

**AIM** AND YOU  
WILL  
ACHIEVE



**INFORMATION BULLETIN 2019-21**

**ASIA PACIFIC INSTITUTE OF MANAGEMENT, NEW DELHI**

[www.asiapacific.edu](http://www.asiapacific.edu)

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## OUR 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 they are involved.

## OUR 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.

# I WELCOME YOU TO JOIN AIM

'Time and tide' wait for none. Rapid globalisation and hypercompetitive markets make it imperative to align management education to effectively meet the dynamics of the corporate challenges. With the growing awareness about the complexity of modern business, the demand for management graduates, with a high level of domain knowledge and core competencies, is fast increasing.

Right from its inception in 1996, Asia-Pacific Institute of Management (AIM) 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 rankings 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 rankings 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 established excellent academic linkages with several national and international institutions to promote students and faculty exchange programmes.

AIM offers specialized management courses in the emerging areas of Marketing, International Business, Banking and Financial Services, Information Technology, Human Resource Management, etc. This has been made possible by highly qualified and experienced faculty and state-of-the art infrastructure. Our education also emphasizes on all-round personality development and interactive practical learnings through close interfacing with leading companies to groom our students as future corporate leaders.

AIM moves ahead into the challenging future with the mission to carry forward its goals and set new milestones in the era of world- class modern management education.

In this mission, I welcome you to join AIM and contribute to our odyssey into the rapidly changing global business environment.

**Shri A.K. Shrivastava**  
*Chairman*



# AIM OFFERS YOU ONE OF THE BEST

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

You may choose to pursue your dream to become a part of a multinational corporation doing business across the world both in developed as well as in emerging economies. Or, you may choose to become an entrepreneur by identifying relevant business possibilities, strategically building the business and contributing by creating wealth for the country. Or, you may choose to join social sector through an NGO and make a difference to the lives of millions. There are several choices and each choice offers a tremendous potential today to a young achiever with a clear purpose. This two-year course can help you define your life purpose for those who have not already done. We, at Asia-Pacific Institute of Management, New Delhi, are today poised to offer the very best in management education. You will begin with a solid foundation based on good conceptual knowledge and acquire ability to apply it to actual business situations through problem solving, using creative thinking and an innovative mind-set. We offer you a stimulating environment right in the heart of the capital, through our faculty, a good mix of experienced professionals with relevant corporate experience and academic achievements. All this is further fortified with our regularly updated course curriculum to suit the industry requirements, the teaching methodology that enables you to understand management concepts and develops in you the ability to apply them to various real life.

Asia-Pacific offers you one of the best infrastructures in Delhi. The regular interaction starts with our induction programme 'Initiation' followed by a series of orientation lectures under 'Industry Interface Programme'. The industry interaction continues with invited leaders from the industry who share rich experience at various events at the Institute. Summer Internship and final winter projects are done with the involvement of industry experts, along with several live projects, to provide you an insight into the real world of business. Co-curricular and extra- curricular activities are a regular feature at Asia-Pacific. Your good start in your first job and subsequent fast-track career growth in the future will keep reinforcing that you took the correct decision by joining Asia-Pacific Institute of Management, New Delhi. We are here to make your dream come true.

**Prof. (Dr.) S.P. Chauhan**  
*Officiating Director*



# THE BOARD OF GOVERNORS

## CHAIRMAN

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President,  
All India Asian Educational Foundation

**Smt. Anshu Shrivastava**  
Vice-Chairperson, Secretary,  
All India Asian Educational Foundation

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Former CMD, MMTC Ltd.

**Dr. B. B. Verma**  
Former Director, Bata India Ltd.

**Dr. Binod Kumar**  
Former Professor, IIM Calcutta

**Shri Sameer Mathur**  
IT Consultant & Industrialist

## MEMBER SECRETARY

**Prof. (Dr.) S. P. Chauhan**  
Officiating Director, AIM

# THE ACADEMIC ADVISORY COUNCIL

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, New Delhi

## MEMBERS

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IIT, Delhi

**Shri Anil Kumar Sravat**  
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**Dr. T. N. Kapoor**  
Former Vice-Chancellor, Panjab University

**Prof. Ashish K Banerjee**  
Professor, IIM Kolkata

### ABOUT AIM

Asia-Pacific Institute of Management (AIM) is a premier business school based in New Delhi, India. Established in 1996, the Institute has achieved a status of distinction by following the path envisioned by its founders.

The secret of its spectacular growth lies in its commitment to provide world-class education, with curriculum designed with the help of industry experts and a team of highly qualified faculty with academic excellence and professional exposure. A state-of-the-art infrastructure provides the environment for nurturing talent and for empowering the students with knowledge, skills and the mindset, which together shape future business leaders. A symbiotic relationship is encouraged between the industry and academics through a mutual exchange of practical and theoretical aspects of management knowledge.

The AICTE approved PGDM programmes in General Management, Marketing, International Business, and Banking & Financial Services have been whole heartedly welcomed by the corporate world. To ensure quality intake, we consider graduates who have taken GMAT, CAT, and other national level entrance tests, in addition to our prescribed eligibility criteria.



## AIM, at a Glance

**100%**  
**QUALITY PLACEMENT**  
**SINCE INCEPTION.**

**APPROVED BY**



**22**  
**YEARS OF**  
**EXISTENCE WITH A**  
**WELL PLACED**  
**ALUMNI NETWORK**

Strong industry connect through “3-I” approach (Industry- Institute-Interface)

Curriculum vetted by industry, delivered by industry experienced highly qualified faculty with doctorates.

Meritorious students from PAN India, encouraged by merit based scholarships

Substantially extensive infrastructure supported by a marvellous library and other amenities

Centrally located with metro connectivity

Well equipped Wi-Fi enabled hostels, separate for boys and girls



<b>9<sup>TH</sup></b>	<b>Amongst all B-Schools in Delhi-NCR</b>
<b>13<sup>TH</sup></b>	<b>Amongst all B-Schools in North Zone of India</b>
<b>21<sup>ST</sup></b>	<b>In Placement-Amongst all B-Schools in India</b>
<b>24<sup>TH</sup></b>	<b>Amongst all Private B-Schools in India</b>
<b>45<sup>TH</sup></b>	<b>Amongst all B-Schools in India</b>

Including IIM, FMS, IIT, Govt. and Pvt. B-Schools



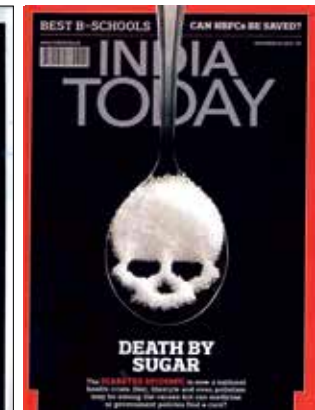
Business Today,  
December 2, 2018

RANK	SCHOOL	PLACEMENT PERCENTAGE	AVERAGE SALARY (IN LAKHS)
1	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
2	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
3	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
4	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
5	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
6	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
7	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
8	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
9	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
10	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
11	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
12	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
13	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
14	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
15	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
16	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
17	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
18	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
19	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
20	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
21	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
22	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
23	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
24	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
25	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00

Rank 21<sup>st</sup> in Placement amongst all B-Schools in India

RANK	SCHOOL	PLACEMENT PERCENTAGE	AVERAGE SALARY (IN LAKHS)
1	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
2	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
3	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
4	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
5	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
6	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
7	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
8	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
9	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
10	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
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15	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
16	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
17	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
18	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
19	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
20	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
21	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
22	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
23	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
24	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00
25	ASSOCIATES IN MANAGEMENT (AIMS)	100%	12.00

Rank 24<sup>th</sup> in amongst all Private B-Schools in India



India Today,  
November 26, 2018

Source: MDRA INDIA'S BEST B-SCHOOL SURVEY 2018



Business Today's "MDRA India's Best B-Schools Survey- 2018" has ranked Asia-Pacific Institute of Management, New Delhi at 9th position amongst all B-Schools in Metro City (Delhi-NCR), and 13th amongst all B-Schools in North India. Moreover, the survey has also placed Asia-Pacific Institute of Management, New Delhi at 21st position in Placement amongst all B-Schools in India, 24th position amongst all private B-Schools in India, and 45th amongst all B-Schools in India.

A total of 213 B-Schools all over the country participated in the ranking process this year. The list includes IIMs and other eminent private and government B-Schools. Amongst the North India-based private B-Schools, we have been

ranked alongside MDI, IMI, IMT, etc. Business Today Survey is an "objective survey" that ranks B-Schools based on the data that they submit, combined with a "perception survey" which ranks B-Schools based on the opinion of key stakeholders such as teachers, B-Schools students, recruiters and others.

This year's survey has introduced the "experiential survey" which brings in the views and experiences of alumni too.

The Institute has always ensured conducive academic environment that reflects in our excellent rankings year after year.

The parameters on which Asia-Pacific Institute of Management has scored well are as follows:

- Learning Experience
- Living Experience
- Placement Performance
- Selection Process and Establishment
- Future Orientation



Asia-Pacific Institute of Management has strong linkages with the following proficient Management bodies and industrial associations.





## International endorsement of high quality education in Accounting and Finance at **AIM**.

IMA®, the association of accountants and financial professionals in business, is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) program, continuing education, networking, and advocacy of the highest ethical business practices. IMA has a global network of more than 80,000 members in 140 countries and 300 professional and student chapters.

Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions:

### **The Americas, Asia/Pacific, Europe and Middle East/Africa.**

The IMA (Institute of Management Accountants) Higher Education Endorsement Program is a program that identifies business curricula that meet the quality educational standards required to enable students to earn the CMA® (Certified Management Accountant) designation, and it helps other schools develop such programs. Asia Pacific Institute of Management is the first school in the entire Asia Pacific region to have received the prestigious IMA higher education endorsement. Endorsement of higher education programs ensures that the content of educational programs and teaching resources are of consistently high quality for meeting competency expectations from employers.

