

### FORTHCOMING EVENTS

Conference on Leadership & Organizational Effectiveness:  
23rd May, 2015

3rd Conference of Marketing Scholars and Practitioners-  
26th June, 2015

5th International Conference  
On Management Practices & Research :  
24th July, 2015



Convocation

### EVENTS

#### Convocation .

Apeejay School of Management organised its 16th Convocation Ceremony wherein 184 graduating students received Post Graduate Diploma in Management. Besides, four students received medals for outstanding performance in their areas of specialization including Marketing, Finance and Human Resource Management.

Mrs. Sushma Paul Berlia, President, Apeejay Education Society and Co-Founder & Chancellor of Apeejay Stya University, presided over the function and conferred the diplomas. She also administered the oath of ethical conduct to the students.



Since the Convocation day coincided with the International Women Day, Mrs. Berlia, during her convocation address, talked about the importance of being fearless, focused and mindful. She emphasized the role of women in the family upliftment and nation building. A galaxy of scholars, members of the Governing Body, Academic Advisory Council, graduating & existing students and their parents attended the convocation.

#### Second Dr. Stya Paul Memorial Lecture by Dr. Raminder Singh Ranger

The second edition of Dr Stya Paul Memorial Lecture was organized by Apeejay Stya and Svrn Group. The lecture was addressed by Dr Rami Ranger, chairman of Sun Mark Ltd at Apeejay School, Sheikh Sarai. Dr Ranger is an entrepreneur and a socio-political reformer. He has been awarded with the Queens' Award for Enterprise for five years running and he has been honoured on seven occasions, six times for business and once for community service. Last year this lecture series was instituted by Sushma Paul Berlia, the chairperson of the group in memory of her father Dr Stya Paul.

## Interactive Session with Prof Markus and Dr Conner of Stanford University, USA



Apeejay School of Management and Apeejay Stya University hosted an interactive session on 'Thriving in the Multicultural World' with two distinguished professors, Prof. (Dr.) Hazel Rose Markus and Dr. Alana Conner from Stanford University, USA. The eminent speakers shared insights from their past researches, among other things. The interactive talk was appreciated by the audience which comprised students, faculty and corporate cutting across sectors and nationalities. The Guest of Honour for the event was Dr. Neha Berlia, member of the management board of Apeejay Stya and Svrn Group, while Dr. Krishna Savani, Professor at National University of Singapore was among the distinguished guests on the dais, at the event.

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## Session on Situation Analyses at The Tribhuvan University, Nepal

Prof Alok Saklani, director, ASM took a session on "Situation Analyses", which was attended by the MBA students of the Tribhuvan University, Kathmandu, Nepal. Prof Saklani was also the panel member for the PhD viva for doctoral candidate prior to final award of PhD.



## Interaction with Prof K B Akhilesh

Dr K B Akhilesh, Professor of Management, Indian Institute of Sciences, Bangalore interacted with faculty members of ASM on 8 April 2015. He shared his views on developing opportunities for consultancies, research and innovation through interdisciplinary and collaborative approach.

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## Seminar on Budget 2015-16

Dr. Amiya K Mohapatra delivered a lecture on Latest Budget (2015-16) on 11th March, 2015 as a part of "Faculty Seminar Series" at ASM. In his interactive session, he addressed various budgetary deficits and their implications in general and fiscal deficit in particular. He also gave insights and apt measures to control various deficits for fiscal prudence.



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## Farewell Party



A memory lasts forever, never will it be die, true friends stay together and never say goodbye. With a heavy heart the first year students bid a goodbye to their seniors for a new beginning that was knocking at the doors in their lives. The farewell was full of vibrancy with breath taking dance performances, jam sessions, a play depicting a small snapshot of college life by the juniors. The atmosphere was filled with zeal and exuberance thereby creating a synergy that was evident on the glowing faces of all the seniors. Altogether a memory of all the special moments spent at Apeejay was relived in that short span of time.

