To be a ‘Preferred’ academic institution to transform lives that will change the world for the better at whatever level of human endeavour they are involved.

- To develop professionals who are committed to excellence in their personal and professional endeavours.
- To improve the industry practices through research, training and consultancy programmes and hence make a meaningful contribution to the socio-economic development of India.
- To serve as an intellectual resource base in India, maintain the standards of excellence in every aspect of operation, and become a role model for newly emerging centres of quality education.
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Over the years Asia-Pacific Institute of Management has kept its focus on its core objective to shape future business leaders. What’s more, it has consistently been producing students who have made their mark in the corporate world. This has improved ranking of our Institute with recruiters coming to our campus year on year for placement. We are striving and making the right efforts to further improve our ranking by making our syllabi more industry relevant by reviewing it every year with industry veterans and academic experts from IIMs and other B-Schools. Our Institute has consistently maintained a high faculty to student ratio and having high calibre intellectual capital. Our Institute focuses by continuous interaction with industry to assess modern trends and needs by conducting regular MDPs, seminars and workshops. The summer internships after first year are carefully selected to enable students to have the right exposure which should help them in making their career decisions and pursue their passion. The students are educated and trained with an objective of holistic personality development coupled with high quality domain education. Our Institute lays lot of emphasis on extracurricular activities throughout the year. Our world class library, computer lab and high degree of digitization provide students the right environment for high quality learning. Keeping student’s career development as a prime focus, we ensure in providing the best facilities. Our students are fully equipped to cope with modern day challenges of corporate world and being a value contributor. We look forward to rewarding placement nostalgia.

A.K. Shrivastava
Chairman
I would like to congratulate you on making a good career decision by choosing to pursue an education in the field of management so that with your acquired knowledge and skill-set, you can actively contribute to Indian business to propel the Indian economy.

You may choose to pursue your dream to become a part of a multinational corporation doing business across the world, both in developed as well as in emerging economies. Or, you may choose to become an entrepreneur by identifying relevant business possibilities, strategically building the business and contributing by creating wealth for the country. There are several choices and each choice offers a tremendous potential today to a young achiever with a clear purpose.

Ranked as one of the top 10 business schools in Delhi, we, at the Asia-Pacific Institute of Management, are today poised to offer the very best in management education. We offer you a stimulating environment right in the heart of the capital, through our faculty, who are a good mix of experienced professionals with relevant corporate experience and academic achievements. Their skills and erudition meet not only your expectations from any top PGDM / MBA colleges in Delhi but also inside the entire country. All this is further fortified with our regularly updated course curriculum to suit the industry requirements as also the teaching methodology that enables you to understand the management concepts and develops in you the ability to apply them to various real life situations.

(Dr.) Anil K. Sinha

Director
2019 Ranking

Including IIM, FMS, IIT Govt. & Pvt. B Schools

7th Amongst all B-Schools in Delhi

9th Amongst all B-Schools in Delhi - NCR

7th Amongst all B-Schools in North Zone of India

23rd Amongst all Private B-Schools in India

41st Amongst all B-Schools in All Over India

13th in Placement Amongst all B-Schools in North India

November 2019

Source: MDRA India’s Best B-Schools Survey 2019

APPROVAL

All India Council of Technical Education (AICTE)

ACCREDITATIONS

The Association of Indian Management Schools (AIMS)

All India Management Association (AIMA)

The Institute of Management Accountants (IMA)

The Federation of Indian Chambers of Commerce & Industry (FICCI)

The Associated Chamber of Commerce and Industry of India (ASSOCHAM)

Ph.D Chamber of Commerce & Industry (Ph: DCCI)

The National HRD Network (NHRDN) (Institutional Member)

Confederation of Indian Industry (CII)

India-CIS Chamber of Commerce and Industry

The Association for Management Development Institutions in South Asia (AMDISA)
<table>
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<tr>
<th>Country/Institution</th>
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<tr>
<td>IDRAC Business School, France</td>
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<td>Oklahoma State University, USA</td>
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<td>Universitas Gadjah Mada, Indonesia</td>
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<td>Indiana State University, USA</td>
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<tr>
<td>Wolkite University, Ethiopia</td>
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</tbody>
</table>
Asia-Pacific Institute of Management is ranked 9th amongst private B-schools in North India by Business Today (MDRA Survey 2019). Established in 1996, the institute has achieved a status of distinction by following the path envisioned by its founders. The secret of its spectacular growth lies in its commitment to provide world class education, with curriculum designed with the help of industry experts and seasoned faculty members. A state-of-art-infrastructure provides the environment for nurturing talent and empowering the students with the knowledge, skills and mindset which together shape future business leaders.

The curriculum and pedagogy is geared to nurture managers for the future with a focus on holistic education and integral development. Personal counselling, corporate influence, industry visits and live projects are part of the training, ensuring industry ready professionals through this course.

The teaching methodology includes role play, skill development exercises etc which enhance an individual's analytical, problem solving skills and decision making ability to develop them to be a transformational leader in global and complex business environment.

Programmes Offered

PGDM
- General - DUAL Specialization
- Marketing
- International Business
- Banking & Finance Services

Specialization Offered
- Marketing
- Finance
- HR
- Operations
- International Business
STAYING AHEAD

Asia-Pacific Institute of Management firmly believes in its mission to shape ‘complete’ business leaders, who will spearhead not only the growth in their corporate spheres, but also inclusive social advancement through a holistic approach towards professional education. Our committed faculty members constantly enhance their knowledge through continuous research by publishing in reputed journals, presenting at conferences and in participating seminars and workshops. We believe in imparting Management Development Programs (MDPs).

Our students are exposed to latest trends in their domain with various industry connect programmes. Ever academia-industry involvement by the Centre for Corporate Relations (CCR) keeps our students progressing. The course structure and contents are designed in consultation with industry experts. Fresh entrants are welcomed through lectures on issues of topical interest by industry stalwarts. Throughout their tenure, they are exposed to industry through corporate meets, seminars, webinar workshops, industry visits and regular guest lectures by eminent industry speakers. At the end of the first year, they get a first hand experience of the corporate environment & working through Summer internship in the industry and the project report has to be defended in viva by industry experts & faculty.

LOCATIONAL ADVANTAGE
Asia-Pacific Institute of Management is strategically located in the heart of the capital and amidst the corporate and knowledge hub of South Delhi. It is conveniently situated with metro connectivity.
INTELLECTUAL PROPERTY

FACULTY RESOURCES
Seasoned and Industry experienced faculty members are the backbone of our institute. The optimal blend of academic brilliance and industry exposure, supplemented by selected visiting faculty for highly specialized courses, make the course structures and delivery amongst the best in the country. The constant interaction with the corporate world at all stages of the process, from induction to placement, keeps the program industry focused, while the faculty members bring in the requisite conceptual clarity, theoretical rigor and innovative ideas which are key elements in the shaping of managers.

“Teachers plant the seeds of knowledge that will grow forever!”

FACULTY PROFILES

FINANCE
Dr. Anil Kumar Sinha is currently working as the Director in Asia-Pacific Institute of Management. He is an established academician with more than 4 decades of experience. He is an avid researcher, educator and able academic administrator. Since 2003, he has been working as Dean and Director with leading management institutes in NCR. His research interest areas are Banking, Accounting and Financial Services. He has to his credit more than 20 research publications in journals of National and International repute and two books on working capital management. He has guided over a dozen Ph.D. scholars.

Dr. Anil K. Sinha
Director
M.Phil & Ph.D.
FACULTY PROFILES

FINANCE

Dr. Moid U Ahmad is an author, researcher and a trainer currently associated as Director with a research and training firm in NCR, India which operates into higher education sector. He possesses a total work experience of 18 years out of which 16 years have been into academics and research with prominent institutions in India.

Dr. Ahmad has been trained in specialized courses like Financial Modeling, Financial Econometrics, and Enterprise Risk Management from institutes such as IIT Kharagpur, SEBI & Department of Electronics, GSI and the World Bank institute.

His basic education is from central universities in India.

Dr. Moid U Ahmad
Associate Professor
Ph.D.

Dr. Shruti Malik
Assistant Professor
B Tech, MBA & Ph.D.

