Dr. Syya Paul, eminent industrialist, educationist, philanthropist and freedom fighter, provided the foundation and inspiration for the emergence of the Apeejay Syya 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. Syya 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 of the Indian capability and enterprise. As Chairman Emeritus, he guided the Apeejay Syya Group—a privately and closely-held leading Indian Industrial and Investment House—to become one of the major corporate houses of the country, with several alliances, collaborations and significant presence in Europe, Middle East and East Asia.

Dr. Syya 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. Syya Paul’s life dream of setting up the Apeejay Syya University—a seat of global learning that would bring about transformation of society through value-based education, man-making and nation-building, by blending together the dual identities of a technology and research-based University with a liberal arts institution.

Dr. Syya 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. Syya 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. Syya 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. Syya 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 labal’s couplet that inspired Dr. Syya Paul throughout his life’s journey, his spirit will live on forever.

“My existence in this world is not for to live, but to live for others.”

— Labal
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 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.

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 19 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 forward to the future with optimism and confidence. We are continuously learning and evolving.

Dr. Alok Salani  
Director

Apeejay provides 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
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.
About Us

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 values 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 among top 1% institutes in the country**
- AICTE-approved
- PGDM equivalent to MBA, NBA Accredited
- Ranked 29th as recruiters choice in marketing discipline, by Economic Times***
- Program structure inspired from the best B-schools in the world
- Placements in excellent companies
- Well-placed and active alumni network
- Merit-based scholarship schemes
- Laptop and study material given to each student for personal use
- Secure and separate hostel facilities for boys/girls
- Business India B-School Survey, 2011
- **Business India B-School Survey, 2011
- ***Economic Times, May 2011

Infrastructure / 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.

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.

Library

The library at ASM, with about 22,600 books, more than 150 print journals, and over 150 audio and video cassettes and CDs, national and international magazines, plays a vital role and serves the 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 air-conditioned library and reading room is spread on two floors with separate reference and issue-return sections. The library also has a cataloging 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 databases.

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.

The library also has memberships of the following reputed institutions:
- American Center Library
- British Council
- National Institute of Science Communication and Information Resources

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.
Infrastructure / Facilities

COMPUTER CENTRE
The air-conditioned computer centers, spread across 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
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. 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, nutritious, and well laid-out cafeteria exists in the institute 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).

International Partners

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, China, and France.

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

MOU being signed with Yunnan University
Speaker from overseas visit ASM regularly to deliver sessions across areas. An indicative list of recent seminars is as under:

I. "Future Careers in Marketing" Speaker: Kim Roberts, Professor, South Bank University, London
II. "Role of Derivatives in Current Financial Crisis" Speaker: Professor D.K. Malhotra, Philadelphia University
III. "WTO: issues and concerns" Key speaker: Prof. Basant Raj Bhandari, formerly Principal Advisor International Trade Center UNC/TAD/WTO and presently Chief Consultant, Global Traders Conference (WTO accredited NGO)
IV. "Research and Research Publications" by Prof. Sudhir Kale, University of Bond, Queensland
V. "Growing importance of Supply chain management: An Indian Perspective", Key speaker: Dr. Rajeev Sawhney, Professor, Western Illinois University
VI. "Asian Common Currency" by Prof. D.K. Malhotra, Philadelphia University
VII. "Branding and Internet Marketing" Key speaker: Dr. Ruby Roy Dhokia, Professor & Director Internet Marketing, University of Rhode Island, U.S.A.
Corporate Linkages

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.

The ICICI Securities Joint certification Program

HDFC BANK LTD.
The Institute has a corporate tie up with HDFC Bank Ltd. to promote cooperation and advancement of academic and business interests 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.

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.

Entrepreneurship week celebrations in progress

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

Mr. Sahil Kapoor, Director and co-founder Novo Informatics, delivering a talk during E-week

OUTREACH

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, NYAI, MMTC, OBC, SMC Wealth, LIC, Allahabad Bank Netcarrots, Deveryoni Foods, National Book Trust, etc.

