HERE EVERY ANSWER IS THE BEGINNING

PLACEMENT BROCHURE 2018-19
VISION
To be an academic institution of "first choice" to transform lives that will change the world for the better, at whatever level of human endeavour it is involved.

MISSION
• 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 maintained sharp focus on its core objective to shape future business leaders and has consistently been producing students who have made their mark in the corporate world. This has resulted in improved ranking of AIM and recruiters coming to our campus year after year to recruit our students. 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 experts and academic experts from IIMs and other such B-Schools. AIM has consistently maintained a high faculty to student ratio and having high caliber intellectual capital. AIM focuses on continuous industry interaction to assess industry trends and needs by conducting regular MDPs, seminars and workshops, which are focused on main-stream activities of AIM faculty. The summer internships after first year are carefully selected to enable students have the right exposure which should help them in making their career decisions and persue their passions. The students are educated and trained with an objective of holistic personality development coupled with high quality domain education. AIM lays lot of emphasis on extracurricular activities which regularly happen throughout all the trimesters. Our world-class library, computer lab and high degree of digitization provide students the right environment for high quality learning. We take the task of students’ career development as a challenge to us and we ensure that the students get best of all the facilities. Our students are fully equipped to take on the modern day challenges in today’s corporate world and add value to the organizations they join. We look forward to a rewarding placement experience this year also.

A.K. Shrivastava
Chairman
I welcome you on behalf of Asia-Pacific Institute of Management and thank you for showing interest in us.

Asia-Pacific Institute of Management (AIM), New Delhi with 22 years legacy is one of the top management schools in the country. Centrally located in the heart of the Capital, it is a uniquely designed campus with the-state-of-the-art facilities and a well equipped library reassuring a safe and a healthy learning environment. The institution works very closely with the industry and actively seeks the participation of industry leaders in developing and to take up research in emerging areas. This also helps us to keep our offerings current and relevant as per the needs of the industry. The pedagogy adopted here encourages practical workshops and real-life projects as a part of course assignments. We offer a wide range of electives across different functional areas which allow a student to gain in-depth knowledge in their areas of interest. Further, to expose our students to the business world, we have initiated a lecture series of eminent guests titled “Lessons from Legends”. People of world fame, to name a few Mr. Prahlad Kakar, the Ad Guru, Dr. Pawan Agrawal, the Mumbai Dabbawala, Mr. Suresh Prabhu, former Railway Minister of India, Dr. Sambit Patra, spokesperson of Bharatiya Janata Party and many others have graced our campus to share valuable insights with our students.

In addition, AIM also conducts Management Development Programmes (MDP) which are exclusively industry focused so as to equip the executives with latest management techniques in an ever-dynamic context of domestic and international business environment. This also provides a strong industry connect.

We have nationally acclaimed faculty members with a right mix of industry and academic experience. They are actively involved in their pursuit of creating and disseminating knowledge through teaching, research and training. The alumni come back to their alma mater for a strong interaction and mentoring of students. AIM has a culturally vibrant environment with a meritorious student intake from pan-India, based on GMAT, CAT, MAT scores through a selection process of written test, group discussion and personal interview by a panel of faculty and industry mentors.

I once again extend a warm welcome to you to visit our campus and give our students an opportunity to prove themselves as an asset to your organizations.

Prof. (Dr.) S. P. Chauhan
Officiating Director
I welcome you to the campus placement of PGDM 2017-19 batch at Asia-Pacific Institute of Management (AIM) New Delhi, with lots of passion and pride. AIM has been constantly improving its quality and standards, which are reflected in the faith that companies put in by recruiting our students year after year. AIM’s continuous improvement in ranking which presently stands at 9th, among the Private B-Schools in North India by latest MDRA-Business Today - 2017 Survey, is a true reflection of its persisting quest for quality management education, not quantity. AIM is also best known for its intellectual capital, curriculum innovation, industry exposure and academic excellence. Our industry focused and constantly updated Post-Graduation Management Curriculum coupled with dual area specialization ensures that our students are multi-skilled, job market ready and well equipped to face any industry challenges.

AIM has always emphasized the need for an industry-vetted curriculum and thus, ensures that its students have an excellent exposure to current happenings in the industry. The curriculum taught them how to apply their acquired knowledge in their Summer Internship Project (on the job training) and Winter Internship Project (research acumen). At AIM, we prepare our students on how to use tools and techniques, required for making prudent management decisions. We believe in a holistic development of our students and ensure that they are well groomed in soft skills, behavioural skills and right attitude. Some components are part of the regular curriculum which is also being supplemented by trainings and practice.

The selection process employed for admission at AIM is very well structured and rigorous, which comprises Case Study Analysis, Group Discussions and Personal Interview, and well supplemented by career counselling. The scientific learning pedagogy adopted at AIM is well crafted as due diligence is sought, even after prolonged consultation with other renowned academicians and senior industry experts and it is also reviewed every year to keep industry relevant. A robust 6000+ alumni of AIM is a testimony to its strong foundation which has helped them to reach positions of eminence in career progression path.

It’s been a privilege to present our group of dynamic, talented and passionate students, raring to become successful managers. We assure you that our students are well equipped with professional and personal skills to excel in whichever sector; they choose to be part of. We whole-heartedly assure you that our graduates will be an asset to your organization.

We invite companies around the globe to be part of our student recruitment process and they entrusted their faith on us by visiting our campus on a regular basis. We look forward to a have long lasting association.

Dr. J. Bhandari
Chairperson,
Centre for Corporate Relations (CCR)
THE ACADEMIC ADVISORY COUNCIL-AAC

The Academic Advisory Council (AAC) provides guidance to the Institute in finalizing programme structures, the courses to be taught, the course content and the books. Regular reviews are held to ensure that the curriculum reflects current industry trends and incorporates the latest in theory and application. The AAC consists of eminent experts from academics and industry.

**CHAIRPERSON**

| Prof. (Dr.) S.P. Chauhan | Officiating Director - AIM |

**MEMBERS**

| Dr. C. P. Shrimali | Former Director, MDI - Gurgaon |
| Dr. M.P. Gupta | Former Professor, FMS - Delhi University |
| Dr. S. Garimella | Professor, IIM - Delhi |
| Dr. Sudhir K. Jain | Professor & Head, Dept. of Management Studies, IIT - Delhi |
| Shri Anil Kumar Sravat | Managing Director, Eternal Resource Group Co. Ltd. |
| Prof. T.N. Kapoor | Former Vice - Chancellor, Punjab University |
| Prof. Ashish K Banerjee | Professor, IIM - Kolkata |
2017

Ranking
Including IIMs, FMS, IITs, Govt. & Pvt. B.Schools

9th Amongst all B.Schools in Delhi-NCR

11th Amongst all B.Schools in North Zone of India

40th All Over India

22nd in Placements Amongst all B.Schools in India

Survey 2017

APPROVALS

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)

PHD Chamber of Commerce & Industry (PHDCCI)

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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<th>International Collaborations</th>
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<td>IDRAC France</td>
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<td>Szent Istvan University (Hungary)</td>
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<td>Poltave University of Economics and Trade (Ukraine)</td>
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<td>University of Northern IOWA</td>
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<td>Grant MacEwan University</td>
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<td>Indiana State University</td>
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<td>Wolkite University</td>
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Asia-Pacific Institute of Management is ranked 6th amongst private B.Schools in North India by Business Today. 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, with a team of highly qualified faculty with academic excellence and industry exposure. A state-of-the-art infrastructure provides the environment for nurturing talent and for empowering the students with the knowledge, skills and mindset which together shape future business leaders.

A symbiotic relationship is encouraged between the industry and the academics through a mutual exchange of practical and theoretical aspects of management knowledge. The AICTE approved PGDM programme is one of the most sought after courses in the region, the other three programmes duly approved by AICTE: PGDM - Marketing, PGDM – International Business and PGDM - Banking and Financial Services also have been whole heartedly welcomed by the corporate.

To ensure quality intake we consider graduates who have taken GMAT, CAT and other national level entrance test in addition to our prescribed eligibility criteria. Source: Business Today’s “MDRA India’s Best B.School Survey - 2017”

Programmes Offered

**PGDM**
- General - Dual Specialisation
- Marketing
- International Business
- Banking & Financial Services

**Specialisation Offered**
- Marketing
- Finance
- Operations
- Human Resource
- International Business
- Information Technology
Asia-Pacific Institute of Management normly believes that its mission is to shape "complete" business leaders, who will spear-head not only the growth in their corporate spheres, but also inclusive social advancement through a holistic approach towards professional education.

Our dedicated faculty members stay in touch with the frontiers of knowledge, through continuous research. They publish research papers in reputed journals, present papers at conferences, participate in seminars and workshop and also share their learning with the outside world through Management Development Programs (MDPs) and other programmes/events organized at the institute.

Our students are always a step ahead of the competition since they have been tutored and equipped as per current industry needs. The key to success of any management schools lies in its ties with industry. Industry interaction at AIM is an integral part of the program. Industry is intimately involved at every stage of the process by the Centre for Corporate relations (CCR) through its unique Institute-industry interference initiative "3i".

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, 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 and working through Summer internship in the industry and the project report has to be defended in viva-voce by industry experts.

**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.
THE ACADEMIC BLOCK

AIM offers a peaceful environment highly conducive to academic process. The centrally air-conditioned campus, with spacious class-rooms and ergonomically designed furniture, multi-media projection and public address systems make learning an enriching process.

THE HOSTEL

Asia-Pacific Institute of Management provides separate hostel facility for its boy and girl students. The Hostel provides an ideal place for a disciplined, healthy and congenial atmosphere for peaceful stay and study. To the residents, it is a home away from home, hence they consider themselves belonging to one family and treat one another in friendly and courteous manner. Boarding and Lodging facility provided in the hostels include fully furnished Rooms, Meals, Snacks. Tea and 24 hour purified drinking water supply through R.O. system. Vegetarian and Non-Vegetarian food is served regularly. To and fro Bus Facility is provided free of cost to the hostlers. The Hostel has round the clock security services.
The Web has changed the way the world looks at information. The expanding role of IT in business, science, government, social structures and personal lives is obvious in the current generation. As an academic discipline, IT focuses on meeting the needs of users within the organizational and societal context through the selection, creation, application, integration and administration of computing technologies.

AIM’s state-of-the-art Computer Center has 400 high performance Pentium nodes [i3] connected to Six high-speed servers in a LAN [Domain] environment. Further opportunity to develop expertise on the AS/400 system used IBM (discuss), being widely used by Fortune 500 companies, also exists at AIM. NAS Storage, Firewall, Network Printers and Scanners are integrated in LAN to optimize utilization of the resources.

ATHENAEUM (LEARNING RESOURCE CENTRE)

We take pride in our state-of-the-art Library. Athenaeum (LRC) has more than 50,000 books, 100 plus National & International print journals, 1,000 CD/DVD and huge collections of ebooks which include a large number of international publications. The library has been able to provide best possible services related to industry in Fully Automated and Fully Air-Conditioned environment. Athenaeum (LRC) is able to facilitate active learning and the smiling library staff extends helping hand to its users in facilitating their learning, making the library a Learning Centre. The Library has been redesigned recently with new facade.

INFORMATION RESOURCE CENTRE (IRC)

The Center is equipped with Windows 7 (updated 2008) Domain, compilers for languages like C, C++, Relational Data Base Management Systems like ORACLE 9i and other packages like MS Office, Ms Project, Visual Studio, Dot Net, FoxPro, SPSS etc. AIM is linked to the rest of the world through its high speed 20 Mbps 1:1 round the clock leased line Internet connectivity for net-based research projects and knowledge mining. Students use these labs to design and develop cross platform applications. From capture of media to production of CBTs and websites, AIM’s Computer Lab has ample resources on both platforms for editing and creating content and authorizing multimedia for standalone computers and delivery via web. Students work in teams to implement network design, solve network related problems and learn the fundamentals of operating an installation of networked computers.