# AIM- IDRAC (France) Academic and Students Exchange



Asia-Pacific Institute of Management (AIM) has signed an agreement with the International School of Business (IDRAC), Lyon, France to promote faculty and students exchange between the two institutions.

Such international exchange programs not only help build international relationships, but also enable our students and faculty get an international exposure and learn business practices and principles in a whole new environment.

### The Programme has Two Major Components

#### A- Students Exchange

The programme has been very successful in the past and students who attended the same vouch for its impact. Students who were part of this programme feel that the exposure helped them in one way or other in their careers. For the next academic session a total of 8 IDRAC students have already joined the 1st year of the session. As a gesture of reciprocation, it is planned to send 10 AIM students to study at IDRAC during the winter session under the students Exchange Programme.

#### B-Faculty Exchange

Faculties from both the management institutions regularly visit each other under this programme to interact with students, and guide them for internship and research projects, both in India and France. Other salient features of this faculty exchange programme are as under:

- Articulated student transfers
- Interaction between teaching and administrative programs
- Reciprocal assistance for visiting faculty and staff as required for the delivery of projects
- Joint research activities within the fields of study to be mutually agreed and subject to availability of funds
- Joint externally funded projects
- Other partnership that strengthen the mutual commitment of the parties to a long term relationship





When I told my friends that I was going to Paris to study at one of its most reputed B-Schools, they didn't believe. Regarding my experience, it was nothing less than magical. I was very happy and the days I spent there at the IDRAC Business School were full of learning and lots of fun. In a short span of time, I built memories that I would cherish for a long time.

- Sauraj Verma



The cross-cultural experience that a student program offers cannot be matched. From the day we landed in Paris and reached the university campus to the day we took our flight for India, we learnt a ton of things and made friends. The experience was phenomenal and will likely be counted by the HRs during the campus placement.

- Bedish Shrivastava



Once I reached the campus of IDRAC Business School, I felt I am in a whole new world. Thanks to Asia-Pacific Institute of Management, I was guided and supported at every step of the process, and got to know a lot about the rich legacy and culture of France, and the warmth of the faculty and peers at the campus simply enriched my whole experience.

- Ayushi Shrivastava



Being in Paris was like a dream come true for me! The whole experience was magical and I think I became sort of a new person when I came back to India after spending time at IDRAC Business School. The faculty members at IDRAC made sure that we were comfortable in our new surroundings. And the peers were very supportive and guided us whenever we went out to explore the "City of Lights."

- Nishant Tewatia



The best thing about studying abroad in a prestigious institute like IDRAC Business School is the exposure you get. I mean the whole eco-system tends to be different. Be it the faculty, their teaching styles, the classmates, and the surroundings, almost everything feels like a new experience. I only wish I could stay there a little longer!

- Dhruv Sehgal



The days I spent at IDRAC, gave me plenty of opportunities to immerse myself into the French culture, and stroll about the iconic landmarks and popular parks around. The classes were tremendously interactive and engaging. It was an unforgettable experience! Thanks Asia-Pacific Institute of Management for giving me this opportunity!

- Dshriti Karamchandani



An early exposure to realities of the world is the best thing I received from IDRAC exchange program. Thank you Asia-Pacific Institute of Management for giving me an opportunity to study in IDRAC, Paris which not only nourished my interpersonal skills but also enhanced our team building, accuracy towards task and leadership capabilities that I learnt from our colleague in Paris.

- Rishabh Gaba

### AIM-University of Liberia (West Africa)



The Memorandum of Understanding was signed between the two institutions. The two institutions agreed to pursue cooperative activities that may involve the areas of instruction, research, and extension. This may include various forms of exchange among professionals and scholars within the two institutions.

### AIM-Wolkite University (Ethiopia)



The MOU between the two institutions was signed for mutual benefit of students and faculty of these institutions. The programme has following major components:

- Study opportunities for visiting and international students
- Exchange of students, faculty and staff
- Articulated student transfers
- Interaction between teaching and administrative programs
- Reciprocal assistance for visiting faculty and staff as required for the delivery of projects
- Joint research activities within the fields of study to be mutually agreed and subject to availability of funds
- Joint externally funded projects
- Other partnership that strengthen the mutual commitment of the parties to a long term relationship

### AIM-MacEwan (Canada) Academic and Students Exchange



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 Grant MacEwan University, Alberta, Canada ('MacEwan'). The objective of the MOU is to establish, at the institutional level, the principles, policy guidelines and procedures required to facilitate regular faculty and students exchanges between the two partnering institutions in India and Canada.

### Student Exchange

Student exchange is a priority for both Asia-Pacific Institute of Management (AIM) and MacEwan since such exchange programmes have been found to be immensely beneficial for experience sharing and cross-learning. Students have been paid a Merit Scholarship of Rs.1 lakh per student for studying at 'MacEwan', Edmonton, Alberta, Canada.

### Study Tour

AIM has helped organize MacEwan's Study Tour visit in the Golden Triangle area (Delhi, Agra and Jaipur). A 19- member 'MacEwan' Team, consisting of 5 professors and 14 students visited AIM campus to have interactive discussions on Students and Faculty Exchange Programme between the two Institutions

### AIM-University of Northern IOWA, USA



Dean Farzad Moussavi met Mr. A.K. Shrivastava to sign an MOU to promote cooperation between the University of Northern Iowa and Asia-Pacific Institute of Management, New Delhi. The association has been coordinated by Daniel J. Power - Prof. University of Northern IOWA. The purpose of this association is to develop scholarly exchanges between India and United States in the shared conviction that such exchanges contribute towards building international friendships and understanding to promote global awareness among the participants by way of imparting management education at the international level under the Exchange Programme.



### Gunadarma University, Indonesia



Asia-Pacific Institute of Management, New Delhi has recently made a major international educational collaboration by signing a memorandum of understanding with Grant Gunadarma University, Indonesia.

This memorandum encompasses a broad range of activities including study opportunities for visiting and international students, exchange programmes for faculty, students and staff, articulated student transfers and joint research activities.

### Oklahoma State University, USA



President Burns Hurgis, Oklahoma State University, USA visited the Asia-Pacific Institute of Management on March 19, 2013. The academic delegation led by the President included Dr. Sharda Ramesh, Prof. Shida Henneberry, Dr. Gopal Kakani, Prof. Mike Woods and Dr. M V L Prasad Under this MOU, both the institutions agreed to pursue cooperative activities to be conducted on the basis of equity and mutual benefit of both parties. Such activities may involve the areas of instruction, research, and extension and may include various forms of exchange among professionals and scholars within the two institutions.





### Nusantara PGRI University Kediri (Indonesia)



In order to deepen exchanges and cooperation with foreign universities and further promote the process of internationalization of AIM education, AIM invited a delegation from Universitas Nusantara PGRI Kediri to visit AIM campus on 27th December, 2014

### Szent Istvan University, Hungary



Asia-Pacific Institute of Management (AIM) signed an agreement of cooperation with the Szent Istvan University, Hungary. Szent Istvan is one of Hungary's most prominent institutions of higher education, consists of seven different faculties for study and research hosting over 16,000 students. The university campuses, located throughout the country, are home to some of the most beautiful buildings in Hungary, which offer students and staff a very relaxing environment for the attainment of knowledge. Within the seven faculties, degree programs are offered in a wide variety of subjects ranging from natural sciences, engineering and veterinary medicine to business, economics, social sciences, health sciences and pedagogy.

### Indiana State University Indiana, USA



Dr. Affan Badar, Professor and Interim Associate Dean, College of Technology, Indiana State University, USA, visited Asia-Pacific Institute of Management, New Delhi campus on 21st March, 2015. The purpose of this educational visit was to strengthen cooperation between the two institutes. Various types of academic issues were part of the discussion agenda and both the organizations agreed on the importance of faculty and student exchange programs, and pledged to conduct these programmes more frequently.

### RUDN University, Russia



Asia-Pacific Institute of Management (AIM) has recently collaborated with RUDN University, Moscow, to introduce an MBA programme in Healthcare Management. The programme has been designed for young graduates and healthcare professionals who dream to create great careers in the global healthcare industry. RUDN University is a leading state higher educational institution in Russia. For the last 12 years, RUDN is consistently featuring amongst the leading universities of the world (as per the QS World Ranking by the Times Higher Education). RUDN is also the only university in the world which, every year, attracts students from over 155 countries.





# ASIA-PACIFIC INSTITUTE OF MANAGEMENT

“Our **AIM** is to offer an environment conducive for your academics.”

## The Academic Block

Asia-Pacific Institute of Management offers a peaceful environment highly conducive to academic process. The centrally air-conditioned campus, with spacious class-rooms and ergonomically designed furniture, multi-media projecting and public address systems make learning an enriching experience.

## The Hostel

The institute provides separate hostel facility for male and female students. The hostel provides an ideal place for a disciplined, healthy and congenial atmosphere for peaceful stay and study. To the hostlers, it is a home away from home, hence they consider themselves part of family, and treat one another in a 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 also has round-the-clock security services.

## Information Resource Centre (IRC)

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, 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. The Center is equipped with Windows 7 (updated 2008) Domain, compilers for languages like C, C++, Relational Data Base Management Systems like ORACLE gi and other packages like MS Office, MS Project, Visual Studio, Dot Net, FoxPro, SPSS, etc.

AIM is linked with the rest of the world through its high speed internet connectivity for net-based research projects and knowledge mining. Students use the Information Resource Centre (IRC) to design and develop cross-platform applications. So be it the production of any computer based training material (CBTs) or creating or updating websites, AIM's Computer Lab has ample resources. Students work in teams to implement network design, solve network related problems, and learn the fundamentals of operating and installation of networked computers. The Centre for Information Technology is equipped with ERP of TCS.



