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

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

Dr. Stya Paul was one of the earliest industrialists in the country who recognized the great role that industry could play in providing quality education and to contribute towards nation-building. Towards this objective, he decided to set up educational institutions across the country where scientific and career-building knowledge could be provided along with the inculcation of values and appreciation of Indian culture, arts and heritage. Starting with a small school in Jalandhar in 1967, the 13 schools and 16 institutions of higher learning established by him over the last four decades, under the aegis of the Apeejay Education Society, have flowered to become symbols of excellence in their various disciplines, moulding the lives and careers of future generations of the country. The year 2010 also saw the realisation of Dr. Stya Paul's life time dream of setting up the Apeejay Stya University- a seat of global learning that would bring about transformation of society through value based education, man-making and nation-building, by blending the dual identities of a technology and research based University with a liberal arts institution.

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

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

A true Karmayogi, Dr. Stya Paul retained his zeal for hard work even in his advanced age and remained keenly involved in the management of the Apeejay institutions well into his nineties. Active till the very end, he departed from this world peacefully on June 7, 2010, while preparing to leave for office. But his life's work and achievements, and the lasting legacy of excellence that he leaves behind, will continue to inspire and guide us in all our endeavors, as we strive to achieve the goals to which he devoted his life. Like the ever-soaring falcon of Iqbal's couplet that inspired Dr. Stya Paul throughout his life's journey, his spirit will live on forever.
“Soaring high is my nature exemplifies the fact that academic excellence should go parallel with human excellence. It is not a disgrace if dreams are unfulfilled, but it is, if we have no dreams to dream!”

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

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

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

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

Mrs. Sushma Berlia
President, Apeejay Education Society
Chancellor, Apeejay Stya University
The Apeejay Education Society, established by the leading Industrial House of Apeejay Stya in the year 1967, has built a rich heritage of nearly four and half decades in the field of quality education through a family of 29 institutions, i.e. 13 schools and 16 institutions of higher learning, in various states of the country, along with the Apeejay Stya University – India’s first liberal arts University focused on technology & research.

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

Today, the Apeejay family comprises over 32,000 students, 60,000 alumni and 2,200 faculty, providing education from pre-nursery to doctoral level. The Apeejay schools offering education up to senior secondary level are well-recognized as pioneers and trend-setters in quality education and have created a niche for themselves in the country.

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

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

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

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

- Over a span of 20 years, ASM has carved out a niche for itself in the corporate and academic circles and is ranked high among the top management institutions in India;
- Our teaching is strategically focused towards preparing young managers for a rational approach, a creative mind, a global outlook and a desire to undertake ethical actions;
- We lay special emphasis on participation and teamwork. This helps the students imbibe the spirit of mutual trust, solidarity and respect;
- Our students are encouraged to respect social ethics and moral values so that they evolve into excellent human beings and responsible citizens;
- We have outstanding faculty members with a rich blend of industry and academic experience;
- At Apeejay, our students go through a unique inspirational transformation to become effective leaders. Our close links with industry give them ample opportunities to apply the acquired skills.
- All this takes place in an aesthetically integrated campus, combining scenic charm with state-of-the-art facilities.

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

Dr. Alok Saklani  
Director

Dean’s Message

Apeejay School of Management has world-class teaching learning systems evolved over the last two decades. It offers a curriculum which is contemporary and directed specifically to the needs of the industry. Educational processes at the institute are student-centric and aim at the holistic development of the students. Curriculum design and delivery supplemented by a range of co-curricular activities not only provide the latest domain knowledge but also impart social sensitivity, ethical orientation and leadership qualities to the students.

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

Dr. Suresh Bedi  
Dean
Our Vision
To be the most preferred management school known for creation of valuable business leaders.

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

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

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

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

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

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

HIGHLIGHTS
- Accredited by ACBSP (USA based body for assessing standards of Business Schools)
- Rated A+++ by Business India*
- Ranked among top 1% private institutes in the country**
- AICTE approved; PGDM equivalent to MBA (AICTE), & NBA Accredited
- Ranked 29th as recruiters choice in marketing discipline, by Economic Times***

- Placements in excellent companies
- Well-placed and active alumni network
- Merit-based scholarship schemes
- Laptop and text books given to each student
- Secure and separate hostel facilities for boys and girls

*Business India B-School Survey, 2012
**Competition Success Review, 2012
***Economic Times, May 2011

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

Student activity in progress at amphitheater
INFRASTRUCTURE / FACILITIES

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

LECTURE ROOMS

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

LIBRARY

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

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

- More than 24,000 books
- More than 77 print journals
- Hundreds of audio and video CDs, national and international magazines
- DELNET membership
- EBSCO subscription
- Harvard Business Publishing subscription

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

LEARNING SPACES

ASM provides air-conditioned classrooms, reading and discussion rooms equipped with audio/video/multimedia systems and LCD projection systems which help create a professional atmosphere for learning.
COMPUTER CENTRE
The air-conditioned computer centers, spread over four floors, are equipped with over 250-networked computers with Internet access through a dedicated leased line. Wi-fi access is available throughout the campus. To encourage research and data-based learning, the institute provides various tools and packages like SPSS (Statistical Package for Social Sciences) and Prowess (corporate database).

The rapid change in the corporate world asks for strong communication skills in almost all kinds of fields. The course content of the English Lab has been developed keeping in mind the standard of Indian students and the industry requirements.

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

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

HOSTEL
ASM provides separate hostel facilities for boys and girls with adequate arrangements of emergencies. Hostel facility is made available off campus for students by the Institute. Boarding and lodging is presently charged at the rate of Rs. 7,500/- per month (subject to change) for girls (A/C fitted room) and Rs. 7,000/- per month (subject to change) for boys (Air cooler fitted rooms).

