Apeejay School of Management
Dwarka, New Delhi

Prospectus 2012-14

Approved by All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India
Dr. Stya Paul, eminent industrialist, educationist, philanthropist and freedom fighter, provided the foundation and inspiration for the emergence of the Apeejay Stya Group and the Apeejay Education Society as trusted symbol of quality and excellence in the country’s industrial and educational landscape.

A pioneering entrepreneur with a far-sighted vision of the future, Dr. Stya Paul was instrumental in the rise of Apeejay Group as one of the biggest industrial houses of independent India and was a leading architect of the country’s emergence as a self reliant industrial superpower, founded on the strength on the Indian capability and enterprise. As Chairman Emeritus, he has guided the Apeejay Stya Group- a privately and closely-held leading Indian Industrial and Investment House- to become one of the major corporate house 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 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 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 together the dual identity 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 has been actively associated with several social, cultural and professional bodies, and held responsible positions reflecting his versatility, leadership and standing in industry and social circles. His philanthropy and generosity knew no bounds, and throughout his life, he helped the physically-handicapped and the needy with financial help and educational/vocational opportunities, thus enabling them to join the mainstream. Over the years, numerous awards and accolades were bestowed upon him, in a life richly lived and full of sharing and caring. But he never desired any monuments to himself, though there are living monuments, in the shape of multitudes of people across the country, who share their memories of how he touched and transformed their lives in his own unique way.

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

"It is not a disgrace if dreams are unfulfilled, but it is, if we have no dreams to dream!"
-Dr. Stya Paul
"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 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 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 program being offered by B-schools, which need to be fine-tuned to the rapidly changing needs of industry.

With this focus in mind, Apeejay School of Management 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
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 drive by innovative techniques, progressive curricula and state-of-the-art infrastructure. The motto of the Society, “Soaring High is My Nature” with its origins 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. This is reflected in the rankings which have gone up in the latest B-School surveys. We are proud of ASM which is an institute with several distinctive features:

- In a short span of 18 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;
- The institution has an aesthetically integrated campus, combining scenic charm with the state-of-the-art facilities.
- 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.

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

Dr. Alok Saklani  
Director

About The Programs

Apeejay provides a transformational experience to students who are expected to maintain stringent standards of commitment, values and ethics. Our programs instill in students a desire for self-learning and learning by doing. The course curriculum is a mix of in-depth knowledge, practical experience, and personality enhancement gained through a continuous process of industry-academic interface. Besides academics, focus is placed on social, extra-curricular, social responsibility and cultural activities to develop an ethically strong and adaptable personality. Life at Apeejay is about holistic development of budding leaders.

Welcome to the Apeejay family!

Dr. Deepankar Chakrabarti  
Dean
Vision
To be recognized as the most sensitive and capable management institute that fulfils aspirations and expectations of students.

Mission
To inculcate world class competencies in Management.

Our Guiding Philosophy
We nurture socially sensitive, ethically sound, and globally competent managerial talent to transform organisations and communities.

We inculcate both analytical & problem solving skills through an innovative 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 Apeejay School of Management (ASM) 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 programs offered at ASM are 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

- Rated A ++ Institute*
- Ranked 12th by Corporate Recruiters**
- Ranked among top 1% institutes in the country***
- AICTE-approved, NBA Accredited
- PGDM equivalent to MBA
- Program structure inspired from the best B-schools in the world
- Placements in excellent companies, highest package Rs. 12 lacs per annum
- Well-placed and active alumni network
- Merit-based scholarship schemes
- Laptop, study material given to each student for personal use
- Secure and separate hostel facilities for boys/ girls

*Business India B-School Survey, 2011
**HT Horizon, November 4, 2009
***Competition Success Review Nov. 2010

Apeejay School of Management 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.
INFRASCTURE / FACILITIES
Apeejay School of Management 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.

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

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

LIBRARY
The library at ASM, with about 22,500 books, more than 150 print journals, and over 150 audio and video cassettes and CDs, national and international magazines, plays a vital role and shares its commitment to excellence of the institute. It offers a rich source of books, national and international journals (print and e-journals), educational CDs, company annual reports, bound volumes of journals, project reports and online databases.

The air-conditioned library and reading room is 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. The Institute is a member of DELNET which provides ready access to libraries of leading institutions of the National Capital Region. The institute also subscribes to Harvard Business Publishing and Emerald, which is one of the most prestigious and comprehensive research oriented database.

The library also has memberships of the following reputed institutions:
- American Center Library
- British Council
- National Institute of Science Communication and Information Resources
COMPUTER CENTRE
The air-conditioned computer centers, spread over four floors, are equipped with over 450-networked computers with an "always on" 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).

AUDITORIUM / 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, Management Development Programs and conferences. A 200-plus seater open-air amphitheater is also available in-house for organizing various outdoor activities.

LANGUAGE LAB
Apeejay School of Management has set up a fully computer-based English Lab to enhance overall communication skills amongst students including pronunciation, accent etc. to make them successful in careers. Employers today, look for an extra edge in their employees. The rapid change in the corporate world asks for proper 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.

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 in case 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. 6,000/- per month (subject to change).
With a vision to have a strong global connect, Apeejay School of Management has entered into academic affiliations 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.