GIRLS' HOSTEL



CLASSROOM





CAFETERIA



LIBRARY



## Athenaeum - The Learning Resource Development Centre (LRDC)

We take pride in our state of the art Library. Athenaeum (LRC) has more than 50,000 books, 100 plus National & International print journals, 1000 CDs/DVDs 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 the industry in Fully Automated and Fully Air Conditioned environment. Athenaeum (LRC) is able to facilitate active learning and the courteous and supportive library staff always extends helping hand to its users in facilitating their learning, and thus making the library a true Learning Centre. The Library has also recently been redesigned with new façade.

**Library Services Provided Onsite** Online Journals EBSCO (Business Source Elite) J-Gate

**Online Journals** DELNET

Research assistance is provided to the students for their projects by retrieving articles from subscribed databases, e-journals, and open access journals. Databases and e-journals, ILL Online Services, and Document Delivery Services via DELNET. EBSCO Databases (Business Source Elite) offers full text for more than 1110 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 is provided to the students for their projects by retrieving articles from 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 extracurricular talents on the stage. An open-air amphitheater provides a venue for more informal activities.

## Cafeteria

It's here that students unwind after their classes. It's been designed beautifully, is spacious and air conditioned. It stays open throughout the day provides snacks, lunch and hot & cold beverages and provides a delicious variety of vegetarian and non-vegetarian food (non. veg. is served on specific days).



## Programme Structure



### PGDM (General)

#### Salient features

- The focus here is primarily on building a strong foundation of conceptual and analytical skills required for advanced and specialized courses offered in the second year.
- Students with diverse academic backgrounds choose this program to be well versed in various functional areas namely, Human Resource, International Business, Marketing, Finance, Operation and Information Technology in addition to the conventional specialization.
- It equips students to hold-responsible positions in Corporate World.

#### Job Opportunities

Alumni of this programme have found places in organizations like Blue Ocean Ventures, EY, American Express, Naukri.com, Escorts, SMC Global, Safe Express, Zycus, Kent RO, L'Oréal, Moodys Analytics, FedEx, Blue Star, ITC, Coca Cola, OYO Rooms, Yes Bank, Swiggy, Urban Clap etc.



**Dr. JITENDER BHANDARI**  
*Programme Director*  
PGDM (General) and  
PGDM (International Business)



### PGDM (International Business)

#### Salient features

- Teaches integration of the Indian economy and businesses with the global environment.
- Sensitize students to respond to different business culture and ethics in the international business
- As a part of the curriculum for PGDM-International Business, we offer 'international immersion' for IB students in IDRAC France. In addition all the PDGBM – IB students will go for port visit either in Singapore/Dubai.
- Compulsory foreign language.

#### Job opportunities

Alumni of this programme have found places in organizations like Nestle, Federal Bank, Citibank, Sony, PepsiCo, FedEx, Flipkart, Coca Cola, ITC, Jaguar Land Rover, Interocean etc.

### PGDM (Banking and Financial Services)

#### Salient features

- Develops 'quality' bankers through a carefully devised curriculum to teach the most modern finance and accounting methods.
- The course is delivered by faculty who have extensive industry experience spanning 3 decade.
- Builds a high level of competence in finance and accounting in addition to management skills.
- Helps students to seek key positions in the Banking and financial sector of India and abroad.

#### Job Opportunities

Alumni of this programme have found places in organizations like IDBI, Kotak Bank, Aditya Birla Capital, EY, Moody Analytics, YES Bank, ICICI Bank, ICICI Securities, American Express, Tata Motors Finance, Ameriprise Financial etc.



**PROF. RAVINDRA BHATIA**  
Programme Director  
PGDM (Banking and  
Financial Services)

### PGDM (Marketing)

#### Salient features

- Focuses on training students to be target oriented, work under pressure and to possess high influencing and negotiation skills.
- To meet the corporate demand, new electives have been added namely, Digital Marketing\*, Event and Media Management and Strategies for Emerging Markets and others have been introduced in the curriculum.
- Workshops have been introduced to provide hands on training on the latest digital media techniques.
- Students have been placed in well-known brands and fast-growing start ups with a highly rewarding career.
- We undertake many outbound activities like Mini Market, Market Plan Presentation, and Social Marketing to provide applied learning in Marketing.

#### Job opportunities

Alumni of this programme have found places in organizations like Nestle, Federal Bank, Citibank, Sony, PepsiCo, FedEx, InterOcean, Flipkart, Coca Cola, Blue Star, Kent RO, Loreal, Zycus, Aditya Birla Capital, OYO Rooms etc.



**PROF. (Dr.) SURABHI GOYAL**  
Programme Director  
PGDM (Marketing)

### PGDM 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  
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 (International Business)



### 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

Operations Management  
Global Business Environment  
E-Business  
Global Human Resource Management  
Research Methodology  
Financial Management-II  
Indian Financial System & Financial Markets

### Term 4

Entrepreneurship Management and Innovation  
Personal Growth Lab  
Strategic Management  
International Marketing  
Export Import Documentation Procedures  
(Elective 1A)  
\*Elective 1B Financing of International Trade  
Elective 2A  
\*Core for IB and Elective for Finance

### Term 5

Legal Aspects of Business  
Indian Ethos & Corporate Governance  
International Business Strategy  
Elective 1A  
Elective 1B  
Elective 1C  
Elective 2A

### Term 6

Elective 1A  
Elective 2A  
Elective 2B

### PGDM (Banking & Financial Services)

#### 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

Operations Management  
Global Business Environment  
E-Business  
Human Resource Management  
Research Methodology  
Financial Management-II  
Indian Financial System & Financial Markets  
Banking Law & Practises

#### Term 4

Entrepreneurship Management and Innovation  
Personal Growth Lab  
Strategic Management  
Credit Management  
\*Strategic Financial Management (ELECTIVE- 1A)  
Elective 1B  
Elective 2A

#### Term 5

Legal Aspects of Busienss  
Indian Ethos & Corporate Governance  
Risk Management in Banks  
Elective 1A  
Elective 1B  
Elective 1C  
Elective 2A

#### Term 6

Elective 1A  
Elective 2A  
Elective 2B





## The Core Strength of AIM

The core strength of Asia-Pacific Institute of Management (AIM) 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 interactions with the corporate world at all stages of the process, from induction to placement, keeps the programme 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.



## Human Resource



**PROF. (Dr.) S.P. CHAUHAN**

*Professor*

*Ph.D. (Psychology) MA (Psychology)*

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 FORE School of Management, and 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), Modinagar as a Director, and as a Director & Professor with Sri Sharada Institute of Indian Management - Research, New Delhi. He has authored a book named "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, ONGC, 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**

*Associate Professor*

*Ph.D., LL.B., MBA*

Dr. Nidhi Maheshwari has been in the research and teaching profession for more than fifteen years. She has completed her Ph.D. and LL.B. degree from Mohan Lal Sukhadiya 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. She has authored 25 papers/book chapters/research, research-based teaching cases in HRM. Her management cases are being sold at the European Case Clearing house and Emerald Publishing, one of which is in the 'Most Popular' category and received Emerald Highly Commended Paper Award. Before joining Asia-Pacific Institute of Management, she was associated with JK Lakshmipath 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 IIM- Shillong Sustainability conference (2015). Two Ph.D. scholars have completed doctoral research under her supervision.

She has delivered MDPs for senior and middle level corporate managers in the area of soft skill and HRM. She is empanelled as Soft Skill Trainer for Engineers India Limited. She has conducted MDP Programs for IFFCO, Indian Oil Corporation, National Seeds Corporation, ITDC, NHPC, NTPC, KDK Software, Shree Cement, J.K. Cement, Unitech Pvt. Ltd, Indian Aviation Academy, GAIL, Punjab National Bank, IREDA, Power Grid, ONGC, National Institute of Solar Energy etc.



**Dr. SONIA MUNJAL**

*Associate Professor*

*Ph.D., MBA, M.A. (Eng. Lit.)*

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, Zydus, 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**

*Assistant Professor Ph.D.*

*Erasmus Mundus WILLPower Fellow*

Dr. Sanjay Singh is recipient of prestigious Erasmus Mundus-WILLPower 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 managerial heuristics & innovation from the Department of Psychology, University of Delhi. Dr. Singh has over 6 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 also actively involved in corporate consultancy and training and has offered training at renowned organizations like Ernst & Young, Mercer, DRDO, NEUPA among others. 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. His research articles have appeared in the Web of Science and Scopus indexed journals of repute.

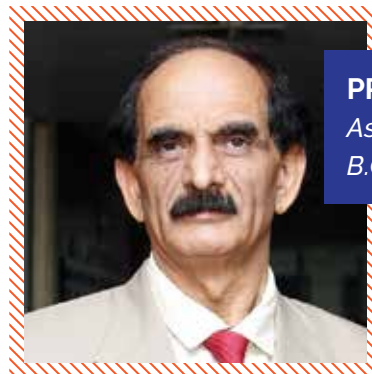
## Finance



**PROF. R.K. SRIVASTAVA**

*Professor*  
F.C.M.A.

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. He 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 SCDL (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. RAVINDRA BHATIA**

*Assistant Professor*  
B.Com., MBA

Prof. Ravindra 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 business schools. He has wide experience in banking spanning over three decades and has been with Asia-Pacific Institute of Management since 2009. He completed his B. Com. from Punjab University, Chandigarh, and secured his MBA (Gold Medalist) from R.A. Poddar Institute of Management, Jaipur. He has 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**

*Assistant Professor (Accounting & Finance)*

*M.Com, M.B.A. (Gold Medalist), Ph.D., UGC-NET (COMMERCE),*

*UGC-NET (MANAGEMENT), HND Diploma : EDEXCEL International, U.K.*

Professor Abhishek Maheshwari in his teaching career has earned reputation as a corporate trainer and management researcher. With graduation in Commerce from CCS University Meerut, Professor Maheshwari is M.Com and Gold Medalist in MBA (Finance) from IGNOU, New Delhi. 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 subjects.

