post-graduate levels through its 24 educational institutions of excellence.

As the world has transformed into a global village and with the advent of 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 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.

“Soaring high is my nature exemplifies the fact that academic excellence should go parallel with human excellence!”

Apeejay is synonymous with quality education leading to man-making and nation building. In more than 50 years of its existence, Apeejay has nurtured and shaped talent of young minds right from the formative years in school to post
Founders Day was celebrated at ASM on 4th October 2019, for which a special assembly was held in the auditorium on the occasion of the 100th birth anniversary of Dr Stya Paul, Founder Chairman of the Apeejay Education Society. Dr Amit Sareen, Director, ASM, shared an overview of the vision and values of Dr Stya Paul. It was followed by reading out the message of Mrs Sushma Paul Berlia, Chairman, Apeejay Education Society by Mr. O.P. Khanduja, Executive Director of ASM.

A competition on the ‘Ethical Management Practices & Young Managers’ was held in which more than 10 teams of students participated, of which four teams were shortlisted for their final presentations on the Founders Day. Ms Garima Setia and Ms. Sakshi Aggarwal, were the winners of the esteemed ‘Dr Stya Paul Award for Human Values’, comprising a citation and a cash prize.
Apeejay Dwarka Campus, organised a Blood Donation Camp, on 4th October 2019, in collaboration with the Rotary Blood Bank on the occasion of the 100th birth anniversary of Dr Stya Paul, Founder Chairman of the Apeejay Education Society.
Apeejay organized a Workshop for “Making Elders Tech-Smart” on 18th October 2019. ASM took this initiative to make Elders tech savvy and this is the 4th workshop conducted at ASM. This workshop brought together around 20 participants, retired from different domains, mostly residing in various parts of Delhi. The workshop served as an interactive platform for learning about use of technology in Smart phone, WhatsApp and Facebook.
Apeejay Dwarka Campus organized its Annual Inter-College Management and Cultural Festival ‘Synergy 2019’ on 15th and 16th November 2019. Synergy offered a plethora of multi-faceted competitions for the students to explore and showcase their talents. The key attractions of the function were various sports like Table Tennis, Tug of War, Shot Put, Slow Biking and 3 Leg Race, to name a few.

These were followed by various management games like Ad-Mad Show, Storytelling through Collage and LAN Gaming, etc. Cultural and talent rounds included events like Dancing and Singing, Street Play, Treasure Hunt, Rangoli-Making, Pot Painting, Fashion Show, and Mr & Ms Synergy contest.

The awards were presented by Chief Guest Ms. Suman Nalwa, Deputy Commissioner, Principal Police Training School, Delhi Police and guest of honor Ms. Meenakshi Joshi, India TV News Anchor.
A VERY SPECIAL ATTRACTION of this year’s Synergy was COKE STUDIO, a live band performance by Sufi Rock Band ‘Zikrr’ on the evening of 15th November. Soaring energies, charged environment and intense participation made the fest a thrilling affair.
The festival sponsors included key industry brands Sparx, NTPC, Showbox, Coca-Cola Coke Studio, ITC Master-chef Frozen Food and Monster Energy to name a few. The co-sponsors associated with the festival were ConsultTax, Logan Fitness, The Urban House, Bake Day, Friends Cafe, Demon, Ardaas, Chicago Pizza, Badshah Tandoor, Vinz Style, Modern Stage Service, Expelite Chocolates, Loco Nav, Amazing Bikes, UAS International, and many more.

ASM hosted a Dinner for its Alumni from batches 1997 to 2018. The Event Concluded with laughter riot by well known standup comedian Mr. Siraj Khan.
A three days Management Development Program, from 4th -6th December, 2019 , was conducted by ASM at National Power Training Institute (Ministry of Power) and the sessions were taken by Dr. Parul Bhatia . The participants were PSU employees at DGM/AGM, manager/senior manager levels in finance department from various state level power houses including Uttrakhand, Oddisha, Haryana, Karnataka, Maharashtra. The program provided hands on learning with excel exercises for planning and monitoring power projects in India.
Operations Department of ASM organized a seminar on Industrial Revolution 4.0, on 6th December 2019. The guests of honor were Prof M. M. Pant, ex Pro VC IGNOU and Mr. Kapil Sharma, CMD, Nippon Oil Pumps & Director, Nippon Oil Pumps (Japan). IR 4.0 gives an alternative perspective on how technology provides solution with data exponentially and the innovation of technology to monitor us.
Apeejay Dwakra Campus organized Saturday Shramdaan on 7th December 2019 in collaboration with Dwarka-based NGO Green Circle. Leading by example, Prof O P Khanduja, Executive Director, and Mr Selvarajan, Founder Secretary, Green Circle, participated in the cleanliness drive along with the students, faculty, staff and the members of Green Circle.
Each one of us has an independent definition and interpretation of success. No matter which part of the world one lives, which generation one belongs or what gender one is, we share a common aspiration – to be successful in life. Success has multiple meanings like being famous or have financial freedom, working for a well-known brand or a to die-for challenging assignment. For the Gen I, it could be turning an entrepreneur and establishing a successful venture. While it’s good to plan and stay focused, let’s accept that success is also very elusive and planning one’s career is a big commitment and needs investment of time.

