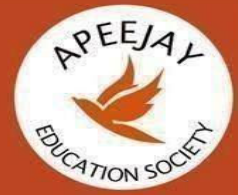


APEEJAY SCHOOL OF MANAGEMENT



25+ YEARS OF EXCELLENCE IN MANAGEMENT EDUCATION Estd. 1993

e Newsletter

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FORTHCOMING EVENTS

Mini Marathon : 28th October 2018

Synergy : 16th & 17th November 2018

Alumni Meet : 17th November 2018



EVENTS

IMC Brand Case Study

Sep. 8, 2018: Under the subject of Integrated Marketing Communication, Apeejay School of Management organised a 'Brand Case Study Annual Showcase' by students who worked on developing an Integrated Marketing Communication Campaign after doing an in-depth Consumer Behaviour Research. They created the Advertising Strategy, Creative Strategy, Media Strategy, PR Strategy and Events Strategy, etc. Students also developed the Brand Identity, TVC, Print Ad Campaign, Radio Spots, Digital Campaign, Media Planning, PR Campaign, Influencer Campaign and Event Campaign for the hypothetical brand under a well-known parent company. Students were guided by Prof. Preeti Suryawanshi and were judged by experts from the advertising industry including Mr Ranjan Mazumdar and Mr Saurabh Dasgupta.





Workshop on Psychometric Testing at IITM

Dr. Shweta Jha conducted a two-hour workshop on Psychometric Testing at IITM on 27 September 2018. She covered personality test, situational test and verbal reasoning in the workshop. The session was highly appreciated by the participants who attempted some of the tests and learnt about their strengths and weak spots. The event was organized as part of Outreach Program of ASM.

The Red Bricks Summit - HRmony @ IIM Ahemdabad

Aditi Dayal, Kaninka Minhas and Nandita Tanwar, students of 2017-19 batch of PGDM (ASM) participated in the HRmony (case study competition) event of The Red Bricks Summit organized by Indian Institute of Management Ahmedabad on 30th September 2018. The students cleared the first two rounds (online) and went for the final round held at the IIM A campus. Out of the total participation of nearly 2000+ colleges overall India, ASM secured 7th position.



Corporate Interface

Dr. Anup Girdhar, CEO, Sedulity Solutions & Technologies, delivered a session on Project Management in Industry, on 1st September 2018.

Ms. Sandeep Goel, Managing Partner, Graphere Campus Connect, Gurgaon, delivered a session on Media Planning, on 4th September 2018.

Mr. Prashant Kapoor, VP, Outlook Money, delivered a session on Analysis of Financial Statements, on 4th September 2018.

Ms. Poonam Batra, Image Consultant & Trainer, delivered a session on Soft Skill for Communication, on 4th September 2018.

Mr. Deepak Mathur, Director Statistics, RBI, delivered a session on application of statistics in RBI, on 6th September 2018.

Mr. Saket Sharma, Asstt. Adviser Statistics, RBI, delivered a session on Role of statistics in RBI, on 6th September 2018.

Dr. Anup Girdhar, CEO, Sedulity Solutions & Technology, delivered a session on Macros in Excel, on 6th September 2018.

Mr. Yaman Gogia, Sr. Brand Ser. Director, FCB Ulka, delivered a session on Influence of Culture in Marketing, on 7th September 2018.

Mr. Amosh Lila Das, VP, ISKCON Temple, Dwarka, delivered a session on Indian scriptures & Ethics, on 7th September 2018.

Mr. Kartik Jain, CA & Partner, Devinder K. Jain & Associates, delivered a session on Taxation & Audit, on 8th September 2018.

Mr. Ranjan Mazumdar, Owner, RnT Communication, delivered a session on Designing Advertising Strategy, on 8th September 2018.

Mr. Saurabh Dasgupta, Independent Creative Evangelist, National Creative Director Innocean Worldwide, delivered a session on Creative Strategy in IMC, on 8th September 2018.

Ms. Mamta Rohit, Consultant-Finance, delivered a session on Selling Finance Products, on 8th September 2018.

Ms. Neha Gupta, CA, Consultant, delivered a session on Preparing for a Finance Career, on 8th September 2018.

Mr. Charudutta Panigrahi, President, FIDR, delivered a session on Managing Ethics at Work Place, on 8th September 2018.

Mr. Mukul Jain, training faculty, SEBI, delivered a session on Financial Planning & Analysis, and Overview of Financial Markets, on 10th September 2018.

Mr. Jaspreet Singh, Business Partner, Aditya Birla Capital, delivered a session on Mutual Funds and Insurance, on 10th September 2018.

Faculty Accomplishments

Paper Publications

Prof Kamal Kishore published a paper on "Independent Directors in India and USA - A Comparative Study of Provisions" in IUP Journal of Corporate Governance, July, 2018..



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