Apeejay Schools

Apeejay School, Mahavir Marg, Jalandhar
Apeejay School, Hoshiarpur Road, Jalandhar
Apeejay School, Tanda Road, Jalandhar
Apeejay School, Shisht Sarai, New Delhi
Apeejay School, Saket, New Delhi
Apeejay School, Panchkula, Delhi
Apeejay School, NOIDA, U.P. (Near Delhi)
Apeejay International School, Greater Noida, U.P.
Apeejay School, Faridabad, Haryana
Apeejay School, Charkhi Dadri, Haryana
Apeejay School, Kharghar, Navi Mumbai
Apeejay School, Nerul, Navi Mumbai

Apeejay Institutes

Apeejay Institute of Technology, School of Management, Greater Noida
Apeejay Institute of Technology, School of Architecture and Planning, Greater Noida
Apeejay Institute of Technology, School of Computer Science, Greater Noida
Svrân Apeejay Institute of Management & Design, Gurgaon
Apeejay Institute of Technology, School of Management, Jalandhar (Punjab)

How to reach us

Apeejay Institute of Technology of Technology
School of Computer Science, Greater Noida

Apeejay Institute of Technology
School of Management

Svrân Group

Post Graduate Diploma in Management
Information Technology

Approved by AICTE, Ministry of HRD, Govt. of India
APEEJAY INSTITUTE OF TECHNOLOGY
School of Computer Science, Greater Noida

Prospectus-2011-13

Post Graduate Diploma in Management Information Technology
Approved by AICTE, Ministry of HRD, Govt. of India
Dr. Styaa Paul

(October 4, 1919 – June 7, 2010)
Founder, Chairman,
Apeejay Stya Group & Apeejay Education Society

Apeejay Stya Group & Apeejay Education Society

The name of Apeejay has today evolved as a symbol of quality education and has sharpened the talents and aspirations of bright young generations right from the formative years in school to post graduation. As a logical extension of this endeavour, to bring quality into education at all levels, the Apeejay School of Management and Computer Science was set up at Greater Noida.

The present day competitive environment has its genesis in the economic reforms initiated in our country in 1991. We have come a long way on the path of these reforms that has resulted into integration of Indian economy with global systems. However, the complexity of the world economy has thrown serious challenges before the business entities and software development. It is our endeavour to provide the industry with suitably trained manpower for meeting these challenges and optimum utilization of resources in the present day competitive environment.

The sole objective of this school is to develop management and software professionals who are technically sound and are able to apply their theoretical knowledge and practical skills to solve real life problems. Towards this objective, our education lays a heavy emphasis on practical training in leading industrial houses.

With excellent feedback from industry, the school endeavours to continue its quest for excellence with continuous improvements in all the facets of quality management and software development.

“Tu shaheen hai parwaz hai kaam tara,
tere saamne aasman aur bhi hain”
(You are a falcon. Soaring high is your nature.
There are skies yet for you to conquer)

Jaqbal

Mrs. Sushma Berlia
President, Apeejay Education Society

The strengths of the institution are intellectual
capital and multi-disciplinary practice based teaching to prepare
students for problem-solving ability
in ever changing multicultural
society for sustainable
development in knowledge based
economy.

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Apeejay Institute of Technology

School of Computer Science

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Apeejay Institute of Technology

School of Computer Science
The Apeejay Education Society, dedicated to the pursuit of excellence manages 29 schools, colleges and professional institutions of global standards and a University.

Founded by eminent industrialist, educationist and philanthropist, Dr. Shyam Paul, the prime objective of the Apeejay Education Society is to provide facilities for quality education through schools, colleges and professional institutions.

The Society is furthering the cause of nation building in the emerging global scenario through its dedication to the twin objectives of quality education and character building.

Aply worded, the motto of the society “Soaring High Is My Nature” very clearly brings out the fact that we make no compromises in reaching heights of excellence. We, at Apeejay, are totally dedicated to the philosophy of excellence creation and achievement.

40+ years of Excellence in Education

Over 32000 Students and 2200 Teachers

60000 strong Alumni Network

29 Institutions Across The Country

From the Director’s Desk

Ideally, the correct learning / education is the one which liberates a person from ignorance, need & grief. In the present context, the said axiom is most relevant to vocational education along with inculcation of human values. The lessons of morality and literature help a person to become a good human being, relatively less affected by grief and agony by way of philosophically and courageous approach to life. Equally or even more important are the disciplines / subjects which impart knowledge of Science and information leading to achievements, success, glory and thereby eliminate ignorance and needs.

Sai Vidyuc Yaa YumuktaayeToday, Computer Education is a very essential and an inescapable part of learning. Every field of life viz., business, industry, scientific research, medicine, service/amenities, entertainment etc., are wholly dependent on computerization and information technology. There is an acute shortage of Project Managers in IT and IT-Enabled Services. We aim at creating quality IT professionals who are well-versed also in PM, HR, Finance, OR, ERP etc., and have good communication skills. Under the able guidance and vision of the President, Vice President of Apeejay Education Society, the AIT-School of Computer Science has not only enabled its students to attain respectable status in society but is continuing to do the noble service for the development of the nation. We hope that it achieves the end goal of education i.e. progress in all domains.

