Z Engineering and Maintenance services Ltd.</td>
<td>Hindalco Industries Ltd.</td>
<td>Net Corrals Loyalty Services Pvt. Ltd.</td>
</tr>
<tr>
<td>A2Z Engineering and Maintenance services Ltd.</td>
<td>Hotel Crowne Plaza</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Alliance insurance brokers</td>
<td>HPCL</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>AON Hewitt Associates</td>
<td>HUDCO</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>AYF Brake Linings Pvt. Ltd.</td>
<td>IBM Global Process Services</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>AT&amp;T Ltd.</td>
<td>ICICI Prudential</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Avin Enterprises</td>
<td>ICRA Management Consulting Services Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Baija Electricals Ltd.</td>
<td>Idea Cellular Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Bank of Baroda</td>
<td>IDFC</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>BELBIT Resources Limited</td>
<td>IFCI Financial Services Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Berger group</td>
<td>IFFCO-TOKO</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Bharti Airtel</td>
<td>India Capital Fund research (ICFR)</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Bhushan Power &amp; Steel Ltd.</td>
<td>India Yamaha Motor Pvt. Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<td>Bureau Veritas</td>
<td>Indusind Bank Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Cargill India Pvt. Ltd.</td>
<td>IOC (Indian Oil Corporation Limited)</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Confederation of Indian Industry</td>
<td>Insight Analytics and Research Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Credit Analysis and Research Ltd.</td>
<td>IITC Limited</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Debitie Senkya</td>
<td>ITC Maurya</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>DSC Technology Ltd.</td>
<td>Jindal Steel &amp; Power</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Dexter Consultancy Ltd.</td>
<td>JVR Global</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>D.No &amp; Brooks</td>
<td>J.WALTER THOMPSON (JWT)</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Edelweiss Broking Ltd.</td>
<td>Kangmo Stock-Broking Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Educomp Infrastructure &amp; School Management Ltd.</td>
<td>Kingdom of Dreams</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Engineering Projects (India) Ltd.</td>
<td>Kotak Mahindra Bank Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<td>EKL Services</td>
<td>Kotak Securities Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Fortune Manage Global</td>
<td>Kuravvel Securities Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>GAIL India Ltd.</td>
<td>KVS International Pvt. Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>GOMALPAMAN, ANUL</td>
<td>L&amp;T Financial Services Ltd.</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Genesis Retailers Ltd.</td>
<td>LG Electronics</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Glass-India Ventures</td>
<td>Lloyds Banking Group</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Gujarat Co-operative milk Marketing Federation Ltd.</td>
<td>LI &amp; Fung India Pvt. Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Halide's Seeds Pvt. India Ltd.</td>
<td>Life Insurance Corporation of India</td>
<td>Reliance Retail Ltd.</td>
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<tr>
<td>Horizon Gold Industries Pvt. Ltd.</td>
<td>Macmillan Publishers India Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>HDFC Bank</td>
<td>Marico Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>HDFC Life</td>
<td>Mercer Capital</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Hero Corporate Services Ltd.</td>
<td>Monsanto Enterprises Pvt Ltd.</td>
<td>Reliance Retail Ltd.</td>
</tr>
<tr>
<td>Hero Honda Motors Ltd.</td>
<td>MBF worldwide &amp; TATA motors</td>
<td>Zee Investment Ltd.</td>
</tr>
</tbody>
</table>
PLACEMENT FORM

Name of the Organization ..............................................

REQUIREMENTS

- Marketing
- Finance
- HRM
- International Business

(If possible, kindly enclose a detailed document specifying job description, career plan, etc.)

DETAILS OF COMPENSATION

<table>
<thead>
<tr>
<th>ON PROBATION/TRAINING</th>
<th>ON CONFIRMATION</th>
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<tbody>
<tr>
<td>Gross Salary (p.a.)</td>
<td></td>
</tr>
<tr>
<td>Take-Home (p.a.)</td>
<td></td>
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<tr>
<td>Other Perks</td>
<td></td>
</tr>
</tbody>
</table>

The date you would like to visit for pre placement talk: ..............................................
The date you would like to visit for final placement: ......................................................
Name and designation: .................................................................................................

Date: .............................................. Signature: ..............................................
LIST OF APEEJAY INSTITUTIONS

Higher Education Institutions
- Apeejay Stya University, Sohna (Gurgaon), Haryana
- 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
- Svran Apeejay Institute of Management, Sohna (Gurgaon), Haryana
- Apeejay Institute of Technology, School of Computer Science, Greater Noida, U.P.
- Apeejay Institute of Technology, School of Management, Greater Noida, U.P.
- Apeejay Svran International College, Greater Noida, U.P.
- Apeejay Institute of Technology, School of Management for Women, Greater Noida, U.P.
- Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida, U.P.
- Apeejay College of Engg., Sohna (Gurgaon), Haryana
- Apeejay Saraswati PG College for Girls, Chorkhi Dadri

- (Bhiwani), Harayana
- Svran Apeejay Institute of Management & Design, Gurgaon, Harayana
- Apeejay Svran Institute for Biosciences & Clinical Research, Gurgaon, Harayana

Apeejay Schools
- Apeejay School, Mahavir Marg, Jalandhar, Punjab
- Apeejay School, Hashiarpur Road, Jalandhar, Punjab
- Apeejay School, Tanda Road, Jalandhar, Punjab
- Apeejay School, Sheikh Sarai, New Delhi
- Apeejay School, Saket, New Delhi
- Apeejay School, Pitampura, Delhi
- Apeejay School, NOIDA, U.P.
- Apeejay Int'l School, Greater Noida, U.P.
- Apeejay School, Faridabad, Haryana
- Apeejay Svran Global School, Faridabad, Haryana
- Apeejay School, Chorkhi Dadri, Haryana
- Apeejay School, Kharghar, Navi Mumbai, Maharashtra
- Apeejay School, Nerul, Navi Mumbai, Maharashtra

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E-mail: placements_asm@apeejay.edu
• crc_asm@apeejay.edu
Website: www.apeejay.edu/asm

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(Convener CRC)
Mobile No.: 9811332506

Ms Divya Jindal
(Convener CRC)
Mobile No.: 9015337748

Prof. Amit Sareen
(Head-CRC)
Mobile No.: 9711083075