International seminars have been organized as part of academic collaboration with Philadelphia University such as:

* Role of Derivatives in Current Financial Crisis by Professor D. K. Malhotra, Philadelphia University

* Asian Common Currency by Professor D. K. Malhotra, Philadelphia University

• International Conference on “Management Practices and Research” with a theme - Culture, Design and Business in Emerging markets

• Apeejay School of Management and E.M. Normandie-Normandy Business School, France signed an 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 MoUs with the Yunnan University of Finance and Economics (Kunming), and Lincang Teacher’s College (Lincang) provide for academics collaboration in the areas of multidisciplinary research, faculty and student exchange programs. They also provide for extracurricular activities for visiting students, such as language training and summer camp.

Few more International Seminars organized were:

“Growing Importance of Supply Chain Management: An Indian Perspective”, Key speaker - Dr. Rajeev Sawhney, Professor, Western Illinois University.

“International Seminar on Entrepreneurship”, Key speaker- Prof. C. K. Mittal from University of Houston, USA.

“Building Leaders of Tomorrow” Key Speaker- Mr. D.K Bakshi, CEO & Chief Mentor, Global Talent Consultants Company Limited.

“Customer Relationship Management to Relationship Share”. Key Speakers- Dr John H. Summey, Professor, Southern Illinois University, Carbondale and Prof. Ramendra Thakur of University of Louisiana, Lafayette, USA.

“Branding and Internet Marketing”, Key Speaker- Prof Ruby Ray Dholakia, University of Rhode Island, USA.
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
* Guest lectures, training faculty, providing case studies, and arranging for field visits.
* Zero day placement offer
PGDM students are given courses under their electives as part of the program

ICICI SECURITIES LTD.
Conducts one-month Joint Certificate Course on Financial Planning and Sales Management for the employees of ICICI Securities. The program includes modules on Financial planning, equity and derivatives, insurance, mutual funds, sales process and CRM, marketing, and selling skills.

NATIONAL ENTREPRENEURSHIP NETWORK
The collaboration with National Entrepreneurship Network (NEN) aims to develop entrepreneurs by coordinating entrepreneurship programs in the campus and provides an access to entrepreneurial resources. Regular activities are held under this arrangement every year.

TIMES BUSINESS SOLUTIONS
The Institution has a tie up with Times Business Solutions to conduct innovative research and explore innovative solutions through:
* Development of HR business management solutions
* Seminars/webinars conducted in HR circle
* Consultancy assignments for HR processes

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
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 for MDPs held in the past were from various corporate houses such as LG, Carrier, NHAI, MMTC, OBC, SMC Wealth, LIC, Allahabad Bank etc.

Continuing on the same lines the institute in collaboration with Apeejay Stya University organized an MDP on ‘Branding in the Digital Ecosystem’ at India International Centre, New Delhi. The chief resource person was Dr. Ruby Roy Dholakia, Professor & Director Internet Marketing, University of Rhode Island, USA with other speakers: Pradeep Gairola, Vice President Times Internet Ltd & Business head of timesofindia.com, Abhimanyu Lal, Head Strategy at eBay, Arun Tyagi, Head of Marketing at Indiamart.com, Pradeep Chopra, CEO Digital Vidya, and Ashish Choudhary, Partner, Hands on Advisors.

FACULTY DEVELOPMENT PROGRAMS

- “Advanced Research Methods”, August 07, 2010, by Prof. K.N. Badhani from MDI, Gurgaon: The sessions were interactive with sufficient hands-on practice on state-of-art software tools used in advanced research analysis. The focal areas were the basic characteristics of regression and advanced regression analysis.

- “Advanced Statistics”, December 29, 2010 by Ms. Gurjeet Kaur from Jammu University: She took sessions on Confirmatory Factor Analysis, SEM and Path Analysis. The faculty members also had hands on practice on the software.

- “Civic Engagement”, December 30, 2010 by Dr. Sanjay S. Mehta from Sam Houston State University, U.S.A.: The emphasis was on the importance of community service and its integration into the curriculum.

- “Case Teaching”, May 23-25, 2011 by Professor Rajeev Sawhney of Western Illinois University, U.S.A.: He shared his knowledge and skills with the faculty members demonstrating as to how Case Study can be used as an effective tool in a classroom. Faculty members were given hands-on training on handling cases in the classroom scenario during the three days workshop.

- “Data Analysis for Management Research”, June 6-10, 2011, (AICTE sponsored): The participants learned about the use of various data analyses techniques in research, how to design the study to collect data, amenable to such analyses, and the issues involved in coding, editing, analyzing and interpreting the data collected. Eminent resource persons from Delhi University, MDI, Apeejay School of Management, University of Jammu, etc. provided hands-on training on various analytical softwares (SPSS, AMOS and Eviews), generally used as effective tools for data analyses in research.
INTERNATIONAL CONFERENCE

The institute organized an International Conference on Management Practices & Research in collaboration with Philadelphia University on December 27-28, 2010 in New Delhi. The conference focused on culture, design and business in emerging market as a special theme. Mrs Sushma Berlia, President, Apeejay Education Society and Chancellor, Apeejay Stya University, emphasized the need to integrate research and business practices through inter-disciplinary and multi-disciplinary approach so that both academic and corporate world can benefit from such efforts. Prof Raymond Poteau of Philadelphia University delivered the key-note address. Inaugural session was followed by a panel discussion on Management Education in India: Looking Ahead. The panel comprised Prof M. M. Pant, formerly, Pro Vice Chancellor, Indira Gandhi National Open University, Prof D. K. Malhotra, Professor, Philadelphia University, Mr Ashok Suyal, Vice President, Talent Acquisition, GlobalLogic and Mr A. Thothathri Ramon, Consulting Editor, Business India.

