



Prospectus
2020-22

APEEJAY SCHOOL OF MANAGEMENT

Dwarka, New Delhi

PGDM*
PGDM-Marketing

PGDM*

Approved by All India Council for Technical Education (AICTE)

Accredited by National Board of Accreditation (NBA)

Accredited by Accreditation Council for Business Schools and Programs (ACBSP), USA

Recognized as equivalent to MBA by the Association of Indian Universities (AIU)



Apeejay School of Management

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Dr Stya Paul

(October 4, 1919 - June 7, 2010)

Founder Chairman
Apeejay Stya Group &
Apeejay Education Society

Founder Chancellor
Apeejay Stya University

ABOUT THE FOUNDER CHAIRMAN

"Apeejay Stya institutions are dedicated to giving society intelligent, informed, socially responsible and well-rounded citizens by imparting all-round quality education to them, early in life."

Dr Stya Paul, eminent industrialist, educationist, philanthropist and freedom fighter provided the foundation and inspiration for the emergence of the Apeejay Stya Group and the Apeejay Education Society as trusted symbols of quality and excellence in the country's industrial and educational landscape.

A pioneering entrepreneur with a far-sighted vision of the future, Dr Stya Paul was instrumental in the rise of the Apeejay Group as one of the biggest industrial houses of independent India and was a leading architect of the country's emergence as a self-reliant industrial superpower. As Chairman Emeritus, he guided the Apeejay Stya Group, a privately and closely-held leading Indian Industrial and Investment House, to become one of the major corporate houses of the country, with several alliances, collaborations and significant presence in Europe, Middle East and East Asia.

Dr Stya Paul, fondly called *Sethji*, recognised the great role that industry could play in providing quality education. Towards this objective, he decided to set up not-for-profit educational institutions across the country where scientific and career-building knowledge could be provided along with inculcation of values and an appreciation of Indian culture, arts and heritage. Starting with a small school in Jalandhar in 1968, all the schools and institutions of higher learning established by him over five decades under the aegis of the Apeejay Education Society have flowered to become symbols of excellence in their various disciplines, moulding the lives and careers of future generations of the country.

The year 2010 also saw the realization of Dr Stya Paul's life time dream of setting up the Apeejay Stya University – a seat of global learning established to bring about transformation of society through value based education, man-making and nation-building. His vision of excellence for the University is being carried forward by his daughter and only child, Mrs Sushma Paul Berlia, the Co-Founder and Chancellor of the Apeejay Stya University, Chairman, Apeejay Education Society and President, Apeejay Stya & Svrán Group.

During his long and illustrious career, Dr Stya Paul was actively associated with several social, cultural and professional bodies and held responsible positions reflecting his versatility, leadership and standing in industry and social circles. His philanthropy and generosity knew no bounds, and throughout his life, he helped the physically-handicapped and the needy with financial assistance and educational/vocational opportunities, thus enabling them to join the mainstream. Over the years, numerous awards and accolades were bestowed upon him, in a life richly lived and full of sharing & caring.

A true Karmayogi, Dr Stya Paul retained his zeal for hard work even in his advanced age and remained keenly involved in the management of the Apeejay institutions well into his nineties. Active till the very end, he departed from this world peacefully on June 7, 2010 while preparing to leave for office. But his life's work and achievements, and the lasting legacy of excellence that he has left behind, will continue to inspire & guide us in all our endeavours.



Mrs Sushma Paul Berlia

Chairperson
Apeejay Education Society

Co-Founder & Chancellor
Apeejay Styta University

CHAIRPERSON'S MESSAGE

Apeejay is synonymous with quality education leading to man-making and nation building. In more than 50 years of its existence, Apeejay has nurtured and shaped talent of young minds right from the formative years in school to post-graduate levels through its 24 educational institutions of excellence.

As the world has transformed into a global village and with the advent of internet, future managers will be working in an uncertain and competitive environment. The young aspiring managers have to be prepared for the 21st Century challenges and take advantage of international opportunities. The need of the

hour is to develop a competitive edge with global perspective. A business program that is not fully tuned to the ever changing needs of the industry would no longer serve its purpose.

With this in mind, the Apeejay School of Management (ASM) has incorporated the latest trends in course design and teaching methodology, continuously upgrading the syllabi in tune with industry requirements and developments in Management Sciences.

PGDM program at ASM provides 10-12 weeks' summer internship with leading companies. Also, there is a final year research project. Both the internship & research projects are geared towards facilitating seamless industry interface & interaction.

With excellent feedback from industry leaders, ASM endeavours to continue in its quest for excellence with continuous improvements in all facets of quality Management Education.

About Our Leader

Under the able leadership of Mrs Sushma Paul Berlia, Chairperson, Apeejay Education Society and Chancellor, Apeejay Stya University, the Group has achieved many milestones. The contribution to society is acknowledged internationally by both industry and academia. Few recent awards conferred on her are as follows:

- **'Lifetime Achievement Award for Promoting Education for Social Cause'**, presented by Bharat Ratna Shri Pranab Mukherjee, Hon'ble Former President of India, at the 12th ASSOCHAM National Education Summit 2019.
- **'Udyog Rattan Award 2019'** in recognition of her achievements and dedication in discharging duties towards the corporate sector and **'IEC Certificate of Achievement'** in recognition of her and her company's **'Highly Esteemed Contribution through Outstanding Dedication and Continuous Excellence in her Industry'** – presented by the Institute of Economic Studies, in 2019.
- **'The Mahatma Gandhi Samman 2019'** by the NRI Welfare Society (UK Chapter) at House of Commons, London, on 11th October 2019.
- **'Edupreneur of the Year 2018'** for her outstanding and exemplary contribution towards Education, by the Centre for Education Growth and Research.
- **'Bharat Samman Award 2017'** by NRI Institute, in association with JMS Foundation, for her contribution to education and women empowerment.
- **'Exemplary Contribution to Indian Education'** and **'Outstanding Contribution to Industry & Academia in Asia'** Awards by Skill Tree Knowledge Consortium at House of Commons, London, in 2014 & 2017 respectively.
- **'Hall of Fame Award'** at the 9th BBC Knowledge & DNA Innovative Leadership Awards 2017.
- **'Education Leader of the Year'** Award at the Asia Education Summit & Awards 2016, organised by the Worldwide Achievers.
- **'Outstanding Global Leader in the Field of Higher Education and Industry'** Award by CII in 2015.
- **'Education Leader of the Year'** Award at the Worldwide Achievers India Education Excellence Awards 2014.

MESSAGE FROM THE EXECUTIVE DIRECTOR

There are many advantages of India being a global economy. One amongst the several best advantages is that today we find plenty of international brands establishing themselves in India & vice versa. With the advent of technology, today, virtual reach to the other parts of the world has become easy. This has enabled a high level of competition. Today, when so many rapid changes are going on, the young leaders are required to be more qualified, versatile, technology friendly, ever updating and at par with global standards. To prepare leaders who can stand out at global platforms one has to follow global standards.

Our programs encompass a unique pedagogy and industry-centric curriculum that adheres to global standards of learning. A state-of-the-art infrastructure & distinguished faculty ensures that our students are well placed. This is borne out by our illustrious alumni & global placements.

The faculty members of ASM have rich industry experience and they are able to provide practical learning to students. Extensive number of corporate professionals visit for classroom sessions annually. In your journey at ASM you will experience many challenging situations, intentionally created, which would mould you into a perfect industry ready professional. Both these experiences are going to be ever cherishing and will definitely provide you with greater confidence of facing every challenge in your life.

Recently, we have celebrated ASM's silver jubilee and the golden jubilee of the Apeejay Education Society under which it operates. Our illustrious past notwithstanding, we don't believe in sitting on our laurels. We keep on striving to better ourselves to soar higher & higher.

With this commitment, I would like to invite you to join this more than 25 year old young wagon & demonstrate to the world that you have unlimited potential. You have the capacity to create your own success story.

Best Wishes,



O.P. Khanduja
Executive Director

FROM THE DIRECTOR'S DESK

The Apeejay School of Management, ranked 10th among private institutes in India and overall rank of 19th as per Times B-School Ranking 2020, is one of the premier business schools in India and is well known for excellence in quality management education for more than 25 years now. Excellence is also reflected in our ratings & rankings which have gone up in the last B-school surveys. We are proud of ASM which is an Institute with several distinctive features.

Over a span of more than 25 years, ASM has carved out a niche for itself in the corporate and academic circles and is ranked high among the top management institutions in India.

Our teaching is strategically focused towards preparing young managers:

- For a rational approach, a creative mind, a global outlook and a desire to undertake ethical actions
- To imbibe the spirit of mutual trust, solidarity and respect
- To respect social ethics and moral values so that they evolve into excellent human beings and responsible citizens

We have outstanding faculty members with the rich blend of industry and academic experience. At Apeejay School of Management, our students go through a unique inspirational transformation to become effective leaders. Our close links with industry give them ample opportunities to apply the acquired skills. All this takes place in an aesthetically integrated campus, combining scenic charm with state-of-the-art facilities.

We take pride in what we have achieved and look forward to the future with optimism and confidence.

We are continuously learning and evolving.



Amit Sareen

Director

DEAN'S MESSAGE

Apeejay School of Management has world-class teaching learning systems evolved over the last two decades. It offers a curriculum which is contemporary and directed specifically to the needs of the industry.

