FORTHCOMING EVENTS

18th Convocation 24 September 2016
Mini Marathon 1 October 2016
Founder’s Day 4 October 2016
Annual Festival Synergy 21-22 October 2016

Events

Workshop on ‘Entrepreneurship Development Program’
Entrepreneurship Cell at ASM organized a Workshop on ‘Entrepreneurship Development Program’ on 5th August 2016 for PGDM 1st year students. The workshop was delivered by Mr. H.P. Singh, Chief Consultant, The National Institute for Entrepreneurship and Small Business Development (NIESBUD), Ministry of Skill Development & Entrepreneurship, Govt. of India. He motivated and inculcated entrepreneurial and innovative spirit among students.

Chief Guest in One Week Workshop on Research Methodology
Prof Alok Saklani, Director, ASM was invited as the Chief Guest of the Inaugural Function of the One Week Workshop on Research Methodology, organized by the Human Resource Development Center of Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, on 8th August 2016. Faculty members of different institutions of different parts of India participated in the workshop.

FDP at Apeejay Stya University
Prof Alok Saklani, Director, ASM gave a lecture on the process of ‘Mentoring’ at the Faculty Development Program at Apeejay Stya University, Gurgaon, on 9th August 2016, wherein Prof. Saklani talked about the
mentoring process and its scope.

'Azaadi 70 - Yaad Karo Kurbani': Independence Festival

ASM celebrated independence festival from August 9 to 23, as ‘Azaadi 70’ on the theme of - Yaad Karo Kurbani’ to remember and pay tribute to the freedom fighters who sacrificed their lives for India’s freedom. The celebrations began with the singing of the National Anthem and playing the patriotic songs. Many other activities and competitions were organized as part of the celebrations.

Essay Writing Competition

An On-the Spot Essay Writing Competition on ‘Let us remember their sacrifice’ (Aazadi 70 : yaad karo kurbani) was organized on the eve of 70th Independence Day at ASM. Ten students participated in the event. Deepak Mohan bagged the first prize while Mansi Sharma and Jayanti Saxena got second and third prizes respectively.

Speech competition

ASM organized a speech competition on “Importance of Contribution by Freedom Fighters in India’s Freedom Struggle”. Students highlighted various instances from life and history of freedom icons in the cause of Freedom Struggle which ultimately led to Independence for Indian Nation.

Poster Making Competition

On 17th August, 2016, Marketing Club of ASM organized a Poster Making Competition. The theme was '70 years of Independence'. The competition was held in the amphitheater and more than 10 teams participated in the event. Four best posters were shortlisted and winning teams were given certificates. The event was a grand success and students from ASM as well as AIMC actively took part in the event.

Tug of War competition for students

A Tug of War competition was organized with ‘Azaadi 70’ as theme for the students as part of the Independence Fortnight celebrations.

Seminar On Emerging Legal Business Perspectives

A seminar on Emerging Legal Business perspectives was organized on 27th August 2016 for the PGDM, 1st year students. The eminent panel of speakers included Col Balraj Anand , advocate Honb’l High Court, who shared his views on the “Consumers Protection Act”. Mr. Nikhil Midha, Company secretary elaborated on the subject of Types of Companies under the new Company Act 2013 followed by Dr. Sanjeev Gupta, Director La-Siya consultants who spoke on Intellectual Property Rights Act. Finally, advocate Mr. Prakhar Dixit discussed some corporate cases on IPR.

The students found the seminar as a great learning opportunity especially in the context of the rich experience of industry professional and practitioners who graced the seminar.
Inter-College Quiz and Debate

ASM organized an Inter-College Quiz and Debate on 31 August 2016. Over 100 students from 19 colleges participated in the competitions. Deeepak Dwivedi and Srishti Pathak (IITM) got first prize in Quiz while Jatin Kumar and Aniket Gothwal (JIMS, Rohini) and S. Sayesta and S. Srirashitha (ARSD College, DU) got second and third prizes respectively.

In Debate, Dhruv and Sharon (Chandra Prabhu Jain College of Higher Education, Narela) got first prize; Sanchit and Umang (IITM, Janaprpuri) and Sushmita and Ritika (JIMS Vasant Kunj) got second and third prizes respectively. Tanushree from Ramjas College got best interjector award in the debate. Prof Brinda Kapur (Jankidevi Memorial College) and Prof Shwati Dham (Ansal University) judged the debate competition.

International Visitors

International Delegation from Kabul University

Delegates from Kabul University Faculty of Economics and The Ball State University, Muncie, USA visited Apeejay Dwarka Campus on 19th August 2016. The team was led by Dr. Kenneth M. Holland, Executive Director of the Centre for International Development, The Ball State University.

The team from Kabul University tried to understand from the Quality Assurance (QA) Cell of Apeejay School of Management (ASM) regarding institute’s journey of attaining the ACBSP Accreditation. A presentation to the team was given by Dr. Amit Sareen and Dr. Shweta Jha of ASM. The QA Cell also clarified the doubts of the faculty members of Kabul University regarding certain processes of ACBSP. The QA team also guided them towards how to do the documentation for accreditation.

Visit by ACBSP President

Mr. Jeffrey Alderman, President, ACBSP, visited ASM on 27th August 2016. The Quality Assurance Cell of ASM explained to him how the institute has progressed since the attainment of ACBSP accreditation. A presentation on this was given by Dr. Amit Sareen and Dr. Shweta Jha. Mr. Jeffrey was very impressed by the progress of ASM.

Corporate Interface

Mr. Santosh Kumar, DGM, Samsung interacted with 2nd year PGDM students on B2B and B2C Approach. The session was quite interactive and informative for all the students. He talked about his own experiences with different companies like Samsung, Motorola, P&G in terms of how to deal with customers.

Mr Vishal Jamwal, Manager (Marketing), Air India Sats Airport Services Pvt. Ltd., interacted with PGDM
1st Year students on 5th August 2016. He talked about the CSR policies and practices at his company

**Ms. Jasmita Dalmi**, Content Strategist, at Foxy Morow gave a lecture on Branding Using Digital Media, on 1st August 2016.

**Ms. Shivani Chopra**, Consultant Investment Plan, gave a lecture on Securitization on on 1st August 2016.

**Mr. Charudutta Panigrahi**, President, Forum for Integrated Dev. And Research took a lecture on CSR, on 2nd August 2016.


**Mr. Subhash Kumar**, Asst. Manager, Capital Market Publishers Ltd. conducted a Workshop on Using Capitaline Database on 3rd August 2016.

**Mr. Indranil Roy**, AGM, Accenture Consultancy took a session on Effective Business Communication on 4th August 2016.

**Mr. Prem Nath Panday**, Supply Chain Consultant, SCIR – IGIB took a session on Global Issues and Opportunities on 5th August 2016.


**Mr. Ruchin Khanduja**, Head Marketing, McDonalds took a session on Brand Management on 10th August 2016.

**Ms. Shweta Rajput**, Trainer conducted a Workshop on Commission Skills, on 10th August 2016.

**Mr. Shashi Kumar**, Manager, Kuehne Pvt. Ltd., delivered a session on Export Import Documentation, on 11th August 2016.

**Mr. Vineet Sharma**, Former EVP VA Consulting Proprietor, Max Life Insurance delivered a lecture on Statistics with Excel using caselets, on 12th August 2016.


**Mr. Parvesh Aghi**, Ex-CFO, Hero Group took a session on Buy back of shares on 29th August 2016.