Shruti Malik is a doctorate student from Delhi Technological University and currently submitted her Ph.D. thesis. She has a diverse background with graduation in engineering and MBA specialization in finance. She had an Industrial experience of two years working as Program Management Consultant in CSIR (under ministry of Science & Technology) and academic experience of teaching BBA and MBA students as a visiting faculty.

She has published many research papers in a well-reputed International journal. She has also presented papers in many national and International conferences.
FACULTY PROFILES

BUSINESS COMMUNICATION

Dr. Parineeta Singh completed her M.A. from the University of Newcastle-upon-Tyne, U.K. and her PhD from the University of Surrey, U.K (both the Universities are ranked within the top 500 in the world in numerous international rankings). She graduated in Law (B.A. LLB Hons.) from the National Law Institute University, Bhopal. Her work has been published in many international and national journals and anthologies.

HUMAN RESOURCE & ORGANIZATION BEHAVIOUR

Dr. Monika Makhija has completed her Ph.D. as Research Associate at Birla Institute of Management Technology (BIMTECH) under Mohan Lal Sukhadia University, Udaipur. Her topic for thesis is, “Assessing the significance of social media in recruitment among Indian IT firms”. She holds a Master’s degree in Business Administration with dual specialization in HR and Marketing and bachelor’s degree in science from HNB Garhwal university, Uttarakhand.
FACULTY PROFILES

Marketing

Dr. M.P. Singh is currently working as a Professor-Marketing with Asia Pacific Institute of Management. He has Twenty years of enriched Academic Experience. He is a Ph.D, twice UGC- NET qualified academician. His thesis dealt in the sector of Customer Relationship Management and he has published 06 Research papers International Journal & 12 research papers in various National reputed journals. Till date he has guided 28 M.Phil students & 5 Ph.D’s. He has been a key note speaker in various National & International seminars. He is well known for his Academic-Administrative Excellence, worked as a Professor at Amity University, Accurate Institute etc & has been Institutional Head as a Principal, MMIM, MMDU (NAAC ACCREDITED A GRADE UNIVERSITY) Ambala, Director, IIMT, Greater Noida, Principal, Niet, Alwar. He has also served as an Advisory Board Member, RNB Global University & has been a Research supervisor at various Universities of repute.

Dr. Rajeev Kumar ‘Ranjan’ is a MBA from Indian Institute of Technology, Roorkee (Earlier University of Roorkee) and Doctorate from Uttarakhand Technical University (State University), Dehradun. He is UGC-NET qualified in Management and has more than 19 years of combined experience in Academics and Government Organizations. He has attended many national and International conferences and also contributed research papers in many reputed journals. Along with teaching he has also handled number of administrative assignments like Court Manager under High court of Judicature at Allahabad with integrity. Dr. Rajeev is a life member of All India Management Association Delhi and life member of Chartered Management Institute of London. He is also serving on the Board of HIMADRI as vice president. Dr. Rajeev has also received the best faculty award at Quantum University in 2018.
FACULTY PROFILES

Operations Management & Decision Sciences

Dr. Ashish Soti is currently working as a Professor-Operations with Asia Pacific Institute of Management. He has Twenty two years of Academic Experience and two years of Corporate Experience. He is B.E. (Production Engineering) from SVRCET, PGDBM (Operations) from IMT and Ph.D. (Mechanical Engineering) from G.B. Technical University (Dr. A.P.J. AKTU), Lucknow. His thesis is on Six Sigma Applications in Manufacturing Sector, one of the foremost research in India on Six-Sigma applications. He is Qualified Six-Sigma Black Belt from KPMG, Qualified Lead Auditor for ISO 9000 from BSI (India) and Qualified Internal Auditor for ISO 9000 from ETDC. He has published Eight Research papers in International Journal & Eight research papers in various National Journals International/National Seminars. Till date he has guided numbers of M.E./B.E./MBA students, mostly on Industrial live project. He is known for his Strict Academic-Administration, Excellent team work, Quality Improvement Innovations in Educational Processes, Student Centric teaching & Productive Research.

Dr. Anant Kumar Srivastava is a seasoned academician having vast experience of academic administration and institutional development along with teaching and research. He is having his doctorate degree (Ph.D.) in management from Birla Institute of Technology (BIT), Mesra, Ranchi, and worked as Principal Director of engineering and management institutions prior to joining this institute. During his working at various senior profiles and capacities, he has successfully initiated various projects and conceptualised centers of excellence in the institutions. He is also offering consultancy on business process improvements, IT services implementation, and performance management of human resources.
INTERNATIONAL COOPERATION PROGRAMME

AIM — IDRAC (FRANCE) Academic & Students Exchange

IDRAC - AIM Academic Exchange Programme
The Agreement signed in 2009 between Asia-Pacific Institute of Management and International School of Business (IDRAC), Lyon, France for mutual benefit of Students of these Institutions and promotion of Faculty Exchange has been continued in the current academic session. The purpose of this Agreement is to develop scholarly exchange between India and France in the shared conviction that such exchanges contribute towards building international friendship and understanding to promote global awareness among the participants by way of imparting Management Education at the International level under the Exchange programme. Asia Pacific Institute of Management has a one week global immersion program with NTU (Nanyang Technological University).

Student Exchange Programme
The programme has been very successful in the past and students who attended the program claim that this kind of exposure is extremely useful to them in the long-run from their career perspectives. During 2012-2013, 2013-2014, 2014-2015, 2016-2017 and 2017-2018 academic sessions 8, 7, 5, 8 and 7 students of IDRAC, Lyon, France, respectively have attended and successfully completed PGDM (International Business) specialization programme at Asia-Pacific Institute of Management.
INDUSTRY-INSTITUTE INTERFACE (“3i”)  

Centre for Corporate Relations (CCR)  
The Asia-Pacific institute of Management believes in creating a bridge between theoretical knowledge and the practical requirements of the industry. The result of this belief is the ‘Campus to Corporate Mantra’ which has been designed to provide industry exposure to the students. The institute bridges the gap through industry and corporate visits, as well as through guest speakers who impart practical knowledge. This year there have been various visits both to and from the companies. Trainings on various programs are conducted in the areas of Soft Skills, Personality Development and Logical Reasoning. The need for effective interface with Industry and business cannot be over emphasized and our institute has undertaken the task of strengthening the linkages with them, through the Centre for Corporate Relations, manned by people who have seasoned experience with the industry.  

Initiation Programme 2020  
The Centre invites senior Professionals from Industry Sectors like IT and ITES, Service Industry, Banking, Finance, PR, Advertising, Communication, Manufacturing, Healthcare, Bio-technology, Management Consulting etc to address the students to have exposure to emerging trends in as many sectors of the Industry and Business as possible, the contemporary developments therein and also the expectations of the industry and business from the future managers. The interaction provides the students opportunity to understand from these professionals the realities of the present and the emerging scenario in the world of Industry and Business. The Process of interactions with Industry Professionals through Guest Lecturers continues throughout the year.  

Bringing industry to Classroom  
Senior executives from corporate world are invited regularly to interact with our students to have a real corporate insight and for creating current industry trends.  

Industry Visits  
These provide opportunity for the students to get on-the ground feel about industry and understand the systems and procedures involved in running an organization. Other avenues which provide opportunity of interaction with Industry are:  

Summer Internship Programme  
Students are required to undergo summer internship for a period of 6-8 weeks. The objective of the summer internship programme is to provide an opportunity to the students to gain exposure to the work culture of organizations and to simultaneously pursue a management problem or issue, specific to the domain in which the student is interested. It also makes them aware of the current industry trends and the necessary skills required to progress in today’s professional environment.  

