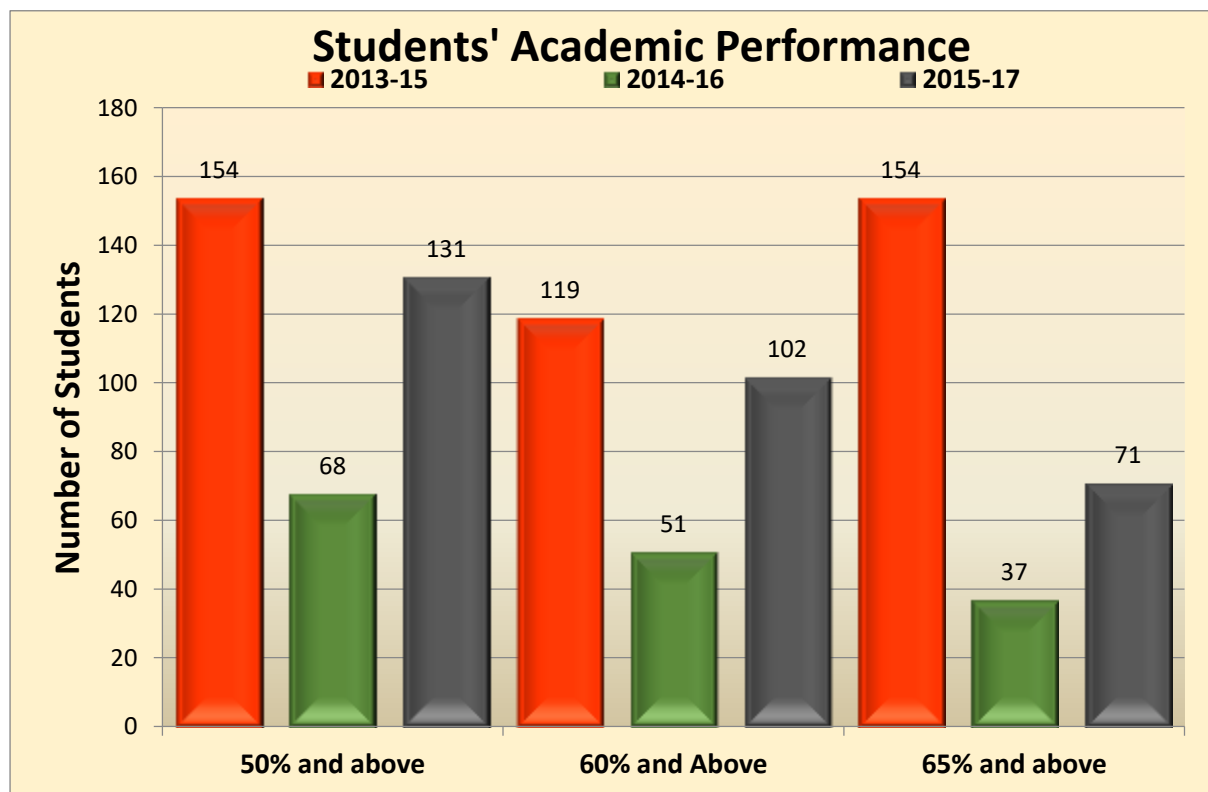


**Student related details for Apeejay School of Management, New Delhi (ASM) are as follows:**

Students at Apeejay School of Management are assessed continuously for the two years, during the program, on various parameters. This assessment is done at the middle of a trimester, at the end of a trimester, as well as throughout the trimester. Adhering to the course learning objectives, assessment of students is done on parameters like problem solving skills, analytical skills, creative skills, application skills, etc. Performance of a student is the summation of his/her performance in all assessments.

It is mandatory for students to obtain minimum 50% marks in both his/her end term and continuous assessment to pass in a subject. Students who are unable to clear their examination are counseled by faculty members and are given another opportunity to clear their exams.