Professor Maheshwari has an insatiable interest in Financial Accounting, Financial Management, Security Analysis and Portfolio Management, Financial Derivatives and Financial Modelling. His Ph.D. thesis is a pioneering work in the area of analysis of financial performance. He has presented and published many research papers in international and national journals, conferences and seminars. He is having more than 15 years of experience in academics. He is in the panel of many universities for Ph.D evaluation and vice-voice also. He was last associated with Jaipuria School of Business, Indirapuram, Ghaziabad as an Associate Professor in Accounting and Finance Department. He has also attended many faculty development programs and workshops in his field as a resource person. His unique methodology clubbed with his potential to deliver has made him an energetic young entrepreneurial trainer.

## Business Communication



### **Dr. REEMA CHAUDHURY**

*Associate Professor*

*Ph.D (English), M.A. (Eng. Lit.) PGDPRM*

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. 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. She has conducted several management development programmes (MDP) on Interpersonal communication skills for professionals of Wipro, PNB, NTPC, NHPC, BPR&D, SJVN, ONGC, GAIL, IIPA and IAA etc. Dr. Chaudhury is also working as Area Chairperson-Communication and Chairperson-International Linkage Committee. 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.

## Economics, International Business and Strategy



**Dr. JITENDER BHANDARI**  
Associate Professor  
Ph.D. in Economics  
UGC - NET

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 PhD in Economics from Kumaun University, Nainital. Dr. Bhandari has completed a 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 has been recently invited by Gunadarma University, Indonesia, as conference speaker. He has been conferred with "Senior Educator and Scholar Award" by the National Foundation for Entrepreneurship Development, Coimbatore, Tamilnadu on Teachers' Day 5th September, 2014.

Currently Dr. Bhandari in addition to his academic responsibility holding the position of Chairperson- Centre for Corporate Relations and Program Director of PGDM (Gen & IB).



**PROF. (Dr.) SHILADITYA DASGUPTA**  
Assistant Professor Ph.D.,  
ICWA

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 a no. of 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.



## Marketing



**PROF. (Dr.) SURABHI GOYAL**

*Professor*

*Ph.D., MA., MBA*

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 10 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 Chairperson-MDP at Asia-Pacific Institute of Management, New Delhi.



**PROF. RITU GUPTA DUTTA**

*Associate Professor*

*MBA in Marketing (Gold Medalist) UGC NET with JRF*

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 IILM, Delhi as a faculty, FIITJEE 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. She is also an active member of CCR - Centre for corporate Relations at Asia-Pacific Institute of management.



**Dr. RITIKA GAUBA**

*Assistant Professor Ph.D. (Management)*

*UGC NET (Management)*

Dr. Ritika Gauba is an Assistant Professor in the area of Marketing. 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 has also been a management trainer for various government organizations like Electricity Training Institute, SGPGI Lucknow, Army Training Institute and Institute of Corporate Management.



**PROF. ANURAG SINGH CHAUHAN**

*Assistant Professor*

*Ph.D. - IIT, Delhi.*

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 Creativeway Technologies and Careerlauncher 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.

## Operations Management & Decision Sciences



**Dr. VIJAY KUMAR SINGH**

*Professor*

*Ph.D. Mechanical Operation Management*

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. He has published 12 papers and articles in well known journals and National Conferences.



**PROF. ARSHIA KAUL**

*Assistant Professor*

*B.Sc. (Statistics Majors), M.Sc. (Operational Research), M.Phil. (Operational Research),  
Ph.D. (Operational Research) (Thesis Submitted)*

Prof. Arshia Kaul has an experience of 1 year 9 months. Currently, she is an Assistant Professor in the Operations 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 as 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).

## Information Technology

**PROF. SAURABH MITTAL***Assistant Professor**MCA, M.Phil. (Computer Sc.) Ph.D. (Thesis Submitted)*

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 Singhanian 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 INDIACSR 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.

## Adjunct/Visiting Faculty

01.	<b>Mr. Sanjiva Shankar Dubey</b>	PGDM, B.Tech
02.	<b>Mr. Jyoti Prakash Das</b>	MBA, M.Com, MS
03.	<b>Mr. Maninder Singh</b>	MBA, BE
04.	<b>Mr. Attam Prakash</b>	MA (Eco), LLB
05.	<b>Dr. Kushal Banerjee</b>	Ph.D, PGDM, BE
06.	<b>Ms. Shailaja Manocha</b>	PGDM
07.	<b>Ms. Vibha Khandelwal</b>	B.Ed (German Language, MA(English), B.Com, French Diploma
08.	<b>Mr. Gopal Chandra Mondal</b>	B.Com, M.Com, M.Phil, LLB
09.	<b>Mr. Harbinder Singh Narula</b>	PGDBM, B.Com
10.	<b>Mr. Sundermay Sen</b>	PGDBM
11.	<b>Dr. Arvind Kumar</b>	Ph.D,
12.	<b>Dr. Amit Budhiraja</b>	Ph.D,
13.	<b>Dr. Manoj Shrivastava</b>	Ph.D,
14.	<b>Mr. Ashok Kapoor</b>	B.Sc, LLB, CAIIB
15.	<b>Dr. Sudhir Kumar Jain</b>	Ph.D., IIT(K), B.Sc, MA(Eco), MBA
16.	<b>Dr. Ankit Keshwarwani</b>	Ph.D., NET, MBA, B.Sc
17.	<b>Dr. R.K. Wadhwa</b>	Ph.D,
18.	<b>Dr. Ajoy Kumar Mitra</b>	MBA & Ph.D,
19.	<b>Dr. Asha Jain</b>	D.Litt From Allahabad University Ph.D., MBA, MA, B.Sc



## CENTRE FOR CORPORATE RELATIONS (CCR)

I welcome you to the campus placement at Asia-Pacific Institute of Management (AIM), New Delhi, with lots of passion and pride. Over the years AIM has been constantly improving its placement quality and standards, which are being reflected in the faith that companies have put in by recruiting our students year after year.

AIM's continuous improvement in placement ranking, which presently stands at 9th and 11th positions among the private B- Schools in Delhi NCR, and North India (Source: MDRA-Business Today-2017 Survey) is a true reflection of its persistent quest for quality management education. 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.

At AIM we have always emphasized the need for an industry-vetted curriculum and thus, ensure that its students have an excellent exposure to latest changes in the Industry. The curriculum taught them how to apply their acquired knowledge in to their Summer Internship Project (on the job training) and Dissertation.

A robust 6000+ alumnus of AIM is a testimony to its strong foundation which has helped them to reach positions of eminence in career progression path.

**Dr. Jitender Bhandari**

*Chairperson*

Centre for Corporate Relations (CCR)



## Centre for Corporate Relations (CCR)

Our Institute has always realised the need for effective interface with Industry and Business and has undertaken the task of strengthening the linkages with them. This is achieved through 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 students with the exposure to developments therein through.

## Orientation and Guest Lecture Series

The Centre invites senior professionals from IT and ITES, Service Industry, Banking/Finance, PR/Advertising/Communication, Manufacturing, Healthcare, Biotechnology, Management Consulting, International Business 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 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.

The Institute's close bond with the corporate world is clearly evident from the consistently excellent placement record. The acceptability of the Institute is borne out by the fact that a large number of companies repose their faith in Asia-Pacific Institute of Management and the quality of its students.