Alumni Interface  
AlmaConnect portal collaborates alumni to get connected. Alumni Association has been formed to strengthen the networking between the institute, the alumni and the industry. A regular interaction is maintained with our alumni. Their positioning and progress in the Industry is a motivating factor for the present students. Interaction with them also helps the existing students in learning from their experiences in the Industry.
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<tr>
<th>No.</th>
<th>Name</th>
<th>Position</th>
<th>Organization/Industry</th>
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<tr>
<td>01</td>
<td>Dr. Pawan Agarwal</td>
<td>Mentor</td>
<td>Mumbai Dabbawalas</td>
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<tr>
<td>02</td>
<td>Mr. Prahlad Kakar</td>
<td>Advertisment Guru</td>
<td>ACP</td>
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<td>03</td>
<td>Mr. Manish Barriarr</td>
<td>Founder &amp; C.E.O</td>
<td>Success Factory</td>
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<td>04</td>
<td>Ms. Reena Rathi</td>
<td>GM Marketing</td>
<td>AIRCEL</td>
</tr>
<tr>
<td>05</td>
<td>Mr. Sandeep Kant Mittal</td>
<td>Dy. Gen Manager</td>
<td>Operations Future Group (Big Bazar)</td>
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<tr>
<td>06</td>
<td>Mr. Shudeep Majumdar</td>
<td>Co-founder &amp; Director</td>
<td>Corporate Affairs Zefmo</td>
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<tr>
<td>07</td>
<td>Mr. Parag Mishra</td>
<td>Manager</td>
<td>Data Mining &amp; Insights Mercer Corporation</td>
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<td>08</td>
<td>Ms. Charu Sharma</td>
<td>ASAI Glass Manager</td>
<td>Talent</td>
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<tr>
<td>09</td>
<td>Mr. Navneeth Vallabh</td>
<td>Head</td>
<td>California Institute of Hypnosis</td>
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<tr>
<td>10</td>
<td>Mr. Nisheet Srivastava</td>
<td>Marketing Manager &amp; Brand Creative Lead</td>
<td>OLX</td>
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<td>11</td>
<td>Ms. Mamta Rohit</td>
<td>Chief General Manager PFRDA &amp; Ex-Regional Manager Sales</td>
<td>IDBI Bank</td>
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<tr>
<td>12</td>
<td>Mr. Shudeep Majumder</td>
<td>Vice President Corporate Communication</td>
<td>VLCC</td>
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<td>13</td>
<td>Mr. Sudesh Verma</td>
<td>National Spokesperson</td>
<td>BJP</td>
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<td>14</td>
<td>Mr. Arvind Kumar</td>
<td>Dy. Secretary, Department of Heavy Industries Ministry of Heavy Industries and Public Enterprise</td>
<td>Govt. of India</td>
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<td>15</td>
<td>Mr. Satyajit Menon</td>
<td>HR Director</td>
<td>Snapdeal</td>
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<td>16</td>
<td>Mr. Kanishk Shukla</td>
<td>Territory Sales Manager Department of Post, Ministry of Communication and IT</td>
<td>Government of India</td>
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<tr>
<td>17</td>
<td>Mr. Shubhendu Deb</td>
<td>Ex General Manager, VLCC &amp; Eminent Consultant VLCC</td>
<td>VLCC</td>
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<tr>
<td>18</td>
<td>Mr. Navneeth Vallabh</td>
<td>Clinical Hypnotherapist &amp; COO</td>
<td>Redefine Life</td>
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<td>19</td>
<td>Prof. Debbi Saini</td>
<td>Visiting Professor,</td>
<td>Denmark Professor MDI, Gurgaon</td>
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<td>20</td>
<td>Mr. Kamlendra Bali</td>
<td>Executive Director</td>
<td>Global Solutions, Concentrix</td>
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<td>21</td>
<td>Mr. Tarun Negi</td>
<td>Director-Market Procurement Leader Indian Subcontinent</td>
<td>Philips India Ltd</td>
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<td>22</td>
<td>Mr. A.K. Bhargava</td>
<td>Retd. G.M. (Operations)</td>
<td>Bharat Electrical Ltd.</td>
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<tr>
<td>23</td>
<td>Mr. Vivek Kumar</td>
<td>Co-Founder</td>
<td><a href="http://www.GOSPORTO.com">www.GOSPORTO.com</a></td>
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<td>24</td>
<td>Mr. Tarandeep Singh</td>
<td>Senior Manager</td>
<td>Accenture India Ltd.</td>
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<td>25</td>
<td>Mr. Mohnish Roy</td>
<td>Founder</td>
<td>Perspective</td>
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<td>26</td>
<td>Dr. Deepak Pandit</td>
<td>Co-Founder</td>
<td>Indian School of Entrepreneurship</td>
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<td>27</td>
<td>Prof.K.C.Tuli</td>
<td>Professor</td>
<td>University of Delhi</td>
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<td>28</td>
<td>Mr. Sumit Malhotra</td>
<td>Director Sales and Marketing</td>
<td>ACC Ltd.</td>
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<td>29</td>
<td>Mr. M.L. Chakraborty</td>
<td>Dy Executive Director</td>
<td>Dalmia Bharat Group</td>
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<tr>
<td>30</td>
<td>Mr. Navin Gulia</td>
<td>Author, Adventurer, World Record Holder &amp; Social Worker</td>
<td>World Record Holder &amp; Social Worker</td>
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## DISTINGUISHED SPEAKERS

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<td>31</td>
<td>Mrs. Aruna Broota</td>
<td>Psychologist</td>
<td>Delhi University</td>
</tr>
<tr>
<td>32</td>
<td>Mr. Tarun Negi</td>
<td>Director, Market</td>
<td>Procurement Leader Indian Subcontinent Philips India Ltd.</td>
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<tr>
<td>33</td>
<td>Mr. Satinder Juneja</td>
<td>Sr. VP - Sales and Marketing</td>
<td>NIIT Technology</td>
</tr>
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<td>34</td>
<td>Mr. Anurag Anand</td>
<td>GM-Coca Cola University</td>
<td>Coca Cola</td>
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<tr>
<td>35</td>
<td>Mr. Nagendra Agrawal</td>
<td>Associate Vice President</td>
<td>Kent RO</td>
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<td>36</td>
<td>Mr. Sanjay Sharan</td>
<td>Additional Director</td>
<td>NACEN</td>
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<td>37</td>
<td>Mr. Pankaj Dubey</td>
<td>Managing Director</td>
<td>Polaris India Ltd.</td>
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<td>38</td>
<td>Mr. Annu Grover</td>
<td>Managing Director</td>
<td>Nurturing Green</td>
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<td>39</td>
<td>Mr. Harpreet S. Walia</td>
<td>Managing Director</td>
<td>T Fiori</td>
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<td>40</td>
<td>Mr. Miltul Kumar</td>
<td>Associate Director</td>
<td>Global Strategy KPMG Saudi Arabia</td>
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<td>41</td>
<td>Mr. Sudeesh Nair</td>
<td>VP International Business</td>
<td>Alibaba.com</td>
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<td>42</td>
<td>Mr. Ravi Khandelwal</td>
<td>Executive Director (Legal &amp; Finance)</td>
<td>Container Cooperation India Ltd.</td>
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<td>43</td>
<td>Mr. Abhishek Agarwal</td>
<td>Assistant Manager</td>
<td>ITC Ltd.</td>
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<td>44</td>
<td>Mr. Ajay Yadav</td>
<td>V. President-Sales Jaguar Land Rover</td>
<td>AMP Motors</td>
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<tr>
<td>45</td>
<td>Mr. Anurag Anand</td>
<td>General Manager</td>
<td>Coca-Cola India</td>
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<td>46</td>
<td>Mr. Ashit Shah</td>
<td>Business Head- North India Wipro</td>
<td>GE Healthcare Ltd.</td>
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<td>47</td>
<td>Mr. Ashok Swarup</td>
<td>GM HR</td>
<td>NTPC Ltd.</td>
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<td>48</td>
<td>Mr. Chetan Varma</td>
<td>Executive Director</td>
<td>Power Grid Corporation of India Ltd.</td>
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<td>49</td>
<td>Col. Harpreet Walia</td>
<td>Ex Army Man and Entrepreneur</td>
<td>L2L International</td>
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<tr>
<td>50</td>
<td>Mr. Deepak Choudhary</td>
<td>CEO Delhi</td>
<td>West Audi</td>
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<td>Dr. Ranjana Mittal</td>
<td>AGM</td>
<td>NTPC Ltd.</td>
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<td>52</td>
<td>Ms. Monika Marwah</td>
<td>Talent Acquisition Lead</td>
<td>NCR Corporation</td>
</tr>
<tr>
<td>53</td>
<td>Mr. Neeraj Jasrotia</td>
<td>Head Workforce Planning</td>
<td>Ericsson</td>
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<tr>
<td>54</td>
<td>Mr. Pankaj Dubey</td>
<td>CEO and MD</td>
<td>Eicher Polaris Pvt Ltd.</td>
</tr>
<tr>
<td>55</td>
<td>Mr. Pavan Shrivastava</td>
<td>Zonal Sales Manager</td>
<td>CavinKare Pvt Ltd.</td>
</tr>
<tr>
<td>56</td>
<td>Mr. Pawan Dhingra</td>
<td>Director</td>
<td>Partnership American Express</td>
</tr>
<tr>
<td>57</td>
<td>Mr. PKD Nambiar</td>
<td>Managing Director</td>
<td>Flags Communications Pvt Ltd.</td>
</tr>
<tr>
<td>58</td>
<td>Mr. Prateek Sharma</td>
<td>CEO</td>
<td>Courrier Home &amp; Dafzo</td>
</tr>
<tr>
<td>59</td>
<td>Mr. Rishi Kumara Das</td>
<td>Secretary</td>
<td>ISKCON Delhi</td>
</tr>
<tr>
<td>60</td>
<td>Mr. S.S. Chawla</td>
<td>Senior Director</td>
<td>Assocham</td>
</tr>
<tr>
<td>61</td>
<td>Mr. Satyajeet Rajan</td>
<td>Director General (IAS)</td>
<td>Ministry of Tourism</td>
</tr>
<tr>
<td>62</td>
<td>Mr. Sidharth Gupta</td>
<td>Senior Manager - HR</td>
<td>Samsung R&amp;D Institute</td>
</tr>
<tr>
<td>63</td>
<td>Mr. Sushant Kumar</td>
<td>Co Founder</td>
<td>Courier Home &amp; Dafzo</td>
</tr>
<tr>
<td>64</td>
<td>Mr. Ved Prakash</td>
<td>Chairman &amp; MD</td>
<td>MMTC Ltd.</td>
</tr>
<tr>
<td>65</td>
<td>Mr. Vishal Srivastava</td>
<td>Director</td>
<td>Consulting PwC India</td>
</tr>
<tr>
<td>66</td>
<td>Mr. Anil Bhasin</td>
<td>President</td>
<td>Havells India Ltd</td>
</tr>
<tr>
<td>67</td>
<td>Dr. Jatinder Singh</td>
<td>Director</td>
<td>PHD Chamber of Commerce &amp; Industry</td>
</tr>
</tbody>
</table>
PGDM Students rolled the ‘graduation hats’ up in the air
Asia-Pacific organized the 19th Convocation Ceremony on 14th October 2019 had set another remarkable milestone in the Institute’s history. Post Graduate students were happy to hold their degrees. The occasion turned to be memorable for the previous batches. As per the tradition, Chief Guest : Shri Sunil Arora (Honourable Chief Election Commissioner), Guest of Honour : Smt. Rekha Sharma (Chairperson - National Commission for Women) conferred the degrees to the students amidst crowd comprising of faculty, parents and corporate. Institute took pride in congratulating their brand ambassadors who have secured flying colours and wished them success for their corporate careers.