LANGUAGE LAB
ASM has set up a fully computer-based English Lab to enhance overall communication skills amongst students including pronunciation, accent etc. to make them successful in careers. Employers today, look for an extra edge in their employees.
With a vision to have a strong global connect, ASM has entered into academic collaborations with leading institutes and organizations in India and overseas, including USA, France, Nepal and China.

The institute has an active collaboration with University of Philadelphia, USA. The MoU provides for exchange of faculty, students and joint research & conferences. In the past, institute has jointly organised an International conference with the University. ASM is involved in research publications/projects and also publishes an international journal annually with University of Philadelphia.

To facilitate cooperation in the areas of academic and research the institute entered into collaboration with E. M. Normandie- Normandy Business School, France in 2011. The MoU seeks to encourage faculty and student exchange program between the two institutions. Three ASM students joined École de Management de Normandie, France for a semester course under Student Exchange Program during January-April 2013.

In the beginning of 2013, the institute signed an MoU with Global College Group, Nepal, to collaborate in areas of students exchange programs, joint curriculum development, teaching and research, workshop & seminars. The MoU would also facilitate faculty visits and exchange.

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

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

- “Future Careers in Marketing” by Professor Kim Roberts, South Banks University, London
- “European Debt Crisis” by Professor D. K. Malhotra, Philadelphia University
- “WTO: issues and concerns” by Prof. Basant Raj Bhandari, formerly Principal Advisor International Trade Center, UNCTAD/WTO and presently Chief Consultant, Global Traders Conference (WTO accredited NGO)
- “Research and Research Publications” by Prof. Sudhir Kale, University of Bond, Queensland
- “Growing importance of Supply Chain Management: An Indian Perspective”, by Dr. Rajeev Sawhney, Professor, Western Illinois University
- “Branding and Internet Marketing” by Dr. Ruby Roy Dholakia, University of Rhode Island U.S.A.
- Case Writing Workshop by Dr. Rajeev Sawhney, Professor, Western Illinois University
- Seminar on Social Media in Indian Context by Prof. Nikhilsh Dholakia, University of Rhode Island, USA, on Jan 15, 2013

Prof. Alok Saklani with ACBSP Team in campus
Corporate Linkages

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

Participants of Seminar on “Leadership challenges in Knowledge Economy”

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

QUALITY RESEARCH CENTRE
Quality Council of India and D. L. Shah Trust, Mumbai have established a Quality Research Centre in collaboration with Apeejay School of Management. ASM is providing specialised technical input through its faculty in terms of knowledge resources across disciplines (Engineering, IT, Finance, Operations etc) as well as, student resources for research. This is the first centre in India for applied research in Quality Management with the objective of improving quality and profitability in Manufacturing and Service industries particularly in SMEs.

SEMINARS
Institute frequently organises seminars by industry professionals to keep students and faculty abreast of latest industry developments. An indicative list of recent seminars organised in 2012-13 is as under:

- “HR Transformation: The Road to 2020” by Dr. Maninder S. Khalsa, Head Talent Acquisition, Development and Nurturing, Viom Networks Ltd and Mr. Debashish Das, founder and CEO, Elenchus-HR
- “Experiences in Operations & Supply Chain” by Mr. Satish Kocchar, formerly Chief Operating Officer, Air Liquide Pvt. Ltd.
- “Achieving Excellence in B-Schools” by Mr. Premchand Palety, CEO, Centre for Forecasting & Research (C-Fore)
- “Impact of Operational Excellence on Supply Chain: Some Insights into TQA” by Mr. Partha Bagchi, Head, Commercial & Marketing Division, Srimam Pistons & Rings Ltd.
- “Reorientation of Education on Quality Management” by Gen. Harbans Lal, Founder Director, Quality Council of India
- “Leveraging HR for Competitiveness” by Mr Sandeep Tyagi, Lead Trainer & Partner, BareFacts India, Mr Amarendra Sahu, Partner, Iris Global, Ms. Ishita Adhikari, Formerly, VP-HR, Kuoni Business Travel India (Pvt) Ltd.
MANAGEMENT DEVELOPMENT PROGRAMS
The institute has been extensively working on corporate training and management development programs for the industry on various areas like Customer Loyalty, Wealth Advisory Excellence, Managing Interpersonal Conflict etc. The participants were drawn from various corporate houses such as LG, Carrier, NHAI, MMTC, OBC, SMC Wealth, LIC, Allahabad Bank, NetCarrots, Devyani Foods, National Book Trust, etc.

FACULTY DEVELOPMENT PROGRAMS
- “Developing Research Instruments and Survey Scales”, May 08, 2012 for faculty from under-graduate institutes
- “Conjoint Analysis and Structural Equation Modelling”, June 27, 2012 by Dr. Ajay Chauhan, IMT Ghaziabad
- “Case Writing”, June 30, 2012 by Dr. Rajeev Sawhney, Western Illinois University, U.S.A.
- “Program on Hands-on SPSS & Hypotheses Testing”, August 17, 2012 by Dr. Ajay Chauhan, IMT Ghaziabad
- “Program on Setting-up an Entrepreneurship Incubation Centre”, November 21, 2012, by Vasanti Venugopal, Educator NEN and Asgar Ahmed, Area Manager, NEN
- “Writing Research publications in International Journals”, January 15, 2013, by Prof. Ruby Roy Dholakia, University of Rhode Island, USA

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

CONFERENCE ON CONTEMPORARY ISSUES IN BUSINESS MANAGEMENT
The institute organized 5th National Conference on Contemporary Issues in Business Management on October 19, 2012. Over fifty faculty members and research scholars from leading institutions like IIM Ahmedabad, IIT Roorkee, JNU New Delhi, SRM University, NERIM Guwahati, JIIT Noida, Baba Bhim Rao Ambedar University, Lucknow, Motilal Nehru National Institute of Technology, Allahabad, Symbiosis Institute of Telecom Management, Pune, ICICI Bank Ltd., Nasik, presented their papers at the conference. Mr Tarun Singhal, CEO, T & T Motors, Delhi, Dr Madhu Vij, Professor, Faculty of Management Studies, Delhi University and Dr Suresh K Bedi, Professor & formerly Dean, Institute of Management Technology, Ghaziabad were among the key speakers for the inaugural session.