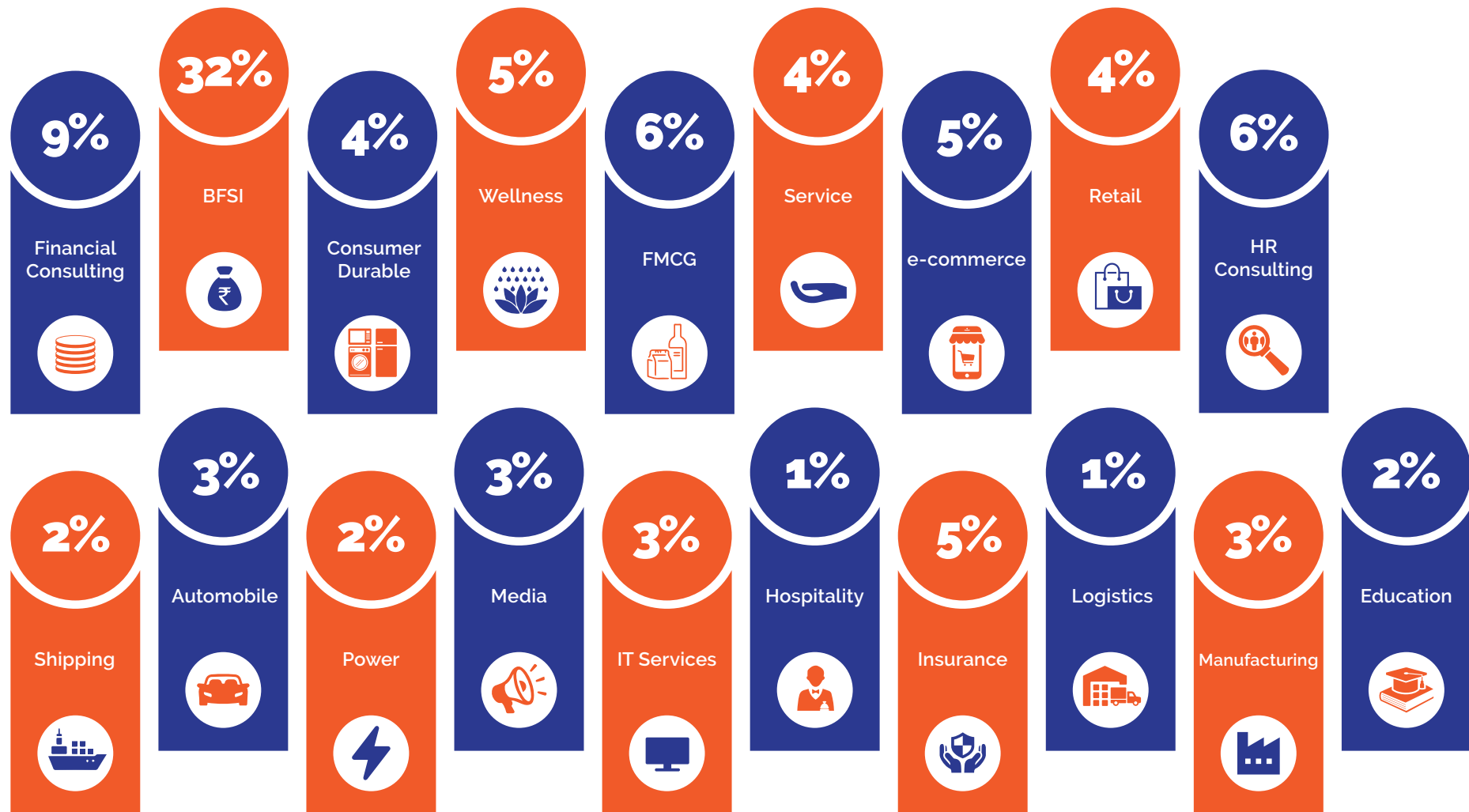


## Companies for Final Placement for Batch 2016-18

Amazon	Karvy Wealth	CavinKare India	Sewells MSX
ITC	Protiviti	IndusInd Bank	Clintus Network
Home First Finance	Birla Sunlife AMC	ICICI Securities	HT Media
Berger Paints	Coffee Day Beverages	ICICI Bank	Shriram City Union Finance
Synergy Consultants	Decathlon	Flipkart India	L & T Financial Services
Synergy Capital	Amrecian Express	SLW Media	Adventz - KK Birla Group
Thomson Digital	Ameriprise	Safari Industries	Black Rock
WNS	Zycus	Coca Cola	Jaro Education
Urban Clap	Interocean	ICICI Prudential Life	Capital First
Tata Motors Finance	Naukri.com	Titan Biotech	Hyundai Mobis
Moodys Analytics	Tothenew	MTR Foods	Shiksha.com
Mahindra First Choice	Thoughtsol	Alstone Industries	Ashai Glass
Kotak Life Insurance	Mcube	Hyatt Regency	Tresvista
JLL	Bluestar	Yes Bank	Club Mahindra
Jaguar Landrover	Ceasefire	Wrig Nano Systems	Connect2 India
Indiabulls Ventures	EY	Paperpedia	Resettlement Solutions
Butterfly	Mirus Solutions	Viridian Red	Just Dial
Carnival Group	Authbridge	Aryarth Housing Finance	Policy Bazaar
Aditya Birla Sun Life Insurance	Kent RO Systems	OYO Rooms	and many more ...



## Sector wise placements



## Industry Sector wise Placements (Batch 2016-18)



Industry Sector	Number of Companies
Financial Consulting	12
BFSI	45
Consumer Durable	8
Wellness	7
FMCG	7
Service	6
E-Commerce	5
Retail	6
HR Consulting	8
Shipping	3
Automobile	4
Power	1
Media	4
IT Services	4
Hospitality	2
Insurance	9
Logistics	2
Manufacturing	5
Education	4



## SUMMER PLACEMENTS (BATCH 2017-19)

Accuster Technology	Magic Software IMNC	Birla Sunlife Insurance	Mapro Food
Aditya Birla Capital	Max Life Insurance	Concor	Medanta The Medicity
Ameriprise Financial	Motherson	Continental India	Mirus Solutions
Amul	Muthoot Microfinance	DBS India Ltd.	Mother Dairy Fruits & Vegetables
Authbridge	Perfect Pro Advisors	District Cooperative Central Bank	Oxygen Services
Barclays	PwC India	Escorts Agri Machinery	Panasonic India
Bharti Airtel	Radnik Exports	Fabindia Overseas	PKS Freight And Logistics.
Bluestar	Success Mantra	Flexituff International	Prism Cement
Bureau Veritas	Systems Electricals	Fortis Escorts Heart Institute	Quikr
Continental India	Troin Wealth Management	Future Group	Randstad India
DIC India	UtstarCom	Hindustan Coca Cola Beverages	Reliance Jio
Eco Tasar Silk	West Coast	Hybrid Electronics	Religare Health Insurance
Godfrey Phillips India	WNS	Indepay Networks	Tata Advance Systems
Grant Thornton	Wrig Nanosystems	India Yamaha Motor	Tata Autocomp GY
Hindustan Wellness	Zee News	Indiabulls Housing Finance	Tata Steel
Hitachi	ABC Consultants	Indian Bank	The Park Hotel
ICICI Securities	Adidas Group	International Steel Services Inc, India	Trident - Oberoi
Indian Oil	Air India	Jyothy Laboratories	Vodafone Mobile Services
Jindal Steel	Andritz Hydro	Kalpataru Power	and many more ...
Kamlesh Auto Wheel	Apollo Tyres		
Lalitpur Power Generation Co.	Bajaj Finserv		
LG Electronic	Big Bazaar (Future Group)		



## OUR PROMINENT RECRUITERS

## OUR PROMINENT RECRUITERS

Interface takes place in the form of Industry visits, Industry internship and Guest Lectures.



### Industrial Visit - CocaCola

The need for effective interface with industry and business cannot be overlooked 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 professional exposure.

### Initiation Programme

The Centre invites senior professionals from industry sectors like IT/ITES, Service Industry, Banking & Finance, PR/Advertising/ Communication, Manufacturing, Healthcare, Bio-technology, Management Consulting, etc. to address the students. The interaction provides the students opportunity to understand 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 the real life settings of industry. It also makes the students 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, alumni, and 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 and collaboration.







**Mr. Satyajeet Rajan**  
Director General (IAS), Ministry of Tourism



**Mr. Pavan Shrivastava**  
Zonal Sales Manager, Cavinkare Pvt Ltd.



**Ms. Monika Marwah**  
Talent Acquisition Lead, NCR Corporation



**Mr. Anirban Das**  
Chief People Officer, Lakshmikumaran and Sridharan

# Corporate Connect 2018



**Mr. Ved Prakash**  
Chairman & MD, MMTCL Ltd.



**Mr. Neeraj Jasrotia**  
Head Workforce Planning, Ericsson



**Col. Harpreet Walia**  
Ex Army Man and Entrepreneur, L2L International



**Mr. Rishi Kumara Das**  
Secretary, ISKCON, Delhi

## Distinguished Speakers from the Industry & Academia Year 2018

1.	<b>Dr. Pawan Agarwal</b>	Mentor	Mumbai Dabbawalas
2.	<b>Mr. Prahlad Kakar</b>	Advertisement Guru	ACP
3.	<b>Mr. Manish Barriarr</b>	Founder & C.E.O	Success Factory
4.	<b>Ms. Reena Rathi</b>	GM Marketing	AIRCEL
5.	<b>Mr. Sandeep Kant Mittal</b>	Deputy General Manager-Operations	Future Group (Big Bazaar)
6.	<b>Mr. Shudeep Majumdar</b>	Co-founder & Director - Corporate Affairs	Zefmo
7.	<b>Mr. Parag Mishra</b>	Manager - Data Mining & Insights	Mercer Corporation
8.	<b>Ms. Charu Sharma</b>	ASAI Glass	Manager-Talent
9.	<b>Mr. Navneeth Vallabh</b>	Head	California Institute of Hypnosis
10.	<b>Mr. Nisheeth Srivastava</b>	Marketing Manager & Brand Creative Lead	OLX
11.	<b>Ms. Mamta Rohit</b>	Chief General Manager PFRDA & Ex-Regional Manager Sales	IDBI Bank
12.	<b>Mr. Shudeep Majumder</b>	Vice President-Corporate Communication	VLCC
13.	<b>Mr. Sudesh Verma</b>	National Spokesperson-BJP	BJP
14.	<b>Mr. Arvind Kumar</b>	Dy. Secretary, Department of Heavy Industries	Ministry of Heavy Industries and Public Enterprise, Govt. of India
15.	<b>Mr. Satyajit Menon</b>	HR Director	Snapdeal
16.	<b>Mr. Kanishk Shukla</b>	Territory Sales Manager	Department of Post, Ministry of Communication and IT, Government of India
17.	<b>Mr. Shubhendu Deb</b>	Ex General Manager, VLCC & Eminent Consultant	VLCC
18.	<b>Mr. Navneeth Vallabh</b>	Clinical Hypnotherapist & COO	Redefine Life
19.	<b>Prof. Debbi Saini</b>	Visiting Professor, Denmark	Professor MDI, Gurgaon