Educational processes at the Institute are student-centric and aim at holistic development of the students. Curriculum design and delivery supplemented by a range of co-curricular activities not only provide the latest domain knowledge but also impart social sensitivity, ethical orientation and leadership qualities to the students.



The Institute is committed to producing valuable business leaders with global competence and outlook. It is because of this commitment that the Institute's large numbers of alumni today are leading corporate organisations both in India and abroad. Life at ASM is truly a transformational experience.

Welcome to the Apeejay Stya family!



Kamal Kishore
Dean





ABOUT US

Apeejay School of Management (ASM), Dwarka

The Apeejay Education Society established the Institute in 1993 with an aim to establish a truly international level Centre of Excellence in Management. ASM strives to develop competent and relevant manpower for the 21st Century needs of trade, business and industry. The Institute supports various programs for enhancing the potential of individual students, enriching human values, upholding the Indian value system, all acting in unison as a vehicle for growth at the national and international levels, thereby making it a student-driven institute of higher learning.

VISION/MISSION

Our Vision

To be the most preferred Management school known for creation of valuable business leaders.

Our Mission

We nurture globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organisations.

We inculcate creative thinking and problem solving skills through a dynamic curriculum in an interactive learning environment.

We do this with a set of committed faculty, deeply engaged in both the creation and dissemination of knowledge strengthened by a rich academic and industry interface.

AWARDS & RANKINGS



Approved by AICTE

The two programs offered by the Institute i.e. PGDM and PGDM-Marketing are approved by All India Council for Technical Education (AICTE).



Accredited by NBA

Post Graduate Diploma in Management (PGDM) program of ASM is accredited by National Board of Accreditation (NBA).



PGDM equivalent to MBA by AIU

PGDM offered by ASM is recognised as equivalent to MBA by Association of Indian Universities (AIU).



Accredited by ACBSP

PGDM is accredited by The Accreditation Council for Business Schools and Programs (ACBSP), USA.



Best B-School 2019

ASM has been conferred 'Best B-School-2019' for promoting industry-academia interface by The Associated Chambers of Commerce of India (ASSOCHAM).



Times B-School Survey 2020 Rankings

- 19th in India [Overall (Private + Government)]
- 10th in Private Institutes in India
- 9th in the North Zone of India

KEY HIGHLIGHTS

Why should one choose ASM?

- Comprehensive course curriculum designed and updated by leaders from industry and academia
- Distinguished faculty with rich blend of industry and academic experience
- Amongst most trusted campus hiring partner across the corporates
- Rigorous admission process
- Rich experience in delivering business leaders to industry across the years
- Industry immersion via live projects, research projects, industrial visits, guest lectures, summits, etc.
- Strong alumni base shows proven performance of alumni working across the globe
- Follows global standards in Management education – accredited by ACBSP, USA
- Exhaustive 3 months summer internship program
- International Exposure – via student exchange program, international conferences, seminars, etc.
- 25+ years of excellence in Management education
- Best gender diversity – balanced male female ratio amongst students
- Promoted by globally renowned corporate house Apeejay Stya and Svrán Group
- **Adequate Infrastructure**
 - 2 acre campus
 - Air conditioned classrooms
 - 400+ seater auditorium
 - 150+ seater computer labs
 - GD & PI rooms & Conference room
- **Strategic Location**
 - 15 minutes to International Airport
 - 20 minutes to Gurugram (North India's Corporate Hub)
 - 25 minutes to New Delhi Railway Station by Airport Line
 - 200 metres to Dwarka Sector-9 metro station on Blue Line
 - Close to Palam metro station on Magenta Line

INFRASTRUCTURE/ FACILITIES

The Institute is located in Dwarka, New Delhi, near domestic and international airport, close to Sector-9, Metro Station. The state-of-the-art, Wi-Fi enabled campus is spread over two acres with a built-up area of around 10,000 sq. mt. The complex consists of over 20 classrooms, seminar/conference halls, three libraries, a grand 400 plus- seater auditorium and six computer laboratories, among other facilities.

Lecture Rooms

The classrooms are air-conditioned and ergonomically designed for seating comfort of the students. These have been developed into learning halls with right ambience befitting the conduct of Management courses. Classrooms are also equipped with LCDs.

Library

The library at ASM shares the Institute's commitment to excellence. It offers a rich source of books, national and international journals (print and e-journals), educational CDs, company annual reports, archives of journals, project reports and online databases. The library and reading rooms are spread on two floors with separate reference and circulation sections. The library also has a cataloging system for the past issues of journals to facilitate research.

- More than 29,000 books
- More than 60 print journals/periodicals (national and international)
- More than 170 audio and video CDs
- Institutional memberships of DELNET
- Proquest subscription
- Harvard Business Publishing subscription
- Capitaline Database subscription
- National Digital Library (NDL) subscription

Computer Labs

The air-conditioned computer centers, spread over four floors, are equipped with over 150-networked computers with Internet access through a dedicated 32 MBps leased line. To encourage research and data-based learning, the Institute provides various tools and packages like SPSS (Statistical Package for Social Sciences) and Capitaline (corporate database).

Language Lab

ASM has set up a fully computer-based Language Lab to enhance overall communication skills amongst students including pronunciation, accent, etc. to make them successful in their careers. Employers today look for an extra edge in their employees. The rapid change in the corporate world asks for strong communication skills in almost all kinds of fields. The course content of the English lab has been developed, keeping in mind the requirements of Indian students and the industry requirements.

Cloud Technology

The Institute is extensively using open source and cloud technology.

Auditorium

The Institute has a spacious air-conditioned state-of-the-art auditorium with a seating capacity of 400 plus besides syndicate rooms, seminar halls and conference halls for conducting Industry Seminars, Faculty Development Programs, Management Development Programs and Conferences.

Cafeteria

Hygienic, nutritive and a well laid-out cafeteria exists in the campus for ready service to the students and faculty.



INTERNATIONAL COLLABORATIONS

With a vision to have a strong global connect, ASM has entered into academic collaborations with leading institutes and organisations in India and overseas, including USA, France and Nepal.



Thomas Jefferson University, USA

The Institute has an active collaboration with Thomas Jefferson University, USA. We have had faculty exchange, student visits, joint student research projects, joint International conferences and joint corporate training (MDP) in the years, so far. ASM & Thomas Jefferson University are also involved in joint publication of an International Research Journal (International Journal of Management Research).



E.M. Normandie, France

E.M. Normandie - Normandy Business School (EMN), France has signed MOU to facilitate cooperation in the areas of academics and research. The MOU seeks to encourage faculty and student exchange program between the two institutions. Each year, selected ASM students join EMN, France for short study across various courses. Similarly, selected students from EMN also come to attend ASM short study, mixing up in a healthy environment, with the Institute students.



Uniglobe College, Kathmandu, Nepal

Uniglobe College and ASM have signed MOU with the purpose of promoting their co-operation in academic education and research.



University of Toledo, USA

University of Toledo and ASM have signed MOU to promote student exchange, faculty exchange and joint research activities.



Marist College, USA

Marist College and ASM have signed MOU to promote student exchange, faculty exchange and joint research activities.

INTERNATIONAL SEMINARS/LECTURES

Speakers from overseas visit ASM regularly to deliver sessions across various areas.

An indicative list of some recent seminars is as under:

- 'Industry, Education and Values' by Lord Swraj Paul (UK) at the Inaugural Apeejay Svrán Dr Stya Paul Memorial Lecture
- 'Thriving in a multi-cultural World' by Dr Hazel Rose Markus & Dr Alana Conner (World's Leading Psychologist, Stanford University, USA)
- 'Intellectual Property Rights & Patenting' by Dr Denise De Franco, Attorney at Law, Finnegan, USA
- 'Future Careers in Marketing' by Professor Kim Roberts, South Banks University, London, UK
- 'Retailing in the Food Sector' by Timothy Moruzzi, Ulster University, UK
- 'The Art of Effective Advocacy' conducted by Ms Emily Jayne Kunz from 'Fletcher School of Law', Tufts University, USA
- 'Decision Making' by Mr David Rose, Harvard Business School, USA
- 'Cross Cultural Communication' by Ms Rachel Mason, Harvard Graduate School of Education, USA
- 'How to Give an Impromptu Speech' by Mr Joel Smoot, Harvard Kennedy School, USA
- 'Entrepreneurship in Developing Countries' by Mr Javier Fuentes and Mr Rajat Sethi – Harvard Kennedy School and MIT, USA
- 'Financial Innovation – Changing Dynamics of Financial Markets' by Dr D.K. Malhotra, Thomas Jefferson University, USA
- 'Creating Value through Numbers' by Dr D.K. Malhotra, Thomas Jefferson University, USA





PROGRAM/ EVENTS

CERTIFICATIONS/ WORKSHOPS/SEMINARS

The Institute frequently organises workshops and seminars by industry professionals to keep students and faculty abreast of latest industry developments.