Today, education as well as the market scenario is changing very fast. A decade ago, those individuals who had a brilliant academic record with added work experience were well sought after by most of the corporate institutions. But today, hard skills and experience are not sufficient enough for ingress and escalation in the corporate world. Employers prefer to hire and promote those persons, who are resourceful, have ability to manage time, ethical and self-directed with good communication/soft skills. There are a few basic but critical skills and a process on how to develop them, as espoused below.

Soft Skills: Soft Skills have become a crucial and increasingly sought after quality for careers in corporate world, irrespective of the sector. Dearth of soft skills in the candidates results in low hiring by corporate. Modern corporate requirements are such that they look specifically for those candidates who can add value to their organization with their soft skills and the ability to develop and use soft skills. This requirement of soft skills in a job has made the competition for job acquisition and job sustainability tougher. All those candidates who wish to get an edge over their competitor are expected to refine their soft skills so that they will be able to emerge as a winner irrespective of the hurdles that they face in the recruitment process or during the tenure of employment.
Time Management; Whilst numerous books talk about skills ranging from leadership, communication, networking skills etc.; equal number of articles emphasize that managing time is the best way for students to succeed. By managing one's time in a systematic and planned way, all commitments can be fulfilled, and multiple tasks can be managed without dilution of quality. There is no specific mathematics in the concept of time management. The fact that a day comprises of 24 hours, makes it critical for each of us to make best possible use for his/her benefit. The student must study and analyze all the possible challenges they could potentially face in a controlled or uncontrolled environment and plan accordingly.

Positive Attitude: We are living today through an insurgency in terms of employment and fiscal activity. The key to an organization’s accomplishment lies in the talent of its populace and its leaders. Organizations need those with the potential to take up the reins of leadership tomorrow. Positive thinking is not only a successful management tool, albeit a mandated approach to living life in general. Values build foundation of attitude as attitude is not simply a state of mind; it is also a reflection of what is of importance to an individual. Attitude is much more than just saying ‘I Can’; it needs to be a meaningful ‘I Can Do’ approach. This necessitates believing before seeing, because seeing is perceptual; however believing is based on faith and an unwavering conviction. The difference between can and cannot are only three letters.

There is no perfect formula for success. Success is not mathematics of two plus two equal to four since success not only means differently to different people, it gets impacted by several factors. These include one’s knowledge, academic records, accomplishments, skills competencies, circumstances, opportunities to name a few. These are instrumental which will support in your journey to success. Finally as our revered text Bhagavad Gita says "Not to worry or desire for the result but perform one's Karma".
“Apeejay School of Management is an amazing institute for pursuing PGDM. It has a good team of teachers and placement staff. The curriculum is as per the latest academic trends, and a student will get many opportunities to explore himself or herself in terms of his or her personality.” Mansi Sharma PGDM, 2016-18 Amazon

“Overall, my experience at ASM has been excellent. Faculty is very cooperative and the infrastructure of the College is remarkable. Many prominent companies visited campus this year like ICICI Bank, HDFC Bank, Amazon, Flipkart, ITC, E&Y, etc. I have been placed with ICICI Bank and all credit goes to the Corporate Resource Centre (CRC) team.” Sagar Bansal PGDM, 2016-18 ICICI Bank

“From education to placement, co-curricular activities to guest lectures, ASM provides complete industry exposure and helps train students to be the best.” Anushree Kapoor PGDM, 2016-18 EY

“ASM provides an ample number of placement opportunities to students and guides them to achieve the best for themselves. Students are well-prepared for placements and jobs through constant mentoring, career guidance and live projects.” Megha Batra PGDM, 2016-18 HnM
RECRUITER'S SPEAK

“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 Sandeep Kr Yadav Area Recruiter HnM

“A good campus for recruitments and excellent quality of students.” Ms Renu Bhatt HRITC
Apeejay School of Management has been awarded as “Best Management Institute in Delhi 2019” for its outstanding and exemplary contribution towards Education, Skill Development and Research. This award was presented on 19th December 2019 during the 12th Rashtriya Shiksha Gaurav Puraskar Ceremony at The Eros Hotel, Nehru Place, New Delhi.