

### FORTHCOMING EVENTS

16th Convocation,  
8th March, 2015



The Asian Leadership Trek- Workshops by Havard and MIT

### EVENTS

#### The Asian Leadership Trek - Workshops by Harvard University and MIT

A Workshop on '**The Art of Effective Advocacy**' was conducted by Ms. Emily Jayne Kunz from the globally reputed 'Fletcher School of Law', Tufts University (USA) at ASM campus.

Workshop on '**Decision Making**' by Mr. David Rose, Harvard Business School, USA was held in ASM.

Workshop on '**Cross Cultural Communication**' was conducted by Rachel Mason, Harvard Graduate School of Education for students at ASM. She spoke of the nuances one needs to keep in mind while communicating with people from different cultures and countries.

Workshop on '**How to Give an Impromptu Speech**' was conducted by Mr. Joel Smoot, Harvard Kennedy School (USA) for students at ASM.

A Workshop on '**Entrepreneurship in Developing Countries**' was conducted at ASM by Mr. Javier Fuentes and Mr. Rajat Sethi- Harvard Kennedy School and MIT, (USA).



#### Fund-Raising Initiative of the Indian Association for the Blind

The students of Apeejay School of Management raised funds for the visually challenged under the Fund-raising Initiative of the Indian Association for the Blind during November and December 2014.

The Indian Blind Association is a non-profit organization that works at the grassroots to empower the visually challenged towards self-reliance through education, employment and rehabilitation.

The fund-raising activity was one of many ways through which the institute and its students extend support to the community.

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## FDP on Case Teaching

Prof. Alok Saklani conducted a FDP on Case Teaching for faculty members of IITM Janakpuri on 17 January 2015. The faculty members were given a hands-on training on how to conduct case studies in classroom.



## Business Standard Northern Region Quiz Final

ASM hosted the Business Standard Northern Region Quiz Final on the 31st January. Prof Alok Saklani, Director gave away prizes to the winners. More than 100 teams from various Business schools, Engineering Colleges and Corporate across Northern India participated in the Quiz competition.

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## FDP at OIMT - Omkaranda Institute of Management and Technology (OIMT)

Dr Alok Saklani, Director ASM, took several sessions with Faculty participants in the AICTE workshop on 'Research Methods & Quantitative Techniques' at OIMT - Omkaranda Institute of Management and Technology (OIMT), Rishikesh, on Jan 11.



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## Workshops on 'Marketing using Digital Media' and 'Interview Skills'

Prof E P Singh conducted a workshop on 'Marketing using Digital Media' and Prof. Jyoti Doval conducted a training on 'Interview Skills' at Apeejay College of Fine Arts, Jalandhar.

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## Training on Moodle

Training on Moodle was conducted for the faculty of ASM by Deepak Bhalla from Apeejay Education Society.

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## Corporate Interface

**Dr S K Tannan** delivered a lecture on India's Current Business Environment in Global Perspective to PGDM students at ASM.

He gave an overview of the economic crisis in United States and how it affected the business environment in India, along with other economies, In terms of both the micro and macro issues. The session was facilitated by Dr. Neeraj Singhal.

## Club Activities

### Visit to Senior Citizen's Home-Godhuli

The PGDM first year students (2014-16) visited Godhuli, the Senior Citizen's Home, Dwarka on 23rd January, 2015.

They celebrated Republic day with the elderly people, performed cultural events and interacted with them. The students were accompanied by Prof. Divya Jindal and Prof. Geetika Gahlot.



## Faculty Accomplishments

### Case Writing

Ms. Preeti Suryawanshi participated in the National Case Writing and Presentation Competition held at Bharati Vidyapeeth University Institute of Management & Research, New Delhi where she presented her two case studies titled "Fo-o-dles: A New face of Noodles" and " Fall of Indian super car brand". The competition was held on 31st January 2015.



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