The Institute frequently organises workshops and seminars by industry professionals to keep students and faculty abreast of latest industry developments. An indicative list of few recent workshops and seminars is as under:

- KPMG - Six Sigma Green Belt certified course for students at ASM
- ASM in association with KPMG conducted a Professionally Certified Course on 'Six Sigma Green Belt' for the students. The certification program was held for 4 days on August 31 and September 1, 7 & 8, 2019 at ASM, Dwarka campus by the professional trainer from KPMG
- 'Self-Motivation and Entrepreneurship' by Padma Bhushan Mahashay Dharampal Gulatiji, Founder, MDH Group
- 'Take a Plunge', session was held to encourage 'Entrepreneurship' by Mr Anurag Sharma, Member of Parliament & Executive Director, Baidyanath
- 'Business and Industry Trends' by Mr Rajeev Puri, President, Colorplast Systems
- 'Motivational Talk' by Mr Amit Pandey, Chief Operating Officer (COO), Exicom

- 'Journey of an Entrepreneur' by Mr Deepak Chaurasia, Prime Time Anchor, India News
- 'Impending Future Changes and Challenges that are Going to Impact Business' by Mr Arvind Singhal, MD & Chairman, Technopak
- 'Business Strategy' by Mr Alok Bhargava, Former CEO & Current Advisor cum Board member, Voltamp, Oman
- 'Recruitment Trends' by Mr Deepak Malhotra, VP (HR), ILF&S
- 'Macro in Excel and Information Security' by Mr Anup Girdhar, CEO, Sedulity Pvt. Ltd.
- 'How to Win Business' by Mr Praveen Kumar, Director-Sales and Marketing, Grand Hyatt, Kuala Lumpur
- 'Scope of Sales in Internet Marketing' by Mr Gautam Soni, V.P. Sales, Naukri.com
- 'Role of CSR in Banking Sector' by Mr Shyam Basu, Country Head, IndusInd Bank

and many more...

Training and Development Initiatives

Management programs run by ASM have a blend of academic rigor and industry needs & requirements with exposure to real life learning and development. ASM runs many learning and development programs.



Management Development Programs (MDPs)

The Institute has been organising corporate training and Management Development Programs (MDPs). Last year, various MDPs were organised by ASM both for India and overseas corporate delegates. The MDPs were conducted on areas such as Project Management, Advance Excel, Financial Modeling, Communication Skills, Administrative Skills, Prevention of Sexual Harassment against Women at Workplace, Managing Interpersonal Skills, Value added Sales, Stress Management, etc.

- ASM organised series of workshops on 'Making Elders Tech Smart' under Apeejay Community Circle in the month of January, February, March and October 2019.
- ASM conducted an MDP on 'Prevention of Sexual Harassment against Women at Workplace' on 23rd February 2019.
- ASM conducted an MDP on 'Sexual Harassment, Employers Obligations and Redressal Mechanism under the Law' on 12th April 2019 for a group of 54 executives from Power Systems Operations Corporation Ltd. – a Govt. of India Undertaking.
- ASM conducted an MDP on 'Financial Modeling' on 27th April 2019.
- ASM conducted an MDP on 'Enhancing Administrative Skills' from 11th to 15th June 2019 for Red Cross, Afghanistan.
- ASM conducted an MDP on 'Communicating to Lead' on 24th June 2019 for the employees of Bravura at their Gurugram Office.
- ASM conducted a six-day MDP on 'Negotiation, Critical & Analytical Thinking Skills' jointly done by the Apeejay School of Management, New Delhi, and Uniglobe College, Kathmandu, from 8th July 2019 to 13th July 2019 for delegates from Ministry of Foreign Affairs, Afghanistan.
- ASM conducted an MDP on 'Prevention of Sexual Harassment against Women at Workplace (POSH)' on 23rd August 2018 for executives of BRAVURA Pvt. Ltd. at their Gurugram office.
- ASM conducted an MDP on 'Enhancing Administrative Skills' for Ministry of Agriculture, Afghanistan, from 11th-14th September 2019.
- ASM conducted an MDP on 'Finance for Non-Finance' for the executives of Walter Bushnell on 12th March 2018.
- ASM conducted an MDP on 'Project Management' on 21st February 2018 for the executives of Walter Bushnell.

Faculty Development Programs (FDPs)

An area of constant focus by the Institute is faculty development and throughout the year multiple initiatives are taken to work towards the same. Last year, more than a dozen FDPs were organised by ASM for in-house faculty, as well as those of other institutions on Research Methods, Case Teaching Method, International Accreditation Awareness, etc.

MANAGEMENT SUMMITS

The Leadership Summit

'The Leadership Summit 2019' was organised on 22nd February 2019 at ASM. Mr V. Krishnan, Co-Founder Justdial, Mr Vivek Kapoor, Co-Founder, Dineout, Mr Prabhu Chawla, Editorial Director, The New Indian Express, Mr Anuj Bajpai, Dy. COO, Hungama and Mr Sambhav Jain, AVP - Sales & Supply India, Zomato, were the eminent speakers at the Summit. Its primary objective was to provide a platform for eminent leaders from diverse backgrounds to exchange views and information, allowed them to discuss challenges of tomorrow as well as share ideas on how to leverage the current business opportunities.

HR Summit on Disruptive HR Practices and Future of Work

Apeejay School of Management organised HR Summit on 'Disruptive HR Practices and Future of Work' on 25th January 2019. Panel of speakers comprised Ms Simin Askari, Vice President, Corporate HR, Dharampal Satyapal Ltd., Ms Debjani Roy, Chief People Officer-India, SRL Diagnostics Ltd., Mr Arun Verma, Chief Human Resources Officer, Brighstar Telecommunications India Ltd., Ms Renu Bora, CHRO, Schenker India Pvt. Ltd. and Ms Runa Maitra, Director, People Talent International. The panel discussion emphasised how the HR function had transitioned from backend personnel role to strategic position in the recent times - major paradigm shift in the 20th Century.

9th International Conference on Management Practices & Research (ICMPR-2019)

9th International Conference on Management Practices & Research (ICMPR-2019) was organised on 26th July 2019 at ASM, in association with School of Business, Thomas Jefferson University, Philadelphia, USA. The theme of the Conference was 'New Paradigms in Global Business & Research'. It served as an interactive platform for discussion on contemporary issues and innovations in the constantly evolving global business environment. The Conference brought together more than 50 delegates from various national & international institutes who shared their views and experiences through paper presentations & discussions. Mr Aseem Soni, CEO of Modern Food Enterprises Pvt. Ltd. and Dr Rashmi Malhotra, Professor, St. Joseph University, USA, delivered the keynote address.

4th National HR Conference

4th National HR Conference on Human Resource Management Practices and Research was organised on 10th May 2019 at ASM. The Conference served as an interactive platform for discussion on HR interface with automation, robotics and artificial intelligence, managing work-life balance, E-HRM, gender issues at work place, contemporary issues and innovations in the constantly evolving global business environment.

The Conference brought together more than 40 delegates from corporate and various national institutes who shared their views and experiences through paper presentations and discussions.

In his inaugural address, Mr Rajeev Gupta, Managing Director, Research Development International & Sr. Advisor to European Business Group India, highlighted the issues of HR and the road ahead. Ms Monica Marwah, University Hiring Leader, NCR, Corp., delivered the keynote address. Ms Lovely Kumar, Director, Larks Learning, and Ms Garima Gulati Bhutani, Vice President (HR & Comm.), Client Associate, had graced the occasion as the Session Chair.

10th National Conference (NACCMAR 2019)

10th National Conference on Contemporary Management Research (NACCMAR - 2019) was organised on 1st March 2019 at ASM. The theme of the Conference was 'Current Trends & Future Perspectives'. The guests of honour for the Conference were Dr P.K. Suri, Professor, Delhi Technological University, Dr Navin Rajpal, Professor, GGSIPU and Mr Pankaj Sehgal, Regional Director, Schneider Electric.

The event saw more than 50 delegates from all over India and abroad who shared their ideas and research, discussed contemporary issues and challenges in business & industry. The papers were contributed by faculty, scholars and practitioners of well-known institutions such as Duy Tan University, Da Nang, Viet Nam, Delhi Technological University, University of Delhi, Galgotia University, Amity University & GGSIPU, JSS Science and Technology University, Mysore, Doon University and Amazon, to name a few.



Corporate Social Responsibility and **APEEJAY COMMUNITY CIRCLE**

It has been our constant endeavour to sensitise the students towards the needs of the society, at large. Our students have been constantly engaged in activities exposing them to various facets of social responsibility.

ASM has created an Apeejay Community Circle to undertake various activities for the benefit of society, some of which are as under:

Workshop Series on 'Making Elders Tech Smart'

Apeejay School of Management (ASM) Dwarka, New Delhi, has organised series of workshops on 'Making Elders Tech Smart' under Apeejay Community Circle in the months of January, February, March and October 2019. These workshops brought together more than 100 senior citizens retired from different domains, mostly residing in various parts of Delhi. This initiation was taken to make elders tech savvy in the world of digitalization. These workshops served as an interactive platform for learning about use of technology in a Smartphone, WhatsApp and Facebook.

Blood Donation Camp

The Institute organised a Blood Donation Camp on 4th October 2019, in collaboration with the Rotary Blood Bank (Tuglakabad) on the Founder's Day to celebrate the birth anniversary of beloved Dr Stya Paul, Founder Chairman of the Apeejay Education Society. Dr Amit Kumar Singh gave a motivational talk to the students, faculty and staff on the occasion. A brief documentary film on the need to donate blood was also screened. Fifty units of blood were donated by the faculty, staff and students for this noble cause.

