

e Newsletter

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FORTHCOMING EVENTS

Commencement of Second Year Classes: 9 July

International Seminar on European Debt Crisis: 25 July

XIV Convocation 2010-12 Batch: 28 July

National Conference 2012: 19 October



Induction Program for PGDM
2012-14 batch

EVENTS

Induction Program for PGDM 2012-14 batch

A two-week induction program for the 20th batch of PGDM and 5th batch of PGDM (IB) was organized during 11-22 June 2012. The program helped the students in familiarizing themselves with the rigors and expanse of Management education through business games, experiential learning, film shows, corporate lectures and group activities



Dr Alok Saklani, Director, ASM welcomed the students and shared the vision, mission, heritage, traditions and culture of teaching and learning at the campus. He observed that Management education at Apeejay would prepare the students for a fulfilling career as well as their proactive role in the community.

Prof Ashok Ogra, Director, Apeejay Institute of Mass Communication, talked about how the scenario has unfolded in the last two decades since Apeejay School of Management was founded. He inferred from the major events of last two decades that uncertainty is new certainty and Management is all about taking cues from the past and present while preparing for the future. He also emphasized that the Management students should inculcate the spirit of being a team player just as mid-fielders in soccer.

Mr Anurag Batra, Chairman & Editor-in-Chief, Exchange4Media, inaugurated the program as Chief Guest. He encouraged the students to develop a passion for learning and doing. He also urged the young students to follow their dreams. He emphasized the need of knowing through any media such as books, internet, travelling, exploration and interaction with intellectually stimulating people.

Addressing the students, Dr Deepankar Chakrabarti, Dean, ASM, highlighted the qualities such as discipline, creativity, humility, hard work and integrity that management students should inculcate in order to be successful in both professional as well as personal lives. Dr Etinder Pal Singh, Area Head, Marketing and Prof Akshey Kumar, Area Head, General Management talked about the program brass-tacks.

During the first week of induction, students were exposed to ice-breaking session, creative thinking, leadership, trust, working in teams, observation and listening skills, conflict resolution and negotiation skills, etc.

Besides, they had an interactive session with an alumnus Mr Sachin Phartiyal, General Manager, Organized Retail, Whirlpool.

The students had an opportunity to interact with a young entrepreneur Naveen Gahlawat, founder, Neochlorus Energy Pvt. Ltd.

Mr Manmohan Bhutani , VP People & Operations, Fi Serv India also interacted with them as part of corporate interface program.

Mr



Young students presented dance-drama, skits, dance and fashion show as part of the talent show on 15 June 2012. During the second week of the induction program, the students were exposed to fundamentals of accounting, economics, quantitative techniques, and information technology. Besides, the students had an opportunity to interact with an entrepreneur. A film titled The King's Speech was screened on 20 June 2012. Induction program helped the students develop socio-cultural connect and a sense of belongingness towards the institution.



Seminar on Reorientation of Education on Quality Management

Gen. Harbans Lal, Founder Director, Quality Council of India, delivered a talk on "Reorientation of Education on Quality Management" on 5 June 2012. He emphasised the need of adopting quality management in B-schools so as to augment institutional effectiveness. He observed that quality of educational services including teaching-learning process can be improved by applying principles of Quality Assurance and Total Quality Management.

Prayer Meeting in Memory of Dr Stya Paul

Apeejay School of Management organized a prayer meeting on 7 June 2012 in remembrance of Dr Stya Paul. Faculty and staff paid floral tributes to Dr Paul. Prof Akshey Kumar shared how Dr Paul nurtured Apeejay Education Society alongside a huge business house. Faculty members sang a few devotional songs on the occasion. The event was coordinated by Ms Chhaya Wadhwa.



Anti-Drugs Day Celebration

PGDM first year students celebrated Anti-Drugs Day on 26 June 2012. The students presented a skit and poster exhibition revolving around the theme of ill-effects of substance abuse.

The skit on drug abuse was conceptualized and directed by Konark Tewatia and Shiv Mohan Singh. Script of

the skit was prepared by Pankaj Yadav, Shiv Mohan Singh and Vipin Kumar. The skit was enacted by Sarneet Kaur, Mahima Singh, Priyanka Jain, Vivek Mishra, Aditya, Abhishek Kumar Dubey, Abhijeet Gupta, Pankaj Yadav, Aneesh Ninan, Komal Mishra, Surabh Mathur, Saket, Tarpan Mannan and Rohit Ranjan

A poster exhibition was also organized on the occasion. Posters were conceptualized and designed by Nishta Khera, Urvashi Babbal, Arpits Gupta, Vaishnavi Dixit, Akansha Puri, Poona, Singh, Ishani Rawat, Uma Aggarwal, Sajeli Parashar, Mani Chauhan, Niharika Aggarwal, Arushi Gulati, Abhishek Govil, Swati Sabharwal and Nikita Nigam. The event was facilitated by Ms Shweta Jha, Coordinator, Community Outreach Program.