NATIONAL CONFERENCE

Apeejay School of Management organized the 4th National Conference on Contemporary Management Research on 13th May, 2011. Over 100 academics and researchers from leading institutions such as IIT, BHU, Jamia Milia Islamia, Lucknow University, etc. presented their papers in the various technical sessions on functional areas of management as marketing, finance, HRM, IT and interdisciplinary issues. The guest of honour included Mr. G. Udayar Dravid, Regional head – Aditya Birla Retail Ltd. and Dr D. P. Dimri, Executive Director, Indian Society for Training and Development.
Social Responsibility

It has been our constant endeavour to serve the society. Our students have been constantly spreading the message of corporate social responsibility amongst their colleagues, fellow citizens and the community at large. To make them sensitive to such issues, students have been actively involved in community projects and visiting old age homes, serving the underprivileged children and sponsoring their education, helping set up free health camps for orphans, etc.

The various community development initiatives at Apeejay, Dwarka include:

ANUGRAH LIL’ CHAMPS AT APEEJAY CAMPUS
ASM with its social responsibility forum team periodically organizes a one day event for the children of ANUGRAH (a school for under-privileged children) at its premises. The day is meant to share the joy of childhood and innocence with the kids, making it a special occasion for the under-privileged. Some of the activities organized are: puppet show, magic show and painting competition.

SENIOR CITIZENS’ HOME
The students and faculty members have been visiting Godhuli, a senior citizen home in Dwarka, for festival celebrations like Holi and Janamashthami. Students present holi theme songs and play games with the residents on the festival of Holi. As a part of Janamashthami celebrations, students organize dance performances and games like the dance and flower filled matki breaking at the senior citizens’ home.

BLOOD DONATION CAMP
The Institute organizes a blood donation camp on the Founder’s Day in October. Last time around 80 students, faculty and staff members donated blood and contributed to the noble cause.

A team of around 10 doctors from GTB Hospital headed by Dr. Bhutia facilitated the process of the camp.

MEDICAL CAMP
In an endeavor to serve the society, our students have been going to the site where SETU (NGO) in collaboration with Ganga Ram Hospital has been conducting medical camps for the underprivileged. Our students go there on regular intervals to learn as well as facilitate the process at the same time.

WOMEN EMPOWERMENT PROJECT
The institute committed four of its students along with faculty mentors for a project on ‘Women Empowerment in the New Indian Economy’ in collaboration with Mr. Nishant Pandey, Regional Policy Coordinator at Oxfam, London, UK. The aim of the project was to help upliftment of women from the lower strata of the society by enabling them to provide better care facilities.

EYE CAMP
The Institute, in collaboration with Star Optical, organized a free eye checkup camp for the students as well as for the staff and faculty on Dec 07, 2010 at the Dwarka Campus. The response for the camp was overwhelming. More than 180 students and staff got their eyes checked.

MINI MARATHON FOR REDUCING POLYTHENE USE
Faculty, staff, and students organized a ‘Mini Marathon’ on 14th November, 2010 to promote the recycling of plastic bags. The aim was to generate awareness on disadvantages of using poly bags amongst the residents of Dwarka, New Delhi. Students, faculty, staff and residents of Dwarka Housing societies participated in the 6.5 km long marathon.
The institute has achieved excellent placement results during the 18 years. Alumni are placed across different industries such as FMCG, banking and finance 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 our institute, and organizations look up to us for future business leaders, year after year. Our alumni have created a strong foundation and our students are continuing 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.

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### Placement Record 2010-2011

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<td>Banking</td>
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</tr>
<tr>
<td>Research and Consultancy</td>
<td>17%</td>
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<tr>
<td>HR Consultancy</td>
<td>9%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>7%</td>
</tr>
<tr>
<td>Hotels and Hospitality</td>
<td>3%</td>
</tr>
<tr>
<td>Securities</td>
<td>3%</td>
</tr>
<tr>
<td>IT / Telecom</td>
<td>4%</td>
</tr>
<tr>
<td>Retail</td>
<td>2%</td>
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<tr>
<td>Shipping / Logistics</td>
<td>2%</td>
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<tr>
<td>Trading / Investment</td>
<td>3%</td>
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<tr>
<td>Others</td>
<td>15%</td>
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### Placement records 2010-2011

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<td>No. of companies visited the campus</td>
<td>118</td>
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<td>Highest Salary Package offered</td>
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<tr>
<td>Median Salary</td>
<td>Rs. 4 Lac p.a.</td>
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Past Recruiters

