APEEJAY STYA UNIVERSE

Apeejay Stya University

India’s 1st Industry-Centric Technology & Liberal Arts University focused on Research & Innovation

Engineering & Technology | Pharmaceutical Sciences | Design & Visual Arts | Journalism & Mass Communication
Management Sciences | Biosciences | Legal Studies | Education

Higher Institutions

• Apeejay College of Fine Arts, Jalandhar, Punjab
• Apeejay Institute of Management & Engineering Technical Campus, Jalandhar, Punjab
• Apeejay Institute of Design, Tughlakabad, New Delhi
• Apeejay School of Design, Dwarka, New Delhi
• Apeejay Institute of Mass Communication, Dwarka, New Delhi
• Apeejay School of Management, Dwarka, New Delhi
• Apeejay Institute of Technology, School of Computer Science, Greater Noida
• Apeejay Institute of Technology, School of Management, Greater Noida
• Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida
• Apeejay Saraswati PG College for Girls, Charkhi Dadri, Bhiwani, Haryana

Apeejay Schools

• Apeejay School, Mahavir Marg, Jalandhar, Punjab
• Apeejay School, Hoshiarpur Road, Jalandhar, Punjab
• Apeejay School, Tanda Road, Jalandhar, Punjab
• Apeejay School, Model Town, Jalandhar, Punjab
• Apeejay School, Panchsheel Park, New Delhi
• Apeejay School International (IB), Panchsheel Park, New Delhi
• Apeejay School, Saket, New Delhi
• Apeejay School, Pitampura, Delhi
• Apeejay School, Noida, U.P., Near Delhi
• Apeejay International School, Greater Noida, U.P.
• Apeejay School, Faridabad, Haryana
• Apeejay Svrán Global School, Faridabad
• Apeejay School, Charkhi Dadri, Haryana
• Apeejay School, Kharghar, Navi Mumbai
• Apeejay School, Nerul, Navi Mumbai
• Apeejay Rhythms Kinderworld, GK-2, New Delhi
• Apeejay Rhythms, Sector-15, Faridabad
• Apeejay Rhythms Kinderworld, Model Town, Jalandhar
ABOUT THE FOUNDER CHAIRMAN

“Tu shaheen hai parwaz hai
kaam tera, tera saamne aasman
aur bhi hain.” — Iqbal

(You are a falcon. Soaring high is your nature.
There are skies yet for you to conquer.)

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 as trusted symbols of quality and excellence in the country’s industrial and educational landscape.
A pioneering entrepreneur with a far-sighted vision of the future, Dr Stya Paul was instrumental in the rise of the 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. As Chairman Emeritus, he guided the Apeejay Stya Group, a privately and closely-held leading Indian Industrial and Investment House, to become one of the major corporate houses of the country, with several alliances, collaborations, and significant presence in Europe, the Middle East, and East Asia.

Dr Stya Paul, fondly called ‘Sethji’, recognised the great role that industry could play in providing quality education. Towards this objective, he decided to set up not-for-profit educational institutions across the country where scientific and career-building knowledge could be provided along with inculcation of values and an appreciation of Indian culture, arts, and heritage. Starting with a small school in Jalandhar in 1968, all the schools and institutions of higher learning established by him over five decades under the aegis of the Apeejay Education 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 realization of Dr Stya Paul’s life time dream of setting up the Apeejay Stya University - a seat of global learning established to bring about transformation of society through value based education, man-making and nation-building. His vision of excellence for the University is being carried forward by his daughter and only child, Mrs Sushma Paul Berlia, the Co-Founder and Chancellor of the Apeejay Stya University, Chairman, Apeejay Education and President, Apeejay Stya and Svrán Group.

During his long and illustrious career, Dr Stya Paul was actively associated with several social, cultural, and professional bodies and held responsible positions reflecting his versatility, leadership, and standing in industry and social circles. His philanthropy and generosity knew no bounds, and throughout his life, he helped the physically-handicapped and the needy with financial assistance and educational/vocational opportunities, thus enabling them to join the mainstream. Over the years, numerous awards & accolades were bestowed upon him, in a life richly lived and full of sharing & caring.

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 has left behind, will continue to inspire & guide us in all our endeavours.

“Apeejay Stya institutions are dedicated to giving society intelligent, informed, socially responsible, and well-rounded citizens by imparting all-round quality education to them, early in life.”

Dr Stya Paul
(October 4, 1919 - June 7, 2010)
Founder Chairman
Apeejay Stya Group & Apeejay Education
Founder Chancellor
Apeejay Stya University
CHAIRMAN’S MESSAGE

Apeejay Stya is synonymous with quality education leading to man-making and nation-building. In more than 50 years of its existence, Apeejay Stya has nurtured and shaped the talent of young minds right from the formative years in school to post-graduate levels through its 24 educational centres of excellence.

As the world has transformed into a global village and with the advent of the internet, future managers will be working in an uncertain and competitive environment. The young aspiring managers have to be prepared for the 21st Century challenges and take advantage of international opportunities. The need of the hour is to develop a competitive edge with a global perspective. A business program that is not fully tuned to the ever-changing needs of the industry, would no longer serve its purpose.
With this in mind, the Apeejay School of Management (ASM) has incorporated the latest trends in course design and teaching methodology, continuously upgrading the syllabi in tune with industry requirements and developments in Management Sciences. PGDM program at ASM provides 10-12 weeks’ summer internship with leading companies. Also, there is a final year research project. Both the internship & research projects are geared towards facilitating seamless industry interface & interaction.

With excellent feedback from industry leaders, ASM endeavours to continue in its quest for excellence with continuous improvements in all facets of quality Management Education.