Mini Marathon – '*Hum Veer Hain*'

As in the past years, a mini-marathon was organised with the theme '*Hum Veer Hain*' on 28th October 2018. The awareness run sought to instill the spirit of going beyond the call of duty and investing oneself for growth and advancement of our nation. Mr Anto Alphonse, Dy. Commissioner of Police, Dwarka District flagged off the race and appreciated the ASM's efforts towards mobilizing support for '*Hum Veer Hain*' campaign and creating a society where citizens contribute to the progress of our society.



'We Care' Film Festival

The Institute, along with Apeejay Institute of Mass Communication, organises 'We Care Film Festival' to raise awareness about disability and the role of media in reporting the same. The festival is organised in association with the internationally recognised NGO 'Brotherhood' and with the support of UNESCO and UN Information Centre. In 2019, for the 11th consecutive year, the three-day event was organised during the month of November. The festival showcases a number of national & international award winning films and documentaries on diverse themes revolving around disability and receives widespread participation from students of various schools and universities across NCR. Special performances by differently-abled students from Punerutthan Trust (NGO), Deep Blind Welfare Association and Ashish Foundation were also showcased. A fashion show that was driven by specially-abled students, who confidently took the stage and walked the ramp, was wonderfully received by the audiences.

Godhuli - Home for the Aged

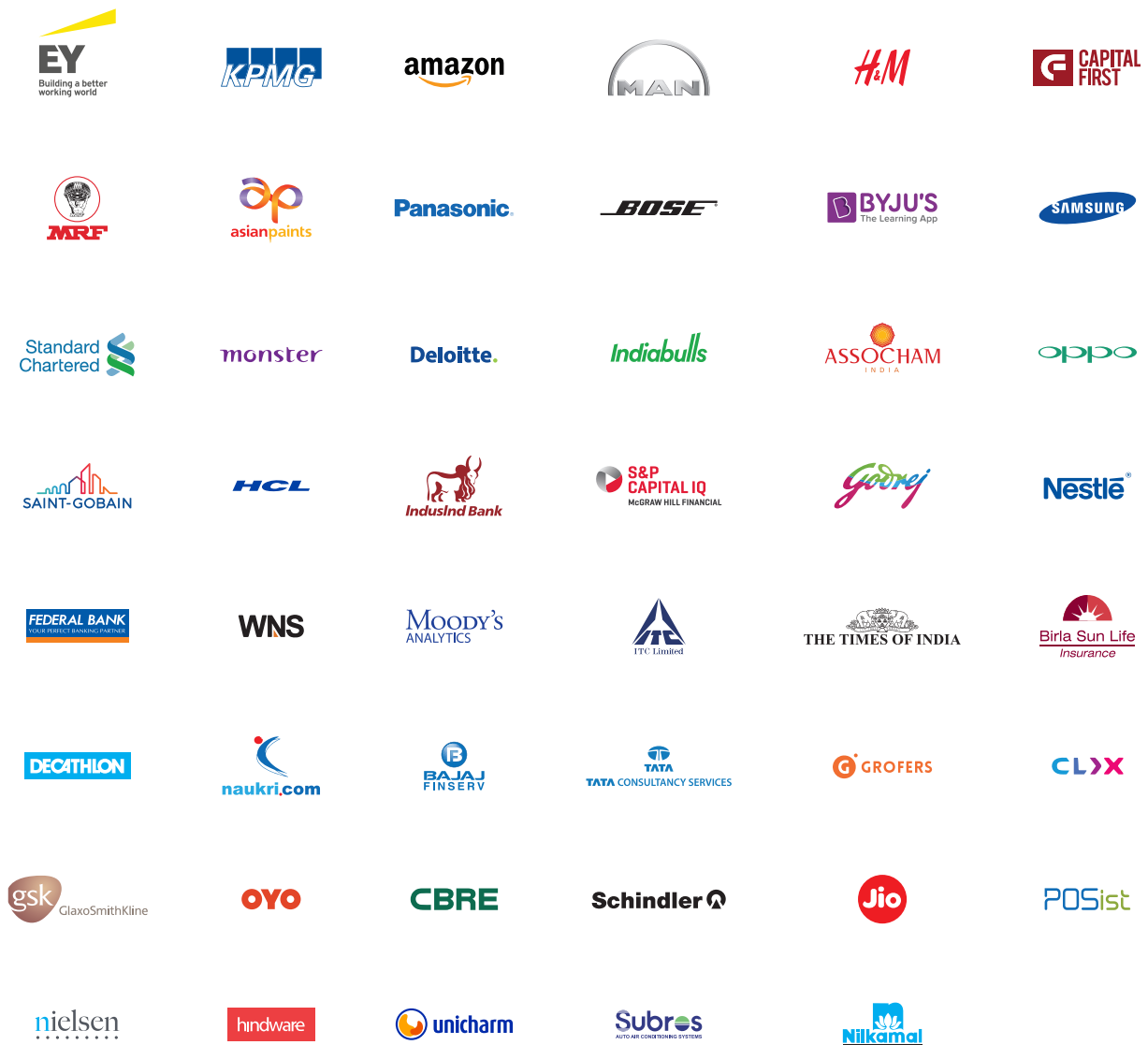
In an endeavour to sensitise the students towards senior citizens and their needs, the Institute periodically arranges student interactions with Godhuli - Home for the Aged. The students spend quality time and interact with the inmates. They also present cultural and entertainment programs for the seniors.

CORPORATE PLACEMENTS

The Institute has achieved excellent placement results during the 25+ years of its operations. Our alumni are placed across different industries such as FMCG, banking & financial services, telecom, supply chain management, advertising and branding media, HR Consulting, etc.

The Institute has earned the reputation of developing leaders with global outlook and high competence. Through a stringent selection process, it picks up students with a drive to succeed, a high level of integrity, a sense of purpose, a strong sense of ethics, pro-activeness, and adaptability to change.

Our Esteemed Recruiters



Disclaimer: We offer only placement assistance. Placements may vary with industry requirements, market sentiment and student merit.

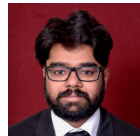
and many more...

PLACEMENT HIGHLIGHTS

2017-19 Batch



Neha Bhatia
Deloitte.



M. Danish Imteyaz
TATA
CONSULTANCY
SERVICES



Prashant S. Rajput
gsk
glaxosmithkline



Gauri Chauhan
DECATHLON



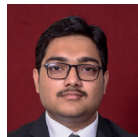
Farnet S. Bhatia
CBRE



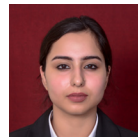
Navpreet Kaur
Birla Sun Life
Insurance



Trimaan Sethy
BYJU'S
The Learning App



Sayak B.
FEDERAL BANK



Chandni Khatri
square
yards



Sneha Swapnil
IndusInd Bank



Annu
HDFC BANK



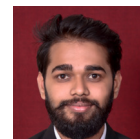
Tanvir S. Sethi
Schindler



Prashant Jain
S&P
CAPITAL IQ
MCDERMOTT HILL FINANCIAL



Tavishi Arora
AXIS BANK



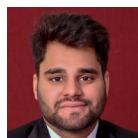
Viral Jain
AXIS BANK



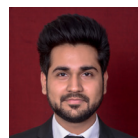
Deepshikha Arora
TATA CAPITAL
We only do what's right for you