HDFC Bank  
ICICI Bank  
SPML Infra  
RocSearch  
CSC  
Matrix  
Applied Research International  
Leela  
India Infrastructure Publishing  
Grail  
Capital IQ  
HSBC  
Bird Group  
Smart Cube  
Future Group  
Oriental Bank of Commerce  
Ameriprise Financials  
HCL  
Modicare  
Interocian  
Naukri.com  
Laurent and Benon  
Stellar Search  
GlaxoSmithKline  
ICICI Securities  
World Fashion Exchange  
Country Inn & Suites  
Martin & Harris  
Mahindra  
Omaxe  
Tata Consultancy Services  
Unicon  
Beroe Consulting  
Synovate  
American Express  
Deloitte  
Axis Bank  
Mirus Solutions  
Copal Partners  
Weber Shandwick

ALUMNI ASSOCIATION

With firm belief in ‘harnessing relationships’, the alumni association strives to build stronger kinship.

An active alumni network helps to reconnect with alma mater. It supports various activates, especially in corporate interface and brand building of the institution. ASM maintains an active database of the alumni, organizes regular meeting and event, which provides 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 Internship 2011

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.

The average stipend received by our student during summer internship 2011 was 4,500 and the highest stipend offered was Rs 7,500.

Our students have undergone internships with the following companies:

<table>
<thead>
<tr>
<th>A2Z Engineering and Maintenance Services Ltd.</th>
<th>HUDCO</th>
<th>Net Cars Loyalty Services Pvt. Ltd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acmez</td>
<td>IBM Global Process Services</td>
<td>New Horizons elite (New Horizons India Limited)</td>
</tr>
<tr>
<td>Alliance Insurance Brokers</td>
<td>ICICI Prudential</td>
<td>NIIT Ltd.</td>
</tr>
<tr>
<td>AON Hewitt Associates</td>
<td>ICRA Management Consulting Services Ltd.</td>
<td>Outlook</td>
</tr>
<tr>
<td>Axiom Estates</td>
<td>IDPC</td>
<td>Pearl Drinks Ltd.</td>
</tr>
<tr>
<td>Bijaj Electricals Ltd.</td>
<td>IFFCO-TOKIO</td>
<td>PepsiCo India Holdings Pvt Ltd</td>
</tr>
<tr>
<td>Bank of Baroda</td>
<td>India Capital Fund research (ICFR)</td>
<td>Piaggio Vehicles Pvt. Ltd.</td>
</tr>
<tr>
<td>BEL (Bharat Electronics Limited)</td>
<td>India Yamaha Motor Pvt. Ltd.</td>
<td>Planman Consulting</td>
</tr>
<tr>
<td>Bergen Group</td>
<td>IndusInd Bank Ltd.</td>
<td>Punjab National Bank</td>
</tr>
<tr>
<td>Bharti Airtel</td>
<td>IOCL (Indian Oil Corporation Limited)</td>
<td>Religare Securities</td>
</tr>
<tr>
<td>Bhushan Power &amp; Steel Ltd.</td>
<td>ITC Green Center, Gurgaon</td>
<td>Renuka Sugarco</td>
</tr>
<tr>
<td>Credit Analysis and Research Ltd.</td>
<td>ITC Limited</td>
<td>Royal Bank of Scotland NV</td>
</tr>
<tr>
<td>Doiichi Sankyo</td>
<td>ITC Mouriyo</td>
<td>Sharekhan Ltd.</td>
</tr>
<tr>
<td>Dun &amp; Bradstreet</td>
<td>Jaiprakash Associates Ltd.</td>
<td>Sherton Hotel</td>
</tr>
<tr>
<td>Edelweiss Broking Ltd.</td>
<td>Jindal Steel &amp; Power</td>
<td>State Bank of Patiala</td>
</tr>
<tr>
<td>Engineering Projects (India) Ltd.</td>
<td>Karry Stock Brokering Ltd.</td>
<td>Steria</td>
</tr>
<tr>
<td>EXL Services</td>
<td>Knowlarity India Pvt Ltd</td>
<td>Stock Holding Corporation Of India Ltd.</td>
</tr>
<tr>
<td>GAIL India Ltd.</td>
<td>Kotak Mahindra Bank Ltd.</td>
<td>Tata Motors</td>
</tr>
<tr>
<td>GCMMF LTD. AMUL</td>
<td>Kotak Securities Ltd.</td>
<td>Tata Technologies</td>
</tr>
<tr>
<td>Genesis Colors Pvt. Ltd.</td>
<td>Kotsons Pvt Ltd</td>
<td>Tata Teleservices Ltd.</td>
</tr>
<tr>
<td>Gujarat Co-operative Milk Marketing Federation Ltd.</td>
<td>KPMG</td>
<td>Tetra Media Pvt. Ltd.</td>
</tr>
<tr>
<td>HDFC Bank</td>
<td>LG Electronics</td>
<td>Unitech Power Transmission Ltd.</td>
</tr>
<tr>
<td>HDFC Life</td>
<td>LI &amp; Fung India Pvt. Ltd.</td>
<td>V&amp;S International Pvt. Ltd.</td>
</tr>
<tr>
<td>Hero Corporate Services Ltd.</td>
<td>Linterland</td>
<td>Viom Networks Ltd.</td>
</tr>
<tr>
<td>Hero Honda Motors Ltd.</td>
<td>Matrix</td>
<td>VPS Consultants</td>
</tr>
<tr>
<td>Hindalco Industries Ltd.</td>
<td>Merits Capital</td>
<td>Whirlpool India Ltd.</td>
</tr>
<tr>
<td>Hotel Crowne Plaza</td>
<td>Montage Enterprises Pvt Ltd</td>
<td>Yes Bank Ltd.</td>
</tr>
<tr>
<td>HPCL</td>
<td>MRM worldwide &amp; TATA motors</td>
<td>Zuan Investment 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>Mr. Pradeep Gairola</td>
<td>Indiabtimes</td>
<td>Head Strategy</td>
</tr>
<tr>
<td>Mr. B Raj Bhandari</td>
<td>WTO, Geneva</td>
<td>Former Principal Advisor</td>
</tr>
<tr>
<td>Ms P N Vasanti</td>
<td>Centre for Research Studies</td>
<td>Director</td>
</tr>
<tr>
<td>M M Sikka</td>
<td>IFCI</td>
<td>Ex-Chief GM</td>
</tr>
<tr>
<td>Nanditesh Nilay</td>
<td>Ashok Leyland</td>
<td>MD</td>
</tr>
<tr>
<td>Premjeet Singh Sodhi</td>
<td>Lintas Media</td>
<td>Head-Media Planning</td>
</tr>
<tr>
<td>Hari Nair</td>
<td>Sona Koya Steering</td>
<td>VP-HR</td>
</tr>
<tr>
<td>Pankaj Mittal</td>
<td>Indus Towers</td>
<td>Chief HR</td>
</tr>
<tr>
<td>Vivek Kumar</td>
<td>Aegis India Ltd</td>
<td>Head-HR</td>
</tr>
<tr>
<td>D K Bakshi</td>
<td>CEO and Chief Mentor</td>
<td>Global Talent Consultants</td>
</tr>
<tr>
<td>Narendra Chandel</td>
<td>Tata Consultancy Services Ltd.</td>
<td>Head-Talent Acquisition Group</td>
</tr>
<tr>
<td>Mr. Anuj Dayal</td>
<td>Delhi Metro Rail Corporation</td>
<td>Chief PRO</td>
</tr>
<tr>
<td>Mr. Subir Roy Chaudhary</td>
<td>ICICI Securities Ltd</td>
<td>VP-HR</td>
</tr>
<tr>
<td>Kapil Sharma</td>
<td>Motherson Machinery and Automations Ltd.</td>
<td>Business Manager</td>
</tr>
<tr>
<td>Kuldeep Verma</td>
<td>VP-Marketing</td>
<td>Powerplate India</td>
</tr>
</tbody>
</table>
The faculty is the most important asset of an academic institution. Intellectual Capital of Apeejay School of Management 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 publication and regularly contributes to the academic and industry researches. For dissemination of knowledge and sharing industry insights with the business community and academia, ASM publishes its bi-annual journal, Apeejay Business Review, an international journal International Journal of Management and Research in collaboration with Philadelphia University and a bi-annual newsletter, Reflections.