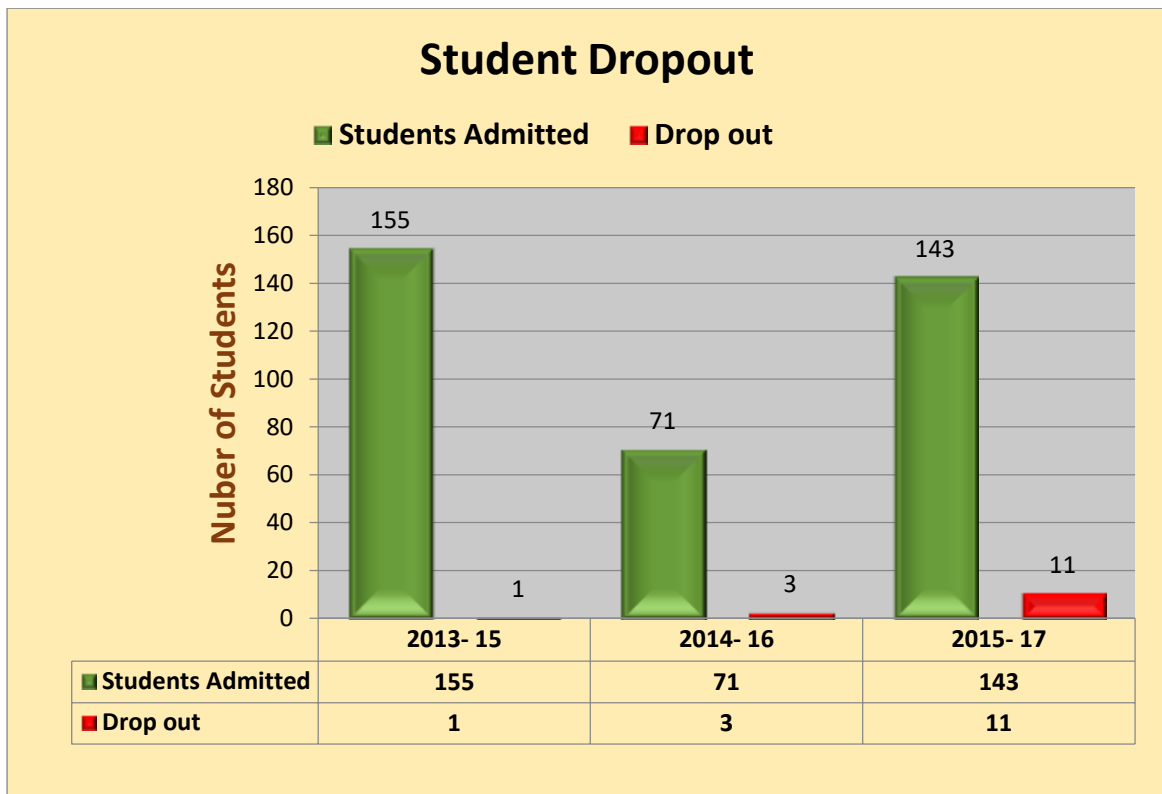
The graphs below reflect the average percentage of marks i.e. 50 and above, 60 and above and 65 and above obtained by students across various programs. Students scoring less than 50% of marks have to reappear in the subject.



*Performance of PGDM Students of 2013-15, 2014-16, 2015-17 Batches*

### **Student Dropout Rate**

Dropout rate is defined as students dropped out of the program as the percentage of total number of students admitted.



*Dropout rate among PGDM Students of 2013-15, 2014-16, 2015-17 Batches*

The student dropout rate among students of PGDM ranges from 0.64% to 7.69 %. There is no fixed reason for the student’s dropout. Students generally leave the college because of illness, relocation issues, inability to pay fees, family reasons, and personal reasons.

### Placement of Students

Students of ASM are placed in sectors like Banking Finance & Securities Institutions, E-Commerce, FMCG, Marketing, Insurance, Human Resource, etc.

Sector	2013-15 (%)	2014-16 (%)	2015-17 (%)
Banking Finance & Securities Institution (BSFI)	29.6	7.4	10.6
Consulting	8.3	8.9	8.3
E- Commerce &	5.1	4.4	2.2

<b>Digital Marketing</b>			
<b>Education</b>	0.6	10.4	0
<b>Event Management</b>	1.2	0	0
<b>Financial Services &amp; Financial Consulting</b>	15.4	5.9	15.9
<b>Financial Research</b>	0.6	5.9	0
<b>FMCG</b>	7	8.9	0
<b>Insurance</b>	2.5	2.9	0
<b>Manufacturing</b>	1.2	0	9.09
<b>Media</b>	1.9	4.4	3.03
<b>Real Estate</b>	2.5	1.4	2.2
<b>Logistics</b>	2.5	4.4	0
<b>NBFC</b>	0.6	1.4	7.5
<b>Telecom</b>	0	7.4	1.5
<b>IT/ITES</b>	1.9	0	6.06
<b>Others</b>	5.8	4.4	4.5

### **Corporate Profile of Alumni**

Apeejay School of Management adheres to its mission of creating globally competent, socially sensitive, ethically sound managerial talent to lead businesses and organizations. It grooms its students throughout the two year period in the various areas of business and management. Relationship of institute with students begins when they enter the campus and continues forever.

Alumni of ASM meet their faculty and fellow mates during various occasions at the campus. They also help the institute in placements, summer internship, training programs, etc. of the students. They love to interact with their juniors guest speakers in their classroom, etc.

Many of the students of ASM have started their own business. For instance Mr. Vivek Goel has started IndoSiam which provides white linen to various hospitals and hotels, Mr. Rohan Agarwal, Mr. Ankit Rastogi, & Mr. Nadeem Khan, from the same PGDM batch, started a venture called Brand Puntiz which deals in branding , etc. of organizations. A few also have become Social entrepreneurs and are working towards helping underprivileged students For

instance, Mr. Mohit Raj and Ms. Saanchi Marwaha have started an NGO “Turn Your Concern into Action (TYCIA)” to impart quality education to underprivileged students. This NGO began with one school and have now started with another one.

Additionally, students of ASM are well placed in different organization like Nestle, Naukri.com, Crompton Greaves Capital IQ, Fidelity, Deloitte, Tata Motors, The Leela, Standard Chartered Bank, HDFC bank, Oriental Bank of Commerce, etc. to name a few. Many have now reached to the designation of CEO, Vice-President, General Manager, Senior Vice-President, Vice-President