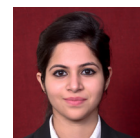
Nandita
Gartner



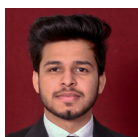
Deepak Bajaj
amazon



Karan Kharbanda
unicharm



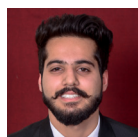
Urvashi Thakkar
CLXX



Shubham M.
TTC
TRUSTEES COMPANY LIMITED



Vaishali Dhiman
GROFERS



Prateek Sehgal
BAJAJ
FINSERV



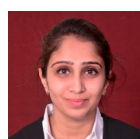
Akshay Agarwal
ICICI



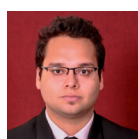
Bhawana Gupta
rathoot



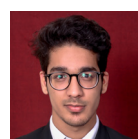
Hasmeet Singh
dineout



Deeksha Khanna
EY
Building a better
working world



Nikhil Mishra
monster



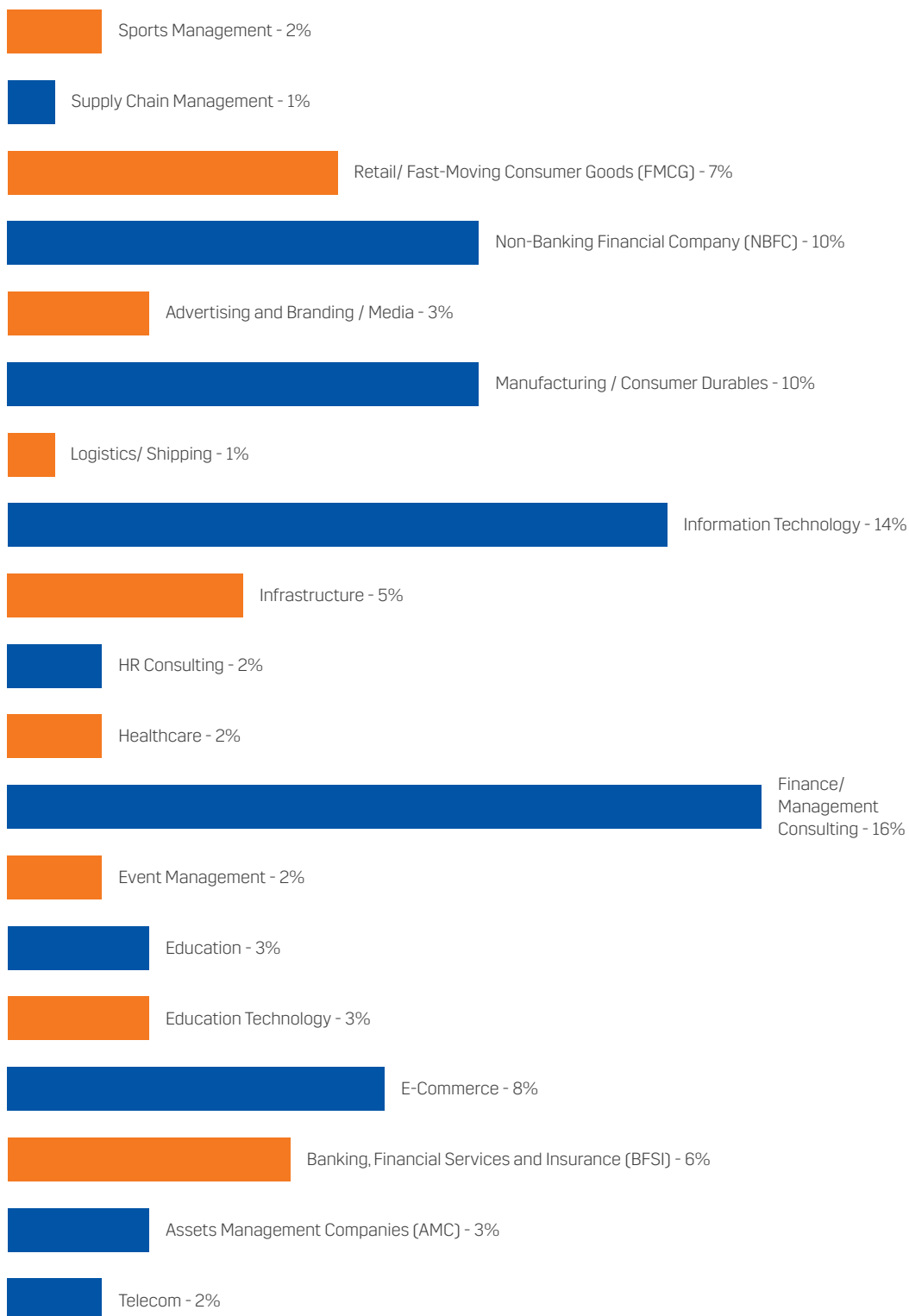
Utkarsh Arora
POSist



Rachita Chopra
ICICI

INDUSTRY-WISE REPRESENTATION

of PGDM Placement Data (2017-19)



ALUMNI NETWORK

With the firm belief in 'harnessing relationships', the alumni network strives to build stronger fellowship.

An active alumni network helps to reconnect with alma mater. It supports various activities, especially in corporate interface and brand building of the institution. ASM maintains an active database of the alumni and organises regular meetings & events, which provide linkage between the participants & the industry.

The alumni network is a perfect platform for former students of the institution to share their experiences and talk about new opportunities in the corporate world. It plays an active role in placements, both in terms of bringing in new companies in the campus and providing inputs in terms of skill-building.



ILLUSTRIOUS ALUMNI

ASM has a rich network of alumni spread all over the world. A number of alumni of the Institute are leading teams, projects and organisations. They contribute profusely towards adding value to the campus life by their active support in curriculum review, admission process, mentoring, summer internships, placements, seminars and conferences, etc. They are also part of the larger alumni network of Apeejay Education Society having over 50,000 members.

Ekta Bhardwaj

Head HR
Nissan Motors

Mritunjay Tiwari

Director
Netsweeper

Anshul Punhani

Chief Marketing Officer
Monster.com

Rajdeep S Grewal

NSM (Segment Leader)
E.I. Dupont India Pvt. Ltd.

Mr Dipin Passi

Managing Director
Lotus Herbal

Vineet Puri

VP-Client Services
India Head-Cvent

Gautam Soni

Vice-President
Naukri.com

Kaushik Chakraborty

Sr. Director HR & CSR
JLL

SUMMER INTERNSHIPS

To ensure that class lectures are effectively translated into hands-on experience and to practice their learning, students are required to undergo 10-12 weeks of summer training. Each student works diligently on a company-assigned project under the guidance of a company mentor and a faculty guide. After 10-12 weeks of training, students submit their report to the company as well as the Institute.

Some of the organisations where our students have undergone Summer Internship Program:

- Airport Authority of India
- Air India
- Berger Paints Pvt. Ltd.
- Bharti Airtel Ltd.
- Bajaj Capital
- Birla Sunlife Insurance
- Corporate Edge
- Daikin Air-conditioning India Pvt. Ltd.
- Devyani International
- DLF Emporio
- DLF Home Developers Ltd.
- Easy Business Solutions
- Ericsson India Pvt. Ltd.
- Federal Bank
- Fortune Select Group
- Glaxo-Smithkline Consumer Healthcare
- GMR-Delhi International Airport Ltd.
- Groz Engineering Tools Pvt. Ltd.

and many more...

GUEST SPEAKERS AT INSTITUTE

The indicative list of eminent speakers at the Institute is hereunder:

Ms Tripti Sharma

Senior Regional Manager
Wise Finserv Ltd

Ms Misha Chawla

Regional Investment Counsellor
Wise Finserv Ltd.

Ms Rashi Khare

Relationship Executive
Wise Finserv Ltd.

Mahashay Dharmpal Gulati

Founder & Chairman
MDH

Mr Rajinder Kumar

Chairman
MDH Group

Mr H Bansal

CEO MDH Group

Mr Vijay Chadda

CEO
Bharti Foundation

Mr Amit Pandey

Chief Operating Officer
Exicom Tele-Systems Ltd.

Mr Jasmine Singh

ED Advisory & Transactions
Service
Coldwell Banker Richard Ellis
Ltd.

Mr Ishaan Taneja

MD
UAS International

Mr Amit K Shukla

Corporate Strategy & Planning
GMR Infra

Mr Anil Kumar

Yoga Trainer
Yoga Federation of India

Mr Vivek Singh

Regional Director
Johnson Controls

Mr Pankaj Sehgal

Director-Integration Leader
Schneider Electric

Mr Rajinder Singh

ACP
Delhi Police

Mr Rajeev Puri

President
Colorplast Systems

Mr Atanu Gangoly

Business Head
Eveready Industries

Mr Deepak Chaurasia

Prime Time Anchor
India News

Mr Jaspreet Singh

Managing Partner
Aditya Birla

Mr Raghav Khosla

Group Editor & Publisher
Exhibition showcase

Mr Mohit Raj

Founding Director
TYCIA Foundation

Mr G Raju Macharla

Country Head
Bravura Solutions

Mr Anurag Sharma

MP & ED
Baidyanath

Mr Abhishek Bondia

Co-Founder
Secure Now Insurance Broker
Pvt. Ltd

Dr D K Malhotra

Professor – Finance
Thomas Jefferson University,
USA

Mr Balraj Anand

Lawyer
High Court

LIVE PROJECTS

Our students have been involved in various live projects with companies like Ernst & Young, FlipKart, ITC, SBI-MF, UCB, OLA, Trip Advisor, Shiksha.com, etc.





FACULTY PROFILES

The faculty is the most important asset of an academic institution. Intellectual Capital of ASM includes highly qualified faculty, many of whom have been trained in prestigious institutions such as IIMs and IITs. Faculty at ASM is strongly dedicated to research, publications and contributes regularly to academics & research.

Prof. (Dr) Amit Sareen

Professor & Director

PhD, MBA, BE

15.5 years industry and 9.5 years teaching experience

Areas of Interest: Strategic Management & International Business

Prof. Kamal Kishore

Professor & Dean

MBA, LLB, CAIIB, PGDPM

29 years industry and 10 years teaching experience

Areas of Interest: Corporate Finance, Corporate Laws & Investment Analysis

Prof. (Dr) R P Hooda

Emeritus Professor

PhD, MA (Eco)

53 Years' Exp. in Teaching & Research

Professor Kurukshetra University (Retired)

Former Vice-Chancellor

Kurukshetra University & MD University

Prof. (Dr) Etinder P Singh

Professor

PhD, MBA

10 years industry and 16 years teaching experience

Areas of Interest: Consumer Behaviour, Branding & Social Media

Dr Ishita Adhikari

Associate Professor

PhD, MSW, LLB, PGD-PM & IR

18 years industry and 7 years teaching experience

Areas of Interest: Strategic HRM, Mentoring & Coaching & Performance Management

Dr Monika Arora

Associate Professor

PhD, MCA

4 years industry and 19 years teaching experience

Areas of Interest: Data Retrieval, Semantic Web, E-Commerce & Data Analytics

Dr Shalini Vermani

Associate Professor

PhD, M.Sc. (Software)

20 Years' Exp. in Industry & Research

Areas of Interest: Cryptography, IoT, Information Security Knowledge Management

Dr Srirang K Jha

Associate Professor

PhD, MA

6.5 years industry and 13 years teaching experience

Areas of Interest: Ethics, CSR, Leadership

Dr Shweta Jha

Associate Professor

PhD, MBA

2 years industry and 17 years teaching experience

Areas of Interest: HRM, Organisation Behaviour, Research Methods

Tushar Kanti Choudhury

Assistant Professor

PGDM, B.Tech.