Dr. Ruby Roy Dholakia, Professor, University of Rhode Island, USA, delivering MDP on Branding in Digital Eco-System

FACULTY DEVELOPMENT PROGRAMS
- "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.
- "Case Teaching in Finance", May 30, 2011 by Professor Madhu Vig of IIM, Delhi: Case study pedagogy in finance was discussed using examples from Corporate finance, banking, financial distress etc.
- "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.
- "Designing Research Proposal", Feb 14, 2012 by Prof Alok Sahlan, Director ASM, for faculty from other under graduate institutes.

Dr. Annapurna Vancheswaran, Director, Sustainable Development Outreach Division, TERI addressing the delegates during inaugural session at The fourth National Conference

NATIONAL CONFERENCE
The institute organized the 4th National Conference on Contemporary Management Research on May 13, 2011. Over 100 academics and researchers from leading institutions such as IIT, BHU, Jamia Millia Islamia, Lucknow University, etc. participated in the various technical sessions on functional areas of management as marketing, finance, HRM, IT and inter-disciplinary issues. The guests of honour included Mr. Anil Radhan, noted energy expert and former secretary, Power GOI, and Ms. Annapurna Vancheswaran, Director, Sustainable Development Outreach Programme, TERI.

Book release during National Conference on Challenges on Information Systems and Technology
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 various community development initiatives are mentioned below:

**ANUGRAH LIL’ CHAMPS AT APEEJAY CAMPUS**

ASM with its social responsibility forum team periodically organizes events for the children of ANUGRAH (a school for children from the under-privileged sector) at its premises. The philosophy behind this is to show the joy of childhood and innocence with the kids, making it a special occasion for them. Some of the activities organized during these events are: puppet show, magic show and painting competition.

**DENTAL CAMP**

As an extension of its social initiatives for children from under-privileged sector, the institute organized a Dental Checkup and oral health awareness camp at TYCIA Foundation, a right-based NGO (set up by Apeejay Alumnus) working to impart free education to the children on Feb 25, 2012. The camp was organized in association with Dr. Geetika Juneja who also educated the students on how to maintain healthy oral hygiene.

**MINI MARATHON – STAY STRONG- LIVE LONG**

As in the past years, a mini-marathon was organized to emphasize the awareness for health and fitness on September 16, 2011. The theme of the marathon was ‘Stay Strong Live Long’. The effort was to sensitize the community particularly the residents of Dwarka about the need for eating right and benefits of exercising to lead a long and healthy life. Students and the residents of the Dwarka housing societies participated in the 6.5-kilometer long marathon. The winners were given prizes in different categories like women’s category, Senior citizen category, and Student category.
Corporate Placements

The institute has achieved excellent placement results during the 19 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 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.

Sectoral Distribution

Banking
HR Consultancy
Research
Financial Services (includes Microfinancecos.)
Technology (IT, Media, Digital Marketing, etc.)
Retail & FMCG
Infrastructure (Includes Real Estate and Telecom)
Others (Includes Educational Services, Travel and Hospitality, manufacturing among others)

Placement records 2012

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>No. of companies visited the campus</td>
<td>150</td>
</tr>
<tr>
<td>Highest Salary Package offered</td>
<td>Rs. 6 Lac p.a.</td>
</tr>
<tr>
<td>Median Salary</td>
<td>Rs. 4 Lac p.a.</td>
</tr>
</tbody>
</table>

Past Recruiters

AdGlobal 360
Ameriprise Financial
ASSOCHAM
Applied Research International
Aspiring Minds
Axis Bank
Beroe
Bertelsmann Marketing (Arvato)
Bird Group
BTI Consultants
Capital IQ
Cans Analytics
Citibank
CSIL
Deloitte
DGM
Eagle Logistics
Educomp Solutions
Empyrean Partners
F1F9
Fidelity
Forex Serve
Finaalytics Consulting
Future Group
Grail
HDFC Bank
Heeranet
ICICI Bank
ICICI Securities
ICICI ATS
IDBI Bank
India Bulls
India Infrastructure
IndusInd Bank
Interocian Shipping
ITC
Kotak Mahindra Bank
Laurent & Benon
Leela – Hotels and Resorts
L & T Finance
Martin & Harris
Matrix Cellular
Mazars
Murus Solutions
Medicare
Mosaic
Nestle
Net Retail
Oriental Bank of Commerce
Reliance Broadcast
RocSearch
SPML Infra
Smart Cube
Spire Research
Standard Chartered Bank
Stellar Search
SVCL
Ipsos (Synovate)
Tetro Media
TPG Retail
Unicon
Webtel Technologies
Worlds Window Group