FDP on “Developing Research Instruments and Survey Scales” in Progress
CONFEERENCE ON HR CHALLENGES IN CHANGING GLOBAL SCENARIO

The Conference was organized by the institute aiming to share the latest research and applications in the field of employee engagement, employer branding, knowledge management, capacity building issues, sustainable HR practices etc. on May 17, 2013. The interdisciplinary forum was attended by industry leaders, academicians and research scholars from various streams. Mr. Vijay Rai, President and CEO, PowerCon Knowledge Services and Mr. Pronoy Dutt, Director, Research & Consultancy, Umbrio Consulting were amongst the key speakers at the conference. Over twenty five scholars and practicing managers presented their research papers.

CONFEERENCE OF MARKETING SCHOLARS AND PRACTITIONERS

The Institute organized 2nd Conference of Marketing Scholars and Practitioners (CMSP-2013) on May 10, 2013. The conference focused on “Emerging Trends, Opportunities and Challenges” as a special theme. The key speakers for the inaugural session were Mr. Praphul Misra, CEO NetCarrots Loyalty Service, Dr. Mukesh Chaturvedi, Professor, BIMTECH and Prof. Ashok Ogra, Director, Apeejay School of Mass Communication. The conference brought together more than forty five marketing professionals, scholars and students from various parts of India in a collaborative environment to present and discuss issues relating to Marketing.
Social Responsibility

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

Some of the community development initiatives are mentioned below:

GODHULI - HOME FOR THE AGED

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

ANUGRAH LIL' CHAMPS AT APEEJAY CAMPUS

With the philosophy of sharing the joy of childhood and innocence with the under-privileged children, ASM with its social responsibility forum team periodically connects with the children of ANUGRAH (a school for children from the under-privileged sector) at its premises. Some of the activities organized to engage and entertain these children during ASM visit are: puppet show, magic show, painting competition etc.

BLOOD DONATION CAMP

The Institute organizes a blood donation camp on the Founder's Day in October every year. Like previous years, last year too, with the motto “Raktaan hai Mahadaan”, a blood donation camp was organized on Oct 4, 2012. An expert panel of doctors interacted with the students and cited the advantages of blood donation. The students and faculty actively participated in the camp and donated blood.

MINI MARATHON – 'KEEP DWARKA CITY CLEAN'

As in the past years, a mini-marathon was organized with the theme 'Keep Dwarka City Clean'. This event was aimed at raising awareness about cleanliness and hygiene. Students, faculty and the residents of the Dwarka housing societies participated in the 6.5-kilometer long mini marathon. The winners were given prizes in different categories like women's category, senior citizen category, and student category.

‘WE CARE’ FILM FESTIVAL

Every year, the institute along with Apeejay Institute of Mass Communication and ‘Brotherhood’, a socio-cultural organization, organizes ‘We Care Film Festival’ to raise awareness about disability and the role of media in reporting the same. This year the three-day event was organized during October 10-12, 2012 that showcased a number of national and international award winning films and documentaries on diverse themes revolving around disability.
Corporate Placements

The institute has achieved excellent placement results during the 20 years of its operations. Alumni are placed across different industries such as FMCG, banking and financial services, telecom etc.

The institute has earned the reputation of developing leaders with global outlook and high competence during the last 18 years. Through a stringent selection process, it picks up students with a drive to succeed, a high level of integrity, a sense of purpose, a strong sense of ethics, pro-activeness, and adaptability to change. Illustrious names from the corporate world recruit from the institute. Organizations look up to us for future business leaders, year after year. Our alumni have created a strong foundation and our students continue to strengthen our brand and capabilities.

PRE-PLACEMENT TALKS

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

Past Recruiters

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<td>Oriental Bank of Commerce</td>
<td>OTS Solutions</td>
</tr>
<tr>
<td>Protiviti Consulting</td>
<td>Pylon Consulting</td>
</tr>
<tr>
<td>QCI</td>
<td>Questa Management</td>
</tr>
<tr>
<td>Quick Clean Pvt. Ltd. (Electrolux)</td>
<td>Reliance Broadcast</td>
</tr>
<tr>
<td>RocSearch</td>
<td>Smart Cube</td>
</tr>
<tr>
<td>Standard Chartered Bank</td>
<td>Tetra Media</td>
</tr>
<tr>
<td>TPG Retail</td>
<td>WNS</td>
</tr>
<tr>
<td>World Window Group</td>
<td></td>
</tr>
</tbody>
</table>
Sectoral Classification 2011-13 Batch

ALUMNI ASSOCIATION

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

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

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

To ensure that class lectures are effectively translated into hands-on experience and to practice their learning, students are required to undergo 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 reports to the company as well as the institute. Few selected students also receive stipend during their internship.

Our students have undergone internships with the following companies:

<table>
<thead>
<tr>
<th>BILT</th>
<th>Punjab National Bank</th>
<th>Kotak Mahindra Bank Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola</td>
<td>Bharati Airtel</td>
<td>Tata Sky</td>
</tr>
<tr>
<td>CII</td>
<td>India Capital Fund research (ICFR)</td>
<td>GAIL India Ltd.</td>
</tr>
<tr>
<td>Forrester</td>
<td>Reckitt Benkiser</td>
<td>Kotak Securities Ltd.</td>
</tr>
<tr>
<td>IBM</td>
<td>Bhushan Power &amp; Steel</td>
<td>Tata Technologies</td>
</tr>
<tr>
<td>People Matters</td>
<td>India Yamaha Motor</td>
<td>GCMMF LTD. AMUL</td>
</tr>
<tr>
<td>Hindustan Times</td>
<td>Reliance Retail</td>
<td>Tata Teleservices Ltd.</td>
</tr>
<tr>
<td>Newgen Software</td>
<td>Bureau Veritas</td>
<td>Genesis Colors Pvt. Ltd.</td>
</tr>
<tr>
<td>A2Z Engg. &amp; Maintenance services Ltd.</td>
<td>IndusInd Bank</td>
<td>KPMG</td>
</tr>
<tr>
<td>Hindalco Industries Ltd.</td>
<td>Religare Securities</td>
<td>Tetra Media Pvt. Ltd.</td>
</tr>
<tr>
<td>Net Carrots Loyalty Services</td>
<td>Cargill</td>
<td>LG Electronics</td>
</tr>
<tr>
<td>Hindustan Coca Cola Beverages</td>
<td>IOCL (Indian Oil Corporation limited)</td>
<td>The Oberoi</td>
</tr>
<tr>
<td>New Horizons India Limited</td>
<td>Renuka Sugars</td>
<td>LI &amp; Fung India</td>
</tr>
<tr>
<td>Aditya Birla Money</td>
<td>Insight Alpha</td>
<td>Unitech Power Transmission Ltd.</td>
</tr>
<tr>
<td>Hotel Crowne Plaza</td>
<td>REVE Systems</td>
<td>Haldiram's Snacks Pvt. India Ltd</td>
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<tr>
<td>NIIT</td>
<td>Credit Analysis and Research</td>
<td>Linterland</td>
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<tr>
<td>HPCL</td>
<td>ITC</td>
<td>V&amp;S International Pvt. Ltd.</td>
</tr>
<tr>
<td>Outlook</td>
<td>RFCL (Avantor Materials)</td>
<td>Harvest Gold Industries Pvt. Ltd.</td>
</tr>
<tr>
<td>AON Hewitt Associates</td>
<td>Daiichi Sankyo.</td>
<td>Macmillian Publishers India Ltd.</td>
</tr>
<tr>
<td>HUDCO</td>
<td>ITC Maurya</td>
<td>Viom Networks Ltd.</td>
</tr>
<tr>
<td>Panasonic India</td>
<td>Royal Bank of Scotland NV</td>
<td>HDFC Bank</td>
</tr>
<tr>
<td>Parle Biscuits Pvt. Ltd.</td>
<td>Dexter Consultancy</td>
<td>Marico India Ltd</td>
</tr>
<tr>
<td>AT&amp;T Ltd.</td>
<td>Jaiprakash Associates Ltd.</td>
<td>VPS Consultants</td>
</tr>
<tr>
<td>ICICI Prudential</td>
<td>Sharekhan Ltd.</td>
<td>HDFC Life</td>
</tr>
<tr>
<td>Pearl Drinks Ltd.</td>
<td>Dun &amp; Bradstreet</td>
<td>Matrix</td>
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<tr>
<td>Axiom Estates</td>
<td>Jindal Steel &amp; Power</td>
<td>Whirlpool India Ltd.</td>
</tr>
<tr>
<td>ICRA Management Consulting</td>
<td>Sheraton Hotel</td>
<td>Heinz India</td>
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<tr>
<td>PepsiCo</td>
<td>Edelweiss Broking</td>
<td>Merits Capital</td>
</tr>
<tr>
<td>Bajaj Electricals Ltd.</td>
<td>JWT</td>
<td>World Fashion Exchange</td>
</tr>
<tr>
<td>Idea Cellular Ltd.</td>
<td>State Bank of Patiala</td>
<td>Hero Corporate Services Ltd.</td>
</tr>
<tr>
<td>Piaggio Vehicles Pvt. Ltd.</td>
<td>Educomp</td>
<td>Montage Enterprises Pvt Ltd</td>
</tr>
<tr>
<td>Bank of Baroda</td>
<td>Karvy Stock Brokering Ltd</td>
<td>Yes Bank Ltd.</td>
</tr>
<tr>
<td>IDFC</td>
<td>Steria</td>
<td>Hero Honda Motors Ltd.</td>
</tr>
<tr>
<td>Planman Consulting</td>
<td>Engineering Projects (India) Ltd</td>
<td>MRM worldwide &amp; TATA motors</td>
</tr>
<tr>
<td>BEL(Bharat Electronics Limited)</td>
<td>Kingdom of Dreams</td>
<td>Zuari Investment Ltd.</td>
</tr>
<tr>
<td>IFCI Financial Services</td>
<td>Stock Holding Corp. of India Ltd.</td>
<td>Glaxo-Smithkline Consumer Healthcare Ltd.</td>
</tr>
<tr>
<td>Protiviti Consulting.</td>
<td>EXL Services</td>
<td>Gujarat Co-operative Milk Mkt. Federation Ltd.</td>
</tr>
</tbody>
</table>
Guest Speakers at the Institute

<table>
<thead>
<tr>
<th>NAME</th>
<th>COMPANY/ORGANIZATION</th>
<th>DESIGNATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satish Kochhar</td>
<td>Air Liquide India</td>
<td>Director &amp; COO</td>
</tr>
<tr>
<td>Amarendra Salim</td>
<td>Iris Global</td>
<td>Partner</td>
</tr>
<tr>
<td>Ashish Bhardwaj</td>
<td>Lintas</td>
<td>Associate Vice President</td>
</tr>
<tr>
<td>Sachin Phartiyal</td>
<td>Whirlpool</td>
<td>National Head</td>
</tr>
<tr>
<td>Praveen Rao</td>
<td>Arvato</td>
<td>Director -Marketing</td>
</tr>
<tr>
<td>Tanu Niwas</td>
<td>Prognosys Direct</td>
<td>Executive Director</td>
</tr>
<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>Suhita Bonerjee</td>
<td>Promise</td>
<td>Head-Operations</td>
</tr>
<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>Jigar Shah</td>
<td>Nimble Enterprise Pvt. Ltd.</td>
<td>MD</td>
</tr>
<tr>
<td>Vinish Joshi</td>
<td>Media Com</td>
<td>GM-Marketing</td>
</tr>
<tr>
<td>Sahil Kapoor</td>
<td>Novo Infomatics Pvt. Ltd.</td>
<td>CEO</td>
</tr>
<tr>
<td>Yogendra Singh</td>
<td>MTS Telecom</td>
<td>Asst. Director</td>
</tr>
<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>Associate Vice President</td>
</tr>
</tbody>
</table>