24 years industry and 5 years teaching experience

Areas of interest: Marketing, International Business, Organisational Growth and People Development

Dr Chhaya Wadhwa

Assistant Professor

PhD, M.Phil. (English), UGC-NET, MBA

19 Years' Exp. in Teaching

Areas of Interest: Business Communication, International HRM & Research Methods

Anchal Gupta

Assistant Professor

M.Phil., M.Sc. (OR)

13 Years' Exp. in Teaching

Areas of Interest: Quantitative Techniques, Operations Research, Operations Management & SCM

Ruchi Malik

Assistant Professor

M.Phil., MBA, UGC-NET

14 Years' Exp. in Teaching & Research

Areas of Interest: Marketing, Consumer Behaviour, Research Methods & Retail Management

Dr Preeti Suryawanshi

Assistant Professor

PhD, MBA, UGC-NET

13 Years' Exp. in Teaching

Areas of Interest: Marketing, Film & Sports Marketing

Dr Parul Bhatia

Assistant Professor

PhD, M.Phil., M.Com., UGC-NET (JRF)

11 Years' Exp. in Teaching & Research

Areas of Interest: Finance & Accounting

Dr Sudhi Sharma

Assistant Professor

PhD, MBA

12 Years' Exp. in Teaching & Research

Areas of Interest: Financial Econometrics,

Financial Modeling, Derivatives & Equity Research

Dr Akshita Arora

Assistant Professor

PhD, M.Com., UGC-Net

7 years' teaching experience

Area of interest: Finance & Accounting, Corporate Governance

Dr Chetangana Choudhery

Assistant Professor

PhD, MBA, UGC-NET

3.5 Years' Exp. in Teaching & Research

Areas of interest: IB & Marketing, Indian Trade Policy

Suchetan Trivedi

Assistant Professor

MBA-Business Economics, MBA-Marketing & HR

9 years' experience

Areas of interest: Training & Placements

Vaibhav Aggarwal

Assistant Professor

CFA, MBA

5 years' Industry & 5 years' teaching experience

Areas of interest: Financial Management, Valuations & Derivatives



LEARNING & PEDAGOGY

Learning Environment

Pedagogy at ASM is designed with the objective of widening the horizon, streamlining intellect and mentoring the students to become rational decision makers.

Contextual learning is facilitated with the help of extensive industry projects, role-plays, Management games and case studies to connect knowledge with current business practices. The PGDM programs focus on contemporary issues facing the industry and hence industry visits & guest lectures by eminent business personalities are an integral part of the curriculum.

The programs are offered in six academic trimesters including compulsory summer training after completion of first year. The first year of the programs contain essential elements of the core functional areas of Business Management. The second year introduces the participants to courses from specialised areas. The academic content has been developed keeping in mind current industry requirements. The courses and credits are continuously restructured to make them contemporary to the changing scenario in Management education.

Special attention is given to developing communication skills as well as strengthening cognitive skills covering a wide section of operations. These are done through special skill development workshops on attitudes, language, culture and inter-personal relationships. Theatre techniques, especially role-plays, are regularly used to create real-time corporate situations and students are trained to take effective managerial decisions.

Pedagogy

ASM has an integrative pedagogy which is in line with its mission of creating globally competent, socially sensitive and ethically sound business leaders. The classroom lectures are supplemented by learning interventions such as projects, group assignments, case discussions, role plays, management games, simulations, industry visits, port visits, summer internships, etc. Teaching learning process at ASM is student-centric.

Both teachers and students have access to international cases as well as research papers from Proquest, Emerald, 24X7 e-books database and Harvard Business School Publishing subscription. The students are constantly exposed to civic engagement projects, community outreach programs and Academic Club activities so as to enable them to blend theory and practice.

Classroom Sessions

At ASM, each day is a learning experience. The classroom sessions are interactive. Students grasp fundamental concepts and techniques through lectures and presentations, thereby, developing the base for cases, role-plays, projects, and discussions on contemporary issues. Such discussions form an integral part of the learning process which help the participants to develop assertiveness and sensitivity to others viewpoints.

Mentoring & Professional Development

The Institute has a mentoring system which seeks to create a learning partnership between mentor and mentee, aimed at building the capacity of the mentee and also guiding the mentee in areas which may accelerate the professional growth of the individual.

Online Learning System

ASM strongly believes that incorporation of technology increases the efficiency of the teaching-learning process. The Institute has its own online learning system, i.e. Moodle. The students are required to register for access to the class notes, hand-outs, attendance, etc.

Student Assessment

The academic progress of students is reviewed regularly to ensure the accomplishment of program learning objectives. In case the performance of any student is not found satisfactory, the management & faculty of ASM provide necessary counseling and guidance to the student.

Adhering to its culture of continuous assessment, the students are evaluated not only during the middle and end of a trimester but also during the entire session. Methods like case discussions, projects, class presentations, quizzes, assignments, simulation, online tests, etc. are used to evaluate a student. However, the purpose of using the mode of assessment may vary depending upon the learning outcomes that are being assessed. For instance, presentation skills of a student may be assessed by the content and delivery of a PowerPoint presentation; decision making skills may be assessed during case discussions, projects, etc.

Every course assures certain learning outcome, which is mentioned in its Course Outcome (CO). COs of all courses together help achieve the Program Outcome (PO). A faculty ensures that the COs are achieved at the end of every course. These are assessed by various tools like cases, management games, mid-term exam, end-term exam, presentation, etc.

STUDENT LIFE AT ASM

Skill Development Cell

At ASM, special emphasis is laid on the overall personality development of the students. For this purpose, Skill Development Cell trains students in communication skills, presentation skills, business writing and conversations, conflict management, negotiation skills, selling skills, motivation, business etiquettes, facing interviews, group discussions, telephone and email etiquettes, etc. Special stress is placed on enhancing team building skills of students through various group activities. Apart from this, at ASM, we conduct FAB (Friday Action Button) wherein lectures, seminars, workshops and several other activities are conducted to give corporate exposure to the student.

Cultural Activities

Cultural activities are an integral part of the all-round development of the student. Students and faculty together organise and enjoy various festivals and cultural events at ASM. The annual inter-college management and cultural festival 'Synergy' provides students a platform to express themselves, interact with other young minds and exchange ideas through a series of thought provoking and stimulating activities. Various activities and events such as dance, singing creative writing, bulls and bears, street play, Ad Mad show, dumb charades, etc. are organised as part of the cultural festival. Students from various institutes in and around Delhi participate to showcase their talents and skills.

Inter-College Activities

Our students have been participating in various activities, competitions and events held by other Management institutes. This provides our students a platform to understand and appreciate different perspectives and methodologies from different business schools. Our students have done us proud by winning awards in competitions such as quizzes, case study presentations, etc.

Clubs and Committees

Students clubs and committees are formed to provide them an opportunity to manage roles and responsibilities. These clubs are a critical component of the learning environment at ASM. Students play a major role in various social and cultural activities and are even part of placement process.

Marketing Club

The Marketing Club is responsible for arranging live projects for students and organising student activities, besides organising industry student interaction sessions. The Club organises various events and activities such as Brand Quiz, Ad Mad Show-the advertising competition, LOGO Competition, etc.

HR Club

The HR Club aims at keeping students abreast with latest developments in the HR world. Students also get enrolled as members of national HRD Network, an association of committed professionals for promoting HRD movement in the country. Besides inviting regular HR professionals from the industry, the Club helps students undertake live projects with HR Industry mentors.

Finance Club

The Finance Club provides glimpses of the exciting financial world, beyond textbooks. For this, the Club organises regular sessions on diverse contemporary topics such as latest mergers, amalgamations and takeovers, movements in stock markets, policy analysis, etc., besides organising regular industry interaction sessions for the students.

Operations Club

The Operations Club bridges the gap between classroom teaching and practical application in various field of operations such as operations management, operations strategy, project management, quality management, logistics and supply chain planning, operations analytics, etc. through workshops, case competitions, quizzes, live projects, industry visits and conferences.

Entrepreneurship Development Cell

The students at ASM are encouraged to take up entrepreneurship as a career option. They are encouraged to take up entrepreneurial projects and work towards its implementation. The Institute has ventured in the field of entrepreneurship development and conducted various activities throughout the year. Many training programs along with experiential learning are conducted by Entrepreneurship Cell in order to develop successful entrepreneurs.

Zero Tolerance to Ragging

As per the Supreme Court judgements, ragging is a heinous crime, hence, its practice in any form is strictly prohibited in the Institute premises. Any student found guilty of participating/encouraging ragging within the premises would face the severest disciplinary action. The Director may, at his discretion, expel such students from the Institute.

Anti Ragging Committee as well as Internal Complaints Committee have been constituted to protect the interest of the students. Every admitted student has to submit an affidavit regarding compliance to anti ragging norms set by the Supreme Court at the time of commencement of the program.