Mrs Sushma Paul Berlia
Chairman
Apeejay Education
Co-Founder & Chancellor
Apeejay Stya University

AWARDS AND ACCOLADES

Under the able leadership of Mrs Sushma Paul Berlia, Chairman, Apeejay Education, and Chancellor, Apeejay Stya University, the Group has achieved many milestones. The contribution to society is acknowledged internationally by both industry and academia. Few recent awards conferred on her are as follows:

- Honoured with the prestigious ‘Lifetime Achievement Award’ by Dainik Jagran Iconic Awards 2021.
- Conferred the ‘Most Promising Business Leaders of Asia’ title by the Economic Times for demonstrating exemplary leadership qualities in 2020.
- Conferred the ‘ET-Inspiring Entrepreneur of India’ by Economic Times in 2020
- Presented ‘Udyog Rattan’ by the Institute of Economic Studies in 2019 at New Delhi
- Presented with the ‘Mahatma Gandhi Samman 2019’ by the NRI Welfare Society (UK Chapter) at House of Commons, London, in 2019
- ASSOCHAM ‘Lifetime Achievement Award’ by Hon. Former President, Shri Pranab Mukherjee at 10th National Education Summit 2019, New Delhi.
- ‘Education Leader of the Year’ Award by the World Achievers Asia Education Summit & Awards 2016.
- ‘Global Outstanding Leader in the Field of Higher Education and Industry’ Award by CII at the 5th University - Industry Congress: Higher Education Summit 2015.
- ‘Education Leader of the Year’ Award at the Worldwide Achievers India Education Excellence Awards 2014.
- ‘Rashtriya Udyog Ratna Award 2014’ by the National Education and Human Resource Development Organization (NEHRDO) and Quality Brand India.

among many others...
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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Mrs Sushma Paul Berlia</td>
<td>Chairman</td>
<td>Apeejay Education</td>
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<td>Mr Vijay Berlia</td>
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<td>Apeejay Education</td>
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<td>Mr Nishant Berlia</td>
<td>General Secretary</td>
<td>Apeejay Education</td>
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<td>Mr Aditya Berlia</td>
<td>Joint Secretary</td>
<td>Apeejay Education</td>
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<tr>
<td>Dr Amit Mookerjee</td>
<td>Professor</td>
<td>Delhi Technological University</td>
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<td>Prof. Ashok Ogra</td>
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<td>Prof. R S Dhankar</td>
<td>Vice Chancellor</td>
<td>Apeejay Stya University, Sohna</td>
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<td>M Raghupati Singhania</td>
<td>Chairman</td>
<td>J.K. Industries</td>
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<tr>
<td>Dr Abad Ahmad</td>
<td>Former Pro-VC</td>
<td>University of Delhi</td>
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<td>Dr Rajiv Kumar</td>
<td>Vice Chairman</td>
<td>NITI Aayog</td>
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<td>Dr M C Gupta</td>
<td>IAS (Retd), Ex Chief Secretary</td>
<td>Haryana</td>
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<tr>
<td>Mr B S Baswan</td>
<td>Former Senior Consultant</td>
<td>Planning Commission</td>
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<tr>
<td>Mrs Sushma Paul Berlia</td>
<td></td>
<td>Apeejay Education</td>
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<tr>
<td>Mr K.N. Memani</td>
<td>Ex. President</td>
<td>PHDCCI</td>
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<tr>
<td>Prof. R P Hooda</td>
<td>Former VC</td>
<td>Kurukshetra University</td>
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<td>Mr O P Khanduja</td>
<td>Executive Director</td>
<td>Apeejay Dwarka Campus</td>
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<tr>
<td>Mr R Sreedher</td>
<td>Former Director</td>
<td>CEMCA</td>
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<td>Dr S K Salwan</td>
<td>Chief Executive Officer</td>
<td>Apeejay Education</td>
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<tr>
<td>Mr Dhanendra Kumar</td>
<td>Chairman</td>
<td>Competition Advisory Services</td>
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<tr>
<td>Mr S R Bansal</td>
<td>Former CMD</td>
<td>Corporation Bank</td>
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<tr>
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<tr>
<td>Prof. Kamal Kishore</td>
<td>Professor &amp; Dean</td>
<td>Apeejay School of Management, New Delhi</td>
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ACADEMIC COUNCIL

Mr O P Khanduja  
Executive Director  
Apeejay Dwarka Campus

Dr Amit Sareen  
Director  
Apeejay School of Management, New Delhi

Dr R K Mittal  
VC  
Chaudhary Bansi Lal University, Bhiwani

Dr Madhu Vij  
Professor  
FMS, Delhi University

Dr D P Goyal  
Director  
IIM Shillong (Ex-Professor, MDI Gurugram)

Dr Amit Mookerjee  
Professor  
Delhi Technological University

Mr Praphul Misra  
Founder Director  
Oi Media

Mr Rajeev Puri  
President  
Colorplast Systems Alumni FMS

Mr Jasmine Singh  
Sr Executive Director  
CBRE

Mr Dipin Passi  
Managing Director  
Lotus Herbal

Dr Rajeev Srivastava  
Professor  
International Management Institute, New Delhi

Mr Kapil Sharma  
CMD  
Nippon Oil Pumps MBA (FMS)

Dr Vijay Kumar Shrotriya  
Professor  
Department of Commerce DSE, Delhi University

Dr Ram Singh  
Professor  
Indian Institute of Foreign Trade, New Delhi

Mr Atanu Gangoly  
Business Head  
Eveready Industries India Ltd

Mr Aseem Soni  
CEO and Board Member  
Modern Food Enterprises Pvt Ltd, New Delhi

Prof. Ashok Ogra  
Advisor  
Apeejay Institute of Mass Communication, Dwarka, New Delhi

Prof. Kamal Kishore  
Professor & Dean  
Apeejay School of Management, New Delhi

Dr Alok Saklani  
Ex-Director  
Apeejay School of Management, New Delhi

BOARD OF STUDIES

Prof. O P Khanduja  
Executive Director  
Apeejay Dwarka Campus

Mr Praphul Misra  
Founder Director  
Oi Media, New Delhi

Dr P C Biswal  
Prof-Finance  
MDI, Gurugram

Dr Kavita Sharma  
Prof (Dept of Commerce) DSE  
Delhi University

Ms Rhythm Dhingra  
AVP-Relationship Leader  
Yes Bank, New Delhi

Ms Runa Maitra  
Director, People Talent  
International, New Delhi

Mr Mohd Abdul-Mateen  
Sr VP (F&A)  
Berger Paints India Ltd., New Delhi

Dr Srirang K Jha  
Area Head, General Management  
Apeejay School of Management, New Delhi

Prof. Kamal Kishore  
Professor & Dean, Apeejay School of Management, New Delhi

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Professor  
Apeejay School of Management, New Delhi

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Ex-Director  
Apeejay School of Management, New Delhi
Dr Shalini Vermani  
Area Head, Operations  
Apeejay School of Management, New Delhi

Dr Ishita Adhikari  
Area Head, HR  
Apeejay School of Management, New Delhi

Dr Preeti Suryawanshi  
Area Head, Marketing  
Apeejay School of Management, New Delhi

Dr Sudhi Sharma  
Area Head, Finance  
Apeejay School of Management, New Delhi

Classroom, Apeejay School of Management
EXECUTIVE DIRECTOR’S MESSAGE

Dear Recruiter,

Apeejay School of Management (ASM), with its strong belief and practice of value-based contemporary Management Education, is the perfect blend of traditional and modern ways to explore every aspect of Management Education. Business Schools should refer to the latest happening in the industry so that they can prepare industry-ready professionals. At ASM, students not only imbibe academic concepts and skills but also develop the ability to execute the same. We have a curriculum that helps in developing critical thinking and decision-making skills to apply concepts in real-life situations.