Live Projects

Our students have been involved in various live projects with companies like Ernst and Young, Titan Industries, Getit Infoservices, English Indian Clays Ltd., Jyothy Laboratories Ltd., etc.
The faculty is the most important asset of an academic institution. Intellectual capital of ASM includes highly qualified faculty, many of whom have been trained in prestigious institutions such as IIMs and IITs. Faculty at ASM is strongly dedicated to research and publications and contributes regularly to the academic and industry research.

**Alok Saklani**
Director
PhD, MCom (34 years’ experience in teaching, research and corporate training)
Areas of interest: Marketing, CRM

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

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**Suresh Bedi**
Professor and Dean
PhD, MA (Economics), MCom
(37 years’ experience in teaching and research)
Areas of interest: International Business; Economics & Business Environment

**Kamal Kishore**
Professor
MBA, LLB, CAIIB, PGDPM, AsDBM,
(39 years’ experience in industry, teaching and research)
Areas of interest: Corporate Finance, Corporate Laws, Investment Analysis

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**Akshey Kumar**
Professor
MBA, LLB, LLM, FCS
(47 years’ experience in industry, corporate training and teaching)
Areas of interest: Business and Corporate Law, International Business Law, Corporate Gov.

**Etinder Pal Singh**
Professor
PhD, MBA (20 years’ experience in industry, corporate training, teaching and research)
Areas of interest: Consumer Behaviour, Branding, Leadership

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**Amit Sareen**
Professor
MBA, BE,
(18 years’ experience in industry and teaching)
Areas of interest: Strategic Management, International Business

**Neeraj Singhal**
Associate Professor
PhD, MBA (15 years’ experience in industry, teaching and research)
Areas of interest: Strategic Management, International Business

---

**Monika Arora**
Associate Professor
MCA
(15 years’ experience in industry and teaching)
Areas of interest: Data Retrieval, Semantic Web

**Puja Mahesh**
Associate Professor
PhD, MSc, PG Diploma in Advertising & PR,
(12 years’ of Teaching and Research experience)
Areas of interest: Development & Communication Management and Media Research.
Srirang K. Jha  
Associate Professor  
PhD, MA (13 years' experience in industry, teaching and research)  
Areas of interest: Human Resource Management, Organizational Behaviour

Ishita Adhikari  
Associate Professor  
MSW, PGD- PM & IR (18 years' experience in industry)  
Areas of interest: Strategic HRM, Mentoring and coaching

Shalini Vermani  
Associate Professor  
PhD, MSc (Software) (12 years' experience in teaching and research)  
Areas of interest: Network Security and Cryptography

Sangram Keshari Jena  
Associate Professor  
PhD, M Com, MBA (11 years' experience in industry and research)  
Areas of interest: Financial Derivatives, Investment Management, Risk Management

Amiya K Mohapatra  
Assistant Professor  
Ph.D., M.A. (Eco.), M.A. (Pub. Adm.), MBA (6 Years Academic Experience)  
Areas of interest: Economics, Business Environment, Strategic Management and Public Policy

Shilpa Bhaskar  
Assistant Professor  
MBA, UGC NET (14 years' experience in industry, teaching and research)  
Areas of interest: Marketing, Consumer Behaviour, Marketing of Services

Garima Mittal  
Assistant Professor  
Msc, M Phil (13 years' experience in teaching)  
Areas of interest: Quantitative Techniques, Operational Research, Operations Management

Manupriya Bali  
Assistant Professor  
MPM, MBA (14 years' experience in industry and teaching)  
Areas of interest: Compensation Management, Industrial Relations, Corporate Branding

Jyoti Doval  
Assistant Professor  
MBA (13 years' experience in industry and teaching)  
Areas of interest: Marketing, Branding, Training and Communication

Shweta Jha  
Assistant Professor  
PhD, MBA (13 years' experience in industry and teaching)  
Faculty Profile

Chhaya Wadhwa
Assistant Professor
MPhil (English), UGC-NET, MBA
(13 years' experience in teaching)
Areas of interest: Business Communication, Organizational Behaviour

Ruchi Malik
Assistant Professor
MPhil, MBA (9 years' experience in teaching and research)
Areas of interest: Marketing, Research Methodology, Retailing

Sonia Kalra
Assistant Professor
BE (Electronics) (10 years' experience in industry, teaching and research)
Areas of interest: Programming Languages COAD, IT

Divya Jindal
Assistant Professor
MCom, MFC, CPA (K), UGC-NET
(8 years' experience in industry and teaching)
Areas of interest: Finance and Accounting

Manisha Bachheti
Assistant Professor
PhD, MBA
(7 years' experience in industry and teaching)
Areas of interest: Marketing Research, Brand Management

Preeti Suryavanshi
Assistant Professor
MBA, UGC NET
(6 years' experience in teaching)
Areas of interest: Marketing, Advertising and Sales

Anchal Gupta
Assistant Professor
MPhil, MSc (OR)
(7 years' experience in teaching)

Priya Gupta
Assistant Professor
PGDM, MCom, CA (Inter)
(5 year experience in teaching)
Areas of interest: Finance and Accounting
LEARNING ENVIRONMENT

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

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

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

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

PEDAGOGY

ASM has an integrative pedagogy which is in line with its mission of creating globally competent, socially sensitive and ethically sound business leaders. The classroom lectures are supplemented by learning interventions such as projects, group assignments, case discussions, role plays, management games, simulations, industry visit, port visit, summer internship etc. Teaching learning process at ASM is student-centric. Both teachers and students have access to international cases as well as research papers from EBSCO and Emerald. The students are constantly exposed to civic engagement projects, community outreach programs and academic club activities so as to enable them to blend theory and practice.