## GUEST SPEAKERS

20.	<b>Mr. Kamlendu Bali</b>	Executive Director	Global Solutions,Concentrix
21.	<b>Mr. Tarun Negi</b>	Director - Market Procurement Leader, Indian Subcontinent	Philips India Limited
22.	<b>Mr. A.K. Bhargava</b>	Retd. G.M. (Operations)	Bharat Electrical Ltd.
23.	<b>Mr. Vivek Kumar</b>	Co-Founder	www.GOSPORTO.com
24.	<b>Mr. Tarandeep Singh</b>	Senior Manager	Accenture India Ltd.
25.	<b>Mr. Mohnish Roy</b>	Founder	Perspective
26.	<b>Dr Deepak Pandit</b>	Co Founder	Indian School of Entrepreneurship
27.	<b>Prof.K.C.Tuli</b>	Professor	University of Delhi
28.	<b>Mr. Sumit Malhotra</b>	Director	Sales and Marketing, ACC Ltd.
29.	<b>Mr. M.L.Chakraborty</b>	Dy Executive Director	Dalmia Bharat Group
30.	<b>Mr. Navin Gulia</b>	Author, Adventurer, World Record Holder & Social Worker Holder & Social Worker	Author, Adventurer, World Record
31.	<b>Mrs. Aruna Broota</b>	Psychologist	Delhi University
32.	<b>Mr. Tarun Negi</b>	Director,Market Procurement Leader Indian Subcontinent	Philips India Ltd.
33.	<b>Mr. Satinder Juneja</b>	Sr. VP - Sales and Marketing	NIIT Technology
34.	<b>Mr. Anurag Anand</b>	GM-Coca Cola University	Coca Cola
35.	<b>Mr. Nagendra Agrawal</b>	Associate Vice President	Kent RO
36.	<b>Mr. Sanjay Sharan</b>	Additional Director	NACEN
37.	<b>Mr. Pankaj Dubey</b>	Managing Director	Polaris India Ltd.
38.	<b>Mr. Annu Grover</b>	Managing Director	Nurturing Green
39.	<b>Mr. Harpreet S. Walia</b>	Managing Director	T Fiori
40.	<b>Mr. Mitul Kumar</b>	Associate Director, Global Strategy	KPMG Saudi Arabia
41.	<b>Mr. Sudeesh Nair</b>	VP International Business	Alibaba.com
42.	<b>Mr. Ravi Khandelwal</b>	Executive Director (Legal & Finance)	Container Cooperation India Ltd.

## GUEST SPEAKERS

43.	<b>Mr. Abhishek Agarwal</b>	Assistant Manager	ITC Ltd.
44.	<b>Mr. Ajay Yadav</b>	Vice President - Sales	Jaguar Land Rover - AMP Motors
45.	<b>Mr. Anurag Anand</b>	General Manager Coca-Cola India	Coca Cola India
46.	<b>Mr. Ashit Shah</b>	Business Head- North India	Wipro-GE Healthcare Ltd.
47.	<b>Mr. Ashok Swarup</b>	GM HR	NTPC Ltd.
48.	<b>Mr. Chetan Varma</b>	Executive Director	Power Grid Corporation of India Ltd.
49.	<b>Col. Harpreet Walia</b>	Ex Army Man and Entrepreneur	L2L International
50.	<b>Mr. Deepak Choudhary</b>	CEO Delh - West	Audi
51.	<b>Dr. Ranjana Mittal</b>	AGM	NTPC Ltd.
52.	<b>Ms. Monika Marwah</b>	Talent Acquisition Lead	NCR Corporation
53.	<b>Mr. Neeraj Jasrotia</b>	Head Workforce Planning	Ericsson
54.	<b>Mr. Pankaj Dubey</b>	CEO and MD	Eicher Polaris Pvt Ltd.
55.	<b>Mr. Pavan Shrivastava</b>	Zonal Sales Manager	CavinKare Pvt Ltd.
56.	<b>Mr. Pawan Dhingra</b>	Director - Partnership	American Express
57.	<b>Mr. PKD Nambiar</b>	Managing Director	Flags Communications Pvt Ltd.
58.	<b>Mr. Prateek Sharma</b>	CEO	Courier Home & Dafzo
59.	<b>Mr. Rishi Kumara Das</b>	Secretary	ISKCON Delhi
60.	<b>Mr. S.S. Chawla</b>	Senior Director	Assocham
61.	<b>Mr. Satyajeet Rajan</b>	Director General (IAS)	Ministry of Tourism
62.	<b>Mr. Sidharth Gupta</b>	Senior Manager - HR	Samsung R&D Institute
63.	<b>Mr. Sushant Kumar</b>	Co Founder	Courier Home & Dafzo
64.	<b>Mr. Ved Prakash</b>	Chairman & MD	MMTC Ltd.
65.	<b>Mr. Vishal Srivastava</b>	Director - Consulting	PwC India



## Distinguished Dignitaries Visiting AIM



**Dr. Pawan Agarwal**  
Dabbawala Fame



**Mr. Prahlad Kakkar**  
Mantras of succesful branding



**Shri Radha Mohan Singh**, Union Minister of Agriculture and Farmers Welfare with Chairman Shri AK Shrivastava



**Shri Manish Sisodia**  
Deputy Chief Minister, Delhi



**Shri Suresh Prabhu**  
Minister of Commerce & Industry, India



**Shri Sambit Patra**  
National Spokesperson, BJP

“

AIM is one of the best places for management students. Life here is like a roller-coaster ride with each day bringing in new challenges and learning filled with classroom lectures, guest speaker sessions, workshops etc.



**MR. DEEPAK CHOUDHARY**  
CEO, Audi Delhi

“

Today, when I look back, I feel proud of my decision to join AIM. It's a place where talent is nurtured by great professors and mentors who have devoted their lives to Corporate and are now in a self actualization mode to help Young India.



**MR. VISHAL SRIVASTAVA**  
Director Consulting  
PwC

“

The PGDM program at AIM helped me seize a great opportunity and start my career with Lloyds Ventures. I sincerely thank the faculty members for identifying my potential and helping me in my overall development to become ready for the corporate world.



**JOBIN JOSEPH**  
Lloyds Ventures

“

The college worked as a bridge between me and my dreams. I am fortunate to have got an opportunity to study here with the amazing infrastructure, well equipped classrooms, and excellent faculty. The college helped me in achieving a job in my dream company. The classes are excellent and so is the methodology of teaching.



**MS. SHREYA TANDON**  
Assistant Manager, Naukri.com

“

am delighted to be a part of the AIM family and convey my sincere thanks to everyone for getting through this opportunity in Gartner India Pvt. Ltd. AIM has not only given its students an armoury of skills, but also inculcated in us critical interpersonal skills, necessary to overcome management challenges.



**ARNAV SAXENA**  
Gartner India Pvt. Ltd.

“

I take this opportunity to thank the Centre for Corporate Relations at AIM for helping me in preparations and getting a final offer from ERNST & YOUNG. I would also like to extend my courtesy to them for keeping our hopes and aspirations high.



**SYED MOHAMMAD AREEB ALI**  
Ernst & Young (E&Y)

## We are proud of our Alumni!

S.No.	BATCH	NAME	DESIGNATION	ORGANISATION
01	1996-1998	Mr. Jitendra Jena	VP-HR & Corporate Strategy	Relaxo
02	1997-1999	Mr. Niraj Mendiratta	Sr Manager Training-HR	Hindware
03	1997-1999	Ms. Shalini Rath	Talent Acquisition Head	Unitech Wireless Ltd
04	1997-1999	Mr. Vikram Gandhi	National Manager	TCS
05	1998-2000	Mr. Amit Bansal	Zonal Head	ICICI Bank Ltd
06	1998-2000	Mr. Akhil Saxena	Marcom Head	Aircel
07	1998-2000	Mr. Jatin Bhargav	Vice President	Citi Finance
08	1999-2001	Mr. Sandeep Kumar Sinha	North Indian Marketing Head	Walmart
09	2006-2008	Mr. Amarendra Kumar	North Bihar Marketing Head	ETV Network
10	2001-2003	Mr. Arindam Saha	AVP & Branch Head	ING VYSYA Bank
11	2001-2003	Mr. Aristo Dutta Gupta	Operation Leader	Genpact
12	2001-2003	Ms. Paramita Dey	AVPN Quality	Genpact
13	2001-2003	Mr. Rohit Shah	Group Account Director	Mudra Communication
14	2001-2003	Mr. Shantanu Bhattacharya	Associate Director	Group M
15	2001-2003	Mr. Sandeep Sinha	Country Manager	Firefox Trek
16	2001-2003	Mr. P.K. Ajith	Area Manager	Sundaram Finance Ltd
17	2000-2002	Mr. Prasun Banerjee	Regional Head	IDBI Guilds Ltd
18	2000-2002	Mr. Rupesh Kumar	Area Manager	MTS
19	2002-2004	Mr. Ankur	MBD	Career Launcher
20	2002-2004	Mr. Raman Singh	Director	Mercantile Advertising

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30	2001-2003	Mr. Arindam Saha	AVP & Branch Head	ING VYSYA Bank



# तक्षिला

The MDP Centre of Excellence



Since its inception, Asia Pacific Institute of Management (AIM) has differentiated itself with its strong and unique engagement model with industry, academia and the government.

Takshila, the Centre for Executive Education, Research & Consultancy was established in 2011 to work closely with Managers and Executives of modern day organizations in order to continuously hone their skills and upgrade their business acumen, to stay abreast of industry trends and leverage upon new opportunities. Focusing on emerging areas of research and education the Centre has developed special training modules in different functional areas to effectively spread quality management education among practicing managers, across all levels. These programmes equip experienced professionals with powerful knowledge, tools and resources to tackle the most complex business challenges of today.

Takshila, in a short span of 7 years, has conducted many training programs across many sectors including Education, Manufacturing, Infrastructure, Entertainment, Handicraft, Thermal Power, Tourism, Banking, etc., and are regularly invited by reputed organisations namely, NHPC, NTPC, GAIL, PNB, IFFCO, NBCC, CBSE, PVR, NHAI, ONGC, IAA, IOC, etc. As a major futuristic endeavour, the Centre has entered into Research and Consultancy, partnering

with Corporates to address and resolve various challenges faced by their organisations.

