



**ADMISSION BROCHURE  
2024-26**

# **APEEJAY SCHOOL OF MANAGEMENT**

DWARKA  
NEW DELHI

ESTABLISHED IN 1993



## VISIONARIES



**Dr Stya Paul**

(October 4, 1919 - June 7, 2010)

Inspiration behind **Apeejay Stya Group & Apeejay Education**

Founder Chancellor  
Apeejay Stya University



**Mrs Sushma Paul Berlia**

Chairman  
Apeejay Education

Chairman  
Apeejay Stya and Svrân Group

Co-Founder & Chancellor  
Apeejay Stya University







# APEEJAY SCHOOL OF MANAGEMENT



Students at ASM Campus

# Apeejay School of Management

## ABOUT US

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

## KEY HIGHLIGHTS

- › Well-placed and active alumni network
- › Excellent placements
- › ASM offers a wide array of multidisciplinary courses to students as a part of NEP's focus on holistic education.
- › The Institute offers attractive & merit-cum means based scholarships

### Rankings

#### **Times B-School Survey 2023 Rankings for ASM:**

- Rank 3 (Private- Delhi NCR )
- Ranked 5: Top 20 North B School (Govt. + Pvt.)



## PROGRAM DETAILS

### Post Graduate Diploma in Management (PGDM)

Post Graduate Diploma in Management (PGDM) is a two year full time program of ASM approved by the All India Council for Technical Education (AICTE) and accredited by the National Board of Accreditation (NBA) and recognised as equivalent to MBA degree by the Association of Indian Universities (AIU). The program is also accredited by ACBSP (USA).

The curriculum structure consists of core courses and six specialisation tracks i.e. Marketing, Finance, Business Analytics, Human Resource Management, International Business and Operations Management. Students have to choose any two specialisation tracks. It also includes a 10-12 weeks' summer internship project after completion of first year.



## **ADMISSION PROCEDURE AND ELIGIBILITY REQUIREMENTS - PGDM**

### **Eligibility Requirements**

Bachelor's Degree or equivalent (10+2+3) in any discipline with minimum 50% aggregate marks from a recognised Indian or foreign university. Candidates in their final year of the Bachelor's degree are also eligible to apply (provided their aggregate marks up to the final year are 50% or above), subject to meeting eligibility criteria and submitting proof latest by October 31, 2024.

### **Admission Procedure**

The Institute considers CAT/MAT/XAT/GMAT/CMAT/ATMA scores for admission to its PGDM programs. Based on merit, candidates who qualify on various parameters (CAT/MAT, etc. scores, graduation scores, and Class X & XII scores) will be called for Written Ability Test, Group Discussion and Personal Interview at ASM Campus in person or online/blended mode and possibly other states in India (Punjab, U.P., West Bengal, etc.) via online/blended mode.

### **Application Process**

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

### **Admission Offer**

After careful evaluation of the aforesaid parameters, the Admission Results Committee prepares a list of shortlisted candidates to be offered admission.



## INFRASTRUCTURE/FACILITIES

The Institute is located in Dwarka, New Delhi, near the domestic and international airports, adjacent to Sector-9, Metro Station. The state-of-the-art and Wi-Fi-enabled campus is spread over 2 acres with a built-up area of approx. 10,000 sq. m. The Institute provides a highly conducive academic and learning environment for students.

**Library:** Rich source of books, national & international journals (print & e-journals), educational CDs, company annual reports and online databases.



**Computer Labs:** AC computer centers are spread over three floors and are equipped with over 100-networked computers with Internet access through a dedicated 300 MBPS leased line.



**Auditorium:** The Institute has a spacious air-conditioned state-of-the-art auditorium with a seating capacity of 400-plus besides committee rooms, seminar halls, and conference halls for conducting industry seminars.



**Sports Facility:** Institute has a range of indoor and outdoor sports facilities such as Basketball, Volleyball, Badminton, Table tennis etc to encourage students to stay active and healthy.





# About Post Graduate Diploma in Management-Marketing (PGDM Marketing)

## Programme Details:

Post Graduate Diploma in Management - Marketing (PGDM Marketing) program of ASM is approved by the All India Council for Technical Education (AICTE). It is a two-year (Blended) program. The curriculum structure consists of core courses in the area of Management and selecting one specialisation from Marketing and a second from any one of six specialisation tracks i.e. Marketing, Finance, Business Analytics, Human Resource Management, International Business and Operations Management.

## Key Highlights:

- Well-placed and active alumni network
- Excellent placements in PGDM
- Blended Mode (Online and Offline)

## AMALGAMATION OF THE ESSENCE OF NEP 2020 IN PGDM CURRICULUM

Apeejay School of Management has amalgamated the core principles of NEP 2020 in PGDM curriculum by adopting a multidisciplinary approach in Management education. Students now have options of pursuing Ability Enhancement Courses, Skill Enhancement Courses and Open Electives as per their choices. Students can take 4 credits in first year and 6-9 credits in second year from the Multidisciplinary course offerings such as Managing Creativity and Innovation, Mastering the Art of Digital Engagement, Story Telling using Data, Business Language (German), Still Photography, Sound and Video Editing, Public Relations, etc. These courses help the students develop their skills and abilities to succeed in life and work.