BEYOND ACADEMICS

Students Committee for Corporate Relations
This Committee assists Centre for Corporate Relations for summer Internship and placements.

HR Panel discussion “On-Boarding Talent - The first 90 days”
Asia-Pacific Institute of Management organized a HR Panel Discussion on “On-Boarding Talent — The first 90 days” in collaboration with MTHR on 27th September 2017 at 6.45 pm. The panelist discussed the importance of first ninety days in the organization which is crucial for both the company and the new employee, various best practices were shared. The panellist were Mr. Subhankar Malakar, Head-HR, TNSWORLD, Ms. Jayanthi J, Head-HR, Shardul-Amarchand Mangaldas, Mr. Alok Narayan, EVP, Quattro Global Services, Ms. Simin Askari, VPYCHR, DS Group, Additional GMYHR NTPC and Prof. Dr. S.P. Chauhan, Director, AIM.
BEYOND ACADEMICS

PRAHLAD KAKKAR

Asia-Pacific Institute of Management welcomed Adman Prahlad Kakkar for ‘Mantras of Successful Branding’ Session on 8th Sept. How do you define a personality who refuses to age? Unstoppable is the word and it goes synonymous with Mr. Prahlad Kakkar. Yes, this is how the creative genius addressed the management graduates while introducing him. During the first few minutes of his speech, he laid emphasis on how being young at heart keeps him going and why it is necessary to have a curious mind for an advertising firm. What refrains you from learning is the sentence that ‘i already know a lot’, adds the creative genius. It is only when you show keenness in learning new things that you grow in life. He also talked about self-belief and why it is important in the clustered world. He opened a school ‘The Prahlad Kakkar School of Branding and Entrepreneurship’ where he teaches students on how to come up with excellent brand solution and leaving an impact through advertisements. After his immense contribution to the advertisement industry, he gives back to the society through teaching the concepts of marketing and this is what he enjoys the most at the moment. He also explained that the basic of advertisement is all about dreaming. The adman adds, ‘If you are versed in handling rejection, you become fearless’. Entrepreneurship is all about facing your fears. Another beautiful thing he explained to the students is that owning a job and doing a job are two different things. If you own your job, you become possessive about it and do it without fear in the end there was Q & A session. In a nutshell, this session was described as ‘one of the best sessions’ that students had and thanked the institute for organizing such an event. AIM heartily thanks adman Prahlad Kakkar for visiting the campus and enriching lives of the students with his inspiring words.

PAWAN AGRAWAL

AIM is glad to invite Dr. Pawan Agrawal (Mumbai Dabbawala fame) to address the budding managers. The event took place on 4th August 2017 at the AIM premises. This was the first of its kind event where the management graduates had an opportunity to listen to Dr. Agrawal and to meet him in person. Dr. Agrawal is the Founder and President of Kamalabai Educational and Charitable Trust, Mumbai. He has many hats to his kitty and few of them are — Author, Educationist, Entrepreneur, and Business Consultant. He is known for his inspiring dialogues, mode of communication and has addressed many top leaders from the corporate world. Some of the renowned firms include Cadbury, SAP, Honda, Volvo, HCL, Maruti Suzuki, Vodafone, etc. The students were excited and awaited the day as they had firsthand experience to have an interaction with the juggernaut himself. During his speech, Dr. Agrawal shared his thoughts on management skills, customer satisfaction, product delivery cycle and how one can become an entrepreneur. Also, he shared about his struggles and achievements and what it takes to be successful in the business scenario. The hoardings were up and the news were spreading fast enough to make the young minds curious.

HECTOR BEVERAGES

Hector Beverages is a start-up based in Bangaluru which was founded by Neeraj Kakkar and Suhas Misra in 2009. Their main product, Paper Boat beverages, debuted for public purchase in August 2013 which created a new revolution of bringing back traditional flavours in beverages. As a part of creating a long—term relation, the company offered a 15-day live project in marketing where our students were given the task of being the ‘Paperboat Ambassadors’ and spread awareness across the city. They not only helped our students in gaining insights of the industry but also helped in development of managerial skills in our students.
Asia Pacific Institute of Management celebrated its 22nd Foundation Day on 9th November 2018. The Institute was founded by Shri A.K. Srivastava under the guidance of visionary academicians and professionals in 1996 and thereafter it grew fast and became a centre of excellence. The celebration was undertaken with the objective to enlighten students about human responsibilities, ethical behaviour and responsible business practice and to make them successful managers. Celebration started with Swami Chidrupananda Ji as Invited Speaker, who shared the tips on Stress Management with the students. The talk by Swami Ji was full of real life examples and some exciting stories. The evening had the students spell bound. The winners of various events were awarded with certificates and medals. As some of the students said “The event has given us memories for a life time”.
“NOSTALGIA” ALUMNI MEET

INTER- COLLEGE FEST “EXUBERANCE”

Asia—Pacific Institute of Management, New Delhi, hosts every year its Inter-College-Fest “Exuberance” on campus at Jasola. The two days of competition had participation from over 60 colleges from NCR and other states. Over 700 students from other colleges participated in various Management, IT and Cultural competitions. The opening ceremony on 24th January had Dr. V.P Singh as Chief Guest, who is Director— HR, Devyani International. The management events like “Spot Business Plan, Ad Shastra” “I need $$$,” Logo Quiz were organized. Cultural events Nukkad Natak, Solo & Group Dance, Singing, Fashion Show, War of Bands attracted huge crowds. The two days event ended with an evening of performances by Toshi & Sharib & ITIDA.