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 Internship 2011-12

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:

- A2E Engineering and Maintenance services ltd.
- A2Z
- Adshopo Birla Money
- Alliance insurance brokers
- AON Hewitt Associates
- AVG Brake Linings Pvt. Ltd.
- AT&T Ltd.
- Axion Estates
- Bata Electronics Ltd.
- Bank of Baroda
- BEL(Bharat Electronics Limited)
- Bergen group
- Birla Airlift
- Bharat Power & Steel Ltd.
- Bureau Veritas
- Carboll India Pvt. Ltd.
- Confederation of Indian Industry
- Credit Analysis and Research Ltd.
- Daiichi Sankyo
- Dealer Consultancy Ltd.
- Den & Bridgwater
- Edelweiss Broking Ltd.
- Educamp Infrastructure & School Management Ltd.
- Engineering Projects (India) Ltd.
- ESL Services
- Fortune Select Global
- GAIL India Ltd.
- GCIAMP LTD.
- HCL Technologies Ltd.
- HCL
- HCL Infosystems Ltd.
- Hero Corporate Services Ltd.
- Hero Honda Motors Ltd.
- Hindustan Coca Cola Beverages Pvt Ltd.
- Hotel Crowne Plaza
- HPCL
- IBM Global Services
- ICICI Prudential
- ICRA Management Consulting Services Ltd.
- Idea Cellular Ltd.
- IFI Financial Services Ltd.
- Indusind Bank Ltd.
- India Capital Fund research (ICFR)
- ITC (Indian Oil Corporation Limited)
- ITC Limited
- ITC Neutra
- Japfa Processing India Ltd.
- Jindal Steel & Power
- J Walter Thompson
- Kannu Stock Broking Ltd.
- Kingdom of Dreams
- Kotak Mahindra Bank Ltd.
- Kotak Securities Ltd.
- Kranthi Pte Ltd.
- KPMG
- L&G Electronics
- L&T & Fung India Pvt. Ltd.
- Linteland
- Lloyds
- Macmillan Publishers India Ltd.
- Marico Ltd.
- Matrix
- Marks Capital
- Mphasis
- Mphasis
- Mikrosoft
- MMR Research & Consultancy
- NTT Ltd.
- NTPC
- Panasonic India
- Pareke Biscuits Pvt. Ltd.
- Pappagio Vehicles Pvt. Ltd.
- Pramuk Consulting Pvt. Ltd.
- Reckitt Benkiser
- Renuka Sugars
- RFCL (Venturer Materials)
- Royal Bank of Scotland NV
- Saber
- SBI
- Shriram
- Shriram
- Shriram
- Sify
- Tata Motors
- Tata Motors
- Tata Technologies
- Tetra Pak
- The Bata Company Limited
- Unitech Power Transmission Ltd.
- VNS International Pte. Ltd.
- Vom Networks Ltd.
- VPS Consultants
- Whirlpool India Ltd.
- World Fashion Exchange
- Zico Investment Ltd.