The spectrum of offerings in Takshila is as follows:

## Executive Education

Takshila Executive Education programmes have been designed to effectively spread quality management education among practicing managers, across all levels. These programmes equip experienced professionals with powerful knowledge, tools and resources to tackle the most complex business challenges of today. Takshila offers both Open and Customized programme spreading across the entire spectrum of functional areas in business management domain.

Open Programs are offered to up-skill executives and managers and help them familiarize with the essential aspects of running a successful business. Such programmes can be domain-specific as in Sales & Marketing, Operations, Finance, Strategy, Leadership, etc or inter-disciplinary, involving an optimal mix of multiple functional areas. It also addresses impact



specialized skills/knowledge in a niche area such as Business Analytics, Behavioural Economics, Entrepreneurial Business planning and lean manufacturing. These programs are delivered by the Expert Faculty with a good mix of theory and practice using case study discussions, role plays, and simulations and applied learning project. The participants' diversity in open programmes contributes significantly to cross-learning and provides continuing networking opportunities beyond the classroom. A certificate of participation is awarded by the institute to participants on successful completion of the program.

In-Company or Custom-Training Programs are tailor-made modules created around a specific mandates from individual organisations. These programs are designed in collaboration with the client organisations, and scheduled on-campus or mutually decided date and venue.

## Research & Consultancy

Takshila started the Research and Consultancy services to improve the Institute-Industry interaction and provide customised solutions to existing

industries. Further, there was an emerging need to bridge the capability gap between the changing demands of the marketplace and the outputs of diverse industries.

Takshila has some high impact consulting services to its credits and the major focus was on developing policies and processes in functional and cross-functional areas of business. This initiative of the Centre has helped organisations to leverage the business opportunities in the market and maximize their market performance.

Takshila publishes two in-house journals and one journal from SAGE Publications namely Asia-Pacific Finance and Accounting Review (AFAR), Asia-Pacific Marketing Review (APMR), Asia-Pacific Journal of Management Research and Innovation (APJMRI). APJMRI is an international quarterly refereed journal published and marketed globally through SAGE Publications. The knowledge generated by our faculty has been added to this journal and other leading academic journals with high citation index and impact factor. Many textbooks and working papers are written on a regular basis.





## Building the Foundation

Student life at AIM is a continuous learning experience within the classroom as well as outside, through various extra-curricular activities. Students develop leadership abilities by spearheading various activities through team work, by actively taking part in various committees and clubs depending upon their strength and interest. All this helps students develop leadership abilities which help them later on in their career.

## Committees

The students' life at Asia-Pacific is not only about studies. They get many opportunities for learning institution- building by being involved in various Asia-Pacific Committees & Clubs namely:



### Students Placement Committee (PlaceCom)

This is one of the most active committees, and supports the CCR in all activities regarding corporate interaction, corporate events, alumni evenings etc. and also aids in Summer Internship and final placement process.

### Students Publications Committee (PubCom)

This committee provides a forum to give vent to the creative energy of the students, collecting news, articles etc. that contributes to the students' section of the quarterly newsletter, and also contributes to the updating of the institute web-site.





### Students Library Committee (LibCom)

The committee collects suggestions for acquisition of books, online subscriptions, improvements in working of the library etc. and forwards these to the Institute's Library Committee.

### Extra-Curricular Activities Committee (ExCom)

This Committee is responsible for organizing cultural events including Indradhanush. The institute has an in house musical band and also encourages interaction with personalities from the cultural world.

### Co-Curricular Activities Committee (CoCom)

The committee organizes management related activities that add value to the academic curriculum. Debates, quizzes, competitions and participation in similar contests in other institutes are some of the regular activities. It is actively involved in organizing MDPs, seminars & conferences, and the activities of various management clubs. CoCom supports ExCom in organising the annual management-cum-cultural fest 'Indradhanush'. It also supports the CCR in organising industry interactions.

### Sports Committee (SportCom)

The committee tries to ensure that the students have a healthy body to complement their healthy minds, so that they can face the gruelling work routines they will soon embrace. Sports contests, participation in competitions etc. prepare the students for the big event – the annual sports day.

### Alumni Committee (AlCom)

The alumni are the institute's brand ambassadors & can prove to be the most valuable interface between current students and their prospective employers. The committee ensures a life-long bond between the alumni & their alma mater, by creating and maintaining databases, informing them of all important events, inviting them to alumni meets and as guest lecturers. Working in close coordination with the CCR, it organizes the most popular event of the year– Nostalgia-the alumni night.



### Personal Growth Lab

Our Personal Growth Lab caters to the need of grooming the students in the area of Soft skills and Employability enhancement. Recent studies show that companies are finding the non-work experience young graduates trained in the Engineering and Management area not to be 'job ready' in terms of skill sets required in the industry making our young graduates 'educated' yet 'unemployable'.

In the PG Lab, a 120-hour intensive program delivering experiential training 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 Skills 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

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 five 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, throughout the year.







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

**- Shonali Mazumdar**



Learning at Asia-Pacific Institute of Management is fascinating as most of the course work is based on case studies, group discussions, knowledge sharing with peers and subject experts. The faculties, with decades of industrial experience, have always taken the initiative in helping the students to push that extra mile to strive success in all aspects of life.

**- Suvir Naik**



Working as an engineer gave me the job satisfaction I wanted but still my heart wanted more from life, which forced me to explore my options and I ended up with a plan to pursue an MBA programme. My search ended on Asia-Pacific Institute of Management. This is the institute where you are pushed to your limits, and everyone motivates and supports you in your overall learning and growth.

**- Apu Khara**



Asia-Pacific Institute of Management is like a mini-India where young and talented students come to study every year from all parts of the country. We get to interact with executives of different companies which helps us to develop our managerial skills, team work, leadership and a lot more.

**- Prakash Aditya**



AIM offers a unique kind of launch pad to its students who aspire to make it big in the corporate world. From the initiation program to the final placements, the institute empowers its students to think out of the box and dare to follow their dreams. I am really happy that I chose AIM for my higher education.

**- Sakshi Agrawal**



### Application Procedure

The Information Brochure and Application Form may be obtained from:

- Admission office of Asia-Pacific Institute of Management, by paying ₹1200/-.
- Admission office of Asia-Pacific Institute of Management, by sending a Demand Draft of ₹1250/- in favour of "Asia-Pacific Institute of Management" payable at New Delhi.
- Asia-Pacific Institute of Management's website [www.asiapacific.edu](http://www.asiapacific.edu). The blank form may be downloaded, filled up and submitted along with a Demand Draft for ₹1250/- in favour of Asia-Pacific Institute of Management.
- The application form can be downloaded, filled up, and submitted online on our website, [www.asiapacific.edu](http://www.asiapacific.edu), by making an online payment of ₹1250/-.

(The cost of the prospectus and application fee are not refundable under any circumstances).

### Admission Fee

- The Admission will be final only after the submission of the Admission Fee along with Registration Fees as mentioned in the admission offer letter, if selected.
- Fee Refund Policy is as per the guidelines laid down by AICTE.

### Eligibility

Minimum 50% in Graduation with valid GMAT/CAT/MAT/CMAT/XAT/ATMA score.

### Selection Criteria

- Score in Common Admission Test - 35%
- Score for academic performance in X Std., XII Std., Under Graduate Degree/ PostGraduate Degree - 20%
- Group discussion/interview - 35%
- Weightage for participation in Sports, Extra-Curricular activities, Academic diversity and Gender diversity - 10%

For details of Venue(s) & Dates for appearing in Group Discussion and Personal Interview, kindly visit: [www.asiapacific.edu](http://www.asiapacific.edu)



**PGDM-GEN (Dual Specialisation) | PGDM-BFS (Banking and Financial Services)  
PGDM-IB (International Business) | PGDM-MKT (Marketing)**

**2 years fulltime programme | BATCH 2019-21 | ACADEMIC FEES TO BE PAID**

FIRST YEAR (SESSION 2019-2020)			SECOND YEAR (SESSION 2020-2021)		TOTAL
Amount at the time of Registration	1 <sup>st</sup> Installment (On or before 01 <sup>st</sup> June, 2019)	2 <sup>nd</sup> Installment (On or before 01 <sup>st</sup> October, 2019)	3 <sup>rd</sup> Installment (On or before 01 <sup>st</sup> July, 2020)	4 <sup>th</sup> Installment (On or before 01 <sup>st</sup> October, 2020)	₹9,65,000/-
₹1,55,000/-	₹90,000/-	₹2,40,000/-	₹2,40,000/-	₹2,40,000/-	

**PGDM-GEN (Dual Specialisation) | PGDM-BFS (Banking and Financial Services)  
PGDM-IB (International Business) | PGDM-MKT (Marketing)**

**BATCH 2019-21 (For Company Sponsored Candidate) | ACADEMIC FEES TO BE PAID**

FIRST YEAR (SESSION 2019-2020)			SECOND YEAR (SESSION 2020-2021)		TOTAL
Amount at the time of Registration	1 <sup>st</sup> Installment (On or before 01 <sup>st</sup> June, 2019)	2 <sup>nd</sup> Installment (On or before 01 <sup>st</sup> October, 2019)	3 <sup>rd</sup> Installment (On or before 01 <sup>st</sup> July, 2020)	4 <sup>th</sup> Installment (On or before 01 <sup>st</sup> October, 2020)	₹12,10,000/-
₹2,25,000/-	₹1,90,000/-	₹2,35,000/-	₹2,80,000/-	₹2,80,000/-	

Candidate applying under Company Sponsored Category need to download the format from the website and submit the Company Sponsored Certificate in the given format within the stipulated timeframe.

**Fee Composition:** Tuition fee, Library Charges, Computer Lab, Internet Charges, books and fee for other activities such as Placement activities, Seminars, Workshops, Conferences, etc.