ALUMNI MEET “NOSTALGIA” 2018

Alumni Meet — Nostalgia. Life seems to pass you by once you exit your College. Participating in a class reunion can not only be nostalgic but help to give you a look back to how far you have come. When you were at AIM as a student, you had certain dreams and plans for your future. It is always great to look back and revisit the place where the foundation stone of your dreams was laid? And gives immense pleasure meet your inspiring teachers, mentors and of course, your best buddies and colleagues. Asia-Pacific Institute of Management, New Delhi Alumni Association, organized the 18th Alumni Meet — Nostalgia 2018. The Meet was organized to connect, strengthen and develop Alumni Network.

Around 500 Alumni from various batches attended the Meet, it was heartening to note that Alumni from earliest batches also attended. The 2nd year students interacted with their Alumni and explored the possibilities of placement with their respective organizations. All-in-all, the evening of 3rd December, 2016 resulted in some rich experiences in the form of sharing of reminiscent times, new networks built, rich experience shared and a lot of appreciation showered by the alumni for such an exemplary event management.
Asia—Pacific Institute of Management organized a two day Annual Sports Meet-KHELUTSAV’-19, at its campus & at Netaji Subhash Sports Complex, Jasola, New Delhi & Yamuna Sports Complex Surajmal Vihar, New Delhi. The young sportsmen participated with enthusiasm and displayed their talent in various Outdoor games like Cricket, Volleyball, Football, Basketball, Badminton, Tug-of-War etc and Indoor Games like Chess, Carom, Table Tennis, Arm-Wrestling etc. The energy of the students was seen as their participation was in huge number.
“TAKSHILA” THE MDP CENTRE OF EXCELLENCE

“Takshila” - The MDP centre of excellence at AIM provides a customized platform to provide training in diverse areas of management (in-house / Open). Takshila, is an exclusive “Centre for MDP” with all the modern state of the art facilities like Video Conferencing, Auditorium and seminar Hall, Lecture Theatres, Exclusive Dining Halls for MDP Participants.

Management Development Programmes at AIM
Management Development has become very important in today’s competitive environment in any business. It has been found in various surveys that the organizations that align their management development with strategic planning by investing in their employees have added considerably to their value chain. Our MDPs focus on new developments and latest trends in managerial practices in specific areas. With greater focus on personal and organizational development, the programmes are designed to augment the managerial knowledge, skills, attitude and aptitude of the executives. To this end, our Management Development Programmes [MDPs] are designed with the right balance between theoretical inputs, practical insights and the latest research findings. Such programmes help the key professionals in industry integrate management theories to the continuously changing business environment and refine their action plans to meet the business requirements. Our MDPs aim to equip participants with strategic tools in the field of Strategic Planning, Finance, Marketing, IT, Operations, International Business, Organizational Behavior, HRM, Communications and Soft Skills like, Time Management, Interpersonal Skills, Selling Skills, Presentation Skills, Motivational Skills, Global Leadership, Energy and Environmental management etc.
## MDP’S ORGANIZED & CONDUCTED

**By Faculty Members of Asia Pacific Institute of Management**  
From 1st August, 2018 to 10th September, 2019

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Title of the MDP</th>
<th>Date</th>
<th>Level of Participants</th>
<th>Client Org.</th>
<th>Conducted By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Team Building</td>
<td>Half-Day 2 August, 2018</td>
<td>Chief Engineers</td>
<td>NHPC Faridabad</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>2</td>
<td>Competency Building for Effective Managerial Roles</td>
<td>Two day 6-7 August, 2018</td>
<td>Executives</td>
<td>NTPC, Kawas, Gujarat</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>3</td>
<td>Developing Soft Skills for Higher Performance</td>
<td>Two day 9-10 August, 2018</td>
<td>Non-Executives</td>
<td>NTPC, Kawas, Gujarat</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>4</td>
<td>Developing Positive Attitude for Higher Performance with Techniques of Relaxation and Time Management with Demonstration</td>
<td>Half-Day 30 August, 2018</td>
<td>DSPs, Inspectors and Sub-Inspectors</td>
<td>CBI Academy, Ghaziabad</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>5</td>
<td>Emotional Intelligence for Leadership</td>
<td>3 days 1-3 November, 2018</td>
<td>Executives</td>
<td>NHPC, Sewa-II</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>6</td>
<td>Personal Growth and Team Building</td>
<td>3 days 6-8 December, 2018</td>
<td>Executives</td>
<td>NHPC Chamera-I</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>7</td>
<td>Essentials for Motivating People</td>
<td>Half-Day Module 20 December, 2018</td>
<td>Trainers</td>
<td>Magic Bus India Foundation, NGO</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>8</td>
<td>Value Actualization</td>
<td>2 days 3-4 January, 2019</td>
<td>Senior Executives</td>
<td>NTPC Farakka</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>9</td>
<td>Building Interpersonal Skills</td>
<td>3 days 15-17 January, 2019</td>
<td>Senior Executives</td>
<td>NHPC Chamera-II</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>10</td>
<td>Enhancing Managerial Effectiveness</td>
<td>2 days 30-31 January, 2019</td>
<td>Senior Executives from 11 PSUs</td>
<td>SCOPE Convention Centre, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>11</td>
<td>Building Competencies for Service Excellence</td>
<td>2 days 12-13 February, 2019</td>
<td>Non Executives</td>
<td>NTPC, Engg. Office, Noida</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>12</td>
<td>Developing competencies for solution centric approach</td>
<td>One day in the month of March 2019</td>
<td>Senior Executives</td>
<td>IOC</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
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<td>13</td>
<td>Personal Effectiveness &amp; growth</td>
<td>Three day 27-29 March 2019</td>
<td>Senior Executives</td>
<td>NHPC, Banikhet</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>14</td>
<td>Emotional Intelligence</td>
<td>03 April, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>15</td>
<td>Emotional Intelligence</td>
<td>06 May, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
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<tr>
<td>16</td>
<td>Stress Management</td>
<td>27 May, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>17</td>
<td>Developing Positive Attitude</td>
<td>10 June, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>18</td>
<td>Work-Life Balance</td>
<td>24 June, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
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<tr>
<td>19</td>
<td>Work-Life Balance</td>
<td>12 July, 2019</td>
<td>Executives</td>
<td>FCI</td>
<td>Prof. Surabhi Goyal</td>
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<td>20</td>
<td>One-Day MDP on Managing Self, Building Teams and Leading Others for Women Executives of MMTC</td>
<td>21 June, 2019</td>
<td>Senior Executives</td>
<td>MMTC, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
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<tr>
<td>21</td>
<td>One-Day MDP on Managing Self, Building Teams and Leading Other for Executives of MMTC</td>
<td>22 June, 2019</td>
<td>Senior Executives</td>
<td>MMTC, New Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
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<tr>
<td>22</td>
<td>Training Programme on Work-Life Balance for Women</td>
<td>Half-Day 2 August, 2019</td>
<td>Executives</td>
<td>National Productivity Council (NPC), Lodhi Road, N. Delhi</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
<tr>
<td>23</td>
<td>Attitude for Excellence to Excel in Business for Handicrafts Exporters</td>
<td>Half-Day 23 August, 2019</td>
<td>Entrepreneurs</td>
<td>Export Promotion Council for Handicrafts (EPCH)</td>
<td>Prof. S.P. Chauhan</td>
</tr>
<tr>
<td>24</td>
<td>Excellence Through Organizational Transformation</td>
<td>2 days 8-9 Sept., 2019</td>
<td>Executives</td>
<td>NSPCL at Hotel Pride, Bangalore</td>
<td>Prof. S.P. Chauhan Prof. Surabhi Goyal</td>
</tr>
</tbody>
</table>
Programme Core Courses Snapshot (2019-21)