Guest Speakers at the Institute

<table>
<thead>
<tr>
<th>NAME</th>
<th>COMPANY/ORGANIZATION</th>
<th>DESIGNATION</th>
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</thead>
<tbody>
<tr>
<td>Shankar Nath</td>
<td>Policy Tiger</td>
<td>MD</td>
</tr>
<tr>
<td>Vikas Agrawal</td>
<td>KPMG Ltd.</td>
<td>Director</td>
</tr>
<tr>
<td>Suhita Banerjee</td>
<td>Promise</td>
<td>Head-Operations</td>
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<tr>
<td>Ishita Adhikari</td>
<td>Kuoni Travels</td>
<td>Head-HR</td>
</tr>
<tr>
<td>D K Malhotra</td>
<td>Philadelphia University, USA</td>
<td>Professor</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>Sharada Ugra</td>
<td>Crincfo</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 Cam</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>Ass. Director</td>
</tr>
<tr>
<td>B R Bhandari</td>
<td>WTO</td>
<td>Former Principal Advisor, WTO</td>
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<tr>
<td>Kim Roberts</td>
<td>South Banks University, London</td>
<td>Professor</td>
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<tr>
<td>Barun S Mitra</td>
<td>Liberty Institute, New Delhi</td>
<td>Managing Trustee</td>
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<td>Mukul Jain</td>
<td>SEBI</td>
<td>Certified Financial Education Trainer</td>
</tr>
<tr>
<td>Tarun Girishwar</td>
<td>Aspiring Minds</td>
<td>AVP</td>
</tr>
</tbody>
</table>

Mr. Anil Shankar, author of "Flight of Mila" addressing students

Mr. Pradeep Goel, CoO Merination.com delivering a talk to Students

Prof. Babita Gupta from California State University delivering a talk to Students

Renowned Tax consultant Mr. Subhash Lakota addressing students at ASM

Mr. L V Krishnan, CEO, TAM Media Research, along with Prof. Ashok Ogra and Prof. Abak Saklani at ASM
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.

**Faculty Profile**

**Alok Saxlan**
Director
PhD, MC (33 years’ experience in teaching, research and corporate training)
Areas of interest: Marketing, CRM

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

**Deepankar Chakrabarti**
Professor, Dean
PhD, PGDM, MSc (IIT) (25 years’ experience in industry, corporate training, teaching and research)
Areas of interest: Knowledge Management, Information Systems

**Neeraj Singhal**
Associate Professor
PhD, MBA (14 years’ experience in industry, teaching and research)
Areas of interest: Strategic Management, International Business

**Mukes K Mehlawat**
Associate Professor
PhD, MSc (9 years’ experience in teaching)
Areas of interest: Quantitative Techniques, Operational Research, Operations Management

**Ashkey Kumar**
Professor
MA, MBA, LLB (Gold Medalist), LLM, FCS (46 years’ experience in industry, corporate training and teaching)
Areas of interest: Business and Corporate Law, International Business, Corporate Governance

**Monica Arora**
Associate Professor
MCA (14 years’ experience in industry and teaching)
Areas of interest: Data Retrieval, Semantic Web

**Shalini Verma**
Associate Professor
PhD, MSc (Software) (11 years’ experience in teaching and research)
Areas of interest: Network Security and Cryptography

**Kamal Kishore**
Professor
MSc, MBA, LLB, CAIIB, PGDPM AdSBM (Manila), (38 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, (11 years of Teaching and Research experience)
Areas of interest: Development & Communication Management and Media Research.

**Srirang K. Jha**
Associate Professor
PhD, MA (12 years’ experience in industry, teaching and research)
Areas of interest: Human Resource Management, Organizational Behaviour

**Pankaj Varshney**
Associate Professor
PhD, MFC (23 years’ experience in corporate, teaching and research)
Areas of interest: Corporate Finance, Derivatives, Risk Management, Financial Markets and Services

**Garima Mittal**
Assistant Professor
Mac, M Phil (12 years’ experience in teaching)
Areas of interest: Quantitative Techniques, Operational Research, Operations Management

**Jyoti Daul**
Assistant Professor
MBA (12 years’ experience in industry and teaching)
Areas of interest: Branding, Training and Communication

**Neeti L Chhabra**
Assistant Professor
MPhil (9 years’ experience in industry and teaching)
Areas of interest: Human Resource Management

**Sonia Kalra**
Assistant Professor
BE (Electronics) (9 years’ experience in industry, teaching and research)
Areas of interest: Programming Languages OOAD, IT

**Shilpa Bhasar**
Assistant Professor
MBA, UGC NET (13 years’ experience in industry, teaching and research)
Areas of interest: Marketing, Consumer Behaviour, Marketing of Services