**Alok Saklani**
Director
PhD, MCom (32 years’ experience in teaching, research and corporate training)
Areas of interest: Marketing, CRM

**Ashok Ogra**
Honorary Advisor
(30 years’ experience in Print, Television and Teaching)
Member of various selection committees for various companies and film festival jury member
Formerly: Vice President, Discovery Channel & Animal Planet (South Asia), Faculty Member, Film & TV Institute, Pune

**Deepankar Chakrabarti**
Professor, Dean
PhD, PGDM, MSc (IIT) (24 years’ experience in industry, corporate training, teaching and research)
Areas of interest: Knowledge Management, Information Systems

**Neeraj Singhal**
Associate Professor
PhD, MBA (13 years’ experience in industry, teaching and research)
Areas of interest: Strategic Management, International Business

**Efinder Pal Singh**
Professor
PhD, MBA (18 years’ experience in industry, corporate training, teaching and research)
Areas of interest: Consumer Behaviour, Branding, Leadership

**Mukesh K Mehlawat**
Associate Professor
PhD, MSc (8 years’ experience in teaching)
Areas of interest: Quantitative Techniques, Operational Research, Operations Management

**Akshay Kumar**
Professor
MA, MBA, LLB (Gold Medalist), LLM, FCS (43 years’ experience in industry, corporate training and teaching)
Areas of interest: Business and Corporate Law, International Business Law, Corporate Governance

**Monica Arora**
Associate Professor
MCA (13 years’ experience in industry and teaching)
Areas of interest: Data Retrieval, Semantic Web

**Amit Sareen**
Professor
MBA (FMS Delhi) BE (IIT), (16 years’ experience in industry)
Areas of interest: Strategic Management, International Business

**Shalini Vermani**
Associate Professor
PhD, MSc (Software) (10 years’ experience in teaching and research)
Areas of interest: Network Security and Cryptography

**Kamal Kishore**
Professor
MSc, MBA, LLB, CAIIB, PGDPM AsDBM (Manilla), (37 years’ experience in industry, teaching and research)
Areas of interest: Corporate Finance, Corporate Laws, Investment Analysis

