

FORTHCOMING EVENTS

Workshop on
Simulation-based Pedagogy:
4 June 2013

Orientation Program for
PGDM Batch 2013-15:
11-21 June 2013

3rd International Conference
on Management Practices &
Research:
26 July 2013



ASM Students are back from Normandie

EVENTS

Apeejay School of Management gets International Accreditation

The institute has received international accreditation from Accreditation Council for Business Schools & Programs (ACBSP), USA. The institute is now in the top league of 20 B-schools in the country having international accreditation from Europe or USA. This year, 34 global Business Schools/Colleges were granted international accreditation. ASM, Dwarka is the only institution in India to get this unique recognition in 2013.



ACBSP accreditation standards are modeled on the Balridge National Quality Program. Accreditation process involves rigorous examination of institutions on six standards viz. Leadership, Strategic Planning, Measurement and Analysis of Student Learning and Performance, Student and Stakeholder Focus, Faculty and Staff Focus, Educational and Business Process Management. With ACBSP's student -centric teaching and learning approach, the students would get global recognition and value of their degrees would get

enhanced.

Dr Suresh K Bedi joins as new Dean of ASM

Dr Suresh K Bedi has joined as Professor and Dean of the institute. He has rich experience of 33 years in state universities. He has worked as Dean of Institute of Management Technology (IMT Ghaziabad) and Dean of Faculty of Management Studies, Maharshi Dayanand University, Rohtak. Besides, he has headed various university departments and other administrative and academic centres. Dr Bedi has supervised 22 doctoral research projects. He has directed one research project sponsored by the Indian Council of Social Science Research, New Delhi. Dr Bedi has published 23 papers in professional journals of repute and has edited books and national-level business dailies. He authored a book titled 'Business Environment' published by Excel Books, New Delhi.



Dr Bedi is an accomplished trainer. He has provided extensive training as resource person to faculty (under FDPs sponsored by UGC & universities) and companies executives - in private sectors, public sectors and government organisations. He has deep rooted interest in improving quality of Management education. He has great experience of driving international (AACSB, USA) and national (NBA, NAAC) accreditation processes. He has worked as Director of Internal Quality Assurance at M D University under the UGC scheme.

PGDM Students attended a Semester at EM Normandie (France)

Roopak Chadha, Nitin Dhingra and Ashita Garg of PGDM (2011-13 batch) completed 66 credit course of M Sc in Cross Cultural Marketing and Negotiations during January- May 2013 at EM Normandie (France) under student exchange program

Training Needs Survey in Small Business Firms of Dwarka

PGDM students specializing in HR Area (2011-13 batch) conducted training needs survey in small business firms of Dwarka as part of Academic Civic Engagement component of Training & Development course. Dr Srirang Jha, Coordinator, HR Area, led this project. Altogether fifty shops, restaurants and retail outlets participated in the survey.

Small business owners and managers felt a greater need of training in the broad areas of professional development, business management, computer skills, leadership and supervision, and computer skills. Under professional development domain 60% of the firms indicated training need in sales skills while 52% of them reported training need in the area of time and priority management. Need for training on dealing with difficult people was reported by 46% of the firms. Further, 42% firms reported training need on problem solving/decision making and 40% of them indicated need for strengthening interpersonal skills.

Half of the firms which participated in survey reported need for training on marketing and advertising followed by 46% which showed interest in training on fundamentals of selling techniques. Training needs on building customer relations and successful negotiation were reported by 36% and 30% of the firms

respectively. Need for training on Excel was indicated by 44% of the firms included in the survey. Training on motivating employees found favor among 48% of the firms while 36% of them indicated need for training on effective team building, conflict management and communication skills for managers.

Survey of training needs of small businesses of Dwarka was followed by class discussion and reflection as well as sharing of field experiences by the students involved in the project.

Alumnus of the Month: Hitesh Chadha



Mr Hitesh Chadha, an alumnus of 2009-11 batch, is currently working as Assistant Manager, Shipping at OCP. He has earlier worked with Inter-Ocean Shipping (India). Mr Chadha has a knack for supply-chain management and he is well-versed in managing people and enabling his team members to deliver results in stipulated time. Here we present edited excerpts from an e-mail based conversation with Mr Chadha.

How do you recall your life at ASM?

Life at ASM has been great to say the least. It has been an ever growing learning curve from the start. All the presentations and the projects have helped a lot in the overall development, academically as well as professionally. Education standards have been good but as they say "there is always a scope for improvement". ASM does have some great faculty in general. Most of them have been very kind and helpful all along the way.

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

The best memory I can recall would definitely be my placement with the Inter-Ocean Group. All thanks to ASM for that.

How ASM contributed to your overall professional development personal life?

ASM has provided ample opportunity to students to develop themselves both academically and professionally. Numerous projects and presentations under various subjects were assigned to students which have helped them grow into a better manager. ASM has done its part right but outcome for each student would differ on the way they have used the opportunity that has been provided to them. I would sincerely thank ASM for providing such a great platform that has helped us all grow as better persons. As with everybody I would like to see ASM rising even further and touching new heights in providing quality education.

Faculty Accomplishments

Papers published in Peer-Reviewed Journals

Dr Srirang Jha & Dr Shweta Jha published a paper titled 'Academic Civic Engagement in Management Education' in Review of Management, Vol. 2, No. 3/4, December 2012. Full paper is available on http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2273217

Workshops/Seminars/Conferences Attended

Dr Etinder Pal Singh and **Dr Srirang Jha** attended a three-day workshop on Open Educational Resources during 26-28 April 2013. The workshop was organized jointly by Apeejay Stya University and CEMCA at the university campus in Sohna

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