CLASSROOM SESSIONS

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

MENTORING AND PROFESSIONAL DEVELOPMENT

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

ONLINE LEARNING SYSTEM

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

STUDENT ASSESSMENT

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

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

Dr. Sanjay Mehta, from Sam Houston State University, delivering seminar of Academic Civic Engagement
SKILL DEVELOPMENT CELL
At ASM special emphasis is laid on overall personality development of the students. For this purpose, Skill Development Cell, trains students in Communication Skills, Presentation Skills, Business Writing and Conversations, Conflict Management, Negotiation Skills, Selling Skills, Motivation, Business Etiquettes, Facing Interviews and Group Discussions, Telephone and Email Etiquettes etc. Special stress is placed on enhancing team building skills of students through various group activities.

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

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

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

CLUBS AND COMMITTEES
Students clubs and committees are formed to provide them an opportunity to manage roles and responsibilities. Students play a major role in all the events such as Synergy as also activities like placements.
MARKETING CLUB
The Marketing Club is responsible for arranging live projects for students and organizing student activities, besides organizing industry student-interaction sessions. The club organizes various events and activities such as - Ad Mad Show- the advertising competition, during the annual day 'Synergy'.

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

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

ENTREPRENEURSHIP DEVELOPMENT CELL
The students at ASM are encouraged to take up Entrepreneurship as a career option. They are encouraged to take up entrepreneurial projects and work towards its implementation.

The institute has ventured in the field of entrepreneurship development and initiated Centre for Entrepreneurship and Management Development (CEMD). The institute has a tie up with National Entrepreneurship Network (NEN) and aims to develop entrepreneurs by coordinating entrepreneurship programs in the campus. CEMD has conceptualized a series of training programs for aspiring and/or existing entrepreneurs in and around Dwarka.
The Institute offers full-time Post Graduate Diploma In Management (PGDM). The program is carried through the trimester system with six terms spread over two years.

**POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)**

*Equivalent To MBA (By AICTE)*

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

The program enables the students to:

- Have an in-depth understanding of the body of knowledge in core and functional areas of management;
- Interpret management problems in both domestic as well as global contexts;
- Analyze complex business problems in the changing global scenario and take critical decisions;
- Apply analytical thinking with a systems perspective to determine solutions;
- Choose ethically appropriate options; and
- Take initiative and work in teams to achieve organizational goals.

Globalization, revolution in communications, information technology and ease in mobility have changed the way we do business. The market is open and competition is fierce. Organizations need to stay abreast of the latest strategies and techniques to survive, sustain and grow. This requires people with the right conceptual foundation, analytical skills and application abilities to help them attain and maintain the crucial competitive edge – managers who can lead from the front. The program has been designed to fulfill this vital need. The program takes a holistic approach, helping to shape complete managers, who can balance the needs of various stakeholders.

The program aims at providing young enthusiastic minds the power to shape their career paths and influence change. In-depth knowledge, analytical rigour, rational thinking, commitment, ethics & values, competition, and innovation are the core values instilled in each individual who graduates from the program. The program is intended to develop an integrated perspective of the total managerial function and gives the students a strong foundation necessary for assuming managerial responsibilities.

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

### Program Structure

<table>
<thead>
<tr>
<th>TERM I</th>
<th>TERM II</th>
<th>TERM III</th>
</tr>
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<tbody>
<tr>
<td>Managerial Accounting and Control - I</td>
<td>Financial Accounting and Control - II</td>
<td>Financial Management II</td>
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<tr>
<td>Operations Management I</td>
<td>Financial Management I</td>
<td>Operations Management II</td>
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<td>Quantitative Techniques I</td>
<td>Quantitative Techniques II</td>
<td>Research Method</td>
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<td>Business Ethics</td>
<td>Marketing Management I</td>
<td>Management Information System</td>
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<td>Organisational Behaviour - I</td>
<td>Organisational Behaviour - II</td>
<td>Marketing Management II</td>
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<td>Managerial Economics (Microeconomics)</td>
<td>Macroeconomics</td>
<td>Human Resource Management</td>
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<tr>
<td>Business Communication I</td>
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<td>Business Law</td>
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<td></td>
<td></td>
<td>Business Communication - II</td>
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</tbody>
</table>

### SUMMER TRAINING

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

<table>
<thead>
<tr>
<th>TERM IV</th>
<th>TERM V</th>
<th>TERM VI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Strategy</td>
<td>Electives</td>
<td>Electives</td>
</tr>
<tr>
<td>International Business Environment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electives</td>
<td></td>
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</tr>
</tbody>
</table>

### FINAL RESEARCH PROJECT

In the 2nd year of the Program, a student has the option to undertake a Final Research Project (FRP), in the chosen area of specialization. Viva voce is conducted after FRP.

Those students who choose not to undertake FRP have the option of taking two courses of major electives in lieu of same.
## Electives

