FORTHCOMING EVENTS
8th National Conference-3rd Feb 2017

EVENTS

Speech Competition

ASM organized a speech competition on the theme ‘How to eradicate corruption?’ on 3 November 2016 as part of Vigilance Awareness Week. Arpit Kumar got the first prize while Indu Sharma and Aarushee Kapoor bagged second and third prizes respectively. The event was facilitated by Dr Srirang Jha.

Anubhav -Summer Internship Project Presentation Competition at ITS Ghaziabad

Sanchita Sabharwal, second year Marketing student of ASM secured the first position and was awarded with a prize Rs. 5000 in Anubhav - the summer internship project presentation competition organized by ITS College, Ghaziabad on 17th November 2016. There were 55 students, from various management institutes participated in this competition. The competition was further divided into tracks on the basis of stream specialization. The four tracks were Marketing, Finance, HR, and IT & IB. Four students from ASM- Bhanu Sharma, Bhawna Wadhwa, Shailesh Chauhan and Sanchita Sabharwal participated in the competition.
Workshop on Strategic Performance Management tool - Balance Scorecard

A prodigious workshop on "Strategic Performance Management tool - Balance Scorecard" by Special Guest Speaker, Mr. Pronoy Dutt for the final year PGDM Students-HR was organized on 21st Nov, 2016. He shared his experience and valuable insights with the students through unique ways including brainstorming sessions and role plays. He conducted a "team activity" in which students were divided in the group of 4 and were assigned different tasks, of graded difficulty. He taught the construct and significance of "Balance Score Card" approach with demonstration on how to build the KRA based on the BSC philosophy.

Seminar on Online Trading of Equity

The Finance Department organized an interactive seminar on Online Trading of Equity on 30th November, 2016. Mr. Govind Kumar and Mr. Dishanshu Tripathi from ICICI Securities Ltd delivered sessions on investment in Equity stocks and online trading of stocks. The speakers discussed the growth in investment in Equity in the past and highlighted the importance of focusing on fundamentals of stocks. It was emphasized that one must remain invested for a long-term to earn higher returns. They demonstrated how equity shares can be traded online on the ICICI Securities virtual stock trading platform. Prof. Divya Jindal facilitated the seminar.

Workshop On Online Trading of Derivatives

The Finance Department organised a Workshop on Online Trading of Derivatives on 30 November, 2016 for the PGDM students. The workshop was conducted by professional experts from ICICI Securities Ltd. An Investment Lab was set up by providing the students access to a online platform for Virtual trading of derivatives.

The workshop included sessions on fundamentals of derivatives and different types of future and options contracts that can be traded on the stock exchanges. The students were explained the method of calculating initial and mark-to-market margins and were demonstrated how futures can be traded on the online virtual trading platform. The workshop was highly appreciated by students for practical knowledge of derivative trading.

The workshop was facilitated by Prof Kamal Kishore and Prof Divya Jindal.

Corporate Interface

Mr. Santosh Kumar, DGM, Samsung took a session on Retain Analytics for the Second Year Students on 3rd November 2016.

Mr. Santosh Kumar, DGM, Samsung took a session on Segmentation and Positioning on 3rd November 2016.

Mr. Santanu Ghatak, Director, Taskmint.com delivered a lecture on Positioning a key factor for marketing success on 15th November 2016.
Mr. Vikas Katoch, CEO, Adomantra Digital delivered a lecture on Marketing Environment in Digital Age on 16th November 2016.

Mr. Sameer Mahajan, Asso. Manager, Yes Bank delivered a lecture on Channel Management on 16th November 2016.


Mr. Vivek Perti, Alumni, Australia, delivered a lecture on Ethics in International Finance on 16th November 2016.

Mr. Lohit Bhatia, VP Marketing, Quess, delivered a lecture on Business Dev. Processes at HR Consulting Firms on 16th November 2016.

Ms. Ishita Babbar, Consultant (Freelance), delivered a lecture on Competency Based PMS on 16th November 2016.

Mr. Santanu Ghatak, Director, Taskmint.com delivered a lecture on Communicating for Interviews on 18th November 2016.

Mr. Saurabh Tiwari, Lead Business Excellence, delivered a lecture on Inter Globe Technology on Leadership on 18th November 2016.

Prof. Pronoy Dutt, Global Biz Leader, 360 Degree Engg. & Con. For Workshop, delivered a lecture on Balanced Scorecard on 21 November 2016.

Mr. Satish Kochhar, Independent Director, Yamuna Power Infrastructure, delivered a lecture on Decision Making through operation Research Techniques on 22nd November 2016.

Mr. Zafar Alam, Asst. Manager, iprospect - Media Planning, delivered a lecture on Real Time Analytics on 24th November 2016.


Mr. Shashank Maheshwari, MIS Mgr., Fenesta Building Systems, delivered a lecture on Dashboard for Business on 25th November 2016.

Mr. Sushant Suri, Director and Lead Trainer at FinGuru Education Pvt. Ltd delivered a lecture on Financial and Operating Leverages.

Ms. Runa Maitra, merajob.com, HR Head on Organizational Culture, delivered a lecture on 25th November 2016.

Mr. Rajan Gupta, Sr. Analytics Consultant, Inauctus, delivered a lecture on Use of Analytics in Business on 28th November 2016.

Mr. Ayushi Chadha, Analyst, Muddly W. Research, delivered a lecture on Commercial Analytics on 29th November 2016

Faculty Accomplishments

Paper Publications


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