

### FORTHCOMING EVENTS

Asia Leadership Trek,  
19 January 2015:

About 50 people from three top universities (Harvard, MIT and Tufts, USA) of the world will deliver several workshops.



MDP on Marketing using Digital Media & Research

### EVENTS

#### MDP at Maruti Udyog Ltd.

A Management Development Program on "Developing Analytical Mindset" was organized by Apeejay for the executives of Maruti Suzuki India at their Gurgaon plant on the 15th and 16th December. The workshop was facilitated by Dr Etinder Pal Singh, Prof Amit Sareen (Apeejay School of Management), and Prof Ram Sen (Apeejay Stya University).



#### MDP on Marketing using Digital Media

A Management Development Program on "Marketing using Digital Media", was organized at Apeejay on 11 December 2014. Around 35 participants including Directors, Principals and Deans of Apeejay Education Society participated in the MDP.

The key speakers were, Ms. Vivien Koh, Singapore - Head of New Business Sales, Google Asia Pacific, explained the importance of India as a market for Google.

Mr. Ram Shanker, Manager New Business Sales, Google, talked about how google search works and how businesses can use google as a tool to promote their businesses.



Mr. Kanwarjeet, Business Development Manager, Facebook. He talked about the social media platform especially the Facebook can be used for advertising for business.

Prof E. P Singh, Apeejay School of Management, New Delhi took a hands-on session on how to advertise on various social media platforms especially the Facebook.

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## Seminar on Interview Preparations

ASM organized a session on "Interview Preparations" for the students of "Guru TeghBahadur Institute of Technology, New Delhi". The session focused on basic preparations for interviews and suggested responses for typical interview questions.

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## Seminar on Financial Markets



A Seminar on Financial Markets was organized on 11 December, 2014 for PGDM students. The seminar was planned in three sessions on Stock Markets, Derivative Markets and Commodity markets.. The second session was on Derivatives Market which was delivered by Dr. N. K. Jain, former Dean and Professor, Gautam Buddha University. He emphasized on the role of derivative market in current scenario and dealt with different types of derivative instruments.

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## Seminar on Use of Technology & Innovation in Promoting Good Governance

'Good Governance Day' was celebrated at Apeejay School of Management, Dwarka on 19th December, 2014 by organizing events related to use of Technology and Innovation in promoting Good Governance and a competition on oratory skills (Bhaashan Shailee). Three prizes were distributed to the winners of the oratory competition as under:

First Prize: Rs 15,000; Second Prize: Rs 10,000; Third Prize: Rs 5,000

Similarly three prizes of the same amount were given to the students who gave new ideas in the seminar on 'Use of Technology and innovations in promoting Good Governance'.



## FDP on Research Plan & Design

A Workshop on Research Plan and Design was organized for Faculty members of various colleges of Delhi University and IP University on 22 December 2014. About 20 Faculty members from 8 colleges across NCR Delhi attended the workshop. The sessions were delivered by Dr. Alok Saklani, (Director), and Dr Rajneesh Mahajan, ASM.

## Corporate Interface

**Mr Rajan Sethi**, Chairman Bright Hospitality, delivered a talk on "Making of a Services Brand".

**Ms Geetika Batra**, V P Sales, Naukri.com delivered a lecture on Trends in Recruitment

**Mr Mukul Jain**, SEBI, gave a lecture on Financial Planning & Capital Markets

**Mr Ankur Jain**, delivered a lecture on Corporate Debt Restructuring

**Mr RK Arora**, Smart Equity; **Mr Jagjit Singh**, **Mr Aditya Birla**; and **Mr Nitin Murarka** from SMC Global Securities delivered lectures to the students.

**Mr Himanshu Gupta**, Consultant gave a lecture on SAS Analysis

**Mr Samik Dasgupta**, HIMCON, gave a lecture on Infrastructure Finance

**Mr Satish Kochhar**, COO, Air Liquid Ltd., took a session on Supply Chain Practices.

**Mr Puneet Sharma**, CEO, took a session on "Igniting Your Inner Core - Aligning with Culture".

## Club Activities

### Seminar on Online Trading of Stocks by ICFL

The Marketing Club organized a Business Quiz in association with Business Standard on Dec 15, 2014. Approximately 65 students participated in the Quiz. The winners of the event were:

Ms. Richa Batra (Gold medal)

Ms. Poorva Khemchandani (Silver Medal)

Ms. Harpreet Kaur (Bronze Medal)

Mr. Nikhil Srivastava from Business Standard handed over the medals and certificates to the winners. Ms. Richa Batra and Ms. Poorva Khemchandani were selected to represent ASM in the regional round of the Business Standard Quiz.



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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