<table>
<thead>
<tr>
<th>MARKETING</th>
<th>FINANCE</th>
<th>HUMAN RESOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior</td>
<td>Security Analysis and Portfolio Management</td>
<td>Organization Development &amp; Change</td>
</tr>
<tr>
<td>Customer Relationship Management</td>
<td>Banking Management and Services</td>
<td>Strategic Human Resource Management</td>
</tr>
<tr>
<td>Integrated Marketing Communication</td>
<td>Financial Markets and Services</td>
<td>Conflict Management &amp; Negotiation Skills</td>
</tr>
<tr>
<td>International marketing</td>
<td>Insurance Management</td>
<td>Compensation Management</td>
</tr>
<tr>
<td>Marketing Metrics</td>
<td>Derivatives and Risk Management</td>
<td>Performance Management</td>
</tr>
<tr>
<td>Marketing of Services</td>
<td>Project Financing</td>
<td>Industrial Relations and Labour Laws</td>
</tr>
<tr>
<td>Retail Management</td>
<td></td>
<td>International HRM</td>
</tr>
<tr>
<td>Sales Management</td>
<td>Corporate Restructuring: Mergers and Acquisitions</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Brand management</td>
<td>Corporate Tax Planning</td>
<td>HR Planning &amp; Staffing</td>
</tr>
<tr>
<td>Channel Sales Management</td>
<td>International Financial Management</td>
<td>Industrial Psychology</td>
</tr>
<tr>
<td>Films and Sports Marketing</td>
<td>Wealth Management</td>
<td>Leadership &amp; Managerial Excellence</td>
</tr>
<tr>
<td>Relationship Management</td>
<td>Corporate Governance</td>
<td></td>
</tr>
<tr>
<td>Rural Marketing</td>
<td>Advance Equity Research</td>
<td></td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>Micro Finance and Rural Banking</td>
<td></td>
</tr>
<tr>
<td>Strategic Marketing Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Estate Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Healthcare Marketing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mr. Adarsh Kishore, Chairman, Axis Bank, delivering convocation address
### Program Structure

#### INTERNATIONAL BUSINESS
- Cross Cultural Management
- International Business Law
- International Business Strategy
- International Financial Management
- WTO and Regional Trading Blocks
- Global Sourcing & Business Development
- International Business Negotiation
- Export Import Documentation
- Foreign Language (Chinese/German/French)
- Management of Multinational Corporation
- International Marketing
- International HRM
- International Joint Ventures

#### INFORMATION TECHNOLOGY
- Database Systems
- Web Technology
- Business Intelligence
- IT Security
- Knowledge Management
- Enterprise Resource Planning
- Data Mining and Data Warehousing
- Management Software Development
- Cloud Computing

#### OPERATIONS MANAGEMENT
- Total Quality Management
- Supply Chain Management
- Project Management
- Management Science using Spreadsheet
- Advance Operation Research
- Quantitative Model for Logistics and Transportation System
- Service Operations
- Maintenance Management
- Material Management

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**Note:**

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

Bachelor's Degree or equivalent (10+2+3) in any discipline with minimum 50% aggregate marks from a recognized Indian or foreign university. Candidates in their final year of the Bachelor's degree are also eligible to apply (provided that their aggregate up to the final year must be 50% or above), subject to meeting eligibility criteria and submitting proof latest by October 31, 2014.

ADMISSION PROCEDURE:

The institute considers CAT / MAT / XAT / GMAT / CMAT scores for admission to its PGDM program. The admissions are based on the following parameters:

1. Graduation / Post Graduation degree percentage
2. CAT / MAT / XAT / GMAT / CMAT admission test score
3. Group Discussion and Personal Interview performance

APPLICATION

The aspiring candidates are required to submit the application forms duly filled to the Admissions Office by the stipulated date. These forms are carefully screened for superior academic performance and extra-curricular accomplishments of the candidates.

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

GROUP DISCUSSION & PERSONAL INTERVIEW

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

ADMISSION OFFER

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

FALSIFICATION OF RECORDS

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

SCHOLARSHIPS

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

**FEE STRUCTURE**

Fee structure for the program is as follows:

<table>
<thead>
<tr>
<th>Installment</th>
<th>Self Sponsored (Rs.)</th>
<th>Company Sponsored (Rs.)</th>
<th>Tentative Dates For fee deposit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installment 1</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>At the time of admission</td>
</tr>
<tr>
<td>Installment 2</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th Dec 2014</td>
</tr>
<tr>
<td>Installment 3</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th July 2015</td>
</tr>
<tr>
<td>Installment 4</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th Dec 2015</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>6,00,000</strong></td>
<td><strong>8,00,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Recognition for educational loans from Banks
All disputes shall be subject to exclusive jurisdiction of Delhi courts only

(A) The students would be obliged to pay the above fees and / or such fees as may be finally determined by the appropriate authorities / court.

(B) If a student withdraws before / after start of the course and the seat vacated by the student is filled by the institution, part of the fee will be refunded as per AICTE Rules. However, in case the seat remains vacant and is not filled by the last date of admission, the student shall not be entitled to get any refund from the Institution and shall be obliged to pay the full fee for the entire tenure of course.

(C) As a part of the program, a laptop is given to each student, the cost of which is included in the fee structure. If a student withdraws during the course after collecting the laptop from the institution, the cost of the laptop will be recovered from him / her.

(D) Besides fees as indicated above, every student is required to pay Rs. 7000/- towards corporate resource centre, alumni fund, back pack & business newspaper subscription etc. and a refundable Security Deposit of Rs. 10,000/- along with the first instalment

(E) The first instalment of fee (along with security deposit) is payable by the date announced at the time of release of merit list.

(F) The subsequent instalments of fee are payable by the dates mentioned above.

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**PROGRAM INTAKE**

<table>
<thead>
<tr>
<th>PGDM</th>
<th>180</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session starts: June 2014</td>
<td></td>
</tr>
</tbody>
</table>

---

**Academic Background: 2013-15 Batch**

- Commerce: 34%
- Science: 10%
- Engineering: 30%
- Management: 5%
- Humanities: 6%
- Others: 5%
- Total: 100%
Board of Governors

Smt. Sushma Berlia
President, Apeejay Education Society and Chancellor,
Apeejay Stya University

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

Shri Vijay Berlia
General Secretary, Apeejay Education Society

Shri Nishant Berlia
Joint Secretary,
Apeejay Education Society

Shri Aditya Berlia
Joint Secretary,
Apeejay Education Society

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

Prof. Ashok Ogra
Director, Apeejay Institute of
Mass Communication

Shri Raghubati Singhania
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University of Delhi