Progress is possible with hard work, commitment, and out-of-the-box thinking. The value-based evaluation at ASM compels young future managers to emerge as innovative, creative, and competent leaders with a blend of strategic vision and accompanied by social sensitivity.

ASM provides a balance of professional excellence and social consciousness that will help the new breed of professionals in their careers. The curriculum has been aligned to match the needs of the business environment.

The education imparted here ensures that the students are continuously acclimatized to the dynamics of change in order to take their rightful place among the future leaders of business.

I warmly invite you to the Apeejay School of Management to recruit our future-ready students. I am sure they are going to emerge as star performers of your esteemed organisation.

O P Khanduja

DIRECTOR’S MESSAGE

Dear Recruiter,

I feel privileged to invite you to participate in the campus placement process of Apeejay School of Management (ASM). Over the last 25 years, the Institute has carved a niche in producing successful managers and business leaders who are occupying senior positions in the corporate world in India and abroad. Our commitment to churn out industry-ready managers is reaffirmed year-after-year through continuous improvement in teaching-learning processes, rigorous curriculum review, and regular industry interface through corporate guest lectures, industrial visits, conferences, and seminars.

The two-year full-time Post Graduate Diploma in Management (PGDM) program of ASM is approved by the All India Council for Technical Education (AICTE), accredited by the National Board of Accreditation (NBA) and ACBSP (USA). The entire batch of 2019-21 is highly motivated and talented. Their commitment and determination to achieve are praiseworthy. Besides good knowledge of their respective business subjects, most of the students have acquired unique managerial competencies like analytical and decision-making skills, ability to work in teams, and strong ethical & societal concerns through hands-on learning opportunities, both inside and outside the class. I am confident that you will find them valuable for your esteemed organisation.

Dr Amit Sareen
APEEJAY EDUCATION (AE)

Apeejay Education (AE), founded in 1967, is committed to excellence in education. With a heritage of over 50 years, AE offers value-based holistic education, focusing on acquiring thinking skills and learning for life through its 24 institutions all across the country. AE is the social commitment of the renowned industrial house of Apeejay Stya Group, founded by Late Dr Stya Paul, with Mrs Sushma Paul Berlia as its Chairman.

Apeejay Stya Legacy

- 50+ Years of Excellence in Education
- 24 Institutions across the Country
- Over 40,000 Students
- 2,500 Teachers
- 60,000+ Strong Alumni Network

AE is a social commitment of the Apeejay Stya Group.

APEEJAY SCHOOL OF MANAGEMENT (ASM)

Apeejay School of Management, Dwarka, New Delhi, established in 1993, is committed to quality education of global standards leading to man-making and nation-building. It functions under the aegis of the Apeejay Education (AE) which has a rich legacy of over five decades of excellence in education. ASM strives to develop competent and relevant manpower for the 21st Century needs of trade, business, and industry. The School supports various programs for enhancing the potential of individual students, enriching human values, upholding the Indian value system, all acting in unison as a vehicle for growth at the national and international level, thereby, making it a ‘student-driven’ institute of higher learning.

Vision

To be the most preferred management school known for the creation of valuable business leaders.

Mission

- We nurture globally competent, socially sensitive, and ethically sound managerial talent to lead businesses and organisations.
- 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.
Student working on their laptops, Apeejay School of Management
**APPROVALS, ACCREDITATIONS & RANKINGS**

**Awards**
Recipient of the prestigious ‘ELETs Higher Education Award’ for Industry–Academia Interface at the World Education Summit 2019.

**Rankings**
Ranked 9th in North India, 19th in India and 10th among Top 75 Private Institutions in India by Times B-School Survey 2020.

**Recognised by AICTE**

**Best B-School**
Conferred the ‘Best B-School’ award for promoting Industry-Academia Interface by the oldest and leading apex chamber of commerce and Indian industry, ASSOCHAM.

**PGDM equivalent to MBA by AIU**
ASM’s PGDM has been considered equivalent to an MBA Degree by the Association of Indian Universities (AIU).

**Accredited by NBA**
ASM’s PGDM is accredited by the National Board of Accreditation. It is one of the most premier accreditation bodies of the country. Very few Management institutes in India have received NBA accreditation.

**Accredited by ACBSP, USA**
ASM is accredited by The Accreditation Council for Business Schools and Programs, USA (ACBSP). ACBSP is recognised by the Council for Higher Education Accreditation (CHEA), USA.

**International Academic Collaborations**
ASM has academic collaborations with the best of international institutions across the globe. ASM has collaborations with the following universities & institutes:

- University of Toledo, Ohio, USA
- E M Normandie Business School, France (Normandy Business School)
- Thomas Jefferson University (Erstwhile Philadelphia University), Philadelphia, USA
- Uniglobe College, Kathmandu, Nepal
WHY RECRUIT FROM APEEJAY SCHOOL OF MANAGEMENT?

• Most Comprehensive Course Curriculum Designed & Updated by Industry Veterans
• Amongst Most Trusted Campus Hiring Partners Across the Corporates
• Offering 27th Batch for Final Placements. Rich Experience in delivering Best Leaders to Industry across the Years
• Strong Alumni Base with Proven Performance, working across the Globe
• Exhaustive 3 Months Summer Internship Program
• 25+ Years of Excellence Management Education
• Promoted by Globally Renowned Corporate House, Apeejay Stya and Svrán Group.
• Adequate Infrastructure, 400+ Seater Auditorium, 200+ Seater Computer Lab, GD & PI Rooms and Conference Room, Ideal for Exclusive & Pool Campus
• Illustrious Faculty – Rich Blend of Industry-Academia Experience
• Rigorous Admission Process
• Industry Immersion via Live Projects, Research Projects, Industrial Visits, Guest Lectures, Summits, etc.
• Follow Global Standards in Management Education, Globally Accredited by ACBSP USA
• International Exposure via Student Exchange Program, International Conferences, Seminars, etc.
• Best Gender Diversity - Almost Equal Male Female Ratio
• Customised Training Sessions - ReSPONSE (Recruiter Specific Preparation Optimisation & Nurturing Session)
• Strategic Location - 15 Minutes to International Airport, 15 Minutes to Gurugram (North India’s Corporate Hub), 25 Minutes to New Delhi Railway Station & 200 metres to metro station, Sector 9, Dwarka.