Library services provided onsite

- Online journals
- EBSCO (Business Source Elite) J-Gate

ILL & DDS

- DELNET

Research assistance provided to the students for their projects by retrieving articles form subscribed databases, e-journals and open access journals.
LIBRARY SERVICES PROVIDED ONSITE

Databases and e-journals, ILL Online services, and Document Delivery Services via DELNET EBSCO DATABASES [Business Source Elite] offers full text for more than 1,110 business publications and contains expanded PDF back files for more than 153 titles [back to 1985 or the first issue published for that journal]. 10,150 substantial company profiles from Market Line are also included. Online journals via J- Gate Research assistance provided to the students for their projects by retrieving articles form subscribed databases, e-journals and open access journals.

THE AUDITORIUM

The 200 seat auditorium with multiplex quality acoustics, seating, projection and sound systems, allows the hosting of guest lectures, presentations, seminars, workshops as well as orientations, convocations and other important events. The budding managers get several opportunities over the academic year, to showcase their extra-curricular talents on the stage. An open-air amphitheatre provides a venue for more informal activities.

PERSONAL GROWTH LAB

Our Personal Growth Lab caters to the need of grooming our students in the area of Soft-Skills and Employability Enhancement. Recent studies show that young graduates trained in the Engineering and Management areas are not job ready’ in terms of skill sets required in the industry making the young graduates ‘educated’ yet ‘unemployable’. According to Labour Report 2007, "about 53 per cent of employed youth suffer some degree of skill deprivation while only 8 per cent of youth unemployed The report prepared by one of India’s largest staffing company, Team Lease Services further elaborates, citing “57 percent of India’s youth suffering from some degree of un-employability”.

In light of the above, the PG Lab, a 120-hour intensive program delivering experiential learning both through class room teachings and outbound trainings [OBTs], is set up by the Institute to groom the students in these major areas - Communication, Soft-kills and Employability. For an overall personality development of our students, PG Lab sessions are spread across all the six trimesters, training and grooming the students, right from day one till the day they are placed.
Shaurya (the E-Cell) of Asia-Pacific Institute of Management gives impetus to the development of budding entrepreneurs. It is a platform to showcase and hone one’s entrepreneurial skills. The purpose of Shaurya is to enlighten the inner self within an individual. Shaurya operates in collaboration with National Entrepreneurship Network [NEN]. Faculty coordinators for the cell provide guidance to the member students and help them in planning out the various entrepreneurial events. A core committee of live students is appointed in the departments like HR, Finance, Marketing, IT and Operations and then the members of Shaurya are assigned to various departments to ensure the smooth flow of events.

The institute is also in the process of setting up the AIP (Atal Incubation Program) subject to the approval of Niti Aayog

CAFETERIA

Cafeteria serves hot/cold beverages, hygienic snacks and lunch.
A major Institutional effort is taken every year for improving academic curriculum. The Annual Course Review Meeting was conducted on May, 2018 at AIM Campus, New Delhi. The objective was to review the PGDM (full time) and PGDM (executive) course syllabi for all (Marketing, Operations, Banking & Finance, IT, HR, & IB) as per best practices and to make it more industry relevant.

Academic experts from IIM Ahmedabad, IIM Lucknow, IIM Kolkata & MDI Gurgaon & Industry experts from Bausch & Lomb, Asahi India Glass Limited, ATOS, Sentiss Pharma, Chatsworth, Ministry of Finance & Turkey Prime Ministry Investment Support and Promotion Agency participated in course review.

This exercise helps AIM in collecting valuable academic and corporate inputs on a regular basis. This will further guide the existing faculty of AIM to be better informed in the classroom.

**LIST OF EXPERTS IN ANNUAL COURSE REVIEW MEETING:**

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<th>No.</th>
<th>Name</th>
<th>Designation</th>
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<tbody>
<tr>
<td>1</td>
<td>Dr. S. P Chauhan</td>
<td>HRM</td>
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<td>2</td>
<td>Dr. J. Bhandari</td>
<td>IBSE</td>
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<td>3</td>
<td>Prof. Saurabh Mittal</td>
<td>IT</td>
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<tr>
<td>4</td>
<td>Dr. Surabhi Goyal</td>
<td>Marketing</td>
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<td>5</td>
<td>Prof. Ravinder Bhatia</td>
<td>Finance</td>
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<tr>
<td>6</td>
<td>Dr. Goutam Dutta</td>
<td>Operations</td>
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<tr>
<td>7</td>
<td>Mr. Sanjay Aggarwal</td>
<td>Operations</td>
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<td>8</td>
<td>Mr. Sanjay Bhutani</td>
<td>MD Bausch &amp; Lomb Eye Care India Ltd.</td>
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<tr>
<td>9</td>
<td>Dr. Ashish K. Banerjee</td>
<td>Marketing</td>
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<td>10</td>
<td>Mr. Shiraz Javed</td>
<td>Marketing</td>
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<tr>
<td>11</td>
<td>Mr. Ashok Kanojia</td>
<td>IT</td>
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<td>12</td>
<td>Mr. Vivek Chandra</td>
<td>Strategy</td>
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<td>13</td>
<td>Mrs. Fariha Ansari Javed</td>
<td>International Business &amp; Economics/ Strategy</td>
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<tr>
<td>14</td>
<td>Dr. Ajay Singh</td>
<td>HRM</td>
</tr>
<tr>
<td>15</td>
<td>Mr. Ritesh Arora</td>
<td>HRM</td>
</tr>
<tr>
<td>16</td>
<td>Dr. MP Jaiswal</td>
<td>IT</td>
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Alibaba.com is the largest B2B E-Commerce portal in the world. The transactions value on its online sites was $248 billion last year, more than those of eBay and Amazon combined. As a part of long term engagement, the company has conducted a half day workshop for our first year students. In this workshop the representatives of Alibaba discussed the market research assignment which our students will be doing for them. Some of the interested students will also get an opportunity to do summer internship with one of the associates of Alibaba.com. Alibaba.com is doing this as part of the build up of their operations in India, which they see as having a huge potential. We at Asia-Pacific Institute of Management truly believe that this partnership will be mutually beneficial for both the organizations.

“We are proud to share the information that Asia-Pacific Institute of Management is starting a strategic association with Alibaba.com”
FACULTY RESOURCES

The main strength of Asia-Pacific lies in its highly qualified faculty. 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. The faculty members are mostly Ph.D. or in the process of acquiring doctoral qualifications and the quality of research activity can be judged by the constant stream of research papers and articles that are published in reputed journals or presented at important conferences and seminars.

“Teachers plant the seeds of knowledge that will grow forever!”
Dr. Bhandari is UNCTAD trained economist presently working as Associate Professor in Asia-Pacific Institute of Management, India. He has more than 16 years of teaching and research experience. He specializes in International Economics, International Business, Managerial Economics and other related subjects. He has earned his Ph.D. in Economics from Kumaun University, Nainital. He has completed a Refresher Course/Training Programme on "International Trade Theory and Policy-Modeling and Methodology" organized by United Nations Conference for Trade and Development (UNCTAD) (India), Department for International Development (DFID) (UK) and Ministry of Commerce (GOI) Programme, "Strategy and Preparedness for Trade and Globalization in India."

Dr. Bhandari was appointed as the founder Editor of Ansal University Business Review, the flagship journal of Ansal University. In addition, Dr. Bhandari has been nominated as the editorial member of (i) Journal of Economics and Economic Education Research (JEEER), Allied Academies, North Carolina, USA (ii) Journal of International Business Research (JIBR), Allied Academies, North Carolina, USA. He has also written many research papers which have been published in refereed journals and conference proceedings.

Dr. Bhandari was recently invited by Gunadarma University, Indonesia as Conferences Chair. He has been conferred with "Senior Educator and Scholar Award" by National Foundation for Entrepreneurship Development, Coimbatore, Tamilnadu on Teacher’s Day 5th September 2014.

Dr. Dasgupta is a Cost Accountant and a Ph.D. from BITS, Pilani with 21 years of industry and teaching experience. He has worked for organizations like Karvy Consultants, Tecumseh Products India Ltd. and Indian Institute of Management - Rohtak. His area of expertise is in the field of Innovation and Strategic Management. He has published papers in international refereed journals and has presented papers in prestigious conferences like All India Strategic Management Forum. His research interests include Strategic Management in Indian context and Social Responsibility of Business.
A Post Graduate in Commerce and F.C.M.A. (Fellow of Institute of Cost Accountants of India), Prof R. K. Srivastava is an "All India Rank" holder was awarded a "Certificate of Merit" by the ICWAI at the time of passing his final examinations. He possesses a rare blend of experience in both Industry and Academia. Apart from having worked with companies like Alcatel and HFCL as Head, Manufacturing & Finance, he has also been a senior faculty in some of the most reputed Management Institutes in the country like TAPMI (Manipal), ABS and Symbiosis (Pune).

Apart from training MBA participants, Prof Srivastava has also been associated with the Ministry of Finance, Government of India, for training civil servants who qualify the common civil services examinations conducted by the UPSC. He was last associated with the Institute of Chartered Accountants of India as a Secretary, Committee on Management Accounting and Senior Deputy Director (Board of Studies). In this capacity, he was attached to the Indian representative of the PAIB Committee, IFAC, and was responsible for all technical inputs regarding various finance and accounting issues being deliberated at the global forum.

Prof. Ravinder Bhatia is faculty in Banking & Finance at Asia-Pacific Institute of Management. He is the Programme Director for PGDM Banking & Financial Services programme. Diversified and rich industry experience combined with academic exposure has made Ravinder Bhatia an ideal faculty for B schools. He has wide experience in banking spanning over three decades and has been with Asia-Pacific Institute of Management since 2009. Mr. Ravindra Bhatia completed his B Com. from Punjab University, Chandigarh and secured his MBA (Gold Medallist) from R A Poddar Institute of Management, Jaipur. He also completed his CAIIB and stood First in the bank and was awarded a scholarship. He worked as a Faculty in the Bank's Training College for 6 years; he was also associated with the banks Inspection Department for around 5 years. As a faculty he has authored 14 articles/papers.

Dr. Abhishek Maheshwari is an M.Com. and Gold Medalist in MBA [Finance]. He has completed his doctoral (Ph.D.) in Finance from CCS University, Meerut. He is UGC-NET qualified in Commerce as well as in Management. He has presented many research papers in international and national conferences and seminars. He has also attended many faculty development programs and workshops in his field. He is having more than 15 years of experience in academics. He worked with CPE Degree college Meerut and Dewan Institute of Management Studies, Meerut. He is visiting faculty also in different colleges. He was last associated with Jaipuria School of Business, Indirapuram, Ghaziabad as an Associate Professor in Accounting and Finance Department.
Dr. S.P. Chauhan is a Professor in the area of Organizational Behaviour and Human Resource Management. He has received his Doctorate in Psychology from Punjab University, Chandigarh. Before joining Asia-Pacific Institute of Management, Dr. Chauhan was associated with some of the top business schools in Delhi like Lore School of Management, Shri Ram Centre for IR & HR, New Delhi, as a Professor of OB & HR. Earlier he was also associated with Centre for Management Development [CMD], Mohanagar as a Director, and as a Director & Professor with Sri Sharada Institute of Indian Management - Research, New Delhi. He has authored a book “Effective Leadership: Strategies for Better Results” and published 35 papers and articles in the well-known journals. Dr. Chauhan has conducted MDPs for various organizations such as NTPC, NHPC, DNGC, EIL, NSPCL, BEL, NALCO, IOCL, NBCC, Petronet LNG Ltd, Power Grid Corporation, NDPL, Maruti Udyog Ltd., BPR&D, Whirlpool, DCM Engineering, etc. Dr. Chauhan’s specific areas of interest are: Personality Profiling, Professional Obsolescence, Leadership, Team Building and Group Dynamics, Emotional Intelligence, Managing Change, Developing Positive Attitude, HR Practices etc.