International Visitor

Dr Bijoy K Sahoo, Professor & Formerly Dean, School of Business, North Carolina Central University visited the campus on 19 June 2012 and interacted with the faculty members involved in the international accreditation process. Dr Sahoo shared some of the best practices for academic excellence in Management education.



Workshop on Conjoint Analysis and Structural Equation Modelling

A workshop on Conjoint Analysis and Structural Equation Modelling was organized on 27 June 2012. Dr Ajay Chauhan of Lal Bahadur Shastri Institute of Management, New Delhi provided a hands-on to participants on Conjoint Analysis as well as Structural Equation Modelling. Ms Chhaya Wadhwa, Coordinator, Faculty Development Programs, facilitated the workshop.

Case Writing Workshop

A Case Writing Workshop was organized on 30 June 2012. Prof Rajeev Sawhney of Western Illinois University, conducted the workshop. Prof Sawhney unfolded the practical aspects of writing a business cases during the workshop. The event was coordinated by Ms Shweta Jha.



Faculty Seminar series

Four seminars were organized during June as part of the on-going Faculty Seminar Series-- an annual program held during April-June to provide intellectual forum for sharing knowledge, exchanging ideas and peer-learning. This year the program was coordinated by Ms Preeti Suryavanshi and Ms Anshu Rai.

Case Study on "Do social deal sites really work?" by Ms Preeti Suryavanshi

Ms Preeti Suryawanshi discussed a case "Do Social Deal Sites really work" on 1 June 2012. The case study evoked discussions around customer loyalty, customer satisfaction, media planning, optimum utilisation of promotional budget etc.

Talk on "Know your insurance policy" by Mr Chirag Malik

Mr Chirag Malik delivered a talk on "Know your insurance policy" on 4 June 2012. He highlighted the finer details in health insurance policy that one generally tends to overlook.

Case Study on "Welcome aboard but do not change a thing" by Ms Neeti Leekha

Ms Neeti Leekha discussed a case on "Welcome aboard but do not change a thing" on 6 June 2012. The case highlighted an interesting perspective on how senior management set in its old ways and soft strategy of growth may react to new fresh blood which may be trying to bring about too many changes too soon and the cultural challenges to any kind of disruptive growth.

Case Study on "The expat dilemma" by Ms Anshu Rai

Ms Anshu Rai discussed a case on "The expat dilemma" on 8 June 2012. The case brought to light interesting challenges with respect to expatriate management, especially factors affecting international mobility.

ALUMNUS OF THE MONTH : PREETI MISHRA

Preeti Misra is an Event Evangelist at Insignia Solutions. She has a knack for event conceptualization, operational detailing, turn-key solutions and people management. Earlier she has worked with Ashok Inlead School of Hospitality and Indiatimes Mindscape. She is an alumna of 1997-99 batch. Here we present edited excerpts from a conversation with Preeti.



How do you recall your life at ASM?

Life at Apeejay was great fun since this was the first co-ed institution I had joined. I had a few male friends but studying with boys was a different ball game altogether. To teach the boys expressions for class presentations and getting them to present in front of the class was at times a herculean task. Certain case studies related to gender issues saw them only doing typing work and no research. Whatever I write about the faculty will be miniscule in comparison to what I feel for my faculty till date.

Will you like to share some good memories/times you had at the campus?

Organising the annual festival was my biggest high in college...from the raising of funds to allocation of gifts to conducting of some of the activities on the grounds of the Air force stadium...and finally receiving of the best volunteer award followed by the miss popular award was cherry on a cake.

What is the role of Management education in professional development?

The professional degree is definitely of importance on your resume when applying for jobs. However, what is even more important is the gyaan that you have gathered during your two years of Management education. The substantial learning and earning of the degree is what makes us more confident to face the challenges that are thrown at us during the hiring game that corporates play.

How ASM contributed to your overall professional development?

Well, I joined ASM when I had already worked for a couple of months. I think somewhere I had an edge over the other classmates because not only I studied the content that was given to me but I had an application attached to it. I remember I would ask the professor of marketing and advertising on the application of the data in accordance to a work situation which actually made the learning not only fun but easy to understand.

How ASM contributed to your overall development as a successful person?

Oh I would not want the future generation to miss out the fun that a professional institution like ASM offers. I learnt the art of making friends, reading their minds, understanding their view-points, articulating my own thoughts without fear, and reacting to situations, life-episodes and persons.

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