INFRASTRUCTURE

The Campus

ASM is located in Dwarka, New Delhi, near Indira Gandhi International Airport, which is about 40 minutes drive from Connaught Place. It is situated in a calm and serene surrounding, The campus area is spread over two acres. The state-of-the-art building housing the School has five floors with a built-up area of more than 10,000 square metres. Besides ample classrooms, it has conference halls, seminar halls, an auditorium, an open-air theatre, computer labs, and a library.
Library

ASM Library has a rich collection of books, both of Indian and foreign authors.

- 30,574 Volumes
- 30+ National/International Journals
- ABI Inform Complete Collection
- Database of Proquest eBooks
- Archives of Emerald Publishing
- National Digital Library
- Journals

Lecture Halls

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

Language Lab

The Institute has a well-equipped Language Lab which supports students to work and improve on their communication skills.

Amphitheatre

Apeejay School of Management has an amphitheatre which is used for conducting extra-curricular activities.

Computer Lab

The Institute has four air-conditioned labs. It has more than 150 computers with the latest software and hardware and connected to Novel Network LAN. The students enjoy the fast connectivity of the internet. Apart from this, each student has been provided with the latest version of a laptop for their use.

Conference Hall

Apeejay School of Management has well-furnished halls for conducting corporate activities like final placements, summer internship placement processes, conducting interviews, group discussions, etc. at the campus. Organising pool campus placements are also quite convenient.

Auditorium

The School has a state-of-the-art 400-seater air-conditioned auditorium to host various academic activities such as organising & conducting conferences, seminars, and symposia. The open-air theatre has a stepped seating system for 350 persons for holding cultural and extra-curricular activities.
ACADEMIC PROGRAM

Post Graduate Diploma in Management

2-Year Full Time Program,
Approved by AICTE, Govt. of India

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

Program Objective

The objective of this program is to provide knowledge and deep insight into the dynamic discipline of Business Management, to enable students to analyse & apply principles & skills of Economics, Finance, Marketing, IT, and Human Resource Management to the contexts & the environment of business and to equip students with the skills of developing effective business strategies.

Program Benefits

The program enables the students to:

• Have an in-depth understanding of the body of knowledge in core and functional areas of Management

• Interpret Management problems in both domestic as well as global contexts

• Analyse complex business problems in the changing global scenario and take critical decisions

• Apply analytical thinking with a systems perspective to determine solutions

• Choose ethically appropriate options

• Take initiative and work in teams to achieve organisational goals

The program aims at providing young enthusiastic minds the power to shape their career paths and influence change. In-depth knowledge, analytical rigour, rational thinking, commitment, ethics & values, competition, and innovation are the core values instilled in each individual who graduates from the program.

The program is intended to develop an integrated perspective of the total managerial function and gives the students a strong foundation necessary for assuming managerial responsibilities.
## PROGRAM CURRICULUM

### Term I
- Financial Reporting, Statements and Analysis
- Business Statistics and Analytics for Decision-Making
- Managerial (Micro) Economics
- Indian Ethos and Business Ethics
- Business Communication I
- Legal and Business Environment
- Managerial Skills for Effectiveness I

### Term II
- Management Accounting
- Marketing Management I
- Organizational Behavior
- Quantitative Techniques
- Indian Economy and Policy
- Corporate Social Responsibility and Sustainability
- Business Communication II
- Managerial Skills for Effectiveness II

### Term III
- Corporate Finance
- Marketing Management II
- Human Resource Management
- Operations Management
- International Business
- Research Methodology
- Managerial Skills for Effectiveness III

### Summer Internship (10-12 Weeks)
- Corporate Strategy
- Managerial Skills for Effectiveness IV
- Electives

### Electives Offered

#### Marketing
- Brand Management
- Consumer Behavior
- Retail Management
- Sales and Distribution Management
- Digital and Social Media Marketing
- Film and Sports Marketing
- Marketing Analytics
- Strategic Marketing Management
- Relationship Management
- International Marketing
- Integrated Marketing Communication
- Services Marketing
- Channel Sales Management
Finance

Investment Analysis and Portfolio Management
Financial Markets and Services
Project Appraisal and Finance
Mergers, Acquisitions and Corporate Restructuring
Financial Derivatives

International Finance
Managing Banks and Financial Institutions
Financial Analytics
Wealth Management
Financial Modeling

Operations Management

Supply Chain and Logistics Management
Quality Toolkit for Managers
Operations Strategy
Operations Research Application
Operations Analytics
Project Management

Business Data Analysis
E-business and E-commerce
Behavioral Operations Management
Service Operations Management
Sales and Operations Planning

Human Resource Management

Organizational Change and Development
Manpower Planning Recruitment & Selection
Employee Relations
International Human Resource Management
Compensation and Benefits Management
Performance Management Systems

Strategic HRM
Learning and Development
Leadership Development
HR Analytics
Conflict Management
PEDAGOGY

ASM is guided by its mission of creating globally competitive, socially sensitive, and ethically sound business leaders. A well-planned pedagogy plays a crucial role in the development of a future manager. The ASM courses and credits are continuously restructured to make them contemporary to the changing scenario in Management Education. The teaching methodology is student-centric, with a prime focus on cases, projects, and experiential learning methods.

The teaching methodology is a combination of case-based methods and lectures with a high focus on collaborative & self-learning and hands-on industry practice. The teaching of each subject is carried out as per a detailed course plan designed following the syllabus and well-defined course & program objectives. Each course comprises case studies, assignment presentations, working experiences, quizzes, and group discussions on current issues. The evaluation is based on continuous internal assessment and end-term examination. Simulation, management games, role play, and other teaching techniques are used in the classroom for greater effectiveness. Current affairs, general awareness, and ethical practices are embedded in all modules.

ILLUSTRIOUS FACULTY

The faculty is the most important asset of an academic institution. The Intellectual Capital of ASM includes highly qualified faculty, many of whom have been trained in prestigious institutions such as IIMs and IITs. The faculty at ASM is strongly dedicated to research, publications and contributes regularly to academics & research.