**Puja Mahesh**
Associate Professor
PhD, MSc, PG Diploma in Advertising & PR, (10 years’ of Teaching and Research experience)
Areas of interest: Development & Communication Management and Media Research.
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Education/Experience</th>
<th>Areas of Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Srirang K. Jha</td>
<td>Associate Professor</td>
<td>PhD, MA (11 years' experience in industry, teaching and research)</td>
<td>Human Resource Management, Organizational Behaviour</td>
</tr>
<tr>
<td>Pankaj Varshney</td>
<td>Assistant Professor</td>
<td>MFC (22 years' experience in corporate, teaching and research)</td>
<td>Corporate Finance, Derivatives, Risk Management, Financial Markets and Services</td>
</tr>
<tr>
<td>Garima Mittal</td>
<td>Assistant Professor</td>
<td>Msc, M Phil (11 years' experience in teaching)</td>
<td>Quantitative Techniques, Operational Research, Operations Management</td>
</tr>
<tr>
<td>Jyoti Doval</td>
<td>Assistant Professor</td>
<td>MBA (11 years' experience in industry and teaching)</td>
<td>Branding, Training and Communication</td>
</tr>
<tr>
<td>Chirag Malik</td>
<td>Assistant Professor</td>
<td>MBA, Licencia (III, A(III) (11 years' experience in industry and teaching)</td>
<td>Life Insurance Management, Consumer Behaviour, Service Marketing, Personal Finance</td>
</tr>
<tr>
<td>Shilpa Bhaskar</td>
<td>Assistant Professor</td>
<td>MBA, UGC NET (12 years' experience in industry, teaching and research)</td>
<td>Marketing, Consumer Behaviour, Marketing of Services</td>
</tr>
<tr>
<td>Manupriya Bali</td>
<td>Assistant Professor</td>
<td>MPM, MBA (12 years' experience in industry and teaching)</td>
<td>Compensation Management, Industrial Relations, Corporate Branding</td>
</tr>
<tr>
<td>Shweta Jha</td>
<td>Assistant Professor</td>
<td>MBA (11 years' experience in industry and teaching)</td>
<td>Human Resource Management and International Human Resource Management</td>
</tr>
<tr>
<td>Neetu Sardana</td>
<td>Assistant Professor</td>
<td>PhD, MCA (9 years' experience in teaching)</td>
<td>Data management, Computer networks, XML</td>
</tr>
<tr>
<td>Chhaya Wadhwa</td>
<td>Assistant Professor</td>
<td>MA, MPhil (English), UGC-NET, MBA (11 years' experience in teaching)</td>
<td>Business Communication, organizational Behaviour</td>
</tr>
<tr>
<td>Rajesh Sinha</td>
<td>Assistant Professor</td>
<td>MBA, UGC NET (9 years' experience in industry and teaching)</td>
<td>Marketing and Strategic Management</td>
</tr>
<tr>
<td>Neeti L. Chhabra</td>
<td>Assistant Professor</td>
<td>MPM (8 years' experience in industry and teaching)</td>
<td>Human Resource Management</td>
</tr>
<tr>
<td>Sonia Kalra</td>
<td>Assistant Professor</td>
<td>BE (Electronics) (8 years' experience in industry, teaching and research)</td>
<td>Programming Languages, OOAD, IT</td>
</tr>
<tr>
<td>Ruchi Malik</td>
<td>Assistant Professor</td>
<td>MPhil, MBA (7 years' experience in teaching and research)</td>
<td>Marketing, Research Methodology, Retailing</td>
</tr>
</tbody>
</table>
Sukhmani Bhardwaj
Assistant Professor
MBA (7 years’ experience in teaching)
Areas of interest: Marketing, Research
Methodology, Retailing

Anchal Gupta
Assistant Professor
MPhil, MSc (OR)
(5 years’ experience in teaching)
Areas of interest: Quantitative Techniques,
Operations Research, Operations Management

Divya Jindal
Assistant Professor
MCom, MFC, CPA (K), UGC NET (6 years’
experience in industry and teaching)
Areas of interest: Finance and Accounting

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

Manisha Bachheti
Assistant Professor
MBA (5 years’ experience in industry and teaching)
Areas of interest: Marketing Research,
Brand Management

Priya Gupta
Assistant Professor
PGDM, MCom, CA (Inter)
(3 years 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.

- Teaching of each subject is carried as per detailed course plan, designed in accordance with the syllabus.
- Experts from industry share corporate inputs and current practices as part of the course curriculum.
- Marks are awarded to students on the basis of assessment through term-end examination and continuous evaluation.

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**

- Teaching methodology is a judicious mix of lectures, case-study methods, role-plays and assignments with strong focus on self-learning 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.
SKILL DEVELOPMENT CELL

At ASM special emphasis is laid on overall personality development of the students. For the purpose, Skill Development Cell which includes trainers from the industry train 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 or cultural events at ASM.

The institute organized a ‘Mini Marathon’ on 14th November, 2010 to promote the recycling of plastic bags. The aim was to generate awareness on disadvantages of using poly bags amongst the residents of Dwarka, New Delhi. Students, faculty, staff and residents of Dwarka housing societies participated in the 6.5 km long marathon.