Dr. Nidhi Maheshwari has been in the research and teaching profession for over a decade. She has completed her Ph.D. and LLB. degree from Mohan Lal Suknadiya University, Rajasthan. She also holds a MBA degree from Banasthali Vidyapeeth. During her doctoral studies in the area of Emotional and Spiritual quotient, she had widely published papers in refereed international and national journals. Before joining Asia-Pacific Institute of Management, she was associated with JK Lakshmipat University, Rajasthan, as Assistant Professor. Her areas of research include Spirituality, Value system and Indian ethos. Recently, she was awarded with the “Best research paper” in the LLM-Shillong Sustainability conference (2015). Two Ph.D. scholars have completed research under her supervision.

Dr. Sonia Munjal is an Associate Professor in the area of Organizational Behavior and Human Resource Management. She has 17 years of experience in teaching, training, administration and research with prominent organizations. She has received her Doctorate in Management from Manipal University. Before joining Asia-Pacific Institute of Management she was working as Head of Department of TAPMI School of Business at Manipal University Jaipur. She has published various research papers in National and International Journals of repute. She has also edited one book and published chapters, three Ph.D. degrees has been awarded under her guidance. She has organized various Management Development Programs for Government officials of Sikkim State Civil Servants & North Eastern States, SISI, Entrepreneur Development Cell, Army Personnel and workshops for professionals from corporate like Power Grid, NHPC, Sicpa, Choudhary Groups, Himalayan Distilleries, Alkem, Zydis, Mount Distilleries, Sheela Foam Pvt. Ltd. etc. She has organized various national and international conferences & seminars. She is also actively involved in finishing school trainings for the students of Engineering and Management. Her areas of interest are Organizational Behavior, Organization Development, Human Resource Management and Training.
Dr. Sanjay Singh is recipient of prestigious Erasmus Mundus-WILL Power fellowship awarded by European Union. During the tenure of his fellowship he studied and worked at the University of Padova, Venice, Italy at the Centre for Risk and Decision-making (CeRD) where he studied the role of various type of priming on donation behaviour among Italian college going youths. He has done his doctorate in the area of manageral heuristics & innovation from the Department of Psychology, University of Delhi. Dr. Singh has over 5 years of academic teaching and research experience at various institutions of repute including University of Delhi, Indian Institute of Technology, Delhi, etc. Dr. Singh has been a meritorious student throughout his student life and has received 3 certificates of academic merit. As a researcher he loves working at the interface where research, human behaviour and technology meet. He is a compulsive lifelong learner and voracious reader. Dr. Singh has received a rating of 4.5 out of 5 for his two-day training program in IBM SPSS-AMOS to the Research and Analytics professionals at Thiruvananthapuram, Kerala, campus of EY. Apart from this Dr. Singh has consulted various companies in Delhi NCR region for construction, validation and adaption of psychometric tests for improving the productivity and satisfaction at work.

Dr. Reema Chaudhury is a Ph. D in English with more than a decade of exhaustive experience in teaching English Language, Business Communication and Public Relations to students of different professional courses in multicultural, multilingual, diverse geographic and environmental settings. She completed her Post Graduation and Graduation in English Literature from S.N.D.T. Women’s University, Mumbai. She has also a Post Graduate Diploma in Public Relation Management. She has trained several hundreds of graduating MBAs and students of other professional courses on interview skills, GD and presentation skills as a part of pre-placement training programs. Some of the modules that she has trained students so far arc Developing Self Excellence, Customer Service Skills, Presentation Skills and Effective Communication Skills and Personality development for induction training of fresh students in professional courses. She has conducted several Management development programmes (MDP) on team communication, managerial communication, creative thinking and problem solving skills for professionals of Wipro, PNB, NTPC, NHPC, BPR&D, SJVN, ONGC, GAIL and IAA etc. She is also an English Examination Grader, Penn Foster School, Pennsylvania USA for QA Info Tech Pvt. Ltd., Noida and a Soft Skill Consultant for Evolv Services Ltd., An unit of NIIT Company. She has presented and published various research papers based on her experiences of transmuting communication theories into practice in various journals. Her areas of interests are corporate communication, interpersonal communication, gender communication and soft skills.
Dr. Surabhi Goyal completed her MBA in 1991 from Institute of Management technology Ghaziabad (IMT) and was awarded doctorate by University of Allahabad. She has 20 years of experience in academia and has been teaching Marketing courses at both Post-graduate & Undergraduate levels. She has authored case studies and articles in the area of Consumer Psychology, Service Marketing & Market Strategy services and has extensively used them in classroom teaching. She holds a concurrent experience of more than 15 years in senior academic positions and had steered new initiatives and academic programs in the earlier organizations. She had an opportunity to teach in Bradford university (UK) in visiting academic position and as head of the academic program initiated alliances with well known universities in France, China, South Korea and Singapore. Dr. Goyal is currently a Professor in Marketing and Programme Director at Asia-Pacific Institute of Management, New Delhi.

Prof. Ritu Gupta Dutta is Associate Professor in the area of Marketing. A Physics graduate from Delhi University and MBA in Marketing (Gold Medalist) from MDU Rohtak, she has qualified UGC Net and is a recipient of the prestigious Junior Research Fellowship (JRF). Prof. Ritu has over 21 years of work experience in Academics and Corporate sector. Her past organizations include IIML - Delhi as a faculty, FHTJEE as General Manager Academic Operations, University of Leeds UK as South Asia Head, Hughes Communications India Ltd. as Head of Academics and Product. She teaches various subjects in marketing like Marketing Management, Marketing Research, Customer Relationship Management etc. Apart from teaching she is a pivotal member of the Centre for Corporate Relations at AIM, which works for students internship, placements and industry interaction.
FACULTY PROFILES

MARKETING

Dr. Ritika Gauba is Assistant Professor and Area Chairperson of Marketing in AIM. She has done her Masters in Business Administration from the University of Lucknow and her Doctorate in Management from Uttarakhand Technical University, Dehradun. She is UGC Net qualified and has done a certification course on ‘Marketing Management’ from the National Programme on Technology Enhanced Learning (NPTEL) by IIT Kanpur & MHRD in which she stood among the top 5 students in India. Dr. Ritika Gauba has an experience of more than 10 years in the teaching industry. Prior to this, she worked as a Relationship Manager in Centurion Bank of Punjab (now HDFC Bank). Dr. Ritika has published and presented research papers in various national and international journals and conferences including IIM - Indore, IIT - Roorkee, IMT - Ghaziabad, IBS Hyderabad etc. She has been co-editor of the book ‘Retailing in India - only Business or beyond’, published by Excel Publications. She was the member of the editorial board for both, the college magazine and news letter, in her previous workplaces. She has compered and organized a number of events for various management bodies like - All India Management Association (AIMA), Lucknow Management Association (LMA) and National HRD Network. She has also been a management trainer for various government organizations like Electricity Training Institute, SGPGI Lucknow, Army Training Institute and Institute of Corporative Management.

Anurag Singh Chauhan is a Ph.D. from Indian Institute of Technology, Delhi. He has worked in the area of Marketing on the topic ‘Branding of Educational Institutes’. Prior to joining Ph.D. program he has done MBA from IIT Delhi specializing in Marketing. He also holds a B.Tech. degree in Electronics and Communication. He also has a work experience of more than 5 years in organizations like Creative way Technologies and Career launcher India Ltd., in various functions of marketing and business development. Anurag has also interned at reputed private and public sector organization like IBM, NTPC and MTNL. He has been actively involved in various research and consulting assignments for numerous national and international clients like Planning Commission of India (GoI), Carnegie Foundation (US), National Knowledge Network, Shree Cement, HPCL etc.
Prof. Saurabh Mittal has a rich experience of 12+ years in academics and industry. Currently he is serving as Area Chairperson–IT Department and Chairperson-Academics at Asia-Pacific Institute of Management, New Delhi. Prior to this, he was associated as Assistant Professor with J.K. Padampat Singhania Institute of Management and Technology, Gurgaon (Member JK Organization) and Aggarwal College Faridabad as faculty in IT/Computer Science. He has served EPFO, Govt. of India for more than two years as EDP Coordinator. Prof. Mittal has 18 publications in the domain of Information Technology and Corporate Social Responsibility in the International Journals / Book Chapters / National Journals and Magazines. He has edited 8 books and is also associated with ‘CSR & Competitiveness’ the monthly magazine published by INDIA CSR Group as Sub-Editor. Prof. Mittal has chaired various international conferences in India and abroad. Prof. Mittal has successfully organized 6 MDPs, 10 international conferences and 6 national seminars in the last few years. He is the recipient of the reputed Dewang Mehta Award for Best Professor in IT Management and was the finalist of the Pearson Teaching Award for the All India Professors in the higher education sector.
FACULTY PROFILES

OPERATIONS MANAGEMENT & DECISION SCIENCES

Dr. Vijay Kumar Singh has rich experience of over 33 years in Industries and Academia. He has earned PhD from Regional Institute of Technology, Jamshedpur (Now NIT). He holds Black Belt in Six Sigma. He has wide experience of over 33 years in improving, institutionalizing and sustaining the efforts of improvement through Lean, Six Sigma, TQM, Value Engineering and other cost reduction techniques. He has implemented these techniques in premium industries in India and abroad Viz. Tata Motors, Tata Steel, Tata Autocomp Systems Ltd. (Germany), Mahindra Forgings, Thomson Press Ltd. Etc. Mr. Singh has conducted many MDP programs in Tata Management Development Centre (TMDC) Jamshedpur, Ansal University, Gurugram. He has worked in very senior positions in Tata Group, Mahindra Group and Hindustan Motors. He was Director Technical Campus at KP Engineering College, Agra, Director MDP and Dean Academics at Ansal University, Gurugram, visiting professor at Great Lake Management Institute Chennai, Symbiosis Institute of Management, Pune and Jagannath Management Institute, New Delhi. His experience has contributed by coordinating savings of millions of rupees by implementing the above techniques in the organizations. Thereby, improving productivity manyfold. He has published 12 papers and articles in the well known journals and National Conferences.

Prof. Arshia Kaul has an experience of 1 year 9 months. Currently, she is an Assistant Professor in the Operation Management and Decision Science (OMDS) area at the Asia-Pacific Institute of Management, New Delhi. Prior to this, she was a Junior Research Fellow at the CSIR - National Institute of Science Technology and Development Studies (CSIR-NISTADS), Pusa Campus, New Delhi (April, 2013-July, 2014 and September, 2017 - March, 2018). She has 6 journal publications in journals and 7 conference proceedings 1 book chapter of high repute in the field of Operational Research and Scientometrics. She has presented papers in more than 15 conferences. She has also attended workshops for understanding the use of statistical software such SPSS and R. She was the recipient of the R.S. Varma Gold Medal for securing highest marks in the M.Sc. Operational Research (2010-2012).