PGDM-GEN

TERM 1
1. Business Communication
2. Organizational Behaviour
3. Business Statistics
4. Marketing Management - I
5. Financial Accounting for Managers
6. Managerial Economics
7. IT for Managers
8. Foreign Language 1

TERM 2
1. Decision Science for Managers
2. Managerial Communication
3. Organizational Design and Development
4. Marketing Management - II
5. Cost Management Accounting
6. Financial Management - I
7. Management Information System
8. Macro Economics
9. Foreign Language 2

TERM 3
1. Operations Management
2. Global Business Environment
3. Human Resource Management
4. Research Methodology
5. Financial Management - II
6. Indian Financial System & Finance Markets
7. Consumer Behavior
8. E-Business

TERM 4
1. Legal Aspects of Business
2. Personal Growth Lab
3. Strategic Management -I
4. ELECTIVE - 1A
5. ELECTIVE - 1B
6. ELECTIVE - 2A
7. ELECTIVE - 2B

TERM 5
1. Entrepreneurship Management and Innovation LAB
2. Indian Ethos & Corporate Governance
3. Strategic Management - II
4. ELECTIVE - 1B
5. ELECTIVE - 1C
6. ELECTIVE - 2A
7. ELECTIVE - 2B

TERM 6
1. ELECTIVE - 1A
2. ELECTIVE - 2A
3. ELECTIVE - 2B
Programme Core Courses Snapshot (2019-21)

PGDM-BFS

TERM 1
1. Business Economics
2. Principles and practices of Banking
3. Accounting of Bankers
4. Business Communication - I
5. Excelling with Excel - I

TERM 2
1. Corporate Finance
2. Legal & Regulatory Aspects of Banking
3. Banking Needs Assessment Survey
4. Excelling with Excel - II
5. ET Finpro - I
6. PRL - I
7. Business Communication - II
8. Finacle - I

TERM 3
1. ET FINPRO - II
2. Personal effectiveness and relationship leadership
3. Customer Relationship Management
4. Finacle - II
5. Immersion Program - Rural Banking
8. Business Research Methods

TERM 4
1 Technology in Banking Management
2 Derivatives & Risk Management
3 Immersion Program - Branch Banking
4 Credit & Risk Management in Banks
5 Forex Management in Banks
6 PEARL – III
7 Financial Planning & Wealth Management
8 Corporate Banking
9 Sales Management

TERM 5
Project Work - I

TERM 6
Research based Work
PROGRAMME STRUCTURE PGDM BATCH (2019-21)

PGDM-GEN/MKT/BFS/IB
SECOND YEAR

CORE PAPERS
1. Legal Aspects of Business
2. Personal Growth Lab
3. Strategic Management
4. Innovation and Entrepreneurship
5. Indian Ethos & Corporate Governance

SPECIALIZATION ELECTIVES
Operations Management and Decision Sciences (OMDS)
1. Operation Research
2. Global Logistics & Supply Chain Management
3. Maintenance Management
4. Project Management
5. Total Quality Management
6. Service Operations Management
7. Warehousing and Material Management
8. Supply Chain Analytics
9. Operations Strategy
10. Lean Six Sigma

Marketing (MKT)
1. Sales & Distribution Management
2. Product and Brand Management
3. Rural and Bottom of Pyramid (BOP) marketing
4. Marketing Analytics
5. International Marketing
6. Integrated Marketing Communications
7. Marketing of Services
8. Digital Marketing
9. Events & Media Marketing
10. Customer Relationship Management
11. Customer Relationship Management
12. Business to Business Marketing

Human Resource (HR)
1. Recruitment and Selection
2. Performance Management
3. Compensation Management
4. Strategic Human Resource Management
5. Learning and Development
6. Employee Relations
7. Psychometrics for Managers
8. Employment Laws
10. HR Analytics
11. Organizational Transformation

International Business (IB)
1. International Marketing
2. Financing of International Trade
3. Export Import Documentation and Procedure
4. Trade Data Analytics
5. Global Logistics and Supply Chain Management
6. International Business Strategy
7. Global Sourcing and Business Development
8. International Economics & Competitive Strategy
9. International Economics & Finance
10. Global Economy and Emerging Industries
11. International Business Law
13. International Economics & Trade Policy

Information Technology
1. Enterprises Resource Planning
2. Software Engineering
3. Knowledge Management Systems
4. Decision Support and Expert Systems
5. Software Project Management
6. IT Governance
7. Information Systems Strategy

Finance (FIN)
1. Security Analysis
2. Investment Banking
3. Strategic Financial Management
5. Financial Modeling
6. Project Appraisal & Finance
7. Bank Finance for Importers & Exporters
8. International Finance
9. Portfolio Management
10. Taxation
POST GRADUATE DIPLOMA IN MANAGEMENT BATCH 2019-21

Number of Students with Specialization

<table>
<thead>
<tr>
<th>Specialization</th>
<th>Number of Students</th>
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<td>Marketing International Business</td>
<td>16</td>
</tr>
<tr>
<td>Marketing Operations</td>
<td>9</td>
</tr>
<tr>
<td>Human Resources &amp; Marketing</td>
<td>6</td>
</tr>
<tr>
<td>Human Resources &amp; Operations</td>
<td>1</td>
</tr>
<tr>
<td>Finance &amp; Human Resources</td>
<td>1</td>
</tr>
<tr>
<td>Finance &amp; Marketing</td>
<td>18</td>
</tr>
<tr>
<td>Finance &amp; International Business</td>
<td>1</td>
</tr>
<tr>
<td>Finance &amp; Operations</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
</tr>
</tbody>
</table>

Number of Students According to Graduation Streams

<table>
<thead>
<tr>
<th>Graduation</th>
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</thead>
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<tr>
<td>BA</td>
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<tr>
<td>BBA</td>
<td>14</td>
</tr>
<tr>
<td>BCA</td>
<td>3</td>
</tr>
<tr>
<td>B.Com</td>
<td>23</td>
</tr>
<tr>
<td>B.Sc.</td>
<td>5</td>
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<tr>
<td>B.Tech</td>
<td>8</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>54</strong></td>
</tr>
</tbody>
</table>
FINANCE & MARKETING

Agneesh Upadhayay
- 26
- B.Sc
- Summer Internship at Acuity Knowledge Partners
- Ambala, Haryana

Akshita
- 22
- B.B.A
- Study the purchase pattern of consumers of E-learning platform
- Qutub Vihar, New Delhi

Anmol
- 25
- B.Sc
- A study of marketing concepts and buying behaviour of ac’s AT Hitachi
- Meerut, Uttar Pradesh

Joy Paul
- 23
- B.Com
- Equity Research in pharmaceutical sector
- Shillong, Meghalaya

Nishant Anand
- 23
- B.Com
- Paycheck protection programme & commercial lending tools of banks
- Patna, Bihar

Poornima Gupta
- 22
- B.Com
- Customer relationship management practices adopted by top 5 banks in India
- Moradabad, Uttar Pradesh

Pragya Pandey
- 21
- B.Com
- Study on Equity Research on Banks
- Jaipur, Rajasthan

Pratishtha Saxena
- 21
- B.Com
- Marketing Strategies Adopted by Coca Cola and Popularity of Different Brands of Coca Cola
- Bareilly, Uttar Pradesh
FINANCE & MARKETING

Shubham Sharma
- 22
- B.Com
- A study on investment options and investors attitude towards investment in private insurance companies
- Bareilly, Uttar Pradesh

Shubhang Agarwal
- 23
- B.Com
- A study on consumer preference Towards various investment Avenues
- Bareilly, Uttar Pradesh

Soumi Mukherjee
- 22
- BCA
- Mutual fund : A Globally Proven investment Avenue
- Durgapur, West Bengal

Varsha Vijayan
- 24
- B.B.A
- A comparative study on the impact of Covid-19 on the US and Indian Banking Industry
- Kollam Distt., Kerala

Vivek Singh Chauhan
- 23
- B.B.A
- Effects Of Branding On Consumer Buying Behaviour – A Study In Relation To Mobile Phones
- Dwarka, New Delhi

Amrita Sinha
- 23
- B.Com
- A study on Equity Research of Banking Sector
- Patna, Bihar