Student Conduct and Discipline

- Conduct of students in the classrooms as well as within the premises of the Institute should be conducive to the academic environment. If any student is found deficient in conduct on any parameter, the Institute reserves the right to call him or her for explanation. In the event of the explanation not being found satisfactory, and depending on the severity of the case, the student may be suspended or expelled.
- Students must take proper care of the Institute property, fittings, fixtures, equipment, etc. provided as modern teaching aids and must prevent their misuse, mishandling, etc. Any damage done to the Institute property will have to be indemnified (compensated) by the student (s) concerned.
- Students will have to abide by all the rules of conduct and discipline as given in the student handbook and other rules/instructions released from time to time.

STUDENTS' GRIEVANCE REDRESSAL COMMITTEE

Dr Amit Sareen

Chairman

Director, ASM, Dwarka

Dr E P Singh

Member

Professor, Deptt: Marketing, ASM, Dwarka

Dr Monika Arora

Member

Associate Professor & Program Coordinator, ASM, Dwarka

Ms Gitika Sharma

Member

Student ASM, Dwarka

Dr Preeti Suryawanshi

Coordinator

Assistant Professor, Deptt: Marketing, ASM, Dwarka

Ombudsman*

Dr Raj S Dhankar

House No-3, Type V-B , University of Delhi, South Campus, Dhaula Kuan, New Delhi-110021

**Till AICTE appoints the Ombudsman*

Any aggrieved student, their parents and others may approach the said Students' Grievance Redressal Committee in the first instance.



PGDM PROGRAMS

ASM Offers Two Full Time Programs

- Post Graduate Diploma in Management (PGDM)
- Post Graduate Diploma in Management – Marketing (PGDM-Marketing)

The programs are carried through the trimester system with six terms spread over two years.

POST GRADUATE DIPLOMA IN MANAGEMENT

Post Graduate Diploma in Management (PGDM) program of ASM is recognised by AICTE and accredited by National Board of Accreditation (NBA) & ACBSP (USA) and is recognised as equivalent to MBA by Association of Indian Universities (AIU).

The program is guided by its mission of creating globally competitive, socially sensitive, and ethically sound business leaders. Student learning at ASM is based on theory, cases, projects and experiential learning methods.

Program Objectives

PGDM Program of ASM aims at preparing the students for managerial and leadership roles in organisations by:

- Imparting a comprehensive body of knowledge in core and functional areas of Business Management.
- Developing professional skills such as creative thinking, problem-solving, analytical thinking, and decision-making.
- Inculcating ethical intent, societal concern and global outlook.

Program Outcomes

On completion of the PGDM program a student will be able to:

- Demonstrate and apply knowledge of Management theories and practices to solve business problems
- Develop value-based leadership abilities to choose ethically appropriate alternatives while keeping the larger good as well as societal interest in mind
- Apply analytical, problem solving, creative thinking skills in decision making
- Understand, analyse and communicate economic, legal, ethical and global aspects of business
- Demonstrate leadership skills and ability to work in teams towards achieving organisational goals

The program structure consists of core and elective courses. It covers general management subjects common to all functional areas of management and offers specialisation in finance, marketing, human resources, international business and operations management – preparing the students for managerial roles in various industries and functional areas. It also includes a summer internship project after completion of the 3rd trimester and research project in the 4th, 5th and 6th terms.

PROGRAM STRUCTURE

Term I

Financial Reporting, Statements and Analysis (3)

Legal and Business Environment (3)

Business Statistics and Analytics for Decision-making (3)

Indian Ethos and Business Ethics (2)

Business Communication I (2)

Managerial (Micro) Economics (3)

Managerial Skills for Effectiveness I (1)

Term II

Management Accounting (3)

Marketing Management I (3)

Quantitative Techniques (3)

Organisational Behavior (3)

Business Communication II (2)

Indian Economy and Policy (3)

Managerial Skills for Effectiveness II (1)

Corporate Social Responsibility and Sustainability (2)

Term III

Corporate Finance (3)

Marketing Management II (3)

Operations Management (3)

Human Resource Management (3)

Research Methods (3)

International Business (2)

Managerial Skills for Effectiveness III (1)

Summer Internship:

After completion of the third trimester (first year) of the program, all students are required to undergo summer training for a period of 10-12 weeks in an organisation and take up a project study. Each student shall be required to submit a summer internship project report to the Institute regarding the work undertaken during this period, before the commencement of 4th trimester. Viva voce is conducted after the summer training.

Term IV

Business Strategy (3)

Managerial Skills for Effectiveness IV (Non-credit course)

Electives (3)

Term V

Entrepreneurship (2)

Electives (3)

Term VI

Electives (3)

** Credits of the courses are indicated in the parenthesis. Each credit is equivalent to 10 hours of classroom teaching.*

Research Project

In the 2nd year of the program, a student has the option to undertake a research project in the chosen area of specialization. Viva voce is also conducted. Those students who choose not to undertake research project, have the option of taking two electives courses in lieu of the same.

ELECTIVES OFFERED

Marketing

Consumer Behavior (3)

Services Marketing (3)

Integrated Marketing
Communications (3)

Sales and Distribution
Management (3)

Channel Management (3)

Digital and Social Media
Marketing (3)

Retail Management (3)

International Marketing (3)

Marketing Analytics (3)

Film and Sports Marketing (3)

Strategic Marketing
Management (3)

Relationship Management (3)

Brand Management (3)

Finance

Investment Analysis & Portfolio
Management (3)

Managing Banks and Financial
Institutions (3)

Financial Markets and
Services (3)

Financial Derivatives (3)

Project Appraisal and
Financing (3)

Mergers, Acquisitions and
Corporate Restructuring (3)

Taxation (3)

International Finance (3)

Financial Modeling (3)

Wealth Management (3)

Human Resource Management

Organisation Development and
Change (3)

Manpower Planning,
Recruitment and Selection (3)

Employee Relations (3)

International HRM (3)

Compensation and Benefits
Management (3)

Performance Management
Systems (3)

Strategic HRM (3)

Learning and Development (3)

HR Analytics (3)

Leadership Development (3)

Conflict Management (3)

Operations Management

Supply Chain and Logistics
Management (3)

Quality Toolkit for Managers (3)

Operations Strategy (3)

Operations Research
Applications (3)

Operations Analytics (3)

Project Management (3)

Business Data Analysis (3)

E-Business and E-Commerce (3)

Sales and Operations
Planning (3)

Service Operations
Management (3)

Behavioral Operations
Management (3)

International Business

Export Import
Documentation (3)

Global Sourcing & Business
Development (3)

International Business Law (3)

International Business
Strategy (3)

International Business
Negotiations (3)

International Labour
Organisation and International
Labour Laws (3)

Competing in Global Markets (3)

Note:

The structure of the programs has been designed to meet academic rigor and industry needs. This is updated and/or revised to reflect latest developments in the industry. The electives offered are only tentative and not binding on the Institute. The elective courses to be offered to students will depend upon various factors including size of the groups.



Apeejay School of Management



Ms Shusma Be
ASSOCHAM
Pranab Mu



Apeejay School of M
(Promoting Indu
Minister, Ministr
Natio

APEEJAY
CELEBRATING 10 YEARS

POST GRADUATE DIPLOMA IN MANAGEMENT - MARKETING

Post Graduate Diploma in Management-Marketing, is recognised by AICTE. This program enables development of an integrated perspective of marketing function and gives the students a strong foundation, necessary for assuming marketing leadership in the roles.

The program is guided by its mission of creating globally competitive, socially sensitive, and ethically sound business leaders. Student learning at ASM is based on theory, cases, projects and experiential learning methods.

Program Objectives

PGDM – Marketing Program of ASM aims at preparing the students for managerial and leadership roles in organisations by:

- Imparting a comprehensive body of knowledge in core and functional areas of Business Management.
- Developing professional skills such as creative thinking, problem-solving, analytical thinking, and decision-making.
- Inculcating ethical intent, societal concern and global outlook.

Program Outcomes

On completion of the PGDM-Marketing program, a student will be able to:

- Demonstrate and apply knowledge of Management theories and practices to solve business problems.
- Develop value-based leadership ability to choose ethically appropriate alternatives while keeping the larger good as well as societal interests in mind.
- Apply analytical, problem solving, creative thinking skills in decision making in the context of marketing and other business functions.
- Understand, analyse and communicate economic, legal and ethical aspects of marketing and other business functions.
- Demonstrate leadership skills & ability to work in teams towards achieving organisational goals.

The curriculum structure consists of core courses and marketing specialisation tracks. It also includes a summer internship project after completion of 3rd trimester and research project in the 4th, 5th and 6th terms.

Foreign Tour:

Foreign tour is offered to the students of PGDM – Marketing. Any expenditure above Rs. 50,000/- per student will be borne by the respective student.