Prof. Arshia Kaul
Assistant Professor
B.Sc. (Statistics Majors),
M.Sc. (Operational Research),
M.Phil. (Operational Research),
Ph.D. (Operational Research) (Thesis Submitted)

Dr. Vijay Kumar Singh
Ph.D. Mechanical Engineering
Operation Management

Dr. Vijay Kumar Singh
Assistant Professor
B.Sc. (Statistics Majors),
M.Sc. (Operational Research),
M.Phil. (Operational Research),
Ph.D. (Operational Research) (Thesis Submitted)
## VISITING FACULTY

<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Qualification</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Sanjiva Shankar Dubey</td>
<td>PGDM, B.Tech</td>
</tr>
<tr>
<td>2</td>
<td>Mr. Jyoti Prakash Das</td>
<td>MBA, M.Com, MS</td>
</tr>
<tr>
<td>3</td>
<td>Mr. Manineder Singh</td>
<td>MBA, BE</td>
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<tr>
<td>4</td>
<td>Mr. Attam Prakash</td>
<td>MA (Eco), LLB</td>
</tr>
<tr>
<td>5</td>
<td>Dr. Kushal Banerjee</td>
<td>Ph.D, PGDM, BE</td>
</tr>
<tr>
<td>6</td>
<td>Ms. Shailaja Manocha</td>
<td>PGDM</td>
</tr>
<tr>
<td>7</td>
<td>Ms. Vibha Khandelwal</td>
<td>B.Ed (German Language, MA (English), B.Com, French Diploma</td>
</tr>
<tr>
<td>8</td>
<td>Mr. Gopal Chandra Mondal</td>
<td>B.Com, M.Com, M.Phil, LLB</td>
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<tr>
<td>9</td>
<td>Mr. Harbinder Singh Narula</td>
<td>PGDBM, B.Com</td>
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<tr>
<td>10</td>
<td>Dr. S. Sen</td>
<td>Ph.D</td>
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<td>11</td>
<td>Dr. Arvind Kumar</td>
<td>Ph.D</td>
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<td>12</td>
<td>Dr. Amit Budhiraja</td>
<td>Ph.D</td>
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<td>13</td>
<td>Dr. S. Dasgupta</td>
<td>Ph.D</td>
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<td>14</td>
<td>Dr. Manoj Shrivastava</td>
<td>Ph.D</td>
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<tr>
<td>15</td>
<td>Mr. Ashok Kapoor</td>
<td>B.Sc, LLB, CAIIB</td>
</tr>
<tr>
<td>16</td>
<td>Dr. Sudhir Kumar Jain</td>
<td>Ph.D, IIT(K), B.Sc, MA (Eco), MBA</td>
</tr>
<tr>
<td>17</td>
<td>Dr. Ankit Keshwarwani</td>
<td>Ph.D, NET, MBA, B.Sc</td>
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<tr>
<td>18</td>
<td>Dr. R.K. Wadhwa</td>
<td>Ph.D</td>
</tr>
<tr>
<td>19</td>
<td>Dr. Ajoy Kumar Mitra</td>
<td>MBA &amp; Ph.D</td>
</tr>
<tr>
<td>20</td>
<td>Dr. Asha Jain</td>
<td>D.Litt From Allahabad University Ph.D, MBA, MA, B.Sc.</td>
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</tbody>
</table>
AIM - IDRAC (FRANCE) Academic & Students Exchange

IDRAC - AIM Academic Exchange Programme

The Agreement (originally 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.

AIM is running one week global immersion program with NTU (Nanyang Technological University)
A. 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 and 2014-2015, 2016-2017 academic sessions, 8, 7, 5 and 8 students of IDRAC, Lyon, France, respectively have attended and successfully completed PGDM (International Business) specialization programme at Asia-Pacific Institute of Management.

B. Faculty Visit to Gunadarma University, Indonesia
UG Economics Faculty, Gunadarma University, Indonesia organized International Conference on the theme of “Digital Economy” at Kampus L2 University as Gunadarma, Mutiara Taman Palem Blok C7 Cengkareng, in Jakarta on 25th July 2017.

The conference had around 200 delegates, comprising of researchers, practitioners and professors from multiple countries. Prof. Saurabh Mittal and Dr. Jitender Bhandari were invited as keynote speakers.

Prof. Saurabh Mittal discussed the Digital Insurance Landscape in India and shared the initiatives and activities in the domain of Digital Insurance in the form of aggregator and online versions of the insurance schemes in India.

Dr. Jitender Bhandari discussed the Macro Economic and Micro Economic framework for the digital insurance in India. The major government directives and laws governing the Insurance sector were also included in the discussions.

AIM - Oklahoma State University (USA) Academic and Student Exchange Programme
In recognition of the proven value-both personal and educational, of the exchange experience for students, staff and faculty, an MOU was signed between Asia-Pacific Institute of Management (AIM) and Oklahoma State University, in November, 2013; with the intention to establish, at the institutional level, the principles, policy guidelines and procedures required to facilitate such exchanges between two partnering Institutions in India and USA.

Student Exchange Programme
Student exchange is a priority for both ‘AIM’ and ‘IDRAC’ - Lyon France as the student exchanges between the institutions are found to be beneficial for experience sharing and cross-learning. As per the agreement signed on 2 December, 2008 AIM has sent in the first phase 5 meritorious and bright students in 2011-12 session, which got increased to 15 during 2013 Academic Session. Students are given a Merit Scholarship of Rupees 1 lakh per student for studying at ‘IDRAC’.

Study Tour
AIM has helped organize MacEwan’s Study Tour visit in the Golden Triangle area (Delhi, Agra and Jaipur). A19 Member ‘MacEwan’ Team, consisting of 5 Professors and 14 students visited the AIM campus to have interactive discussions on Students and Faculty Exchange Program between two Institutions.
Centre for Corporate Relations (CCR)

The need for effective interface with Industry and business cannot be over emphasized and AIM has undertaken the task of strengthening the linkages with them, through the Centre for Corporate Relations, manned by people who have decades of experience with industry. The Centre maintains regular interaction with the Industry/Business Organizations with a view to provide the students with exposure to developments.

Initiation Programme 2018

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.

Corporate Guest Lectures

Senior executives from corporate world are invited regularly wherein students get the opportunity to interact and get inputs for better development of their understanding of current industry trends and requirements.
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 opportunities of interaction with Industry are:
Projects and Assignments
These projects and assignments form an integral part of the curriculum. Several projects are identified for the students to select from. Guidance to work on the projects is provided by the course instructors and faculty mentors.

Summer Training
After completing the first year of the programme, students are required to undertake summer training in industry for 8-10 weeks (April-June). This training helps students to have a first-hand experience of working in real-life settings of Industry and Business. It also inter-alia makes them aware of the current industry trends and the necessary skills required to progress in today’s professional environment.

Alumni Interface
AIM 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. Various activities are organized to facilitate the interaction. A new portal has been launched for alumni connect providing a platform for alumni interaction & collaboration.
# Distinguished Speakers

## From the Industry & Academia Year 2018

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<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Position/Title</th>
<th>Organization/Institution</th>
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<tbody>
<tr>
<td>1.</td>
<td>Dr. Pawan Agarwal</td>
<td>Mentor</td>
<td>Mumbai Dabbawalas</td>
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<td>2.</td>
<td>Mr. Prahlad Kakar</td>
<td>Advertisement Guru</td>
<td>ACP</td>
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<td>3.</td>
<td>Mr. Manish Barriarr</td>
<td>Founder &amp; CEO</td>
<td>Success Factory</td>
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<td>4.</td>
<td>Mr. Sandeep Kant Mittal</td>
<td>Deputy General Manager-Operations</td>
<td>Future Group (Big Bazaar)</td>
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<td>5.</td>
<td>Mr. Shudeep Majumdar</td>
<td>Co-founder &amp; Director - Corporate Affairs</td>
<td>Zefmo</td>
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<td>6.</td>
<td>Mr. Parag Mishra</td>
<td>Manager - Data Mining &amp; Insights</td>
<td>Mercer Corporation</td>
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<td>7.</td>
<td>Ms. Charu Sharma</td>
<td>Manager</td>
<td>Ashai Glass</td>
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<td>8.</td>
<td>Mr. Nisheeth Srivastava</td>
<td>Marketing Manager &amp; Brand Creative Lead</td>
<td>OLX</td>
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<tr>
<td>9.</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>10.</td>
<td>Mr. Shudeep Majumder</td>
<td>Vice President - Corporate Communication</td>
<td>VLCC</td>
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<tr>
<td>11.</td>
<td>Mr. Sudhendu Deb</td>
<td>Ex General Manager, VLCC &amp; Eminent Consultant</td>
<td>VLCC</td>
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<td>12.</td>
<td>Mr. Satyajit Menon</td>
<td>HR Director</td>
<td>Snapdeal</td>
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<tr>
<td>13.</td>
<td>Mr. Arvind Kumar</td>
<td>Dy. Secretary, Department of Heavy Industries Ministry of Heavy Industries and Public Enterprise, Govt. of India</td>
<td>Government of India</td>
</tr>
<tr>
<td>14.</td>
<td>Mr. Satyajit Menon</td>
<td>HR Director</td>
<td>Snapdeal</td>
</tr>
<tr>
<td>15.</td>
<td>Mr. Kanishk Shukla</td>
<td>Terrority Sales Manager Department of Post, Ministry of Communication and IT,</td>
<td>Government of India</td>
</tr>
<tr>
<td>16.</td>
<td>Mr. Shubhendu Deb</td>
<td>Ex General Manager, VLCC &amp; Eminent Consultant</td>
<td>VLCC</td>
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<tr>
<td>17.</td>
<td>Prof. Debi Saini</td>
<td>Visiting Professor</td>
<td>MDI, Gurgaon</td>
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<td>18.</td>
<td>Mr. Kamleendu Bali</td>
<td>Executive Director</td>
<td>Global Solutions, Concentrix</td>
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<tr>
<td>19.</td>
<td>Mr. Tarun Negi</td>
<td>Director, Market Procurement Leader Indian Subcontinent</td>
<td>Philips India Ltd.</td>
</tr>
<tr>
<td>21.</td>
<td>Mr. Vivek Kumar</td>
<td>Co-Founder</td>
<td><a href="http://www.GOSPORTO.com">www.GOSPORTO.com</a></td>
</tr>
<tr>
<td>22.</td>
<td>Mr. Tarandeep Singh</td>
<td>Senior Manager</td>
<td>Accenture India Ltd.</td>
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<tr>
<td>23.</td>
<td>Mr. Mohnish Roy</td>
<td>Founder</td>
<td>Perspective</td>
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<tr>
<td>24.</td>
<td>Dr. Deepak Pandit</td>
<td>Co-Founder</td>
<td>Indian School of Entrepreneurship</td>
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<td>25.</td>
<td>Prof. K.C. Tuli</td>
<td>Professor</td>
<td>University of Delhi</td>
</tr>
<tr>
<td>26.</td>
<td>Mr. Sumit Malhotra</td>
<td>Director Sales and Marketing</td>
<td>ACC Ltd.</td>
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<tr>
<td>27.</td>
<td>Mr. M.L. Chakraborty</td>
<td>Dy Executive Director</td>
<td>Dalmia Bharat Group</td>
</tr>
<tr>
<td>28.</td>
<td>Mr. Navin Gulia</td>
<td>Author, Adventurer, World Record Holder &amp; Social Worker Author, Adventurer, World Record Holder &amp; Social Worker</td>
<td></td>
</tr>
<tr>
<td>29.</td>
<td>Mrs. Aruna Broota</td>
<td>Psychologist</td>
<td>Delhi University</td>
</tr>
<tr>
<td>30.</td>
<td>Mr. Satinder Juneja</td>
<td>Sr. VP - Sales and Marketing</td>
<td>NIIT Technology</td>
</tr>
</tbody>
</table>
### Distinguished Speakers from the Industry & Academia Year 2018