Sachin Garg
- 24
- B.Sc
- Commercial lending and Paycheck Protection Programme
- Sarita Vihar, New Delhi
FINANCE & OPERATION

Vigneshwaran Balakrishnan
- 27
- B.Com
- Raman Associate (kodambakam branch) as Audit clerk
- Chennai, Tamil Nadu

Kapil Garg
- 26
- B.Com
- A study on Risk Perception & Portfolio Management of Equity Investors
- Sarita Vihar, New Delhi

MARKETING & HUMAN RESOURCE

Alka Ojha
- 24
- B.C.A
- National Computers as part time Sales executive.
- Faridabad, Haryana

Jini Shukla
- 22
- B.B.A
- Consumer Behavior On K-12 Online Education
- Lakhimpur Kheri, Uttar Pradesh

Rupali
- 23
- B.C.A
- Online VS Instore Buying Behavior Consumer Report
- Harda, Madhya Pradesh

Shikha Chauhan
- 24
- B.B.A
- Application of Artificial Intelligence in different HR processes
- Faridabad, Haryana
MARKETING & HUMAN RESOURCE

Naynole Kaul
- 22
- B.B.A
- A study related to insurance company
- Palam, New Delhi

Mahweesh Zareen
- 23
- BBA
- Exploring the Relationship between employer branding in organizations culture and hr practices
- Jamshedpur, Jharkhand

MARKETING & INTERNATIONAL BUSINESS

Aayush Agarwal
- 23
- B.Com
- Impact of COVID-19 on Indian Automotive Industry
- Buxar, Bihar

Anupam Singh
- 22
- B.Com
- Potential impact of COVID-19 on Pharmaceutical sector
- Varanasi, Uttar Pradesh

Ayushi Shekhar
- 22
- B.B.A
- A Study on customer buying behaviour for future general insurance company
- Lakhimpur, Uttar Pradesh

Dewank Rounchhela
- 23
- B.Com
- Study of consumer buying behaviour towards investment products & running a deep analysis of PNB Metlife & tourism management at australiia
- Dehradun, Uttar Pradesh
Harikaran R G
- 23
- B.Tech
- Consumer Preference towards online shopping
- Virudhunagar, Tamil Nadu

Harish
- 23
- B.Com
- Study of brand management and its protection
- Rohini, New Delhi

Mradul Baghel
- 23
- B.Tech
- Marketing Activities and customer response for quality machine tools corporation
- Indore, Madhya Pradesh

Prince Kumar
- 24
- B.Com
- Faridabad, Haryana

Rudra Pratap Singh
- 24
- B.Com
- Marketing Strategies of Apple Inc
- Varanasi, Uttar Pradesh

Sahil Pandey
- 21
- B.Com
- Market Research for -Lalimer An EdTech Company
- Allahabad, Uttar Pradesh

Saran
- 23
- B.A.
- Study on use of marketing & sales strategies at modinagar paper mills
- Meerut, Uttar Pradesh

Tanuj Joshi
- 24
- B.Com
- A study on consumer perception on KTM
- Dehradun, Uttarakhand
MARKETING & INTERNATIONAL BUSINESS

Vishal Dang
- 23
- BBA
- Consumer's perception towards cause-related marketing
- Faridabad, Haryana

Sameer Pandey
- 21
- B.B.A
- How to successfully approach cause based marketing
- Baoti, Uttar Pradesh

Rohit Bhardwaj
- 21
- BBA
- Cause Related marketing by nike
- Faridabad, Haryana

Tanya Kalra
- 21
- B.Com
- A study on consumer preference towards various Ig products
- Yojna Vihar, New Delhi

MARKETING & OPERATION

Akarsh Jha
- 32
- B.Tech
- Powermech projects limited - Assistant Manager
  Melco India Pvt Ltd - Sr Engineer
  Macawber Beekay Pvt Ltd - Engineer
- Raipur, Chhattisgarh

S V Sampath Kiran Sanku
- 23
- B.Tech
- To design a supply chain model to deliver vegetables, fruits and greens according to the customer’s requirement
- Vizag, Andhra Pradesh

Sandip Banik
- 25
- B.Tech
- Solutions to problem arising from changing trend in consumer behaviour in india milk industry
- Agartala, Tripura

Shadabur Rahman
- 26
- B.Tech
- Effect of Barding on consumer buying behavior
- Purnea, Bihar
MARKETING & OPERATION

Souvik Roy Choudhury
- 25
- B.Sc
- BSNL is making huge loss recent years
- Agartala, Tripura

Akshita Bharti
- 24
- B.Com
- A comparative study on the brand promotion strategies of EduSaksham In comparison with Byju’s and Vedantu
- New Delhi

Shakeel Hasan Karim
- 25
- BBA
- Consumer Awareness on Digital Platform® HUPLUS MARKET INNOVATION PVT LTD
- Saket, New Delhi

Anurag Kumar
- 26
- B.Tech
- Vedantu Pvt Ltd
- Bihar

Mashad Ali
- 24
- B.Tech
- Study of two-wheeler in south-east asian market
- Saidulajab Extn, New Delhi
HR & OPERATION

S. Shreya Ananda
- 21
- B.B.A
- A Study on employee learning during the lockdown at banks
- Orissa

FINANCE & INTERNATIONAL BUSINESS

Shivangi
- 24
- B.Com
- A study of perception of customers regarding life insurance in uttar Pradesh with special reference to district ETAH
- Etah, Uttar Pradesh
Deepshree

- 22
- B.B.A
- Comparative Istudy on Training and Development at Tata Consultancy Services (TCS) and Cognizant Technology Services (CTS)
- Faridabad, Haryana
# Snapshot of Some of Our Esteemed Alumni Since Inception Year 1996

<table>
<thead>
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<th>S.No.</th>
<th>Name</th>
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<th>Organisation</th>
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<td>Mr. Jitendra Jena</td>
<td>VP-HR &amp; Corporate Strategy</td>
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<td>Mr. Niraj Mendiratta</td>
<td>Sr Manager Training-HR</td>
<td>Hindware</td>
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<td>Ms. Shalini Rath</td>
<td>Talent Acquisition Head</td>
<td>Unitech Wireless Ltd</td>
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<td>4</td>
<td>Mr. Vikram Gandhi</td>
<td>National Manager</td>
<td>TCS</td>
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<td>5</td>
<td>Mr. Amit Bansal</td>
<td>Zonal Head</td>
<td>ICICI Bank Ltd</td>
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<td>6</td>
<td>Mr. Akhil Saxena</td>
<td>Marcom Head</td>
<td>Aircel</td>
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<td>7</td>
<td>Mr. Jatin Bhargav</td>
<td>Vice President</td>
<td>Citi Finance</td>
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<td>8</td>
<td>Mr. Sandeep Kumar Sinha</td>
<td>North Indian Marketing Head</td>
<td>Walmart</td>
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<td>9</td>
<td>Mr. Amarendra Kumar</td>
<td>North Bihar Marketing Head</td>
<td>ETV Network</td>
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<td>10</td>
<td>Mr. Arindam Saha</td>
<td>AVP &amp; Branch Head</td>
<td>ING VYSYA Bank</td>
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<td>11</td>
<td>Mr. Aristo Dutta Gupta</td>
<td>Operation Leader</td>
<td>Genpact</td>
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<tr>
<td>12</td>
<td>Ms. Paramita Dey</td>
<td>AVPN Quality</td>
<td>Genpact</td>
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<td>13</td>
<td>Mr. Rohit Shah</td>
<td>Group Account Director</td>
<td>Mudra Communication</td>
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<td>14</td>
<td>Mr. Shantanu Bhattacharya</td>
<td>Associate Director</td>
<td>Group M</td>
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<td>Mr. Sandeep Sinha</td>
<td>Country Manager</td>
<td>Firefox Trek</td>
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<td>16</td>
<td>Mr. P.K. Ajith</td>
<td>Area Manager</td>
<td>Sundaram Finance Ltd</td>
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<td>17</td>
<td>Mr. Prasun Banerjee</td>
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<td>18</td>
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<td>Area Manager</td>
<td>MTS</td>
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<td>19</td>
<td>Mr. Ankur</td>
<td>MD</td>
<td>Career Launcher</td>
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<td>Mr. Raman Singh</td>
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<td>Mr. Rajeev Kumar</td>
<td>Project Lead SAP HR</td>
<td>SBI Life</td>
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<td>22</td>
<td>Mr. Ravindra Kumar</td>
<td>General Manager</td>
<td>Dr. Lal Path Lab</td>
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<td>23</td>
<td>Mr. Sourabh Goswami</td>
<td>Cluster Head</td>
<td>Reliance Money</td>
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<td>26</td>
<td>Mr. Anirban Nandi</td>
<td>JM (SCM)</td>
<td>Kajaria Ceramics</td>
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<td>Mr. Daivesh Dilip Shah</td>
<td>Director</td>
<td>Mercantile Advertisement</td>
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<td>28</td>
<td>Ms. Neha</td>
<td>HR Manager</td>
<td>ICICI Prudential</td>
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<td>29</td>
<td>Mr. Sourav Mohta</td>
<td>Director</td>
<td>Satyanarayan Ispat Pvt</td>
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<td>30</td>
<td>Mr. Giasuddin Ahmed</td>
<td>Area Sales Manager</td>
<td>Zenith Computer</td>
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</tbody>
</table>
ALUMNI & STUDENT SPEAK