**Prof. O. P. Khanduja**
Executive Director
36 Years’ Exp. in FMCG, Awarded ‘Jewel of Spice Industry’ in 2018, Launched More than 50 Brands

**Prof. Amit Sareen**
Professor & Director  |  PhD, MBA, BE
26 Years’ Exp. in Industry & Academics
**Areas of Interest:** Strategic Management & International Business

**Prof. Kamal Kishore**
Professor & Dean  |  MBA, MSc, LLB, CAIIB, PGDM, AsDBM
46 Years’ Exp. in Industry, Teaching & Research
**Areas of Interest:** Corporate Finance, Corporate Laws & Investment Analysis

**Prof. R. P. Hooda**
Emeritus Professor  |  PhD, MA (Eco)
54 Years’ Exp. in Teaching & Research
Professor Kurukshetra University (Retired)
Former Vice-Chancellor
Kurukshetra University & MD University
Prof. Etinder P Singh  
Professor  |  PhD, MBA  
27 Years’ Exp. in Industry, Teaching & Research  
Areas of Interest: Consumer Behaviour, Branding & Social Media

Dr Ishita Adhikari  
Associate Professor  |  PhD, MSW, LLB, PGD-PM & IR  
25 Years’ Exp. in Industry, Teaching & Research  
Areas of Interest: Strategic HRM, Mentoring & Coaching & Performance Management

Dr Monika Arora  
Associate Professor  |  PhD, MCA  
22 Years’ Exp. in Industry, Teaching & Research  
Areas of Interest: Data Retrieval, Semantic Web, E-Commerce & Data Analytics

Dr Shalini Vermani  
Associate Professor  |  PhD, M.Sc. (Software)  
21 Years’ Exp. in Industry & Research  
Areas of Interest: Cryptography, IoT, Information Security Knowledge Management

Dr Srirang K Jha  
Associate Professor  |  PhD, MA  
20 Years’ Exp. in Industry, Teaching & Research  
Areas of Interest: Ethics, CSR, Leadership

Dr Shweta Jha  
Associate Professor  |  PhD, MBA  
20 Years’ Exp. in Industry & Research  
Areas of Interest: HRM, Organisation Behaviour, Research Methods

Dr Chhaya Wadhwa  
Assistant Professor  |  PhD, MPhil (English), UGC NET, MBA  
20 Years’ Exp. in Teaching  
Areas of Interest: Business Communication, International HRM & Research Methods

Dr Anchal Gupta  
Assistant Professor  |  PhD, MPhil, MSc (OR)  
14 Years’ Exp. in Teaching  
Areas of Interest: Quantitative Techniques, Operations Research, Operations Management & SCM

Ms Ruchi Malik  
Assistant Professor  
MPhil, MBA, UGC-NET  
16 Years’ Exp. in Teaching & Research  
Areas of Interest: Marketing, Consumer Behaviour, Research Methods & Retail Management

Dr Preeti Suryawanshi  
Assistant Professor  |  PhD, MBA, UGC-NET  
13 Years’ Exp. in Teaching  
Areas of Interest: Marketing, IMC & Films, Sports Marketing

Dr Sudhi Sharma  
Assistant Professor  |  PhD, MBA, B.Com  
12 Years’ Exp. in Teaching & Research  
Areas of Interest: Financial Econometrics, Financial Modeling, Derivatives & Equity Research

Mr Vaibhav Aggarwal  
Assistant Professor (Finance)  |  CFA  
B.Com (H) , MBA (Finance), CFA Level 3 cleared, FRM Level 1 cleared, UGC-Net (Management), Pursuing Doctoral Program from IIM Lucknow  
11 Years’ of Relevant Experience  
Areas of Interest: Stock Markets, Valuation, Financial Modelling

Dr Akshita Arora  
Assistant Professor  |  FPM, M.Com, B.Com (Hons.), UGC-NET (Commerce)  
9 Years’ of Exp. in Teaching & Research  
Areas of Interest: Corporate Finance, Financial and Corporate Accounting, Corporate Governance and CSR

Dr Chetangana Choudhary  
Assistant Professor  |  PhD, Masters in IB, UGC- NET, BBA  
4 Years’ Exp. in Teaching  
Areas of Interest: IB, International Marketing, Entrepreneurship
CORPORATE RESOURCE CENTRE

Corporate Resource Centre (CRC) at Apeejay School of Management is highly dynamic. It works under the able guidance of a professor who can easily co-relate between corporate and student requirements. CRC is committed to providing the best industry interface to its students. It aims to create a platform where students & Industry can come together and explore employment opportunities. The prime objective of the CRC is to maintain strong Industry-Institute linkages and strive for the overall development & grooming of the students according to the Industry requirements by conducting workshops, symposia, seminars, and conferences, both at the national & international level. CRC has maintained a sound rapport with a large number of big companies, industrial conglomerates, and reputed business houses. CRC has been making aggressive efforts to provide the best career prospects to the students. We encourage students to work on live projects which help them to relate classroom teachings with industrial practices. The CRC at ASM has been sourcing job openings by matching students’ knowledge, skills, personality traits, and attitudes to the varied requirements of the job. CRC grooms students holistically, right from soft skills, presentation skills, and interview skills to successful attainment of lucrative job offers.

CRC Connects Corporates for:

- Career Opportunities
- Corporate Guest Lectures
- Industrial Visits
- Career Guidance
- Live Projects
- The Leaders’ Summit
- HR Conclave
- Summer Internship Projects
- National & International Conferences
- Corporate Relations and Tie-Ups, etc.
- Training Programs (ReSPONSE & MSE)
Recent International Events

• ASM organised its 9th International Conference on Management Practices & Research (ICMPR-2019) in collaboration with the School of Business, Thomas Jefferson University, USA, on 26th July 2019, on the theme ’New Paradigms in Global Business & Research’.


• Seminar on ‘European Union & BREXIT’, by Dr. D.K. Malhotra, Professor Thomas Jefferson University, USA, on 1st August 2019.

• Students from Normandy Business School visited ASM under a student exchange program, during 2019-20, for a trimester.

• Students from ASM visited Normandy Business School, France, under student exchange program, during 2019-20, for a trimester.

• ASM has academic collaboration with Thomas Jefferson University (erstwhile Philadelphia University) since 2006.

• ASM publishes International Journal of Management Research (IJMR) in collaboration with Thomas Jefferson University since 2010.
PLACECOM

PlaceCom consists of both previous and final year students. It is constituted to act as a liaison between the corporate world and the student community. The basic purpose of the PlaceCom is to manage all the placement activities. It also ensures the readiness of fellow participants for the corporate world. They selflessly and relentlessly work for the overall institutional goal of inviting reputed companies and providing desired placement offers to students based on their field of interest. PlaceCom supervises and manages the whole placement process, which includes interacting with the HR representatives of corporate organizations, arranging necessary infrastructure to conduct the placement drive, and conducting & holding the on and off-campus placements. Apart from this, the committee plays an important role in developing and maintaining a sustainable and long-term relationship with the corporate world.