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</tr>
</thead>
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<tr>
<td>31</td>
<td>Mr. Anurag Anand</td>
<td>GM-Coca Cola University</td>
<td>Coca Cola</td>
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<tr>
<td>32</td>
<td>Mr. Nagendra Agrawal</td>
<td>Associate Vice President</td>
<td>Kent RO</td>
</tr>
<tr>
<td>33</td>
<td>Mr. Sanjay Sharan</td>
<td>Additional Director</td>
<td>NACEN</td>
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<tr>
<td>34</td>
<td>Mr. Pankaj Dubey</td>
<td>CEO &amp; Managing Director</td>
<td>Polaris India Ltd.</td>
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<tr>
<td>35</td>
<td>Mr. Annu Grover</td>
<td>Managing Director</td>
<td>Nurturing Green</td>
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<tr>
<td>36</td>
<td>Mr. Harpreet S. Walia</td>
<td>Managing Director</td>
<td>T-Fiori</td>
</tr>
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<td>37</td>
<td>Mr. Mitul Kumar</td>
<td>Associate Director, Global Strategy</td>
<td>KPMG Saudi Arabia</td>
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<tr>
<td>38</td>
<td>Mr. Sudeesh Nair</td>
<td>VP International Business</td>
<td>Alibaba.com</td>
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<tr>
<td>39</td>
<td>Mr. Ravi Khandelwal</td>
<td>Executive Director (Legal &amp; Finance)</td>
<td>Container Cooperation India Ltd.</td>
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<tr>
<td>40</td>
<td>Mr. Abhishek Agarwal</td>
<td>Assistant Manager</td>
<td>ITC Ltd.</td>
</tr>
<tr>
<td>41</td>
<td>Mr. Ajay Yadav</td>
<td>Vice President - Sales Jaguar Land Rover</td>
<td>AMP Motors</td>
</tr>
<tr>
<td>42</td>
<td>Mr. Ashit Shah</td>
<td>Business Head-North India</td>
<td>Wipro-GE Healthcare Ltd.</td>
</tr>
<tr>
<td>43</td>
<td>Mr. Ashok Swarup</td>
<td>GM - HR</td>
<td>NTPC Ltd.</td>
</tr>
<tr>
<td>44</td>
<td>Mr. Chetan Varma</td>
<td>Executive Director</td>
<td>Power Grid Corporation of India Ltd.</td>
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<tr>
<td>45</td>
<td>Mr. Deepak Choudhary</td>
<td>CEO, Delhi</td>
<td>West Audi</td>
</tr>
<tr>
<td>46</td>
<td>Dr. Ranjana Mittal</td>
<td>Manager - HR</td>
<td>NTPC Ltd.</td>
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<tr>
<td>47</td>
<td>Ms. Monika Marwah</td>
<td>Talent Acquisition Lead</td>
<td>NCR Corporation</td>
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<tr>
<td>48</td>
<td>Mr. Neeraj Jasrotia</td>
<td>Head Workforce Planning</td>
<td>Ericsson</td>
</tr>
<tr>
<td>49</td>
<td>Mr. Pavan Shrivastava</td>
<td>Zonal Sales Manager</td>
<td>Cavin Kare Pvt. Ltd.</td>
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<td>50</td>
<td>Mr. Pawan Dhirga</td>
<td>Director - Partnership</td>
<td>American Express</td>
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<td>51</td>
<td>Mr. PKD Nambiar</td>
<td>Managing Director</td>
<td>Flags Communications Pvt. Ltd.</td>
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<td>52</td>
<td>Mr. Prateek Sharma</td>
<td>CEO</td>
<td>Courier Home &amp; Dafzo</td>
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<tr>
<td>53</td>
<td>Mr. Rishi Kumara Das</td>
<td>Secretary</td>
<td>ISKCON, Delhi</td>
</tr>
<tr>
<td>54</td>
<td>Mr. S.S. Chawla</td>
<td>Senior Director</td>
<td>Assocham</td>
</tr>
<tr>
<td>55</td>
<td>Mr. Satyajeet Rajan</td>
<td>Director General (IAS)</td>
<td>Ministry of Tourism</td>
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<tr>
<td>56</td>
<td>Mr. Sidharth Gupta</td>
<td>Senior Manager - HR</td>
<td>Samsung R&amp;D Institute</td>
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<tr>
<td>57</td>
<td>Mr. Sushant Kumar</td>
<td>Co Founder</td>
<td>Courier Home &amp; Dafzo</td>
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<tr>
<td>58</td>
<td>Mr. Ved Prakash</td>
<td>Chairman &amp; MD</td>
<td>MMTC Ltd.</td>
</tr>
<tr>
<td>59</td>
<td>Mr. Vishal Srivastava</td>
<td>Director - Consulting</td>
<td>PwC India</td>
</tr>
</tbody>
</table>
AIM organized the 18th Convocation Ceremony on 16th September 2017 for the PGDM Batch 2014-16 and 2015-17. Post Graduate students were happy to hold their degrees. The occasion turned out to be memorable for the previous batches. As per the tradition, chief guest Shri K.V. Chowdhary (Central Vigilance Commissioner) awarded the degrees to the students amidst crowd comprising of faculty, parents and corporate. It was the time when the students applauded themselves and for their batch mates. A lot happened which made the occasion grand for the previous batches and AIM is all happy to take necessary initiatives for the same. Post Graduates rolled the ‘graduation hats’ up in the air. AIM congratulates students who have passed out with flying colours and wish them well for their corporate careers.
Students Extra-Curricular Committee
The Committee is responsible to build a spirit of healthy competition by organizing sports events. To provide respite from the usual rigors of educational life, a variety of cultural events are organized in the Institute from time to time. The Institute has an in-house musical band. Inter-college meets are also organized for our students to interact with outside world.

Students Academic Affairs Committee
The committee takes feedback from students on course delivery, suggestions for library improvement and managing the activities of various management function clubs like HR club, Marketing Club, Finance Club etc.

Students Infrastructure Committee
The Committee coordinates with various IT affairs like the administrative aspects of LAN, Web Page and Intranet, and also to give futuristic ideas for improving the infrastructure.

Students Placement Committee
This Committee assists Centre for Corporate Relations (CCR) and plays a critical and active role in all summer and final placement related activities.

Students Editorial Committee
The Committee looks with assisting the Editor, Asia-Pacific Review, the Newsletter of AIM.

Anti Ragging
The culture in the AIM is conducive and the close interaction between the seniors and the juniors are such that there has been no occasion of any ragging in this Institute.

Students Alumni Committee
The Committee maintains the linkages between the students and the alumni for a life long relationship. The professional success of the Alumni provides an impetus and a strong motivation to excel with time. A formal Alumni Meet is organized annually for face-to-face interaction, in addition to regular meetings with the Alumni. It serves as a platform for Alumni to share their experience with the students which helps in the professional development of the present students.

Students Publication
The Committee looks into the possibility of collecting and editing write-ups in the fields of Management and Information Technology. This Committee manages in bringing out Newsletter, magazines and any other publication. Maintaining AIM web page content including souvenirs.

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. 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, Officiating Director, AIM.
AIM 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 keeps you refrain 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 branding 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.

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 dialogue 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 is a start-up based in Bangalore 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 pi offered a 15-day live project in marketing where 1 Q, 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 20th Foundation Day on 9th November 2017. 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 behavior 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 lifetime”.

FOUNDATION DAY
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, 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 great performances.

AIM 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 2016 which was held at AIM Campus, New Delhi on 3rd December, 2016. 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 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 2 days Annual Sports Meet-KHELUTSAV'-17, at its campus and 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 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. The event was kick-started by Dr. S.P. Chauhan Officiating Director, Asia-Pacific.
"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 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 and Conducted