“Today, when I look back, I feel proud of my decision to join Asia Pacific Institute of Management (APIM). APIM is a place, where talent is nurtured by great professors, mentors and guides; who have devoted their lives to Corporate and are now in a self-actualization mode to help Young India. The case study based teaching methodology helps in applying knowledge in the real life situations of the professional life. APIM also helped me learn the art of being disciplined and professional.”

Vishal Srivastava,
Executive Director | Batch 2005-07

Asia Pacific Institute of Management is one of the best place for management students, life at APIM is like a rollercoaster ride with each day bringing in new challenges and learning filled with classroom lectures, guest speaker sessions, workshops etc. It is a place where I learned a lot and which helped me develop myself from an amateur to well qualified personnel. I am grateful to have such at great platform.

Deepak Choudhary
CEO - Audi Delhi | Batch 2001-03

It’s been a while for me in the corporate world as a Human Resource professional and when I look back, all I can say is that APIM definitely has some role to play here. I started my career with Fidelity International (campus placement) as a Talent Acquisition Coordinator and ever since then my life changed. I got a chance to work with some of the best known brands and understand the insights of the recruitment world. I am currently working as the Recruitment Coordinator APAC at MongoDB taking care of the interview process and ensuring to give the best of candidate experience.

As a student, I always questioned myself if I would do well as an HR professional since I was not much of a talkative person but the belief my faculty and the mentors had in me made me go for this and here I am today! APIM is very close to my heart as it gave me two most life changing years of my life. It gave me the platform to shape up this beautiful journey I am enjoying right now.

Nikita Parashar
Recruitment Coordinator | MongoDB | Batch 2014-16

It really gets tough for me to even imagine my pleasure and success without AIM, the place which has nourished me as an individual and helped me to fulfil my aspiration of experiencing and exploring life in every credible way.

‘Yes! I did it’ - feeling boosts me every time I accomplish a new task at my workplace. Like white colour contains all the colours of a spectrum, AIM is the place which carries all the colours and essence of developing leaders for tomorrow’s world. The course pedagogy was excellent, my two years was full of thrill and excitement. I will always remain indebted towards AIM for embedding all the colours of student life in an indelible corporate learning for me.

AYUSHI GEMINI
Account Manager- Brand Partnerships-Bloomberg|Quint
Batch 2013-15
ALUMNI & STUDENT SPEAK

I am a Mechanical engineer having seven years of rich experience in power sector worked as an assistant manager but then I feel that I have to polish myself as a good manager and enhance my leadership quality. The congenial environment at Asia pacific has given me numerous opportunities to participate in extracurricular activities and groom my personality. We worked very closely with the college faculty and personally met top professionals from the corporate world. This exposure and learning was supplemented with our classroom lectures. I am exalted to show my gratitude to Asia pacific for making me a super confident person who is clear about his career goals.

Akarsh Jha
Batch 2019-2021

Being a part of one of the most pioneer B-school i.e. Asia Pacific Institute of Management in itself is an immense pleasure. This is a place where knowledge meets the practical world. The most unique thing here is the faculty members. The teachers are always available for clearing our doubts. The case study methodology of teaching helps us to apply knowledge and generate new ideas. Apart from studies there are many extra co-curricular activities, different clubs, CCR Committee which helps you to gain more confidence in yourself and groom your soft skills to meet the needs of the highly competitive world.

Akshita Sharma
Batch 2019-2021

After completion of my Bachelor’s degree and working in marketing field I realized that I was not satisfied with my own performance because I knew I was capable of more if had more knowledge of what I did and so I decided I should pursue my post-graduation in management and my search brought me to Asia-Pacific Institute of management. And from the very first day I felt like I belonged here because the faculty member helped me to adapt to the situation very quickly.

Not only that the class atmosphere is so positive that it pushes us to go beyond our current capabilities and explore new heights. I am happy that I decided to come to this prestigious institute which is having a legacy of 23 years and I feel privileged to be a part of it because I know it will help me develop myself as an individual and professional both.

Mradul Baghel
Batch 2019-2021
PLACEMENT STATUS BATCH 2017-19

More than 110 Companies visited for final Placements

125 Offers

30% Students Got Multiple Offers

80% Companies are Multinational in Nature

100% Paid Summer Internship

Industry Wise Companies

- Financial Consulting
- BFSI
- Consumer Durable
- Wellness
- FMCG
- Service
- E-Commerce
- Retail
- HR Consulting
- Shipping
- Automobile
- Power
- Media
- IT Services
- Hospitality
- Insurance
- Logistics
- Manufacturing
- Education
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<th>S.N.</th>
<th>Company Name</th>
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<td>2</td>
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<td>Aditya Birla Capital- Health Care</td>
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<td>JCB</td>
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<td>SAI Enterprises</td>
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<td>Hindustan Wellness Pvt. Ltd.</td>
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<td>8</td>
<td>J. Marathon Advisor Services Pvt. Ltd.</td>
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<td>9</td>
<td>Bharat Electronics Ltd.</td>
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<td>10</td>
<td>Nangia Advisors LLP (Andersen Global)</td>
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<td>Edelweiss Broking Ltd.</td>
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<td>N G Digital Solutions Pvt. Ltd.</td>
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<td>Rastriya Ispat Nigam Ltd.- VSP</td>
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<td>360 Realtors</td>
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<td>Tommy Hilfiger</td>
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<td>Creative Think Media and Little Black Book</td>
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<td>26</td>
<td>Bajaj</td>
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<td>28</td>
<td>ITC Ltd.</td>
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<td>Quick Ride</td>
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OUR PROMINENT RECRUITERS
## OUR PROMINENT RECRUITERS

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<th>MOTHER DAIRY</th>
<th>muthoot MICROFIN</th>
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## OUR PROMINENT RECRUITERS

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<td>Wrig Nanosystems</td>
<td>Zeenews</td>
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</table>
PLACEMENT PROCESS AT AIM

PHASE I
Students profiles and other relevant information are shared with our potential recruiters

PHASE II
The Companies are invited on campus to conduct Pre-Placement talks and to give the details of the roles and profile offered

PHASE III
Companies conduct their selection processes which typically may include Shortlisting, Psychometric and other assessment tests, GD and Personal interviews, following which the final results are announced

PHASE IV
Thank you letters are sent to all the recruiters along with the expression of our commitment to have a long term and fruitful relationships with them

PHASE V
Share the feedback on interviewed aspirants either in the prescribed Asia Pacific Institute format. This shall help us in developing the aspirants further
Asia-Pacific Institute of Management is just 12 Kms away from the New Delhi Railway station and is around 25 Kms from New Delhi Air-Port. The distance from Inter-State Bus Terminus, Kashmir Gate, New Delhi is around 12 Kms. The location is easily accessible by Delhi-Metro, Bus Taxi and Auto Rikshaw. The nearest landmark is Indraprastha Apollo Hospital, Jasola Delhi-Metro Station. Jasola Vihar, Shaheen bagh metro Station