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

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Director & CE, ICRIER

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

Shri B.S. Baswan
Sr. Consultant Planning Commision

Shri K.N. Memani
Ex. President, PHDCCI

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Professor,
Apeejay School of Management

Mrs. Divya Jindal
Asstt. Professor,
Apeejay School of Management

Dr. Alok Saklani
Director,
Apeejay School of Management
ACADEMIC ADVISORY COUNCIL

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

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

Prof. Madhu Vij
FMS, Delhi University

Prof. Jaishri Jethwaney
Indian Institute of Mass
Communication, New Delhi

Prof. D.P. Goyal
MDI, Gurgaon

Dr. Amit Mookerjee
IIM, Lucknow (Noida Campus)

Shri Shankar Nath
IIM- A Graduate,
Founder PolicyTiger.com

Shri Praphul Misra
CEO, Netcarrots, Loyalty Services

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

Ms. Bhanu Bhatia
Head - Human Resources,
Vaish Associates

Prof. Ashok Ogra
Honorary Advisor, Apeejay School of Management,
Dwarka

Dr. Alok Saklani
Director, Apeejay School of Management (Chairperson)

Prof. Suresh Bedi
Dean, Apeejay School of Management

ACADEMIC COUNCIL

Dr. Alok Saklani
Director, Apeejay School of Management (Chairperson)

Prof. Suresh Bedi
Dean, Apeejay School of Management

Prof. Akshey Kumar
Area Head
(General Management and Law)

Dr. Etinder Pal Singh
Area Head (Marketing)

Prof. Kamal Kishore
Area Head
(Finance/Human Resource)

Prof. Amit Sareen
Area Head
(International Business & Business Communication)

Prof. Monika Arora
Area Head
(Information Technology, Quantitative Techniques)
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, Charkhi Dadri (Bhiwani), Haryana
- Svran Apeejay Institute of Management & Design, Gurgaon, Harayna
- Apeejay Svran Institute for Biosciences & Clinical Research, Gurgaon, Harayna

APEEJAY SCHOOLS

- Apeejay School, Mahavir Marg, Jalandhar, Punjab
- Apeejay School, Hoshiarpur 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, Charkhi Dadri, Haryana
- Apeejay School, Kharghar, Navi Mumbai, Maharashtra
- Apeejay School, Nerul, Navi Mumbai, Maharashtra
Experience the International Edge...

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

AWARDS & ACCOLADES

- Best Innovation by Private University at World Education Summit 2012
- Best Engineering Institute in North India at National Education Awards 2013 by ET Now
- ANU UP & School Excellence Award 2012 at World Brand Congress
- Best Industry Interface at Hindustan Today National Education Awards 2012

“Do not be discouraged if dreams are unfulfilled, but it is if you have no dreams to dream.”

Dr. Styia Paul
October 4, 1919 - June 7, 2010
Founder-President Apeejay Stya University

ASU is a social commitment of Apeejay Stya & Sons Group.
ASU Prospectus & Application Forms can be downloaded from the ASU website or can also be obtained from ASU Campus, ASU City Office & all Apeejay Institutions.

For further admission queries, students can also visit our counselors at:

- ASU City Office
- Plot No. 23, Sector-32, Institutional Area, Gurgaon-122001
- Apeejay School Campus
- Sohna-Rohtak Road, Panchkula, Haryana-122001

Tel: 22-23598485 & 1800 103 788
E-mail: admissions@asu.apjeejay.edu TOLL FREE: 1800 103 788

ADMISSIONS OPEN: 2013

- Engineering & Technology
  - Bachelor of Technology (B.Tech.)
  - Mechanical Engineering (M.Tech.)
  - Mechanical Engineering & Product Design
  - Electronics & Communication Engineering
  - Electronics & Instrumentation Engineering
  - Electrical & Electronics Engineering
  - Civil Engineering
  - Computer Science & Engineering
  - Master of Technology (M.Tech.)
  - Instrumentation & Control Engineering
  - Electronics & Communication Engineering (ME/EE Design, B.Tech.)
  - Mechanical Engineering (M.Tech.)
  - Computer Science & Engineering
  - Master of Computer Application (MCA)
  - Ph.D. in Electronics & Communication Engineering
  - Computer Science Engineering

- Biosciences
  - B.Tech in Biotechnology
  - Integrated B.Tech - M.Tech in Biotechnology (5 yrs)
  - M.Tech in Biotechnology
  - M.Sc. in Clinical Research
  - M.Pharma / Ph.D. in Bioinformatics, Biotechnology

- Pharmaceutical Sciences
  - PG Diploma in New Drug Delivery Systems
  - PG Diploma in Drug Regulatory Affairs
  - M.Pharm. in Pharmacology
  - M.Pharm. in Pharmaceutical Affairs
  - M.Pharm. + MBA Dual Degree Programmes (2 yrs)
  - Ph.D. in Pharmaceutical Science - Pharmacology

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

- Design & Visual Arts
  - Bachelor of Design
    - Lifestyle Design: Fashion / Textile / Furniture
    - Graphic Design: Visual Communication / Commercial / Hospitality
    - Exhibition & Event Design
    - Design Media: Conceptual Design / Digital Design
    - Photography & Video Making
    - Master of Design: Fashion / Interior / Graphic
    - Master of Fine Arts: Visual Media / Graphic Design / Interactive Media
    - Fine Arts: Painting / Installation Art / Interactive Design

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

- Education
  - Bachelor in Education (B.Ed.)
  - PG Diploma: Early Childhood Care Education, Creative / Innovation in Teaching, Educational Management, Special Education & School Counseling
  - Ph.D. in Education

Present, subject is approved by AICTE
Apeejay Education Society is a social commitment of the Apeejay Stya & Svrán Group.

Apeejay School of Management
Sector-8, Dwarka Institutional Area, New Delhi-110077
Phone : 011- 25363983/86/80, 8527700552, Fax: 011-25363985
Email: admissions.asm@apecjay.edu
website: www.apecjay.edu/asm