## HOSTEL FEE STRUCTURE

### BATCH 2019-21

Academic session for hostel is as given below:

First Academic Session - 10<sup>th</sup> June 2019 to 31<sup>st</sup> March 2020 | Second Academic Session - 01<sup>st</sup> July 2020 to 28<sup>th</sup> February 2021

Non A.C. Room ( On Double sharing)		Total: ₹1,10,000/- per academic session per person
Registration Amount at the time of admission.		₹20,000/-
Balance Amount, on or before 31 <sup>st</sup> May,2019		₹90,000/-
A.C. Room ( On Double sharing)		Total: ₹1,20,000/- per academic session per person
Registration Amount at the time of admission.		₹20,000/-
Balance Amount, on or before 31 <sup>st</sup> May,2019		₹1,00,000/-

Note: Amount is to be paid in advance yearly at the time of admission and will be non refundable.

- If the student is availing an Air-Conditioned room, a sub-meter will be provided separately and the actual bill for the usage of A.C is to be paid by the Roommates, on sharing basis. In case of default in the payment of monthly A.C. bill, the services of the A.C. would be disconnected.
- Heaters, blowers or coolers will not be allowed. On a special request to the hostel authorities permission may be granted subject to payment as per the electricity bill intimated by hostel authorities. The Boarding and Lodging facilities provided in the hostel includes a furnished room with bed, mattress, table, chair, bed-sheet, pillow, pillow cover, blanket/quilt, almirah (on sharing basis), besides the provision of tea, breakfast, lunch, evening tea/coffee with snacks, dinner and 24 hours purified drinking water supply through R.O. system. The vegetarian food will be served regularly. Non-Vegetarian food is served once/twice in a week, for the non-vegetarian students. The mess facility will be available only during the said academic session only.
- Any student registered for availing the hostel accommodation will not be permitted to withdraw from the hostel, till the end of the academic year. However, if a student withdraws from the hostel, fee once paid, will not be refundable, under any circumstances, as per the terms and conditions stipulated in the hostel manual also.
- A.C. bus service facility is available for all students by paying one time payment of Rs.10,000/- (Rupees Ten Thousand Only) per student for per academic session. Availability of bus service is till end of academic session and subject to a minimum of 25 students availing the bus facility.
- Students residing in hostel are subject to rules & regulations as mentioned in the hostel manual as existing, or amended from time to time.
- All disputes are subject to the jurisdiction of competent courts of Delhi only.

## LATE BIPIN BIHARI VERMA SCHOLARSHIP BATCH 2019-21

At Asia-Pacific Institute of Management, we believe in rewarding the hard work and excellence achieved by meritorious students in their academic endeavors. As part of this ongoing initiative, in 2019 we are awarding 40 Scholarships in two categories (20 scholarships in each category) which will be announced on following merit basis.

### Category I -Fee waiver of ₹75,000/- (Maximum 20 scholarships)

Exams	Eligibility
10 <sup>th</sup> /12 <sup>th</sup>	>=60%
AND	
Graduation	>=50%
AND	
Following competitive scores of	
CAT	>=85 percentile
OR	
XAT	>=85percentile
OR	
GMAT	>=85 percentile
OR	
MAT	>=95 percentile
OR	
ATMA	>=95 percentile
OR	
CMAT	>=95 percentile

### Category II -Fee waiver of ₹50,000/- (Maximum 20 scholarships)

Exams	Eligibility
10 <sup>th</sup> /12 <sup>th</sup>	>=60%
AND	
Graduation	>=50%
AND	
Following competitive scores of	
CAT	>=80 percentile
OR	
XAT	>=80percentile
OR	
GMAT	>=80 percentile
OR	
MAT	>=90 percentile
OR	
ATMA	>=90 percentile
OR	
CMAT	>=90 percentile

### Rules & Regulations

1. The total number of scholarships awarded by AIM is 40 Scholarships (maximum 20 scholarships in each category).
2. Asia-Pacific Institute of Management has provision of giving scholarships to meritorious candidate by way of partial waiver of fee.
3. For claiming this scholarship, a candidate will have to produce their academic scores at the time of submission of first installment of tuition fee.
4. Scholarship scheme is applicable to all PGDM courses namely General, Marketing, IB (International Business) & BFS (Banking & Financial Services).
5. The student should not have re-appeared in supplementary examination in any subject related to final year of 10th, 10+2, Graduation and any trimester of PGDM examination thereafter.
6. The scholarship in the second year would be availed subject to the student obtaining a minimum of 7.5 CGPA out of 10 in the first three trimesters of the first year. If the CGPA is not maintained at 7.5, 50% of the scholarship will be withdrawn in the second year.
7. The awarding of Scholarship will be the final decision of the Academic Committee. No appeal with regard to selection of scholarship candidates will be entertained.



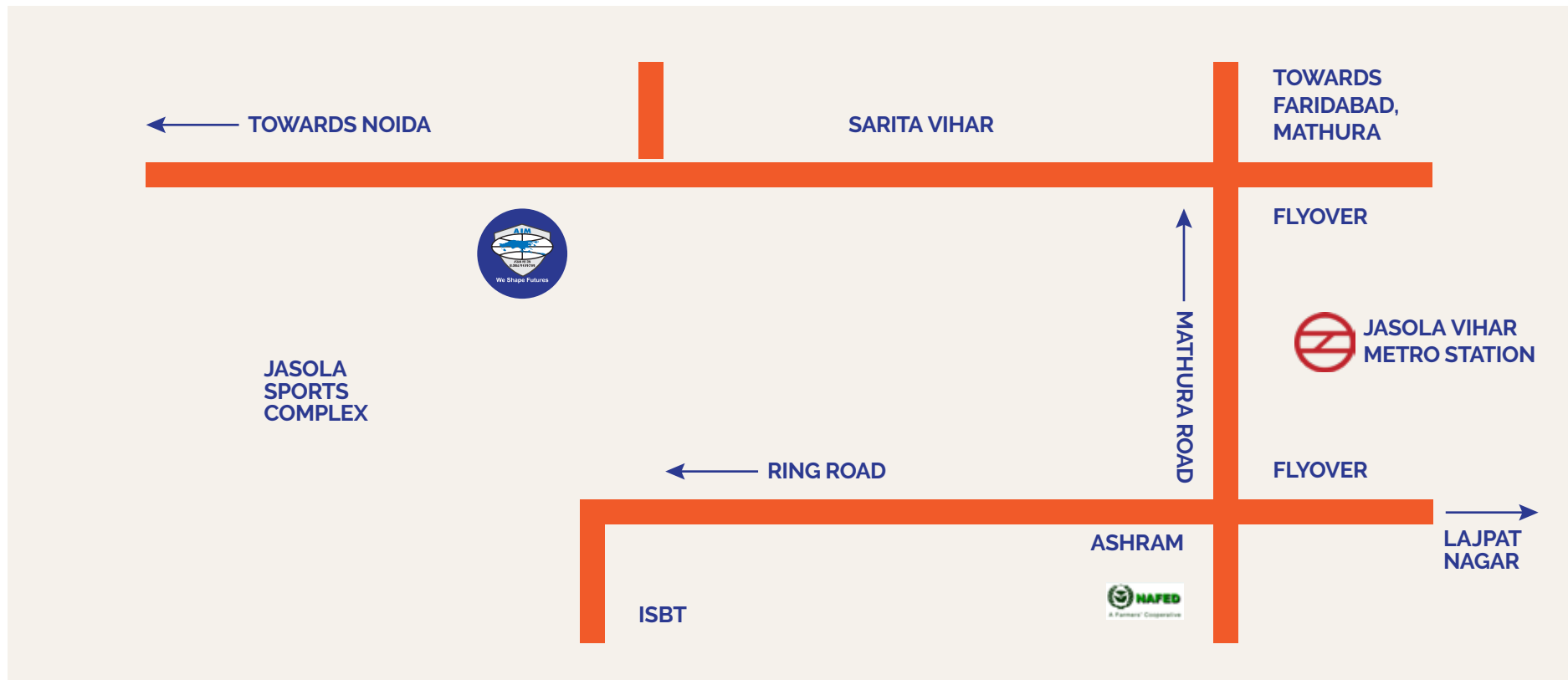
Executive PGDM-GEN (Dual Specialisation) | PGDM-MKT (Marketing)  
(3 years weekend programme)

ACADEMIC FEES TO BE PAID | BATCH 2019-21

FIRST YEAR (SESSION 2019-2020)			SECOND YEAR (SESSION 2020-2021)		THIRD YEAR (SESSION 2021-2022)		TOTAL
Amount at the time of Registration	1 <sup>st</sup> Installment (On or before 01 <sup>st</sup> June, 2019)	2 <sup>nd</sup> Installment (On or before 01 <sup>st</sup> October, 2019)	3 <sup>rd</sup> Installment (On or before 01 <sup>st</sup> July, 2020)	4 <sup>th</sup> Installment (On or before 01 <sup>st</sup> October, 2020)	5 <sup>th</sup> Installment (On or before 01 <sup>st</sup> July, 2021)	6 <sup>th</sup> Installment (On or before 01 <sup>st</sup> October, 2021)	₹5,00,000/-
₹60,000/-	₹60,000/-	₹60,000/-	₹80,000/-	₹80,000/-	₹80,000/-	₹80,000/-	

## HOW TO REACH

Asia-Pacific Institute of Management is just 12km away from the New Delhi railway station and is around 25km from New Delhi airport. The distance from Inter-State Bus Terminus, Kashmere Gate is around 12km. The location is easily accessible by Delhi Metro, Bus, Taxi and Auto Rickshaw. The nearest landmark is Indrapastha Apollo Hospital and Jasola Metro Station.





We Shape Futures

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