TRAINING PROGRAMS

At Apeejay School of Management, the student undergoes a rigorous corporate exposure to make them corporate-ready professionals. The two-year PGDM program at Apeejay School of Management gives an all-round exposure to our students. It includes on-campus and off-campus exposure. Their campus exposure journey is as follows:

- **PGDM - 2019-21**
  - Journey Commences
- **July 2019 - March 2021**
  - Corporate Guest Lectures
- **July 2019 - March 2021**
  - Friday Action Button (FAB)
- **Dec 2019**
  - HR Conclave
- **June 2019**
  - Orientation
- **July 2019 - March 2021**
  - Managerial Skills & Competency Building (MSCB)
- **July - Dec 2019**
  - Live Project
- **Jan - Feb 2020**
  - Summer Internship Program (SIP) Interviews
- **Jan 2020**
  - The Leaders’ Summit
- **Feb 2020**
  - Industrial Visit
- **April - June 2020**
  - 3 Months Summer Internship
- **Sep 2020**
  - Final Placements (PGDM 2019 – 21 Batch) Commence
- **Jan - March 2021**
  - Final Joining of Placed Candidates
- **March 2021**
  - Course Completion

Apeejay School of Management (ASM) has a separate Training Department which works constantly to make students skilled & empower them with all updates, technologies, etc. The Department is led by professionals who have rich blend of Industry & Academia.

ASM has two major training modules which enable students to keep themselves in sync with the corporates:
Managerial Skills for Effectiveness (MSE)

MSE work on the following areas for harnessing managerial skills:

- Group Discussion
- Personal Interview
- Audio Visual & Simulation Programs, Case Study, Role Play, Project Handling and Leadership Skills
- Ideation, Communication Skills and Time Management
- Self Motivation and Management

Recruiter Specific Preparation Optimisation & Nurturing Sessions (ReSPONSE)

ReSPONSE is done for our esteemed recruiters to meet their requirements effectively. ReSPONSE is among the finest modules in the country. It thoroughly prepares students to be industry-ready. To facilitate this, we invite industry professionals as also our alumni from diverse domains/roles, etc. Some of the training parameters are as follows:

- Organisation Orientation
- Role Description
- Skill Set matching to the Role
- Performance Management
- Assessment Related Training
The pedagogy of ASM has always been inclined towards practical learning. One of the ways it has been achieved is through students’ interactions with corporate leaders. Few of the guest speakers who visited and interacted with the students in the recent past are as follows:

EMINENT CORPORATE SPEAKERS

Mr V Krishnan  
Co-Founder & Director
Justdial

Mr Amit Pandey  
COO
Exicom

Mr Anuj Bajpai  
Dy COO
dineout

Mr Vivek Kapoor  
Co-Founder

Mr Rene Decuninck  
CO & Co-Founder
Oxford Institute of Body Language

Mr Anil Mishra  
CHRO
hungama.com

Mr S Y Siddiqui  
Chief Mentor

Mr Sanjay Rao  
EVP, Group CIO and Shared Services Head
SRF Ltd.

Mr Ankur Warikoo  
Co-Founder & CEO
nearbuy

Mr Rene Decuninck  
CO & Co-Founder
Oxford Institute of Body Language

Mr Shrinivasan Ji  
CEO
SPORJO

Mr Vijay Deshpande  
Human Resources Advisor

Mr Sanjay Rao  
EVP, Group CIO and Shared Services Head
SRF Ltd.

Mr Mahashay Shri Dharampal Gulati  
Chairman
MDH

Students at the Portico, Apeejay School of Management
EMINENT CORPORATE SPEAKERS

A K Goel
Ex Deputy Manager
NTPC

Akash Garg
Assistant - Manager
PWC

Aman Thakral
Business Head
Taget Integration

Amough Lila Daas
Vice President
ISKCON Temple Dwarka

Anoop Dixit
Founder and CEO
Cog Digital

Anup Girdhar
CEO
Sedulity Solutions

Chakresh Maheshwari
Founder and Partner
Micra Systems

Charudutta Panigrahi
President
FIDR

Deepak Mathur
Director - Statistics
RBI

Dhananjay Shukla
AGM
Tovergen Pvt Ltd

Divyan Gupta
Founder and CEO
Keshiha Services Pvt Ltd

Girdhari Lal
Associate VP, EDA
Ernst & Young

Kartik Jain
CA and Partner in Firm
Devinder K. Jain Associates

Manish Batra
Asst. VP, Sales
Vardhaman GP

Mohit Raj
Founder
TYCIA

Munish Batra
Asst. VP, Sales
Panesha Capital

Nishant Malhotra
CEO
Rupeewiz.com

Parikshit Kochhar
Head-North Sales
BYJUs

Prashant Kapoor
V.P. (New Initiatives)
Outlook Money

Prashant Pal
CEO
Pure India

R K Arora
CEO
Smart Equity

Raghav Khosla
Group Editor
Exhibition Showcase

Rajdeep Grewal
National Business Manager
Du Pont

Ranjan Mazumdar
Promoter
Rnt Communication

Rohan Mitra
HR Manager
Naukri.com

Roopak Gupta
Assistant Manager
KPMG

Ruchin Khanduja
Head-Marketing
Hindware

Saket Sharma
Assistant- Advisor Statistics
RBI

Sameer Devnani
Sr. Business Analyst
Evalueserve

Sandee Joy
Managing Partner
Graphene Campus Connect

Satyendra Srivastva
Director
Nangia & Co.

Subodh Garg
Ex DG
NPTI

Surajit Gorai
Sr. Management Consultant
IBM

T S Mohan Krishnan
Senior Consultant
IMRB International

Umesh Kumar Kalra
CEO
AIMS Real Estate Group

Umesh Rishi
Sr. Manager
Perfetti Van Melle
CORPORATE EVENTS @ ASM

Corporate events at Apeejay School of Management give a different kind of exposure to the students. They depict the kind of versatile personality we seek to be reflected in our students.

<table>
<thead>
<tr>
<th>The Leaders' Summit</th>
<th>EWeek</th>
<th>HR Summit</th>
<th>National Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday Action Button (FAB)</td>
<td>Orientation Program</td>
<td>Alumni Meet</td>
<td>HR Conference</td>
</tr>
<tr>
<td>International Conference</td>
<td>Youth Summit</td>
<td>FDP</td>
<td>HR Conclave</td>
</tr>
</tbody>
</table>
LIVE PROJECTS

Live projects are projects that can be worked on in real-time and with a defined deadline. These projects provide a hands-on experience on any ongoing work in a company. In a live project, a student can gain real work expertise before getting a full-time job.

Live projects are one of the best ways to get practical knowledge of the field in which we must be looking for a job in the coming years. This is not only beneficial for the students but also the companies or organisations. These companies which organise live projects get short-term employees who are willing to learn and deliver their skills to the company.

