

### FORTHCOMING EVENTS

3rd International Conference on  
Management Practices &  
Research:  
26 July 2013

Founder's Day  
4 October 2013



Orientation Program for PGDM(2013-15 Batch)

### EVENTS

#### Orientation Program for PGDM and PGDM-IB (2013-15 Batch)

Apeejay School of Management (ASM) organized inaugural function of the ten-day Orientation Program for the PGDM 2013-15 batch on 11 June 2013. Speaking as Chief Guest, Mr Vijay Rai, President and CEO, PowerCon Knowledge Services, observed that the students had the ultimate responsibility of building the future with empowering education in Management offered by ASM. He told the students to use knowledge to protect the vulnerable underprivileged community and prevent further destruction of the planet while creating value for the businesses as managers and leaders. Guest of Honour Mr Rahul Sen, international brand advisor, encouraged the students to engage with the teachers, have a point of view, have courage to call a spade a spade, dress properly, respect time, people and money and above all - think differently to reap optimum benefit out of two years of Management education



Dr Alok Saklani, Director, ASM welcomed the new students and shared the vision and mission of the institute. He urged the students to raise their aspirations and take up challenges thrown by changing global scenario with courage and enthusiasm. Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, emphasized the importance of hope as driving force behind all civilizations across centuries. He exhorted the young minds to combine ability, attitude and passion to raise hope and realise their dreams. In the post-lunch session, Dr Suresh K

Bedi, Dean ASM, unraveled the brasstacks of Management education. Dr Bedi introduced the Area Chairs. Faculty members were introduced by their respective Area Chairs. The ended with a guided campus tour for the students.

During the ten-day program, students were exposed to various facets of institutional life. Faculty members shared the tenets of teaching-learning culture at the institute. Besides, they also learnt about the program structure, examination system, club activities, cultural festivals and campus discipline. Students also interacted with senior corporate managers and entrepreneurs during the orientation program. A talent hunt and business plan competition was also for the students. Bridge courses on economics, quantitative technique, and information technology were organized for the students so as to enable them to start management education with greater ease.

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### Workshop on Simulation-based Pedagogy



A workshop on simulation-based pedagogy was organized on 4 June 2013 to reinforce use of simulations in the teaching-learning process at the institute. Mr Ashish Kumar, Director, Biziga, animated the workshop. Mr Kumar introduced the concept of simulation and elaborated on its key elements such as discovery approach, context-based insight, ties to business metrics, consistent feedback and maximum user engagement. The faculty members participated in the simulation exercise in teams. Learning experience at the workshop was amazing. The workshop was facilitated by Dr Etinder Pal Singh, Head, Marketing Area.

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### Prayer Meeting on 3rd Death Anniversary of Dr Stya Paul

A prayer meeting was held on 3rd Death Anniversary of Dr Stya Paul on 7 June 2013. Faculty and staff paid floral tribute to Dr Paul. Prof Akshey Kumar shared a few inspiring remembrances from the life and legacy of Dr Paul.



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### Corporate Interface

**Mr Manish Chawla**, Regional Manager, TT Holdings & Services Ltd. (a TATA Enterprise), interacted with 1st Year PGDM students and shared his thoughts on 'Role of Managers'. Mr Chawla gave an overview of a managerial role at the TATA enterprise. He also briefly emphasized the need to focus on work life balance. This interaction was facilitated by Prof Ishita Adhikari.

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### Alumnus of the Month: Sudha Mahajan



Ms Sudha Mahajan, an alumna of 1995-97 batch, is currently working as Director, Product Management, Yahoo! in California. Earlier she has worked with Cipla and Macrovision. In an e-mail based conversation, Ms Mahajan shares her old memories of Apeejay. Edited excerpts from the interview:

### **How do you recall your stay at ASM?**

I thoroughly enjoyed my two years at ASM. My memory that flashes immediately is the first day at ASM -Mr Gautam Bhattacharya coming to Marketing class and telling us to come prepared with first four chapters next day and be ready for a surprise quiz which can happen anytime. I slowly got adapted to this unusual culture (notably one of the best) that was tailored to bring out your strengths. It positions you for corporate challenges where performance matters. Surprises are everywhere and you are competing with best among equals. One of my other fond memories is from "Communication" class where we were asked to give extempore for 5 minutes. While this makes you nervous as a non-subject matter expert speaking to a class of 60 students - it is also the most gratifying moment. Today when I stand in front of my team of 70 engineers, I always remember this first experience which was the foundation of this journey.

### **Will you like to share some of your fond memories at the campus?**

I made life-long friendships with Ambika & Archana at the ASM campus. While we are all settled in our professions at different locations, we stay in touch and I look forward to chatting with them every now and then. Besides friendships, ASM gave me tremendous learning experience. The learnings that I cherish the most came from professors and colleagues. MBA is not about books. It's also not about getting the highest grades. It's all about gaining confidence. Standing up to face a long never ending corporate battle of competitiveness which proves Darwin right repeatedly.

Campus life was full of good experiences -some funny ones, some embarrassing and some sombre. For all good reasons I will leave the embarrassing ones out as it involves more than just me (and I don't have the permissions of others to reveal them). From the first day of ragging to dance nights, from JAM sessions to college festival -from cut-throat in campus recruitment to bidding goodbye on the last day -all holds special memories. Can't end this without saying thanks to Mark Zuckerberg for launching the so called social network -I am in touch with many of my ASM friends via Facebook.

### **What is your opinion regarding the contribution of a professional degree in your career?**

Yahoo! is a much diversified place with talented people from all across the globe. My colleagues hold MBAs from Harvard, Stanford, Berkeley - HAAS, Chicago-booth School, University of Columbia, Wharton, etc. I am extremely proud of the talent we have in our workplace. ASM holds its own sweet spot in my heart. Professional degrees give you the platform to succeed. It provides you with the fundamentals of marketplace. I encourage all aspiring professionals to take professional education quite seriously and build their carrer. What will matter in the end is what you deliver - not what you know. Aspire for your success and also hope for your colleagues success as they will form the best network you will ever have.

### **How ASM has contributed to your professional success?**

ASM had a wonderful pool of talent. There were certainly tangible benefits like offering the right courses which build your base. It puts you through enough pressure so that you are always prepared for the worst. The most worthy contribution of ASM is introducing me to the best classmates. I have some learning from each one of them and have enough to thank them for what I am today and what I chose not to be. I feel extremely proud of our batch's achievements and happy to see everyone successful in their fields. Gagan -if it wasn't for you, many of us would not have landed our first jobs. Sheetal, Nitin and Surinder -if it wasn't for you -I would not have learnt the meaning of "teamwork". Rajeev - if you had not helped, I would have failed "Securities and Portfolio management" and many more...

## **Faculty Accomplishments**

### **Papers published in peer-reviewed journals**

**Dr Shweta Jha & Dr Srirang Jha** published a research paper titled 'Leader-Member Exchange: A Review of Theory & Practice' in Review of Management, Vol. 4 No. 2, June 2013.



**Prof Monika** published a research paper titled 'Effect of Social Media Sites in Consumer Behaviour' in International Journal of Research and Development in Technology & Management Sciences, Volume 20, Issue 6.



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