

e Newsletter

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FORTHCOMING EVENTS

Seminar:

Transformational HR:
Road to 2020, March 16

Issues in Financial Planning,
March 16

Activities:

Environmental Quiz, March 19

Understanding SEBI
guidelines, March 21

Guest Speak: Yatra.com,
Aspiring Minds

Farewell Class of 2012,
March 31

Industrial Visit:

Yakult Dablock, March 22

Escorts Tractors, March 27



Dental Camp for Children at TYCIA School, Palam Village

EVENTS

Alumni Meet for Batches of 1995 to 2004

Alumni Meet was organized on 25 February 2012 at Apeejay Dwarka campus for the first ten batches of the institute. About forty alumni who graduated during 1995-2004 attended the social get-together. They recounted pleasant experiences of their stay at the institute and expressed their earnest desire to support the institute's efforts towards creating world-class competencies in management.

Prof Alok Saklani, Director, Apeejay School of Management, welcomed the alumni and observed that their success in the corporate world added value to the glorious traditions of the institute. He urged them to consolidate their association while they soar high in their respective fields. The alumni expressed their deep sense of gratitude and shared how the faculty enabled them to meet the challenges and complexities of the corporate world. Alumni also participated in fun games and contests and interacted with faculty members



Oral Health Camp for Children

As part of its community outreach program Apeejay School of Management (ASM) organized a dental checkup and oral health awareness camp for children at the [TYCIA School](#), Palam village on 25 February 2012. Noted dental surgeon Dr Geetika Juneja educated the children on oral health and hygiene.

Dr. Juneja checked oral health of about 40 kids and gave them toothpaste and tooth brushes as gift. She encouraged the kids to brush twice a day. Mohit Raj, Co-founder TYCIA Foundation and an Apeejay alumnus, thanked Dr Juneja for visiting the school.

Faculty Development Program on Research Methods and Statistical Analyses

Apeejay School of Management organized Faculty Development Program on Research Methods and Statistical Analyses on 14 February 2012. This workshop is first in the series of research capacity-building initiative of the institute aimed at nurturing young faculty members of undergraduate colleges affiliated to University of Delhi, GGSIP University and many others.

Fifteen faculty members of various undergraduate colleges of NCR Delhi participated in the workshop which focused on designing research proposals. Dr Alok Saklani, Dr Deepankar Chakrabarti and Dr Srirang Jha animated the workshop as key resource persons. They helped the participants in developing a holistic perspective on research and interacted with them to address their queries.

Apeejay School of Management will be holding a number of workshops on various facets of research for the faculty members of undergraduate colleges during the year. Prof Chhaya Wadhwa, Coordinator, Faculty Development Program, informed that these workshops are free.





E-week celebrated at ASM

E-Cell (Entrepreneurship Cell) of Apeejay School of Management (ASM) celebrated E-week in collaboration with National Entrepreneurship Network during 11-18 February 2012. Entrepreneurship talk, Rupees Fifty Enterprise, Intra-College Business Plan Competition and Workshop on Business Plan were organized as part of the E-week celebrations.

An entrepreneurship talk by Mr. Sahil Kapoor, CEO, Novo Infomatics was held on 13 February 2012. Mr Kapoor shared his views on various aspects of entrepreneurship. He urged the students to take up entrepreneurship as their first career option. Mr Kapoor maintained that being an entrepreneur was often fun and the market generally threw great challenges that helped him become stronger at the end of the day. Prof Amit Sareen, Head, Corporate Resource Centre, felicitated Mr Kapoor by presenting a memento. Inquisitive students made the public lecture all the more interactive by asking relevant questions to clarify their doubts or understand the entrepreneurial scenario in India.

Workshop on Business Plan was organized on 14 February 2012 to help the students develop good business plans. Ten students participated in the workshop. Panel of resource persons for the workshop comprised Prof Akshey Kumar, Prof Kamal Kishore and Prof Amit Sareen.

Intra College Business Plan Presentation Competition was held on 15 February 2012. Four teams presented their business plans. Team comprising Avneet Kaur, Bakul Puri, and Pooja Bansal won first prize while team comprising Anubha Dixit and Anamika won second prize. Dr Deepankar Chakrabarti, Dean, ASM, gave away the prizes. Panel of judges included Prof Akshey Kumar and Dr Deepankar Chakrabarti.

Rupees Fifty Enterprise was held on 17 February 2012 at the amphitheatre. A large number of students participated in the competition with great enthusiasm. They made more than ten-fold profits on a symbolic investment of Rs 50/- only. The students displayed their astute business acumen while promoting their product.

International Visitors at ASM

Dr Roger Brindley of University of South Florida and Prof Kim Roberts of London South Banks University visited Apeejay School of Management in February 2012. They interacted with Director, Dean and senior faculty members of the institute on issues of mutual interest.



Dr Brindley visited the campus on 4 February 2012 while Prof Roberts came on 24 February 2012. Discussions with the visiting scholars revolved around contemporary management education scenario and need for international collaboration in academics especially in terms of joint research projects, faculty and student exchange programs, etc.



Corporate Lecture Series

In the ongoing Corporate Lecture series, on 8th February, Apeejay School of Management invited Mr. Yogendra Singh, Assistant Director, Customer Service Training, MTS. Mr Singh shared his professional journey with the students who got a peek into the corporate world and also what it takes to keep growing and moving ahead in their careers.

Mr. Singh also shared his views on Telecom sector and how the students can make their entry into this very dynamic industry. His practical experiences and sharing of real-life scenarios while interacting with students during Q&A session, encouraged students to clear many myths about corporate and HR profession and post his session many of them are now looking forward to HR as a profession. During his career spanning over 15 years he has worked across Fast-Food, Petroleum, Media and Telecom.

FACULTY ACCOMPLISHMENTS

A few faculty members of Apeejay School of Management published book chapters, research papers in peer-reviewed journals and presented research papers in conferences. The themes of publications ranged from film as educational resource to discreet mathematical structures.

Book and Chapters

A book titled 'A Course in Discreet Mathematical Structures' co-authored by [Dr. Shalini Verma](#) was published by Imperial College Press, London. The book provides a broad introduction to some of the most fascinating and beautiful areas of discrete mathematical structures.



[Dr Deepankar Chakrabarti](#) and [Prof Monika Arora](#) published a chapter on Film as Teaching Resource in a book titled Management Education as Philosophy- A New Pedagogy' brought out by Spiritual Teacher Forum.



[Ms Priya Gupta](#) and [Divya Jindal](#) published a chapter Determinants of Capital Structure: An Empirical Study of Indian Commercial Banks in a book titled Emerging Issues in Finance Accounting brought out by Himalayan Publishing House, Mumbai.

Research papers in peer-reviewed journals

[Prof. Monika Arora](#) published a research paper titled, 'Banner Advertisement and Fanpages in Facebook : A Comparative Study using Analytical Hierarchal Process' in Journals of Radix International Educational and Research Consortium. The paper was co-authored by PGDM student Abhilash Das.



Research papers presented in the conference

[Prof. Monika Arora](#) presented a research paper titled 'Analysis of Parameter for the Movement of INDEX: A Comparative Study' at the National Conference on Innovation and Challenges in Management Practices organized by Banarasidas Chandiwala Institute of Professional Studies, New Delhi on 17-18 February 2012. The paper was co-authored by PGDM student Piyush Garg.

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

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