PROGRAM STRUCTURE

Term I

Marketing Management I (3)
Legal and Business Environment (3)
Business Statistics and Analytics for Decision-making (3)
Managerial (Micro) Economics (3)
Business Communication I (2)
Financial Reporting, Statements and Analysis (3)
Managerial Skills for Effectiveness I (1)

Term II

Management Accounting (3)
Marketing Management II (3)
Quantitative Techniques (3)
Organisational Behavior (3)
Business Communication II (3)
Indian Economy and Policy (3)
Managerial Skills for Effectiveness II (1)
Ethics, Corporate Social Responsibility and Sustainability (3)

Term III

Marketing Research (3)
Operations Management (3)
Human Resource Management (3)
Corporate Finance (3)
International Business (2)
Managerial Skills for Effectiveness III (1)
Marketing Immersion Program (3)

Summer Internship:

After completion of the third trimester (first year) of the program, all students are required to undergo summer training for a period of 10-12 weeks in an organisation and take up a project study. Each student shall be required to submit a summer internship project report to the Institute regarding the work undertaken during this period, before the commencement of 4th trimester. Viva voce is conducted after the summer training.

Term IV

Corporate Strategy (3)
Managerial Skills for Effectiveness IV (Non-credit course)
Consumer Behavior (3)
Sales and Distribution Management (3)
Brand Management (3)
Elective (3)
Elective (3)
Elective (3)/Project

Term V

Entrepreneurship Development (2)
Channel Management (3)
Strategic Marketing Management (3)
Integrated Marketing Communication(3)
Elective (3)
Elective (3)
Elective (3)/Project

Term VI

International Marketing (3)
Elective (3)

Research Project/Dissertation 6 credits

** Credits of the courses are indicated in the parenthesis. Each credit is equivalent to 10 hours of classroom teaching.*

ELECTIVES OFFERED

Advertising & Brand Management

Media Planning (3)	Creative Brand Communication (3)	Marketing Analytics (3)
Services Marketing (3)	Account Planning (3)	Relationship Management (3)
Digital & Social Media Marketing (3)	Films and Sports Marketing (3)	Marketing of Luxury Brands (3)

FMCG & Retail

Services Marketing (3)	Retail Management (3)	Marketing of Luxury Brands (3)
Supply Chain Management (3)	E-Business E-Commerce (3)	Marketing Analytics (3)
Sales and Operations Planning (3)	Operations Strategy (3)	Relationship Management (3)

BFSI-Marketing

Services Marketing (3)

Sales and Operations
Planning (3)

Retail Marketing (3)

Financial Markets and
Services (3)

Service Operation
Management (3)

Wealth Management (3)

Relationship Management (3)

Note:

The structure of the programs has been designed to meet academic rigor and industry needs. This is updated and/or revised to reflect latest developments in the industry. The electives offered are only tentative and not binding on the Institute. The elective courses to be offered to students will depend upon various factors including size of the groups.



ELIGIBILITY REQUIREMENT AND ADMISSION PROCEDURE

Eligibility requirement and admission procedure for PGDM and PGDM-Marketing (including Foreign Nationals/Persons of Indian Origin (PIO)/Children of Indian Workers in Gulf Countries for PGDM.)

Eligibility Requirements

Bachelor's Degree or equivalent (10+2+3) in any discipline with minimum 50% aggregate marks from a recognised Indian or foreign university. Candidates in their final year of Bachelor's degree are also eligible to apply (provided their aggregate marks up to the final year must be 50% or above), subject to meeting eligibility criteria and submitting proof latest by 31st October 2020.

Minimum age for admission to PGDM programs is 20 years and maximum age is 30 years.



Admission Policy and Procedure

The Institute considers CAT/MAT/XAT/GMAT/CMAT/ATMA scores for admission to its PGDM & PGDM-Marketing programs. Based on merit, candidates who qualify on various parameters (CAT/MAT etc. scores, graduation scores) will be called for Group Discussion. Personal Interview to be held at ASM Campus and possibly other cities in India (Punjab, U.P., etc.).

The admissions are based on the following parameters:

- **Previous Academic Performance** – Candidates' academic performance at undergraduate level, 12th and 10th levels will be reckoned for consideration for admission.
- **Common Entrance Test (CET)** – The score of common entrance examinations like CAT, MAT, CMAT, ATMA etc. is considered as per weightage assigned in the table given below.
- **Group Discussion** – The group discussion is generally held for about 25 minutes in which a maximum of 10 candidates participate in each group and interact with each other on a given topic. The candidates are evaluated by a panel on their initiative, logical content, group behaviour, communication, etc.
- **Personal Interview** – It is a one-to-one interview, between the candidate and a panel for about 10-15 minutes in which a candidate is evaluated on his personality, communication ability, functional knowledge, general awareness, orientation for management course, etc.

During personal interview, a candidate may be asked about his/her background, strengths and weaknesses, career objectives, reasons for joining PGDM courses, subjects studied at undergraduate level, current affairs related to business and industry, etc.

For selection of candidate the weightages of various parameters is as under:

Component	Weightages (%)
Score in Common Entrance Test (CET)	50%
Score in Xth Standard	5%
Score in XIIth Standard	5%
Score in Graduation	10%
Group Discussion	10%
Personal Interview	15%
Post-Graduation/ Sports/Extra-Curricular activities, Academic diversity and gender diversity	5%
Total	100%

Application

Aspiring candidates are required to submit the application forms duly filled to the Admissions Office by the stipulated date. These forms are carefully screened for superior academic performance and extra-curricular accomplishments of the candidates. Candidates are required to submit all the documents mentioned in the application form.

For online applications, visit ASM website: www.apeejay.edu/asm

Admission Offer

After careful evaluation on the aforesaid parameters, the Admission Committee prepares a list of short-listed candidates to be offered admission.

Foreign Nationals (FN)/Persons of Indian Origin (PIO)/Children of Indian workers in Gulf Countries (GQ) (Applicable for PGDM Program)

Students in the category of Foreign Nationals/persons of Indian origin (PIO)/children of Indian workers in Gulf countries (FN/PIO/GQ) for PGDM Program, who are unable to take the above test in India, may opt for GMAT.

In the case of candidates belonging to category of Foreign Nationals (FN)/Persons of Indian Origin (PIO)/Children of Indian workers in Gulf Countries, interview and written test, etc. could be conducted through Skype.

The candidates under this category, who qualify for admission as per criteria mentioned above, will be provisionally selected based on submission of scanned copies of document of eligibility (if not in English, certified English copies to be sent-certified by a Government officer of native country or Principal of the last institution attended) and submission of scanned copy of a valid Passport.

This provisional admission will be subject to:

- AIU clearance of graduation degree by students.
- Submission of Medical Fitness Certificate.
- Submission of Character Certificate from a Government officer of native country or Director/Principal of the institution last attended.

Admitted students will also have to obtain FRRO approval within 14 days of arrival in India by submission of necessary documents to the concerned Government office in India.

Visa Assistance

Selected candidates will be provided necessary documents, including admission offer letter, to facilitate their Visa Application process.

Falsification of Records

Any student found guilty of indulging in fraudulent practice (falsifying information or concealing any information given as part of his/her record) will be liable for invalidation of admission/registration and forfeiture of tuition fees.

Scholarships

- The Institute offers merit-based scholarships to the students of the PGDM programs.
- Some merit cum means scholarships are also available for all programs (Contact Admissions Office for details and terms & conditions).

(Note: Not applicable to students under PIO/ GQ/ FN category and SAARC Nations)

Fee Structure

Tuition Fee structure for PGDM & PGDM-Marketing, is as follows:

Installation	Self Sponsored /SAARC Nations (INR)	FN/PIO/GQ(INR)	Tentative Dates for fee Deposit
Installment 1	2,00,000	2,12,500	At the Time of admission
Installment 2	2,00,000	2,12,500	15 th December, 2020
Installment 3	2,00,000	2,12,500	15 th July, 2021
Installment 4	2,00,000	2,12,500	15 th December, 2021
TOTAL	8,00,000	8,50,000	

Program Intake

PGDM	180
PIO/GQ/FN category for PGDM	27
PGDM – Marketing	60

Session starts: June 2020

All disputes shall be subject to exclusive jurisdiction of Delhi courts only

- The students would be obliged to pay the above fees and/or such fees as may be finally determined by the appropriate authorities/court.
- *Refund of Fees:* Institute shall refund the collected fee after deducting an amount of Rs 1000/- as Processing Fee to the students withdrawing their admission before the last date of admission, irrespective of the reasons for withdrawal of admission. The last date of withdrawal of admission for the purpose of refund of fees shall be 30th June 2020.
- As a part of the program, a laptop is given to each student, the cost of which is included in the fee structure. If a student withdraws during the course after collecting the laptop from the institution, the cost of the laptop will be recovered from him/her.
- Besides fees as indicated above, every student is required to pay Rs 15,000/- (one time) – towards the Corporate Resource Center (CRC), alumni fund, back pack & business newspaper subscription, etc. and a refundable Security Deposit of Rs. 10,000/- along with the first installment.
- The first installment of fee (along with CRC charges etc. of Rs 15,000/- and security deposit) is payable by the date advised at the time of release of selection list.
- The subsequent installments of fee are payable by the dates mentioned above.
- FN/PIO/GQ will have to give Rs 3,000/- extra for the application process.
- The late fee for delay in payment of fees ranges from Rs 500/- (for one week) to Rs 2000/- (for four weeks). Circular is issued regarding schedule of payment including payment of fee with late fine.
- Fine for smoking in the campus is Rs 100/-. Fine for delay in returning a books/journals ranges from Rs 3/- per day to Rs 20/- per day. Rules regarding the imposition of fines are given in the student hand book as well.



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