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

**Divya Jindal**
Assistant Professor
MCA, MFC, CPA (K), UGC NET (7 years’ experience in industry and teaching)
Areas of interest: Finance and Accounting

**Shweta Jha**
Assistant Professor
MBA (12 years’ experience in industry and teaching)

**Neetu Sardana**
Assistant Professor
PhD, MCA (10 years’ experience in teaching)
Areas of interest: Data management, Computer networks, XML

**Chhaya Wadhwa**
Assistant Professor
MA, MPhil (English), UGC-NET, MBA (12 years’ experience in teaching)
Areas of interest: Business Communication, Organizational Behaviour

**Rajesh Sinha**
Assistant Professor
MBA, UGC NET (10 years’ experience in industry and teaching)
Areas of interest: Marketing and Strategic Management
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 contains 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

- 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 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, Faceto-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.

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.

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.

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.
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 program 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 5th trimester.

The Institute offers the following post graduate programs:

1. Post Graduate Diploma In Management (PGDM)
2. Post Graduate Diploma In Management-International Business (PGDM-IB)

The PGDM 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 PGDM 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 ASI. The program offers specializations 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.

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.

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.
**Program Structure**

**Electives**

<table>
<thead>
<tr>
<th>MARKETING</th>
<th>FINANCE</th>
<th>HUMAN RESOURCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Management</td>
<td>Corporate Tax Planning</td>
<td>Advanced HRM</td>
</tr>
<tr>
<td>Sales Management</td>
<td>Derivatives &amp; Risk Management</td>
<td>Compensations &amp; Performance</td>
</tr>
<tr>
<td>Integrated MKT Communication</td>
<td>International Finance</td>
<td>Management</td>
</tr>
<tr>
<td>Customer Relationship Mgmt.</td>
<td>Project Finance</td>
<td>Conflict Mgmt. &amp; Negotiations</td>
</tr>
<tr>
<td>International Marketing</td>
<td>Wealth Management</td>
<td>Industrial Psychology</td>
</tr>
<tr>
<td>Channel Sales Management</td>
<td>Corporate Restructuring</td>
<td>Social Security</td>
</tr>
<tr>
<td>Marketing Metrics</td>
<td>Financial Markets &amp; Services</td>
<td>Training &amp; Development</td>
</tr>
<tr>
<td>Films in Sports Marketing</td>
<td>Security Analysis &amp; Portfolio</td>
<td>Industrial Relations &amp; Labour</td>
</tr>
<tr>
<td>Green Marketing</td>
<td>Management of Banking and</td>
<td>Laws</td>
</tr>
<tr>
<td>Marketing of Services</td>
<td>Services</td>
<td>Organizational Development &amp;</td>
</tr>
<tr>
<td>Relationship Management</td>
<td>Management of Banking and</td>
<td>Change</td>
</tr>
<tr>
<td>Retail Management</td>
<td>Services</td>
<td>International HRM (combined with</td>
</tr>
<tr>
<td>Rural Marketing</td>
<td></td>
<td>Cross Cultural Management</td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td></td>
<td>Leadership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HRP Recruitment &amp; Selection</td>
</tr>
</tbody>
</table>

**INTERNATIONAL BUSINESS**

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

**INFORMATION TECHNOLOGY**

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

**OPERATIONS MANAGEMENT**

- Supply Chain Management
- Total Quality Management
- Project Management
- Inventory Management
- Business Process Re-Engineering

**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.

Mr. Nagesh Pydah, Chairman & Managing Director, OBC, and Mrs. Sushma Berlia, President, Apeejay Sya Group with graduating students
Eligibility Requirements and Admission Procedure

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, 2013.

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, UP, 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 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 2013</td>
</tr>
<tr>
<td>Installment 3</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th July 2014</td>
</tr>
<tr>
<td>Installment 4</td>
<td>1,50,000</td>
<td>2,00,000</td>
<td>15th Dec 2014</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. 6000/- towards corporate resource centre, alumni fund, back pack & business newspaper subscription and a refundable Security Deposit of Rs. 10,000/- 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.