With live projects, a student gets live results and through these live projects, students can habituate themselves with a competitive environment. It is like education outside the classroom where you are working practically rather than just reading the theory. Live projects help you learn to work within deadlines and surviving the work pressure before you even step into the corporate world.

INDUSTRIAL VISITS

As a part of its endeavour to help the students gain the latest first-hand information regarding the functioning of the industry and engaging them in active learning experiences outside the classroom, the Corporate Resource Centre of Apeejay School of Management organises regular industrial visits and training programs. These regular industrial visits give a better insight to the students about the functioning of various functional areas in a company:

Some of the Industrial Visits:
- Hero Moto Corp Manufacturing Plant
- Yakult Danone Manufacturing Plant
- Carrier Corporation Manufacturing Plant
- Mother Dairy Manufacturing Plant

SUMMER INTERNSHIP PROJECTS (SIPs)

Every student of the PGDM program undertakes Summer Internship Projects (SIP) of about 10-12 weeks in various industries after completion of the third term. SIPs are an integral part of the PGDM curriculum. SIP provides the students with a unique opportunity to apply their knowledge in a real corporate setting. They learn the brass tacks of the functioning of the corporate world during their stint as interns. During the SIP, students work on real issues and problems and come out with out-of-the-box solutions. On many occasions, the companies accept the suggestions made by the students in improving the systems and processes in the organisations.

SIP also enables the students to develop professional networks which usually help them during the final placement. They develop interpersonal and coordination skills which help them throughout their career. They learn time management, business etiquette, and the nuances of organisational and work cultures. After the SIP, students are more confident in terms of their readiness to serve the industry from day one, thanks to hard and soft skills learnt during their brief stay in the world of work. They have a better understanding of the local and global business environment, thanks to practical stints in the corporate houses.
The image contains a list of names with their corresponding companies. The text highlights placement achievements for the 2018-20 batch, featuring individuals from various companies including Amazon, HDFC Bank, Deloitte, and others. Each name is accompanied by a photograph and the company logo.

Placements include:
- Neha Sood at HDFC Bank
- Rhea Sharma at Amazon
- Naman Harneja at EY
- Neha Nair at Deloitte
- Himanshi Madan at Citibank
- Bhuvnesh Vashisht at HDFC Bank
- Sangeetha Kannan at ICICI
- Avneesh Bidua at Saint-Gobain
- Shouvik Mitra at Capital Via
- Hemant Meeral at Airtel
- Abhaya Choudhary at Federal Bank
- Shrey Sehgal at Amazon
- Garima Setia at 99acres
- Anurag Bajaj at Capital Via
- Mirza Arshad Baig at 99acres
- Twinkle Kaushik at WNS
- Satyam Shubham at HDFC First Bank
- Utkarsh Sharma at Ameriprise Financial
- Vivek Sharma at GoMechanic
- Resham Kumari at Axis Bank
- Rohit Kr. Singh at Bank of Baroda Capital
- Shalini Mishra at Servetel
- Snehlata Arora at Hanu
- Vaibhav Deewani at Hanu
- Kirti Gupta at Muthoot
- Kriti Nagpal at Amazon
- Sahil M. John at Subros
- Amisha Rajput at Muthoot
- Ashutosh Pandey at Muthoot
OUR ESTEEMED RECRUITERS

The Institute has achieved excellent placements during the 25 years of its operations. Alumni are placed across different industries such as FMCG, banking & financial services, and telecom, to name a few.

The Institute has earned the reputation of developing leaders with a global outlook and high competence. 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.

Disclaimer: We offer only placement assistance. Placements may vary with industry requirements, market sentiment and student merit.
ASM has a rich network of alumni spread all over the world. Several alumni of the Institute are leading teams, projects, and organisations. They contribute profusely towards adding value to the campus life by their active support in curriculum review, admission process, mentoring, summer internships, placements, seminars, and conferences, etc. They are also part of the larger alumni network of Apeejay Education having over 50,000 members.

• Ekta Bhardwaj – Head HR – Nissan Motors
• Rajdeep S Grewal – NSM (Segment Leader) – E.I. Dupont India Pvt. Ltd.
• Gautam Soni – Vice-President – Naukri.com
• Mritunjay Tiwari – Director – Netsweeper
• Dipin Passi – Managing Director – Lotus Herbal
• Kaushik Chakraborty – Sr. Director – HR & CSR – JLL
• Sudha Mahajan – Director – Microsoft USA
• Vineet Puri – VP-Client Services – India Head – Cvent
• Nitin Nagpal – Executive Director – PWC
• Anubhav Nath – Global CRO - PTC Punjabi
• Sachin Phartiyal – Vice President & Business Head – Crompton Greaves Consumer Electricals Ltd.
• Ashutosh Chandna – Global Chief Risk Officer & Head – Operational Risk, Private Bank, and Wealth Management – Standard Chartered Singapore

ILLUSTRIOUS ALUMNI

ASM’s SOCIAL COMMITMENT

Apeejay School of Management is involved with a wide range of social commitments. Every year, we have a set schedule for our social commitments.

• Commitment Towards Advanced Aged Citizens: Making Elders Tech Smart (METS)
• Traffic Awareness Campaign
• Clean Campus Campaign
• Blood Donation Campaign
• Green & Beautiful Surroundings: Campus Exteriors Cleaner & Greener Campaign
• Cancer Awareness Campaign
LIFE AT ASM

Life at ASM is beyond the curriculum and has different facets. We believe that Management not only comes from books and one has to explore it in myriad ways & means. Here at ASM, we put our students out of their comfort zones to stretch the limits of their capabilities.

MDPs FOR CORPORATES

The Campus at Sector 8, Dwarka, New Delhi, is the nodal center for Management Development Programs (MDPs) where we conduct a large number of MDPs every year. We have so far conducted several MDPs/training programs on diverse subjects and trained various national and foreign participants. We are fully supported by nearly 20 vibrant in-house faculty and several senior professionals from diverse MNCs / Industry backgrounds in our initiatives. We conduct the programs at our campus, client locations, or outside venues depending upon the need of the customers. We can also facilitate Training Need Identification (TNI) for our valued clients.

OUR ESTEEMED CLIENTS
STUDENTS SPEAK

Aju Avirachan
PGDM, 2018-20

“I would like to thank ASM for putting in all the efforts to groom and make us corporate professionals. Due to the efforts made by the faculty and placement cell I was able to grab a job with a good profile in a reputed company. They always provided me with the guidance and helped in my overall development.”

