Vision
To be the most preferred management school known for 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.
Workshop on Designing Effective Questionnaire

ASM organized an Online Workshop on Designing Effective Questionnaire over Zoom on 25th April 2020. More than 130 people from academic and corporate attended the workshop. Mr. O. P. Khanduja, Executive Director & Dr. Amit Sareen, Director, Apeejay School of Management inaugurated the workshop. This workshop was conducted by Dr. Shweta Jha.

Faculty Development program on Social Media Marketing

ASM conducted a Faculty development program on Social Media Marketing via Zoom meetings on 18th April 2020. The session was conducted by Dr. Etinder Pal Singh, Dr. Preeti Suryawanshi and Prof. Ruchi Malik. Dr. Etinder Pal Singh in his session explained the nuances of social media, key terminology used in social media and the growing importance of social media for marketers. Prof. Ruchi Malik delivered an insightful session the global data pertaining to various social media and its usage. Dr. Preeti Suryawanshi spoke on the importance of building a social media strategy and explained some of the practical ways to build social media strategy. The session was well received by the audience and they had many of their queries answered during the session.

FDP on Executing Social Media Strategy

ASM conducted a Faculty development program on Social Media Strategy on 24th April 2020, via Zoom meetings. Dr. Etinder Pal Singh gave a brief overview of Social Media Marketing and its application. He conducted hands-on training on content development using tools such as CANVA. Prof Ruchi Malik showed the use of social media analytical tool Brand24 and explained it’s relevance in building a social media strategy. Dr. Preeti Suryawanshi explained the importance of using automation tools and she also did hands-on training of social media automation tool Hootsuite. The session was quite interactive and well appreciated by the audience.

Management Development Program on शक्ति: Empowering Women Leadership

A Management development program was conducted for 28 participants from across functions (Finance, Sales and HR) of POSOCO. The program was aimed at sharing the legal framework of laws protecting women at the workplace, challenges therein and leadership through empowerment. A technical session on Sexual Harassment of Women at Workplace and implications, understating the key provisions of the Act and learning on how to set-up the administrative infrastructure under the Act was the high point of the program.

The Program, delivered by Prof. Ishita Adhikari, Prof. Kamal Kishore, Prof. Shweta Jha and Prof. Chhaya Wadhwa, was highly appreciated by all the participants.
Management / Faculty Development Program on Project Risk Management

ASM conducted an online MDP/FDP on Project Risk Management on 11th May 2020. Forty-six participants from Industry and Academia attended the Program. Dr. Shalini Vermani, Dr. Monika Arora and Dr. Anchal Gupta were the resource persons for the program. The program was conducted online via Zoom meetings. The Program was aimed at creating awareness among the participants about the relevance and application of Project Risk Management.

Management / Faculty Development Program on Finance for Non-Finance Professionals

ASM conducted a two-days program for corporate professionals, faculties and students was conducted by Dr. Parul Bhatia on Zoom, on 18th – 19th May 2020, on Finance for Non-Finance Professionals. The session included several excel exercises and case studies.

Management / Faculty Development Program on Project Management

ASM conducted an online MDP/FDP on Project Management on 2nd June 2020. Thirty-five participants from Academics and corporates attended the Program. Dr. Shalini Vermani, Dr. Monika Arora and Dr. Anchal Gupta were the resource persons for the program. The Program was aimed at creating awareness among the participants about the relevance and application of Project Management.

Management / Faculty Development Program on Data Visualization

ASM conducted a two day Online Program on Data Visualization on 23rd -24th June, 2020 on oom meetings. The participants of the program included corporate and faculty members from diverse functional areas such as Sales, Marketing, Strategy, Finance, Project Executives and Analyst. The two days MDP was aimed at creating awareness among the participants about the relevance and applications of data visualization in their respective domains. The program was conducted by Dr Monika Arora.
Reverse Mentoring - Student Presentations

As part of the reverse mentoring program various activities were conducted for motivating and encouraging the students during the lockdown period. The students made presentations on contemporary management topics through Zoom sessions in front of their colleagues and faculty members.
Apeejay School of Management, students have given substantial considerable performance even during and post COVID-19 lockdown. Few of the major recruitments happened during this tenure is as follows.
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