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.

The institute hosted a televised Panel Discussion on Indian Premier League on 20th April, 2011. The program was organized by NewsX Channel. The panelist for the discussion were Javagal Srinath, Mr. Ayaz Memon, Mr. Rahul Mehra and Mr. Navroze Dhondy. The programme was moderated by Shamya Dasgupta and Mayanti Langer. The students and faculty from Apeejay School of Management, Dwarka, Apeejay Stya University, and from neighboring management institutions participated in the event.

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.

ANTI-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 making operational all the major events such as Synergy as also activities like placements. The committees also facilitate organizing of various seminars, guest lectures and conferences held in the institute.

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 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.
POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)

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 and values, cooperation, competition, and innovation are the core values instilled in each individual who graduates from the program. The course is intended to develop an integrated perspective of the total managerial function and gives the students a solid foundation necessary for assuming managerial responsibilities.

The course covers general management programs common to all functional areas of management with specialization in the chosen area of study. The course structure consists of core and elective papers. It also includes a summer internship project after completion of 3rd trimester and Final Research Project in the 6th trimester.

The Institute offers the following post graduate programs:

1. Post Graduate Diploma In Management
2. Post Graduate Diploma In Management International Business

The program is carried through the trimester system with six terms spread over two years. For PGDM - IB, the major electives will be from the area of specialization as mentioned in the list of electives.

POST GRADUATE DIPLOMA IN MANAGEMENT

Equivalent To MBA

Globalization, revolution in communications, information technology and ease in mobility has 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 sustain and grow. This requires people with the right conceptual foundations, analytical skills and application abilities to help them attain and maintain the crucial competitive edge – managers who can lead from the front. The Post Graduate Diploma in Management 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 – customers, owners and the society at large.

The full-time PGDM is the flagship program of ASM. The program offers specialization in finance, marketing, human resources, information technology, international business and operations management and prepares the students for managerial roles in various industries and functional areas.

POST GRADUATE DIPLOMA IN MANAGEMENT IN INTERNATIONAL BUSINESS (PGDM – IB)

As business becomes more global, we are forced to concentrate on international business and management issues.

The program is specially designed to sensitize the participants to the complex issues of international business as also to develop the requisite analytical skills of managing international business operations. The program strives to provide rigorous business and management education as well as functional specialization in International Business through theory and experiential learning and provides an opportunity to work with India's premier export houses and multinational corporations after successful completion of the program.
## Program Structure

### POST GRADUATE DIPLOMA IN MANAGEMENT PROGRAMS

#### Program Structure

<table>
<thead>
<tr>
<th>TERM I</th>
<th>TERM II</th>
<th>TERM III</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Communication I</td>
<td>Business Communication II</td>
<td>Business Communication III</td>
</tr>
<tr>
<td>Business Ethics</td>
<td>Marketing Management</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>Financial Accounting</td>
<td>Financial Management</td>
<td>Legal Aspects of Business</td>
</tr>
<tr>
<td>Organization Behaviour</td>
<td>Human Resource Management</td>
<td>Business Research</td>
</tr>
<tr>
<td>Quantitative Technique</td>
<td>IT in Business</td>
<td>Management Information System</td>
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<tr>
<td>Business Economics</td>
<td>Operation Research</td>
<td>Operations Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>International Business</td>
</tr>
</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 06-08 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 Communication IV</td>
<td>Business Communication V</td>
<td>Corporate Gov. &amp; Social Responsibility</td>
</tr>
<tr>
<td>Business Strategy</td>
<td>Entrepreneurship &amp; Family Business</td>
<td>Public System Management</td>
</tr>
<tr>
<td>Optimization Technique</td>
<td>Electives (2 Major &amp; 2 Minor)</td>
<td>Environment Management</td>
</tr>
<tr>
<td>Electives&quot; (3 Major &amp; 1 Minor)</td>
<td></td>
<td></td>
</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

### MARKETING
- Brand Management
- Supply Chain Management
- Marketing of Services
- Retail Management
- Sales Management
- Integrated Mktg 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 Mgmt & Negotiations
- Perf.& Compensation Mgmt.
- International HRM
- HRP Recruitment & Selection
- Advanced HRM
- Industrial Psychology
- Social Security

### 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 & Tech.
- Data Communication
- Information System Auditing
- Data Warehousing

### OPERATIONS 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
## Program Structure

### Electives

<table>
<thead>
<tr>
<th>ADVERTISING</th>
<th>PR &amp; EVENT MANAGEMENT</th>
<th>MEDIA MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Management</td>
<td>Public Relations Management</td>
<td>Media Management</td>
</tr>
<tr>
<td>Account Planning &amp; Client Servicing</td>
<td>Tools &amp; Techniques of PR</td>
<td>Broadcast Media Management</td>
</tr>
<tr>
<td>Media Planning</td>
<td>PR Writing</td>
<td>Television Production</td>
</tr>
<tr>
<td>Creativity &amp; Copy Writing</td>
<td>Corporate Communication</td>
<td>Radio Production</td>
</tr>
<tr>
<td>FMCG Branding</td>
<td>Event Management</td>
<td>Print Media Management</td>
</tr>
<tr>
<td>Campaign Planning</td>
<td>Event Marketing</td>
<td>Print Journalism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Online/Web Journalism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Film Industry Management &amp; Marketing</td>
</tr>
</tbody>
</table>

**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 aggregate up to the final year must be 50% or above), subject to meeting eligibility criteria and submitting proof latest by October 31, 2012.