Rhea Sharma
PGDM, 2018-20

“ASM is one of the best B-Schools in Delhi. The course is very relevant and industry-specific. The faculty is very knowledgeable and helpful. The presentations and assignments are very helpful in enhancing our skills. The mentoring sessions have been of great help in boosting our communication skills and how we conduct ourselves.”

Shouvik Mitra
PGDM, 2018-20

“Apeejay has excellent faculty support and provides immense resources at student’s disposal which made me equipped and above par in the league. I would like to convey my special thanks to my faculty members for providing an excellent learning camp and being pro-active mentors for curricular, co-curricular, and extra-curricular activities.”

Neha Nair
PGDM, 2018-20

“My journey at ASM has been a wonderful experience where I see a new and a better version of myself today. Here I learned how to meet different people and grow with them, with their understandings and opinions. My college life prepared me for all of this by giving me various challenges and career opportunities.”

RECRUITER’S FEEDBACK

“Very well-groomed candidates. They displayed good domain knowledge and the right kind of attitude.”
Sakshi Arya
Sr. Analyst - Talent
Deloitte.

“As a recruiter, we had a very nice experience at the Apeejay School of Management in terms of the quality of students and support extended by the Institute.”
Mr Sandep Kr Yadav
Area Recruiter

“A good campus for recruitments and excellent quality of students.”
Ms Renu Bhatt
HR

STUDENTS SPEAK

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FINAL PLACEMENT HIGHLIGHTS
PGDM 2017-19 Batch

160+ Companies Offered
50+ New Companies Offered

92% Candidates Placed

17.47 LPA Highest CTC Offered (International)
16.05 LPA Highest CTC (Domestic)

6 Students Claimed Highest CTC (Domestic)

5.95 LPA Avg CTC (Overall)
16.75 LPA Average CTC (International)
15.70 LPA Average CTC (Top 10%)
10.90 LPA Average CTC (Top 20%)
9.03 LPA Average CTC (Top 30%)
7.01 LPA Average CTC (Top 50%)

FUNCTION-WISE REPRESENTATION OF COMPANIES OFFERED, 2017-19
PGDM 2018-20 Batch

140 Companies Offered
50+ New Companies Offered

90% Candidates Placed

19.87 LPA Highest CTC (Domestic)
12 Students Claimed Highest CTC (Domestic)

16.91 LPA Average CTC (International)
17.51 LPA Average CTC (Top 10%)
14.54 LPA Average CTC (Top 20%)
11.88 LPA Average CTC (Top 50%)

FUNCTION-WISE REPRESENTATION OF COMPANIES OFFERED, 2018-20

Marketing 14%
Finance 12%
HR 10%
All Specialisation
Industry-wise Representation - 2017-19

- Information Technology - 14%
- Education Technology - 10%
- Education Technology - 10%
- Finance/Management Consulting - 10%
- HR Consulting - 7%
- E-Commerce - 4%
- Banking, Financial Services and Insurance (BFSI) - 4%
- Assets Management Companies (AMC) - 1%
- Wealth Management - 7%
- Telecom - 4%
- Services - 7%
- Others - 3%
- Logistics/Shipping - 2%
- Manufacturing / Consumer Durables - 4%
- Advertising and Branding / Media - 5%
- Non-Banking Financial Company (NBFC) - 6%
- Retail/ Fast-Moving Consumer Goods (FMCG) - 2%
- Supply Chain Management - 6%
- Sports Management - 1%
<table>
<thead>
<tr>
<th>Industry</th>
<th>Representation (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports Management</td>
<td>1%</td>
</tr>
<tr>
<td>Consumer Durables</td>
<td>8%</td>
</tr>
<tr>
<td>Retail/ Fast-Moving Consumer Goods (FMCG)</td>
<td>5%</td>
</tr>
<tr>
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<td>7%</td>
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<tr>
<td>Advertising and Branding / Media</td>
<td>1%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>3%</td>
</tr>
<tr>
<td>Automobile/Hospitality</td>
<td>1%</td>
</tr>
<tr>
<td>Information Technology</td>
<td>9%</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>8%</td>
</tr>
<tr>
<td>HR Consulting</td>
<td>5%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>3%</td>
</tr>
<tr>
<td>Finance/ Management Consulting</td>
<td>11%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
</tr>
<tr>
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<tr>
<td>Telecom</td>
<td>4%</td>
</tr>
</tbody>
</table>
PGDM BATCH PROFILE (2019-21)

**Gender**
- Female - 71
- Male - 85

**Work Experience**
- Fresher - 136
- Experienced - 20

**Qualification**
- Humanities - 17
- Management - 44
- Science - 12
- Engineering - 16
- Others - 7

**Specialization**
- Finance - 63
- Marketing - 63
- Operations - 12
- HR - 18
- Commerce - 60

**Gender**
- Female - 71
- Male - 85

**Work Experience**
- Fresher - 136
- Experienced - 20

**Qualification**
- Humanities - 17
- Management - 44
- Science - 12
- Engineering - 16
- Others - 7

**Specialization**
- Finance - 63
- Marketing - 63
- Operations - 12
- HR - 18
- Commerce - 60

**Placement Process**

1. **Job Description Shared**
2. **Pre-Placement Talk**
3. **Submission of CV**
PGDM BATCH PROFILE (2020-22)

Gender
- Female: 51
- Male: 64

Work Experience
- Experienced: 13
- Fresher: 102

Qualification
- Humanities: 16
- Management: 38
- Science: 8
- Engineering: 10
- Others: 6
- Commerce: 37

Processes:
1. Group Discussion/Aptitude Test/Case Study
2. Interview
3. Job Offered
<table>
<thead>
<tr>
<th>Placement Type</th>
<th>Process Commencement</th>
<th>Commencement</th>
<th>Internship Tenure</th>
<th>Live Project Tenure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Placements</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer Internship Program</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Projects</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Final Placements:** Process Commencement: 1st September 2020 Onwards
  - Commencement: 1st December 2019 Onwards
  - Internship Tenure: 1st April - 30th June 2020 (10 to 12 weeks)
- **Summer Internship Program:**
  - Commencement: 1st June 2019 Onwards
  - Internship Tenure: Between June 2019 to December 2019 (Weekends or after the lecture on weekdays)
- **Live Projects:**
  - Commencement: 1st June 2019 Onwards
  - Live Project Tenure: Between June 2019 to December 2019 (Weekends or after the lecture on weekdays)
CONNECT WITH US

Final Placements
Recruit our students

Summer Internship Program
Hire summer intern for 3 months

Live Projects
Bring students on board for short assignments

Guest Lectures
Share your insights with students

The Leaders’ Summit
Join our top leaders’ team to bring change

HR Conclave
Brainstorm with us on new HR practices

MDPs
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