By Faculty Members of Asia Pacific Institute of Management

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<thead>
<tr>
<th>S.No.</th>
<th>Company</th>
<th>Name of the Programme</th>
<th>Dates</th>
<th>Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IREDA</td>
<td>Women Empowerment &amp; Work Life Balance</td>
<td>14th May ‘13</td>
<td>Dr. S.P. Chauhan</td>
</tr>
<tr>
<td>2.</td>
<td>EIL</td>
<td>Think Straight Think Through</td>
<td>5th-6th June ‘13</td>
<td>Dr. Nidhi Maheshwari, Prof. Devendra Bahadur</td>
</tr>
<tr>
<td>3.</td>
<td>EIL</td>
<td>Personal Excellence with Emotional Intelligence</td>
<td>26th-27th June ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari</td>
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<tr>
<td>4.</td>
<td>NHPC</td>
<td>Team Building &amp; Performance Enhancement for Executives of NHPC</td>
<td>1st-3rd July ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Latika Sahni, Dr. Reema Chaudhury</td>
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<tr>
<td>5.</td>
<td>PNB</td>
<td>Leadership Development Programme For Newly Promotoed AGMs</td>
<td>8th-11th July ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Prof. Ratnesh Kumar, Dr. Latika Sahni, Prof. Ravindra Bhatia</td>
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<tr>
<td>6.</td>
<td>EIL</td>
<td>Plan, Decide &amp; Deliver</td>
<td>11th-12th July ‘13</td>
<td>Dr. Nidhi Maheshwari &amp; Prof. Ratnesh</td>
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<tr>
<td>7.</td>
<td>PNB</td>
<td>Leadership Development Programme For Newly promoted AGMs</td>
<td>29th July - 1st Aug ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Dr. A.K. Nigam</td>
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<tr>
<td>8.</td>
<td>GAIL</td>
<td>Emotional Intelligence</td>
<td>29th-30th July ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari</td>
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<tr>
<td>9.</td>
<td>ITDC</td>
<td>Preventive Vigilance</td>
<td>1st-2nd Aug ‘13</td>
<td>Dr. A.K. Nigam, Dr. S.C. Kulshresha, PM Pillai, Amitabh Khare-external faculties</td>
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<td>10.</td>
<td>PNB</td>
<td>Leadership Development Programme For Newly promoted AGMs</td>
<td>19th-22nd Aug ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Dr. A.K. Nigam</td>
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<tr>
<td>11.</td>
<td>GAIL</td>
<td>Strategic Thinking and Execution</td>
<td>26th-27th Aug ‘13</td>
<td>Prof. Devendra Bahadur, Prof Vivek Kumar</td>
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<td>12.</td>
<td>GAIL</td>
<td>Marketing for Non Marketing</td>
<td>26th-27th Aug ‘13</td>
<td>Prof. Pranay Verma, Dr. Poonam</td>
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<tr>
<td>13.</td>
<td>Powergrid</td>
<td>Developing Emotional Intelligent Mindset</td>
<td>4th-6th Sep ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari</td>
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<tr>
<td>14.</td>
<td>NSIC</td>
<td>CSR &amp; Sustainable Development</td>
<td>7th Sep ‘13</td>
<td>Dr. S.P. Chauhan, Dr. A.K. Nigam, Mr. Sanjay Kumar IFS (external faculty)</td>
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<td>15.</td>
<td>IREDA</td>
<td>Stress Management</td>
<td>7th Sep ‘13</td>
<td>Dr. Nidhi Maheshwari, Ms. Soumya Chawla (external faculty)</td>
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<tr>
<td>16.</td>
<td>EIL</td>
<td>Express to Excel</td>
<td>10th-11th Sep ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari</td>
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<tr>
<td>17.</td>
<td>ITDC</td>
<td>Preventive Vigilance</td>
<td>12th-13th Sep ‘13</td>
<td>Dr. A.K. Nigam, Sunil Gautam, Amitabh Khare-external faculties</td>
</tr>
<tr>
<td>18.</td>
<td>IAA</td>
<td>Leadership &amp; Team Building</td>
<td>23rd-27th Sep ‘13</td>
<td>Dr. S.P. Chauhan, Dr. A.K. Nigam, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury</td>
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<tr>
<td>19.</td>
<td>IREDA</td>
<td>Managerial Competency</td>
<td>18th-19th Oct ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Mrs. Rashma Nathani (external faculty)</td>
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<td>20.</td>
<td>PNB</td>
<td>Leadership Development Programme For Newly promoted AGMs</td>
<td>28th-31st Oct ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Dr. A.K. Nigam</td>
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<td>21.</td>
<td>IREDA</td>
<td>Leadership, Team Building &amp; Motivation For Organisational Excellence</td>
<td>16th Nov ‘13</td>
<td>Mr. S.P. Bhandari</td>
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<td>22.</td>
<td>IREDA</td>
<td>CSR</td>
<td>19th NOV ‘13</td>
<td>Mr. Ashwani Kumar</td>
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<td>23.</td>
<td>UNGC</td>
<td>Emotional Intelligence</td>
<td>25th-27th Nov ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Dr. A.K. Nigam, Dr. Dipika Mukherjee, Prof. Vivek Kumar</td>
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<tr>
<td>24.</td>
<td>EIL</td>
<td>Change is Good</td>
<td>26th-27th Nov ‘13</td>
<td>Dr. Nidhi Maheshwari, Prof. Devendra Bahadur</td>
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<td>25.</td>
<td>NHPC</td>
<td>Balancing Act - Work &amp; Life</td>
<td>2nd-3rd Dec ‘13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Prof Vivek Kumar</td>
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</table>
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<td>26.</td>
<td>NHPC</td>
<td>Creating a Knowledge Centric Organisation</td>
<td>9th-11th Dec '13</td>
<td>Prof. Vivek Kumar, Prof. Devendra Bahadur, Mrs. Ranjana Jindal (external)</td>
</tr>
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<td>27.</td>
<td>EIL</td>
<td>Plan Better: Deliver Best</td>
<td>10th-11th Dec '13</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari</td>
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<td>28.</td>
<td>IREDA</td>
<td>Interpersonal Relations, Personality Development &amp; Communication Skills</td>
<td>13th Dec '13</td>
<td>Ms. Radhika Vohra Dalal</td>
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<td>29.</td>
<td>PNB</td>
<td>Leadership Development Programme For Newly promoted AGM5</td>
<td>3rd-6th Feb '14</td>
<td>Dr. S.P. Chauhan, Dr. Nidhi Maheshwari, Dr. Reema Chaudhary, Dr. A.K. Nigam</td>
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<td>30.</td>
<td>Rosa power</td>
<td>HR for Non-HR</td>
<td>14th-15th Feb '14</td>
<td>Ms. Rashma Nathani</td>
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<td>31.</td>
<td>NHPC</td>
<td>Risk Management</td>
<td>17th-18th Feb '14</td>
<td>Dr. Venkat Subramanian (external)</td>
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<tr>
<td>32.</td>
<td>EIL</td>
<td>Putting Customer First</td>
<td>18th-19th Feb '14</td>
<td>Dr. Nidhi Maheshwari &amp; Mrs. Debarati Arora</td>
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<tr>
<td>33.</td>
<td>EIL</td>
<td>Ek Kadam Aage</td>
<td>25th-26th Feb '14</td>
<td>Ms. Shilpi (external)</td>
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<tr>
<td>34.</td>
<td>RVNL</td>
<td>Building competency in Corporate Governance</td>
<td>28th March '14</td>
<td>Prof. C.V. Baxi (external. earlier he was a visiting faculty at our campus)</td>
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<tr>
<td>35.</td>
<td>Rosa power</td>
<td>Finance for Non - Finance</td>
<td>8th-9th May '14</td>
<td>Mr. Ravi Sahni (external)</td>
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<td>36.</td>
<td>EIL</td>
<td>Power of Positive Attitude</td>
<td>14th-15th May '14</td>
<td>Ms. Radhika Vohra</td>
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<tr>
<td>37.</td>
<td>IREDA</td>
<td>Managing Time - Acquiring Perfection</td>
<td>16th-17th May '14</td>
<td>Ms. Radhika Vohra &amp; Mr. Sahil Sahore (external)</td>
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<tr>
<td>38.</td>
<td>EIL</td>
<td>Express to Excel</td>
<td>5th-6th June '14</td>
<td>Mr. Sahil Sahore (external)</td>
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<td>39.</td>
<td>MoEF (IFS)</td>
<td>Development Positive Orientation for Higher Performance</td>
<td>11th-12th June '14</td>
<td>Mr. Sahil Sahore (external)</td>
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<td>40.</td>
<td>NHPC</td>
<td>Key to Performance Management and Leadership</td>
<td>23th-24th June '14</td>
<td>Dr. S.P. Chauhan &amp; Dr. Nidhi Maheshwari</td>
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<td>41.</td>
<td>GAIL</td>
<td>Strategic Thinking and Execution</td>
<td>7th-8th July '14</td>
<td>Dr. Venkat Subramanian (external)</td>
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<td>42.</td>
<td>EIL</td>
<td>Negotiating To Win -Win</td>
<td>8th-9th August '14</td>
<td>Dr. S. P. Chauhan &amp; Dr. K. S. Gupta</td>
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<td>43.</td>
<td>GAIL</td>
<td>Excellence Through Positive Attitude &quot;Etiquettes, Manners, Team Working, Conflict Management and Positive Attitude&quot;</td>
<td>11th-12th Aug ‘14 1st-5th Sep ‘14</td>
<td>Dr. St P Chauhan, Dr. Nidhi Maheshwari, Dr. Nidhi Maheshwari, Dr. Reema Chaudhury, Dr. K. S. Gupta, Ms. Radhika</td>
</tr>
<tr>
<td>44.</td>
<td>EIL</td>
<td>Excellence Through Positive Attitude</td>
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<tr>
<td>45.</td>
<td>NHPC</td>
<td>Contract Labour Management</td>
<td>16th-17th Oct '14</td>
<td>Prof. Vivek Kumar (external)</td>
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<td>46.</td>
<td>GAIL</td>
<td>Excellence Through Positive Attitude</td>
<td>20th-21st Oct '14</td>
<td>Dr. K. S. Gupta &amp; Dr. Nidhi Maheshwari</td>
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<td>47.</td>
<td>CBSE</td>
<td>Leadership Skills for Teachers</td>
<td>14th Oct ‘14</td>
<td>Ms. Radhika Vohra Dalal</td>
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<td>48.</td>
<td>CBSE</td>
<td>Leadership Skills for Teachers</td>
<td>16th Oct ‘14</td>
<td>Ms. Radhika Vohra Dalal</td>
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<td>49.</td>
<td>Powergrid</td>
<td>Managing Team Performance</td>
<td>10th-12th Nov '14</td>
<td>Dr. Chauhan &amp; Dr. Nidhi Maheshwari</td>
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<tr>
<td>50.</td>
<td>GAIL</td>
<td>Strategic Thinking &amp; Execution</td>
<td>5th-6th Jan '15</td>
<td>Dr. Venkat &amp; Ms. Lalitha (external)</td>
</tr>
<tr>
<td>51.</td>
<td>CBI</td>
<td>Developing Positive Attitude</td>
<td>19th July ‘16</td>
<td>Dr. S. P. Chauhan</td>
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</table>
CURRICULUM AT A GLANCE

PDGM – GENERAL (DUAL SPECIALIZATION)

**TERM 1**
- Business Communication
- Organizational Behaviour
- Business Statistics
- Marketing Management -I
- Financial Accounting for Managers
- Managerial Economics
- IT for Managers
- Foreign Language 1

**TERM 2**
- Decision Science for Managers
- Managerial Communication
- Organizational Design and Development
- Marketing Management –II
- Management Accounting
- Financial Management – I
- Management Information System
- Macro Economics
- Foreign Language 2

**TERM 3**
- Global Business Environment
- Human Resource Management
- Research Methodology
- Financial Management -II
- Indian Financial System & Financial Markets
- Consumer Behaviour
- E-Business

**TERM 4**
- Entrepreneurship Management and Innovation
- Personal Growth Lab
- Strategic Management
- Elective 1A
- ELECTIVE- 1B
- ELECTIVE-2A
- ELECTIVE-2B

**TERM 5**
- Legal Aspects of Business
- Indian Ethos & Corporate Governance
- Strategic Management
- ELECTIVE- 1B
- ELECTIVE- 1C
- ELECTIVE-2A
- ELECTIVE-2B

**TERM 6**
- ELECTIVE-1A
- ELECTIVE-2A
- ELECTIVE-2B
# PGDM (MARKETING)

## TERM 1
- Business Communication
- Organizational Behaviour
- Business Statistics
- Marketing Management -I
- Financial Accounting for Managers
- Managerial Economics
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## TERM 2
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- Managerial Communication
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## TERM 3
- Global Business Environment
- Human Resource Management
- Research Methodology
- Financial Management -II
- Indian Financial System & Financial Markets
- Consumer Behaviour
- E-Business

## TERM 4
- Entrepreneurship Management
- and Innovation
- Personal Growth Lab
- Strategic Management
- Elective 1A
- ELECTIVE- 1B
- ELECTIVE-2A
- ELECTIVE-2B

## TERM 5
- Legal Aspects of Business
- Indian Ethos & Corporate Governance
- Strategic Management
- ELECTIVE- 1B
- ELECTIVE- 1C
- ELECTIVE-2A
- ELECTIVE-2B

## TERM 6
- ELECTIVE-1A
- ELECTIVE-2A
- ELECTIVE-2B
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<td>Decision Science for Managers</td>
<td>Global Business Environment</td>
<td>Entrepreneurship Management and Innovation</td>
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</table>
## PGDM (MARKETING)

### TERM 1
- Business Communication
- Organizational Behaviour
- Business Statistics
- Marketing Management -I
- Financial Accounting for Managers
- Managerial Economics
- IT for Managers
- Foreign Language 1

### TERM 2
- Decision Science for Managers
- Managerial Communication
- Organizational Design and Development
- Marketing Management –II
- Management Accounting
- Financial Management – I
- Management Information System
- Macro Economics
- Foreign Language 2

### TERM 3
- Global Business Environment
- Human Resource Management
- Research Methodology
- Financial Management -II
- Indian Financial System & Financial Markets
- Consumer Behaviour
- E-Business

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- Entrepreneurship Management and Innovation
- Personal Growth Lab
- Strategic Management
- Elective 1A
- ELECTIVE- 1B
- ELECTIVE-2A
- ELECTIVE-2B

### TERM 5
- Legal Aspects of Business
- Indian Ethos & Corporate Governance
- Strategic Management
- ELECTIVE-1B
- ELECTIVE- 1C
- ELECTIVE-2A
- ELECTIVE-2B

### TERM 6
- ELECTIVE-1A
- ELECTIVE-2A
- ELECTIVE-2B
FINANCE & HUMAN RESOURCE

ANKITA KUMARI
- 23
- BBA
- Aditya Birla Sunlife Insurance
- Fundamental and Technical Analysis of Banking Private Sector
- Muzaffarpur, Bihar

GRISHA MUNJAL
- 23
- B.Com (H)
- PwC India
- Study of effective and efficient business management - KPI analysis
- Fatehabad, Haryana

SHUBHI MALHOTA
- 21
- B.Com (H)
- Grant Thornton India
- Statutory Audit: Substantive Testing of Dentsply India
- Lucknow, Uttar Pradesh

FINANCE & INTERNATIONAL BUSINESS

CHETALI ANAND
- 22
- B.Com (H)
- Radnik Exports
- Supply Chain Management Of Radnik Exports And Levi Strauss & Co : A Comparative Analysis
- Delhi

ABHISHEK SEN
- 26
- B.Com
- ICICI Direct
- The Study Of Mutual Funds In Small-Cap, Mid-Cap And Large-Cap In Indian Context
- Madipur, Delhi
- 48 Months

APOORV MEHRA
- 24
- B.A. (H)
- Valeo Motherson Thermal Commercial Vehicles
- Treasury
- Gautam Budh Nagar, Uttar Pradesh

DHEERRAJ KUMAR
- 27
- B.TECH (EE)
- Grant Thornton India
- Auditing In Firms: Shift Towards Fraud Detection
- Delhi
- 48 Months
MANAN KAPOOR
- 23
- B.Com
- Grant Thornton India
- A Study on Financial Statement Analysis of A2Z Infra Engineering Ltd.
- Delhi

NITIN DULANI
- 22
- BBA
- Grant Thornton India
- Financial Statement Analysis of Acme Entities
- Delhi

PUJA RAI
- 24
- B.Com
- Aditya Birla Sunlife Insurance
- Fundamental And Technical Analysis On Cement Sector
- Bardawan, West Bengal

SARGAM SHRIVASTAVA
- 24
- B.Com
- Aditya Birla Sunlife Insurance
- Fundamental And Technical Analysis On Pharmaceutical Sector
- New Delhi

SURYA SHARMA
- 22
- B.Com
- Grant Thornton India
- Comparative Analysis of Financial Statement of Apollo Tyres And Ceat Tyres
- Delhi

SAMIR HUSSAIN
- 28
- BBA
- Bardays
- NSE After Globalization
- Gautam Buddha Nagar, Uttar Pradesh
- 29 Months