Prof D N Bajpai
Director

About the Program

The PGDM(IT) program is a judicious mix of information technology and management practices. Emphasis is given to develop interpersonal relations, multicultural teamwork and competency. It provides opportunities for the latest technologies with hands-on experience. The Institute provides excellent software practices such as SPSS, Oracle, Prowess and Sugar CRM. I am sure, that students after completing the course will definitely be able to handle IT enabled services and business operations.

Welcome to Apeejay Family

Pradeep Kumar Sarangi
Academic Coordinator
Apeejay Institute of Technology

Apeejay Institute of Technology, an off-spring of Apeejay Education Society, was established in 1997 in a sprawling campus having an area of 29 acres at one of the most prestigious location in Knowledge Park-1, Greater Noida. The campus en-houses School of Management, School of Computer Science and School of Architecture & Planning, School of Management for Women & Apeejay Swarn International College. The Institute has academic Collaboration with counterpart Institutions abroad for project work and knowledge sharing.

The Institute has emerged to be one of the top rankers in the state of Uttar Pradesh and is amongst the first choice of student for admission to Management, Computer Science, Architecture and Planning Courses.

Program Highlights
- Approved by AICTE
- Balanced mix of Management & IT Subjects.
- Corporate tie-up with leading Industrial houses.
- Academic alliance with SAP, Microsoft and Oracle
- Student exchange arrangements with leading education providers overseas
- Merit-based scholarship schemes
- Free Laptop given to each student
- Group Medical Insurance
- 24 hrs. Internet connectivity through wi-fi
- Practical experience on advanced analytical software like SAP, SPSS, Prowess, Sugar CRM and Oracle
- Secure and separate hostel facilities for boys/girls
- Placement in excellent companies
- Strong alumni network
- Industry Exposure through study tours and projects

ABOUT US

AIT WITH A DIFFERENCE

- Ready to replace a seat in industry: The syllabus of PGDM programs are designed by keeping in mind the industry requirements. The students are well trained with industry practice and are ready to be posted in the job.
- Orientation with advanced packages: The Institute provides the students orientation of ERP based on full functionality of SAP.
- Experience on handling management applications: During the PGDM programs, the students become experienced of handling management applications in SPSS, CRM and Tally packages.
- Industrial Exposure: Besides summer training, the institute arranges industrial visits for students to give them a flavor of industry work processes.
- Independent Research project: Each student undergoes independent analysis/research based projects to apply his/her concepts into reality.

Vision & Values

In our pursuit of excellence, we encourage the student's intellectual, emotional and social growth by imparting broad based knowledge and making education interesting and pragmatic.

The Institute aims at providing professional, contemporary education and training at International standards to our students to face the challenges in domestic and International environment.

Mission

To contribute to nation building by empowering the youth through value based professional education.

Goal

To develop students as leaders and professionals to face the new liberalized global economy by focusing on development of skills with inculcation of human and moral values through curriculum.
Our Resources

The Library
The library of the Institute houses a wide range of books and is an excellent repository of business and computer magazines, IT journals, periodicals, and news magazines. The library has a separate reading room, a magazine section, and a reference section. The books are updated continuously on the recommendation of faculty members and library committee. The library has more than 11,000 books relating to a wide range of interest areas and also curriculum-related textbooks and reference books. There are more than 10,000 books on management. Many national and international journals of repute like Harvard Business Review, The Economist, Fortune, and Journal of Business Strategy are regularly subscribed. Access to Emerald products which include 175 world class journals and a large number of case studies and book series is also provided.

Computer Labs
The Computer Labs are equipped with state-of-the-art computer hardware and software. All terminals are networked through LAN for resource sharing, Internet connectivity is available for faculty as well as students to help them to access information on contemporary issues and events in the industry.

Wi-Fi Campus
The entire campus is Wi-Fi enabled, enabling students, teachers, and staffs to remain connected 24×7 to a high-speed Internet connection and other resources of the institute.

Learning Spaces
The Institute provides air-conditioned classrooms, reading and discussion places equipped with audio-slide systems, overhead slide projectors and LCD systems to create a professional atmosphere for learning.

Apeejay Journal of Management
The School of Management publishes a bi-annually journal in the name of Apeejay Journal of Management carrying quality articles and research papers in the areas of Management, Economics, and related fields written by eminent researchers both from academics and industry.

The AIT-Review
The Institute also brings out AIT-Review, a quarterly newsletter of the AIT-School of Management, School of Computer Science and School of Architecture & Planning. This bulletin gives the latest updates on the activities of the Institute.

Hostel Facility
The institute provides separate hostels for boys and girls in the campus with proper security, power backup and arrangements for emergency cases.

Medical Facility
Medical facilities are provided to the students on payment of nominal charges. Full-fledged hospitals are located close by.