ADMISSION PROCEDURE:

Apeejay School of Management considers CAT / MAT / XAT / GMAT/CMAT scores for admission to its PGDM programs. 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 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.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Scholarship</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dr. Styä Paul Scholarship</td>
<td>50,000/-</td>
</tr>
<tr>
<td>2.</td>
<td>Mrs. Rajeshwari Paul Scholarship</td>
<td>50,000/-</td>
</tr>
</tbody>
</table>

2. Same merit cum means scholarships are also available. (Contact admissions office for details and terms and conditions.)
Fee Structure

FEE STRUCTURE*

Fee structure for PGDM, PGDM-IB 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 2012</td>
</tr>
<tr>
<td>Installment 3</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th July 2013</td>
</tr>
<tr>
<td>Installment 4</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th Dec 2013</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6,00,000</td>
<td>8,00,000</td>
<td></td>
</tr>
</tbody>
</table>

*Recognition for educational loans from Bank
All disputes shall be subject to exclusive jurisdiction of Delhi courts only
Note: Contact Admissions office for merit cum means scholarships.

(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. 3000 towards corporate resource centre and a refundable Security Deposit of Rs. 10,000/- (Rupees Ten Thousand Only) along with the first installment.

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

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

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**PROGRAM INTAKE**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>PGDM</td>
<td>180</td>
</tr>
<tr>
<td>PGDM-IB</td>
<td>60</td>
</tr>
</tbody>
</table>

Session starts: July 2012

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Academic Background
Batch 2011-2013

- Humanities: 40%
- Science: 4%
- Commerce: 4%
- Engineering: 10%
- Management: 6%
- Others: 32%

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Higher Institutions and Schools

**HIGHER EDUCATION INSTITUTIONS**

- Apeejay Stya University, Sohna, Haryana

**APEEJAY SCHOOLS**

- Apeejay School, Mahavir Marg, Jalandhar
- Apeejay School, Hoshiarpur Road, Jalandhar
- Apeejay School, Tanda Road, Jalandhar
- Apeejay School, Sheikh Sarai, New Delhi
- Apeejay School, Saket, New Delhi
- Apeejay School, Pitampura, Delhi
- Apeejay School, NOIDA, U.P.
- 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
- Apeejay School, Nerul, Navi Mumbai

- 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, Gurgaon, Sohna, Haryana
- Apeejay Institute of Technology, School of Computer Science, Greater Noida
- Apeejay Institute of Technology, School of Management, Greater Noida
- Apeejay Svran International College, Greater Noida
- Apeejay Institute of Technology, School of Management for Women, Greater Noida
- Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida
- Apeejay College of Engineering, Sohna, Haryana
- Apeejay Saraswati PG College for Girls, Charkhi Dadri (Bhiwani), Harayna
- Svran Apeejay Institute of Management & Design, Gurgaon
- Apeejay Svran Institute for Biosciences & Clinical Research, Gurgaon
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Patron Apeejay Education Society
President, Caparo Group of Industries, United Kingdom

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

Shri Yash Raj Aggarwal
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Chairman, GDPA Group of Industries

Shri Vijay Berlia
General Secretary, Apeejay Education Society

Shri Vinay Raj Aggarwal
Secretary, Apeejay Education Society

Shri Nishant Berlia
Joint Secretary, Apeejay Education Society

Shri Aditya Berlia
Joint Secretary, Apeejay Education Society

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Formerly Vice Chancellor, Panjab University

Prof. Ashok Ogra
Director, Apeejay Institute of Mass Communication

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

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Chairman J.K. Industries

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

Shri B.S. Baswan
Sr. Consultant Planning Commission

Mr. Alok Sharma
Managing Director, Apple India

Shri K.N. Memani
Ex. President, PHDCCI

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Vice Chancellor, M D University, Rohtak

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

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

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

Ms. Neha Berlia
Apeejay Education Society

Mrs. Nisha Berlia
Apeejay Education Society

Dr. Alok Saklani
Director, Apeejay School of Management
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Former 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
Head- Research and Analytics,
Formerly at IIM, Lucknow

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

Shri Prphul Misra (Corporate)
CEO, Netcarrots, Loyalty Services

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

Ms. Bhavan Bhatia
(Alumnus) Chief Manager,
Estel Technologies

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

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

Prof. Deepankar Chakrabarti
Dean, Apeejay School of Management

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Director, Apeejay School of
Management (Chairperson)

Dr. Deepankar Chakrabarti
Dean (Academics)

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

Dr. Etinder Pal Singh
Area Head (Marketing)

Prof. Kamal Kishore
Area Head (Finance)

Prof. Amit Sareen
Area Head (International Business)

Dr. Srirang Jha
Area Head (HR)

Prof. Monika Arora
Area Head (IT/QT)

Prof. Jyoti Doval
Area Head (Business Communication)