NITESH KAUSHIK
- 24
- BBA
- Systems Electricals
- Supply Chain
- Kota, Rajasthan
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<td>Saurabh Tripathi</td>
<td>22</td>
<td>B.Com</td>
<td>ICICI Securities</td>
<td>Mutual Fund, Lucknow, Uttar Pradesh</td>
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<td>Vishal Sharma</td>
<td>21</td>
<td>B.Com, Bluestar India</td>
<td>Finding The Factors Influencing The Customer Decision For Buying Air Conditioners of Blue Star</td>
<td>Gurgaon, Haryana</td>
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<td>Pratistha Singh</td>
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<td>Zee Media Corporation</td>
<td>Analysis of News Posts, Noida, Uttar Pradesh</td>
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<td>Arkadeep Chakraborty</td>
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<td>Aditya Birla Sunlife Insurance</td>
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<td>Gourav Soni</td>
<td>23</td>
<td>B.Com (H)</td>
<td>Success Mantra</td>
<td>A Research Into Marketing Strategies of Educational Sector With Reference To Test Preparation Business, Raisen, Madhya Pradesh</td>
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<td>Rahul Paul</td>
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<td>Godfrey Philips India</td>
<td>Consumer Satisfaction on E-Cigarettes, Kolkata, West Bengal</td>
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<td>Anmol Gulati</td>
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<td>BBA</td>
<td>Max Life Insurance</td>
<td>Financial Planning, Meerut, Uttar Pradesh</td>
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<td>Prahhak Kumar Malviya</td>
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<td>B.Com</td>
<td>Siemens Healthcare</td>
<td>Impact of GST on Company’S Policy, Azamgarh, Uttar Pradesh</td>
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<td>36 Months</td>
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</tbody>
</table>
**SAGAR SUMAN**  
- **23**  
- **BBM**  
- Torin Wealth Management  
- Mutual Fund  
- Bokaro, Jharkhand  
- 6 Months

**SHAHANWAZ ALAM**  
- **24**  
- **B.Com (H)**  
- AnBac Skills  
- Financial Modeling, Business Valuations  
- Dhanbad, Jharkhand  
- 24 Months

**SRISHTI SHARMA**  
- **22**  
- **B.Com**  
- Utstarcom India Telecom  
- Procurement and AP Process  
- New Delhi

**TUMPESHWAR ROY**  
- **22**  
- **B.TECH (ME)**  
- Hitachi India  
- To Know The Consumer Behaviour Pre-Purchase And Post-Purchase of Hitachi Ac  
- Lower Dibang Valley, Arunachal Pradesh

**VISHNU SREEKUMAR**  
- **25**  
- **BBA**  
- Godfrey Philips India  
- How To Compare Analysis For Gender And Age That Affects The Customer Satisfaction  
- Attingal, Kerala

**VISMAHY KRISHNA**  
- **24**  
- **B.Com (H)**  
- ICICI Securities  
- Mutual Fund Simplified  
- Gaya, Bihar

**VISHAL KOCHAR**  
- **22**  
- **B.Com (H)**  
- Grant Thornton India  
- Financial Analysis of Eldeco  
- Faridabad, Haryana

**ADITYA SHARMA**  
- **24**  
- **B.Com**  
- Aditya Birla Sunlife Insurance  
- Fundamental and Technical Analysis of It Sector  
- New Delhi
AMIT KUMAR SINGH  
- 22  
- B.Com  
- AnBac Skills  
- Financial Modelling And Business Valuation  
- Jaunpur, Uttar Pradesh

ABHNAG CHAUDHURY  
- 22  
- B.Com  
- Aditya Birla Sunlife Insurance  
- Fundamental and Technical Analysis of Oil And Gas Sector  
- Durg, Chhattisgarh

ANKIT KAUSHIK  
- 25  
- B.Com (H)  
- ICICI Securities  
- Awareness of Mutual Fund Among ICICI Securities Customer  
- Asansol, West Bengal  
- 4 Months

ANISH RAJA A  
- 25  
- B.TECH (ME)  
- Aditya Birla Sunlife Insurance  
- Branding and Marketing Strategies of Aditya Birla Sun Life Insurance  
- Nagercoil, Tamil Nadu

DAMINI TYAGI  
- 21  
- B.Com  
- DIC India  
- Working Capital of Dic India Ltd.  
- Meerut, Uttar Pradesh  
- 12 Months

MANISH MULANI  
- 21  
- B.BA  
- ICICI Securities  
- Investors Perception on Mutual Fund Schemes Offered by ICICI Securities in New Delhi  
- Nainital, Uttarakhand

MANOJ KUMAR SHARMA  
- 26  
- B.Com  
- AnBac Skills  
- Analysis of Successful Online and Offline Marketing Strategies  
- New Delhi  
- 8 Months

JITENDER MAHESHWARI  
- 23  
- B.Com  
- Bluestar India  
- Customer Perceptions, Preferences and Customer Satisfaction  
- Dumka, Jharkhand
NISHANT TEWATHIA
- 21
- B.Com (H)
- Motilal Oswal Securities
- Importance Of Derivative
- Delhi

RISHAB GABA
- 21
- B.Com (H)
- Motilal Oswal Securities
- Investment In Emerging Sectors of Indian Economy
- Gurgaon, Haryana

RITESH KUMAR
- 22
- B.Com (H)
- Accuster Technology
- Consumer Behavior Towards Air Pollution
- Chhiterpur, New Delhi

SIDHANT KUMAR SUBUDHI
- 22
- B.Com
- Amul
- Retailers Behaviour Towards Amul Distributors
- Delhi

SUSHMITA SHROFF
- 21
- B.Com
- ICICI Securities
- Mutual Funds Marketing: Influence of Information and Demographic Factor
- Sitamarhi, Bihar

RAHUL SRIVASTAVA
- 30
- B.TECH (IT)
- AniBac Skills
- Financial Modelling And Business Valuations
- East Singhbhum, Jharkhand
- 15 Months
FINANCE & OPERATIONS

SOURABH SINGH
- 23
- B.Sc
- Authbridge Research Services
- Critical Path Method
- Amethi, Uttar Pradesh

HUMAN RESOURCE & INTERNATIONAL BUSINESS

ASHISH KAINTHOLA
- 29
- B.TECH (EC)
- Ameriprise Financial
- Recruitment & Selection
- New Delhi
- 37 Months

DRISHTI KARAMCHANDANI
- 25
- B.A.
- Dimensions HRD Consultants
- Social Recruiting: Use of Social Media for Recruitment
- Gorakhpur, Uttar Pradesh
DEVARA SRI HARSHA
- 23
- B.TECH (CS)
- Authbridge Research Services
- Forecasting of Demand and Supply of HR
- Ranga Reddy, Telangana

ESHITA GAUR
- 22
- BBA
- LG Electronic India
- Study of Organisational Culture
- New Delhi

JITENDRA DAS
- 32
- B.Sc (HM)
- Eco Tasar Silk
- Employee Perception Towards Performance Management in Eco Tasar
- Malda, West Bengal
- 106 Months

SAGNIKA SARBOJAYA
- 24
- B.Sc (H)
- Authbridge Research Services
- Impact of Employee Engagement on Employee Retention: A Study on Authbridge Research Services
- Sambalpur, Odisha

ABHISHEK SHARMA
- 21
- B.Com (H)
- Hitachi India
- Consumer Perception
- Delhi
- 1 Months

ANKIT PATEL
- 24
- BBA
- Amul
- Consumer’s Behavior Towards Amul Products
- Badaun, Uttar Pradesh

ANUJ THAPA
- 23
- B.Com (H)
- Godfrey Philips India
- The Study to Analyse Which Factor Influence Most To Change From Traditional Smoking To Modern Vaping
- Noida, Uttar Pradesh

AYUSHI SRIVASTAVA
- 23
- B.A.
- Meatech Solutions
- Data Collection and Data Mining
- Lucknow, Uttar Pradesh
CHAYANIKA TALUKDAR
- 22
- B.A. (H)
- Bharti Airtel
- An Empirical Study To Measure The Customer Satisfaction With Bharti Airtel Ltd
- Kamrup Metropolitan, Assam

GULSHAN KUMAR
- 20
- BBA
- Kamlesh Auto Wheels
- Customer Satisfaction Toward Mahindra Car
- Etah, Uttar Pradesh

NITIN UPADHYAY
- 23
- B.Sc
- Hitachi India
- Customer Preference and Perception For Hitachi AC
- Jhansi, Uttar Pradesh
- 12 Months

PARAS SHARMA
- 19
- BBA
- Eco Tasar Silk
- A Study to Assess Market Potential/Consumer Preference of Eco Tasar New Product in North India
- Meerut, Uttar Pradesh

SANGRAM MALIK
- 25
- B.PHARMA
- Amul
- Comparative Study of The Distribution System of Amul and Mother Diary and Suggest Improvement to Increase The Sales
- Rajnandgaon, Chhattisgarh
- 24 Months

SHIVANI SRIVASTAVA
- 22
- BBA
- Success Mantra
- Analysis of Quality and Marketing in Education Sector in Context to Coaching Industry
- Farrukhabad, Uttar Pradesh

NAMAN LADHA
- 23
- BBA
- Aditya Birla Sunlife Insurance
- Developing Marketing Strategies For Absli
- Delhi

WASIM AKARAM
- 24
- B.A.
- Amul
- Consumer Buying Behavior Towards Amul Products In Delhi
- Rohtas, Bihar
AKSHAY B GADNIS

- 23
- BBA
- WNS
- Analysis of Process Improvement Techniques
- Gurgaon, Haryana
- 8 Months
DIVYANGNI ANAND
- 22
- B.A. (H)
- Continental Tyres
- HR analytics and its usage in recruitment and selection
- Faridabad, Haryana

VAISHNAVI THAPAR
- 22
- B.A.
- Magic Software India
- Evaluation of Training Effectiveness
- New Delhi

PARUL TALWAR
- 22
- B.B.A.
- Hindustan Wellness
- The importance of recruitment and retention and its impact on organizational goal achievement.
- New Delhi

PRABHAT KUMAR CHANDEL
- 24
- B.B.A.
- Hindustan Wellness
- Recruitment strategies and how social media create an impact in hiring
- Muzaffarpur, Bihar

TANVI BAKSHI
- 26
- B.Com (H)
- Lalitpur Power Generation Company Limited (Bajaj Group)
- Comparative study of performance management system. A study of power generation company.
- Ranchi, Jharkhand

AYUSHA GAUTAM
- 24
- B.B.A.
- AnBac Skills
- Impact of digital marketing VS. Offline marketing on lead generation in Anbac skills
- New Delhi

NIHARIKA SHARMA
- 21
- B.B.A.
- Hitachi India
- Consumer Buying Behaviour Towards
  Air Conditioner
- Dausa, Rajasthan

PARAS ARORA
- 22
- B.B.A.
- Godfrey Philips India
- Consumer Buying Behaviour Towards E-Cigarettes
- New Delhi
AMITA SINGH
- 24
- B.A.
- Bluestar India
- Identify The Major Factors Influencing The Decision for Investment Through Mutual Funds in ICICI Securities
- Allahabad, Uttar Pradesh

ANKIT DHAMA
- 24
- B.B.A.
- Godfrey Philips India
- Consumer Preference Between Smoking And Vaping
- Baghat, Uttar Pradesh
- 12 Months

ANMOL SWATIK TALAN MINZ
- 26
- B.A.
- Hitachi India
- Consumer Behavior (Perceptions)
- East Singbhum, Jharkhand

DRISHTI BANSAL
- 22
- B.Com
- Jindal Saw
- Recruitment and Selection
- Bharatpur, Rajasthan

SAKSHI MAHNA
- 21
- B.A.
- ICICI Securities
- Consumer buying behaviour with special reference to air conditioners
- New Delhi

SHAILJA MEHTA
- 24
- B.C.A.
- Amul
- Acceptance of Amul beverages at retail level
- New Delhi

SONICA SAXENA
- 24
- B.B.A.
- Hitachi India
- Consumer decision making for Hitachi Air Conditioners
- Delhi