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## Workshop on "Resume' Writing" & "How to Prepare for

## Interview"

A workshop on "Resume' Writing" & "How to Prepare for Interview" was conducted by Dr. Chhaya Wadhwa and Ms. Heera Roy for students of Kamal Institute of Higher Education and Advance Technology & Lingaya's Lalita Devi Institute of Management & Sciences on 18 March 2015. Around sixty students attended this workshop. During this workshop, students were given the tips on how to prepare for interview and the how to make their resume' more attractive. They were also told about the important things that they need to look into while preparing their resume This program was conducted under the 'Community Outreach Program' of the institute.



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## Seminar on "Pursuing PGDM at Apeejay School of Management"

Dr. Etinder Pal Singh conducted a seminar on "Pursuing PGDM at Apeejay School of Management" for students of Kamal Institute of Higher Education and Advance Technology, New Delhi on 24 March 2014. The seminar was aimed at helping final year students decide about their career. In his interactive session, Dr. Singh spoke about the advantages of doing PGDM from Apeejay School of Management. He also answered queries of students regarding the advantages of choosing management as their career.



## Seminar on "Personal Grooming"

Dr. Jyoti Doval and Ms. Manupriya Bali conducted a seminar on 'Personal Grooming' for the final year BBA students of Banarsidas Chandiwala Institute of Professional Studies. Around fifty students attended the seminar. Dr. Doval and Ms. Bali spoke about the importance of dressing and non-verbal communication in corporate world. They also answered queries of students on the subject. The seminar was conducted under the guidance of 'Community Outreach Program' of Apeejay School of Management.

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## Training Program for Maruti Udyog Limited

A two day training program on 'developing analytical mindset' was conducted for the employees of Maruti Udyog Limited (MUL) at their premises in Gurgaon on March 21 and 22, 2015. The trainers included Prof. Amit Sareen and Dr. Etinder Pal Singh from Apeejay School of Management. The 2 day program included various success stories, case studies and problem solving assignments and development of effective solutions.



## Seminar on Dealing with Cheques

Professor Kamal Kishore delivered a faculty seminar on "Dealing with cheques" on the 31st March, 2015. Prof Kishore discussed and explained different nuances of transfer and endorsements of cheques as well as implications of various forms of crossings on cheques. He also dealt with issues relating to dishonoring of cheques and answered queries raised based on the experiences of participants in the seminar.

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## Lecture on Positive Thinking

Dr. Monika Kulshetra, of IITM, Janakpuri interacted with first year students of PGDM on the significance of Positive Thinking on 12 March 2015. Dr. Kulshetra discussed with students the importance of positive thinking for enhancing their personal growth as well as their professional growth. The lecture motivated the students to look at incidents in their life with a positive lens.



## Corporate Interface

Dr. Anup Girdhar , CEO Sedulity Solutions & Technologies took a a session for the students on use of Info system in Industry.

Mr. Mohan Krishana, Sr. Consultant IMRB delivered a lecture on "Better Marketing through better Consumer Insights - Role of Business Research".

Mr. Anoop Dixit, Chief Cog., Cog Digital delivered a lecture on "Choosing appropriate social media platforms".

Mr. Partha Bagchi, Corporate SCM Shriram Pistons & Rings delivered a lecture on E-SCM

Ms. Indranil Roy, Accenture took a session on Talent Management & Development.

Mr. Prabhu Tandon, Partner and Dhruv Singh Kochhar & Co. delivered a session on IPR

Dr. Anup Girdhar, CEO Sedulity Group gave a lecture on Securing Information Systems

Dr. Sanjay Kumar, Director, Centre for Study of Developing Society delivered a lecture on Research Methodology.

Editorial Team: Shalini Vermani, Chhaya Wadhwa

Apeejay School of Management, Sector VIII, Institutional Area, Dwarka, New Delhi- 110077

Phone: 011-2536 3979/ 80/ 83/ 86/ 88, 2536 4523, Fax: 011- 2536 3985, E-mail: [asm.dwk.del@apeejay.edu](mailto:asm.dwk.del@apeejay.edu)

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