## FEE STRUCTURE

Fee structure for the program is as follows:

INSTALLMENT	SELF-SPONSORED/ SAARC NATIONS (INR)	FN/PIO/GQ (INR)	TENTATIVE DATES FOR FEE DEPOSIT	PROGRAM INTAKE
Installment 1	2,50,000	2,62,500	At the time of admission	PGDM 180
Installment 2	2,20,000	2,12,500	15 <sup>th</sup> Dec 2024	PIO/Foreign Nationals/ Gulf Quota 27
Installment 3	2,00,000	2,12,500	15 <sup>th</sup> July 2025	
Installment 4	2,00,000	2,12,500	15 <sup>th</sup> Dec 2025	
Total	8,70,000	9,00,000		

Besides fees as indicated above, every student is required to pay Rs. 15,000/- (one time) towards Corporate Resource Center, Alumni Fund, backpack & business newspaper subscription, etc, and a refundable Security Deposit of Rs. 10,000/- along with the first installment.

## IMPECCABLE PLACEMENT RECORD



\* ASM offers only placement assistance. Placements may vary with industry requirements, market sentiment and student merit.



# CORPORATE PLACEMENTS

The Institute has achieved excellent final placements during the 30 years of its operations. Its alumni are placed across different industries such as Consulting, BFSI, Retail, Logistics, FMCG, Banking & Financial Services and E-Commerce, to name a few.

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



and many more...

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

## ALUMNI SPEAK



**Name of Student:** Sudha Mahajan - PGDM, 1995-97

**Final Placement Company:** Microsoft - San Francisco, USA

**Position:** General Manager and Partner

"The Communications classes at Apeejay transformed my personality from a shy person to a confident one. It offered me a platform and a personality of myself that I never knew existed. Thanks to ASM that I got my first placement from the campus."



**Name of Student:** Rajdeep Singh Grewal - PGDM, 2000-02

**Final Placement Company:** South Asia DuPont, New Delhi, India

**Position:** Segment Leader

"ASM has formed a great foundation to take on the professional challenges head-on. Thanks to the opportunities that I got during my PGDM here - expressing myself in presentations & seminars, preparing the modules, speaking on forums and enhancing my analytical skills - acing these have helped me immensely."



**Name of Student:** Umesh Rishi - PGDM, 2009-11

**Final Placement Company:** Global Procurement Services, Perfetti Van Melle, New Delhi, India

**Position:** Manager

"I got my first placement in a research firm from Apeejay School of Management. It was because of the guidance of the teachers over here that I was able to take up this opportunity. The environment at ASM is quite supportive and overall, it was a great experience studying here."





**Name of Student: Rajat Juneja - PGDM, 2010-12**

**Final Placement Company: S&P Global Market Intelligence**

**Position: Manager Employee Experience, India Operations**

"If I have to describe my two-year journey at Apeejay School of Management in one word, it would be 'Evolving'. I was able to learn new concepts, work on new ideas and instill confidence in myself. These are the traits that have helped me in my corporate career as I have been able to constantly innovate and adapt to the dynamic environment."



**Name of Student: Deepak Mohan - PGDM, 2016-18**

**Final Placement Company: Amazon, Bengaluru, Karnataka**

**Position: Senior Supply Chain Manager**

"Apeejay School of Management is not just a place for world-class education but also provides direction and purpose to all students. The faculty here is truly invested in the individual who wants to learn. I still have my notes with me that were super helpful. Another interesting aspect was learning via case studies. Apeejay not only helped me in shaping the skillset for the placements but has also contributed to getting me three promotions at Amazon in 3 years. The faculty made learning very engaging."



**Name of Student: Shouvik Mitra - PGDM, 2018-20**

**Final Placement Company: Saint Gobain India Pvt. Ltd, New Delhi, India**

**Position: Solution Specialist**

"Apeejay has excellent faculty and provides immense resources at students' disposal which made me equipped and above par in the league. I would like to convey my special thanks to my faculty members for providing an excellent learning camp and being pro-active mentors for curricular, co-curricular and extra-curricular activities."

## STUDENTS SPEAK



**Name of Student: Aditya Singh Bhati - PGDM, 2022-24**

**Final Placement Company: ICICI Bank, New Delhi**

**Position: Relationship Manager**

"At ASM, we're not just students; we're aspiring champions nurtured by a league of devoted faculty always ready to help us scale new heights. Beyond textbooks, our education empowers us to tackle life's challenges with confidence, both personally and professionally. The college's excellent Mentorship Program guides our journey, and its exceptional Placement drives pave the way for our triumphant futures."



**Name of Student: Anmol Lalwani - PGDM, 2022-24**

**Final Placement Company: Tata Capital Finance**

**Position: Relationship Manager/Wealth Manager**

"Apeejay school of management works on students' overall growth. It builds your personality from the scratch by working on communication skills, your body language, attitude, academics, presentation skills and grooming. The faculty and mentor unwavering encouragement and guidance is instrumental in my growth. The values and professionalism developed in me is helpful not only for the placement but also for the life long achievements."



**Name of Student: Himanshu Singh - PGDM, 2022-24**

**Final Placement Company: Mahindra Finance**

**Position: Management Trainee**

"Apeejay School of management is a place where all the faculty members are invested in each and every individual especially with the mentoring program. I would like to thank all my faculty members for helping me develop the skills and competencies that helped me stay in the top league."





ASM Students - Budding Management Professionals



Carrying forth the Apeejay Stya Legacy  
of 50+ Years of Excellence in Education

**Apeejay School of Management**

Sector 8, Institutional Area, Dwarka, New Delhi – 110077

Admission Helpline: +91 9560 222 999  
[admissions.asm@apeejay.edu](mailto:admissions.asm@apeejay.edu)  
[www.apeejay.edu/asm](http://www.apeejay.edu/asm)

Apeejay Education is a social commitment of the Apeejay Stya Group