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: June 2013

Academic Background: 2012-14 Batch

- Commerce: 34%
- Science: 10%
- Engineering: 15%
- Management: 30%
- Humanities: 5%
- Others: 6%
Higher Institutions and Schools

- Apeejay Stya University; Sohna (Gurgaon), Haryana
  
  **HIGHER EDUCATION INSTITUTIONS**

  - Apeejay College of Fine Arts, Jalandhar, Punjab
  - Apeejay Institute of Management, Jalandhar, Punjab
  - Apeejay Svran Institute of Management, Jalandhar, Punjab
  - Apeejay Institute of Design, New Delhi
  - Apeejay Institute of Mass Communication, Dwarka, New Delhi
  - Apeejay School of Management, Dwarka, New Delhi
  - 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 Engineering, 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 Inf 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

Board of Governors

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

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

- Shri Yash Raj Aggarwal
  Vice President, Apeejay Education Society
  Chairman, GIDC 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

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

- Prof. Ashok Ogra
  Director, Apeejay Institute of Mass Communication

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

- Shri Raghupati Singhaniya
  Chairman J.K. Industries

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

- Dr. Rajiv Kumar
  Director & CE, ICRIER

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

- Shri B.S. Baswan
  Sr. Consultant Planning Commission

- Mr. Aloke Sharma
  Former Managing Director, Apple India

- Shri K.N. Memani
  Ex. President, PHDCCI

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

- Prof. Itlehkar Ahmed
  Director, Mass Communication Research Centre, Jamia Millia Islamia, New Delhi

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

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

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

Prof. Madhu Vij
FMS, Delhi University

Prof. Jaishri Jethwoney
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 Alumnus, Founder PolicyTiger.com

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

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

Ms. Bhanu Bhattia
(ASA Alumnus) Chief Manager,
Estel Technologies

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

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

Dr. Deepankar Chakraborti
Dean, Apeejay School of Management

ACADEMIC COUNCIL

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

Dr. Deepankar Chakraborti
Dean (Academics)

Prof. Akshay 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 &
Business Communication)

Dr. Srijan Jha
Area Head (HR)

Prof. Monika Arora
Area Head (IT/QT)

COURSES OFFERED

GRADUATE PROGRAMS

B.Tech. in:
- Mechanical Engineering & Product Design
- Computer Science & Engineering
- Electronics & Communication Engineering
- Electronics & Instrumentation Engineering
- Electrical & Electronics Engineering
- Civil Engineering
- Biotechnology

Bachelor of Business Administration Honors (BBA Honors)

Bachelor of Commerce (B.Com. Hons.)

Bachelor of Business Economics (BBE Hons.)

B.A. (Hons.) in Journalism & Mass Communication

Bachelor of Design with specializations in:
- Lifestyle Design (Fashion, Textile & Furniture)
- Space Design (Residential, Commercial & Hospitality, Exhibition & Stage Design)
- Digital Media (Promotional Design, Digital Design, Photography & Film Making)

POST-GRADUATE PROGRAMS

Master of Business Administration (MBA)
- Marketing
- Finance
- HR

Integrated BBA+MBA Public Policy (5 years after 10+2)

MA in Journalism & Mass Communication

PG Diploma in Novel Drug Delivery Systems

Integrated B.Tech + M.Tech Biotechnology (5 years after 10+2)

DOCTORATE PROGRAMS

M.Phil. / Ph.D.
- Biotechnology
- Biosciences
- Biomedical Sciences

Ph.D. in Management

Ph.D. in Education

Ph.D. in Journalism and Mass Communication

Ph.D. in Pharmaceutical Sciences

Attractive Merit Scholarships & need based Financial Aid available

Transport facility available from key pick-up points

Hostel accommodation within campus for both boys & girls

ASU Prospectus & Application Form can be:
- Downloaded from http://university.apeejay.edu/admissions
- Obtained from the ASU Campus at Sohna
- ASU City Office at Gurugam

For Admission & other queries
- Dial Toll Free 1800-103-7888

E-mail: admissions@asu.apeejay.edu

http://university.apeejay.edu