SOUVIK MANDAL
- 25
- B.A. (H)
- West Coast
- Measurement of customer satisfaction for Cambay Tiger Seafood Mart
- Delhi
- 6 Months
MARKETING & HUMAN RESOURCE

IRINA UPADHYAY
- 23
- B.TECH (EC)
- ICICI Securities
- Customer Perception And Behaviour Towards Mutual Fund
- Bettiah, Bihar

JOJY SAMUEL
- 23
- B.Com (H)
- Godfrey Philips India
- Consumer Behaviour Towards Electronic Cigarettes In India
- Kollam, Kerala

SHRISTI SRI
- 24
- BBA
- Godfrey Philips India
- Analysing The Acceptance of E-Cigg In Delhi NCR
- Shillong, Meghalaya

MARKETING & OPERATIONS

ABHISHEK KUMAR
- 27
- B.TECH (EC)
- Aditya Birla Sunlife Insurance
- Study On Consumer Behaviour of Rural Market To Expand The Distribution of Aditya Birla Sun Life Insurance
- Purnia, Bihar
- 20 Months

BEDISH SHRIVASTAVA
- 25
- B.TECH (ME)
- Motilal Oswal Securities
- Study of Consumer Perception Towards Online Investment
- Gwalior, Madhya Pradesh
- 24 Months

DHRUV SEHGAL
- 22
- BBA
- Motilal Oswal Securities
- Consumers’ Preferences Towards Mutual Funds Offered in The Market With Special Reference To Motilal Oswal Securities Pvt. Ltd.
- New Delhi

HRIDESH SURI
- 24
- B.TECH (ME)
- Authbridge Research Services
- Inventory Management
- Raipur, Chhattisgarh
## MARKETING & OPERATIONS

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<thead>
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<th>Name</th>
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<td>SHYAM SINGH</td>
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<td>B.TECH (EC)</td>
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<td>Comparative Study Of Company Competitor</td>
<td>Rewa, Madhya Pradesh</td>
<td>48 Months</td>
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<td>FURQUAN AHMAD SAIFI</td>
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<td>SANJEEV KAR</td>
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<td>B.TECH (ME)</td>
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<td>Faridabad, Haryana</td>
<td>20 Months</td>
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<td>Bureau Veritas</td>
<td>Study of The Business Workflow of Conformity Assessment Business</td>
<td>Delhi</td>
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SNAPSHOT OF SOME OF OUR ESTEEMED ALUMNI SINCE INCEPTION YEAR 1996

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<td>Mr. Jitendra Jena</td>
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<td>1997-1999</td>
<td>Mr. Niraj Mendiratta</td>
<td>Sr Manager Training-HR</td>
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<td>1997-1999</td>
<td>Ms. Shalini Rath</td>
<td>Talent Acquisition Head</td>
<td>Unitech Wireless Ltd</td>
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<td>1997-1999</td>
<td>Mr. Vikram Gandhi</td>
<td>National Manager</td>
<td>TCS</td>
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<td>1998-2000</td>
<td>Mr. Amit Bansal</td>
<td>Zonal Head</td>
<td>ICICI Bank Ltd</td>
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<td>1998-2000</td>
<td>Mr. Akhil Saxena</td>
<td>Marcom Head</td>
<td>Aircel</td>
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<td>1998-2000</td>
<td>Mr. Jatin Bhargav</td>
<td>Vice President</td>
<td>Citi Finance</td>
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<td>1999-2001</td>
<td>Mr. Sandeep Kumar Sinha</td>
<td>North Indian Marketing Head</td>
<td>Walmart</td>
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<td>2006-2008</td>
<td>Mr. Amarendra Kumar</td>
<td>North Bihar Marketing Head</td>
<td>ETV Network</td>
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<td>10</td>
<td>2001-2003</td>
<td>Mr. Arindam Saha</td>
<td>AVP &amp; Branch Head</td>
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<td>11</td>
<td>2001-2003</td>
<td>Mr. Aristo Dutta Gupta</td>
<td>Operation Leader</td>
<td>Genpact</td>
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<td>12</td>
<td>2001-2003</td>
<td>Ms. Paramita Dey</td>
<td>AVPN Quality</td>
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<td>13</td>
<td>2001-2003</td>
<td>Mr. Rohit Shah</td>
<td>Group Account Director</td>
<td>Mudra Communication</td>
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<tr>
<td>14</td>
<td>2001-2003</td>
<td>Mr. Shantanu Bhattacharya</td>
<td>Associate Director</td>
<td>Group M</td>
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<td>15</td>
<td>2001-2003</td>
<td>Mr. Sandeep Sinha</td>
<td>Country Manager</td>
<td>Firefox Trek</td>
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<td>16</td>
<td>2001-2003</td>
<td>Mr. P.K. Ajith</td>
<td>Area Manager</td>
<td>Sundaram Finance Ltd</td>
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<tr>
<td>17</td>
<td>2000-2002</td>
<td>Mr. Prasun Banerjee</td>
<td>Regional Head</td>
<td>IDBI Guilds Ltd</td>
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<td>18</td>
<td>2000-2002</td>
<td>Mr. Rupesh Kumar</td>
<td>Area Manager</td>
<td>MTS</td>
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<td>19</td>
<td>2002-2004</td>
<td>Mr. Ankur</td>
<td>MD</td>
<td>Career Launcher</td>
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<tr>
<td>20</td>
<td>2002-2004</td>
<td>Mr. Raman Singh</td>
<td>Director</td>
<td>Mercantile Advertising</td>
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<td>21</td>
<td>2002-2004</td>
<td>Mr. Rajeev Kumar</td>
<td>Project Lead SAP HR</td>
<td>SBI Life</td>
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<td>22</td>
<td>2002-2004</td>
<td>Mr. Ravindra Kumar</td>
<td>General Manager</td>
<td>Dr. Lal Path Lab</td>
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<td>23</td>
<td>2002-2004</td>
<td>Mr. Sourab Goswami</td>
<td>Cluster Head</td>
<td>Reliance Money</td>
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<td>24</td>
<td>2003-2005</td>
<td>Mr. Ankur</td>
<td>AVP</td>
<td>Copal Partners</td>
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<td>25</td>
<td>2003-2005</td>
<td>Mr. Prithwish Bhowal</td>
<td>Regional Hr</td>
<td>Tulip Telecom Ltd</td>
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<td>26</td>
<td>2004-2006</td>
<td>Mr. Anirban Nandi</td>
<td>JM (SCM)</td>
<td>Kajaria Ceramics</td>
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<td>27</td>
<td>2004-2006</td>
<td>Mr. Daivesh Dilip Shah</td>
<td>Director</td>
<td>Mercantile Advertisement</td>
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<td>28</td>
<td>2007-2009</td>
<td>Ms. Neha</td>
<td>HR Manager</td>
<td>ICICI Prudential</td>
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<td>29</td>
<td>2007-2009</td>
<td>Mr. Sourav Mohta</td>
<td>Director</td>
<td>Satyanarayan Ispat Pvt</td>
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<td>30</td>
<td>2008-2010</td>
<td>Mr. Giasuddin Ahmed</td>
<td>Area Sales Manager</td>
<td>Zenith Computer</td>
</tr>
</tbody>
</table>
“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, Director Consulting – PwC India.
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 to 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

“The two years that is spent with APIM was one of the most enriching part of my life. The Manager inside me was nurtured and developed by APIM and its staff. Thanks a lot for providing me such a wonderful platform.”

Ms. Shreya Tandon
Assistant Manager - Naukri.com
Batch – 2015 -17

Entering Asia Pacific Institute of Management (AIM) is one of the best things to happen to me, both on personal & professional front. AIM has provided me a wonderful environment & opportunity to learn & grow myself academically as well as secure a place in the corporate with its best placement services. It has inculcated a lot of intra & interpersonal skills which is one of the key learning of being a part of the AIM family.

Diksha Tripathi – Training Consultant – Coca Cola
Batch – 2016 -18
ALUMNI AND STUDENT SPEAK

I was satisfied with my job as an engineer. However, I'd always feel that I could do more and should explore my options. My search brought me to Asia-Pacific Institute of Management. And though I was little sceptical in the beginning, the faculty members helped me settle down and realize that I am on right track.

It's not just the faculty members that help you evolve as a well-rounded professional, even the seniors often go out of their way to help you with your studies. I am happy I chose Asia-Pacific Institute of Management, and strongly believe that it will help me grow both as an individual and professional.

Apu Khara
Batch – 2018 -20

Asia-Pacific Institute of Management has equipped me with multi-dimensional skill set and provided with a platform to interact with like-minded peers. It is a platform that will enable students to become excellent general managers and high-level-decision-makers with broad strategic vision. Learning is fascinating as most of the course work is based on case studies, group discussions, knowledge sharing with peers and subject experts. The faculty members with decades of academic and industrial experience always take initiatives to help their students to push their boundaries and strive success in all aspects of their lives.

Suvir Naik
Batch – 2018 -20

To handle the highly competitive corporate culture it was very necessary for me to look for a B-school that can nurture as well as bring out the hidden qualities of mine.

In AIM, I have got opportunities to develop my analytical skills, leadership qualities and proactive thinking through various programmes and events. The distinguished faculty members and 360 degree guidance and support provided by them just can’t be left unappreciated.

Shonali Mazumdar
Batch - 2018 -20
More than 140 Companies visited for final Placements

195 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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<td>19</td>
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OUR PROMINENT RECRUITERS

- airtel
- American Express
- Bajaj Finserv
- Amagi
- Adidas
- Aditya Birla Capital
- Air Astana
- Accenture
- ABC
- Birla Sun Life Mondial
- Amazon
- Alstone Hydro
- Air India
- Ameriprise Financial
- Amul
- The Taste of India
- Apollo
- AIS
- Aryarth
- Andritz Hydro
- AuthBridge
- AXIS Bank
- Bajaj Capital
- Berger
- Barclays
- Big Bazaar
- Capital First
- Blue Star
- CallHealth
- CTL
- Carnival Cinemas
- Coca Cola
- Chibbs Gandia
- DHL
- Concor
- Connect2India
- Continental’s
- Copal Amba
- A Moody’s Analytics Company
- DBS
- Ebix
- tasar
- Decathlon
- DigiC
- Doorstep International
- Fortis Escorts
- Gartner
- Fidelity International
- Future Group
- Gruh
- Accent India
- Franchise India
- Escorts
- Grant Thornton
- Elevators
- Grofers
- GRO"
### OUR PROMINENT RECRUITERS

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<td>Mapro</td>
<td>marico</td>
<td>MAX Life Insurance</td>
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OUR PROMINENT RECRUITERS

- Safari
- Randstad
- YES BANK
- XL Dynamics
- Goodyear
- Godrej
- Zycus
- Nestlé
- Ola
- Opple Lighting
- Octopus
- Oxigen
- OYO
- RKFS
- Jio
- Radnik
- Panasonic
- Protiviti
- PolicyBazaar
- sewells
- mX
- PwC
- Tata Housing
- Shiksha
- BOLLYWOOD
- Siemens Healthineers
- UC
- slwmedia Pvt. Ltd.
- SMC
- Spandana
- Swiggy
- Tata Advanced Systems
- Tata Batteries
- Tata Motors Finance
- TresVista
- Tata Steel
- The Park
- To The New
- Prizm Cement
- Thoughts
- Titan BioTech Limited
- Trident Hotels
- Torin
- Utstarcom
- Vishal
- VLCC
- WNS
- Quikr
- Wrig Nanosystems
- Zeenews
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

CENTRE FOR CORPORATE RELATIONS TEAM
• Dr. Jitender Bhandari • Prof. Ritu Dutta Gupta • Ms. Ritu Tandon • Mr. Mirza Iffat Ali
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, Kashmere Gate, New Delhi is around 12 Kms. The location is easily accessible by Delhi-Metro, Bus Taxi and Auto-Rickshaw. The nearest landmark is Indrastha Apollo Hospital and Jasola Delhi-Metro Station.