Academic Departments & Programs
At Apeejay Institute of Technology, we aim at providing students not only education for “living and livelihood”, but also “education for life” by focusing on the inculcation of human and moral values. The Institute offers different programs and conduct research in affiliation with Dr. B.R. Ambedkar University, Agra, to keep the action focused and progressive. Reckoned to be one of the pioneer Institutes in Management and Computer education and B. Arch under the U.P. Technical University, its students are amongst the toppers and are placed in well-known industries. With highly experienced faculty, state-of-the-art infrastructure, strong industry linkages and research-oriented academic environment, the students are shaped to handle issues of man making and nation building with practice orientation.

School Name of The Program Duration Intake Specialization

School of Management
PGDM (General) 2 years 120 Marketing, Finance, HR, IT and Operations
PGDM (Banking & Finance) 2 years 60 Banking & Finance
PGDM (International Business) 2 years 60 International Business
PGDM (Infrastructure Management) 2 years 60 Infrastructure Management

School of Computer Science
MCA 3 years 90 —
PGDM (Information Technology) 2 years 60 IT, HR, Marketing, Finance

School of Architecture & Planning
B.Arch. (Architecture) 5 years 30 Architecture & Planning
B.Arch. (Interior Design) 5 years 30
B.Arch. (Building Engineering and Construction Management) 5 years 30

School of Management for Women
PGDM (For Women) 2 years 60 HR, Marketing, Finance, IT and Operations

Apeejay Swan International College
MBA (International Business) 2 years 40 International Business

Post Graduate Diploma in Management (PGDM-IT) is an IT-based management program offering Dual Specialization in IT and Management. The details of the PGDM-IT program are outlined in this prospectus.
The need for well trained IT professionals has been stressed repeatedly in various forums and the demand is constantly on the rise. AIT-Greater Noida has initiated this programme by effectively pooling all its resources in this area. The principal objective of the programme is to provide quality and appropriate postgraduate education and training to the competent students having a Bachelor degree to strengthen the knowledge in and/or migrate into the area of IT by giving them the opportunity to have the education of global standard.

Objectives:
- The objectives of this program are to develop:
  - An ability to analyze, evaluate, strategize and implement the current technologies and business practices
  - Inculcate problem solving approach
  - Presentation and Business Communication skills
  - Opportunities for latest technologies with hands-on experience
  - In-depth knowledge of various functional areas of IT and IT-enabled management services
  - Practical business experience
  - Interpersonal and multi-cultural teamwork competency

Program Highlights:
- A Course with distinction for preparing Managers capable of handling IT-Projects, IT-Enabled Services.
- For Managers to lead teams of software developers.
- Current with syllabi needed by the Industry.
- A syllabus mixed with management practices and computer applications.
- Dual Specialization.
Eligibility Requirements
1. Graduation in any discipline with 50% or above marks.
2. PGDM (FT) equivalent to MBA - valid CAT score
3. A valid CAT/XAT/MAT/AIT-score (Test conducted by AIT)
4. Students appearing in the final year examination of graduation may also apply.

Admission Procedure
1. Candidates will be short listed based on merit and will be called for group discussions and interview at Institute Campus, Greater Noida.
2. The overall weighted average performance will be worked out based on the following parameters, provided a candidate obtained minimum of marks in each of these parameters.
   - 20% for academic performance
   - 50% for admission test
   - 15% for group discussion
   - 15% for personal interview

Application
The aspiring candidate should return the application duly filled in, to the Registrar Office by the stipulated date. The applications are carefully screened for superior academic performance and extra-curricular accomplishments of the candidate.

Group Discussion and Personal Interview
Group Discussion & Personal Interview is an essential element of the admission process, which is used to identify and assess interpersonal and communicational skills, essential for managerial positions. Short listed candidates will be divided into small groups. A discussion topic will be allotted to each group. Members of the group will debate on the topic assigned by the faculty. Evaluation will be done by a team of expert faculty members. After the group discussion, the candidate has to under go for a personal interaction with an interview panel of the institute.

Admission Offer
After careful evaluation of previous academic record and performance in the admission test, Group Discussion and Personal Interview, the Admission Committee prepares a list of short-listed candidates who will be offered admission based on merit in the concerned program.

Fee Structure

<table>
<thead>
<tr>
<th>Year</th>
<th>Self Sponsored (Rs.)</th>
<th>Company Sponsored (Rs)</th>
<th>Non-Resident Indian (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>2,50,000</td>
<td>3,00,000</td>
<td>3,50,000</td>
</tr>
<tr>
<td>Year 2</td>
<td>2,50,000</td>
<td>3,00,000</td>
<td>3,50,000</td>
</tr>
</tbody>
</table>

Hostel Fee (Including Lodging & Fooding)*

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee per annum (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Accommodation</td>
<td>68,000.00</td>
</tr>
<tr>
<td>Shared Accommodation (Double Occupancy)</td>
<td>57,000.00</td>
</tr>
<tr>
<td>Shared Accommodation (Triple Occupancy)</td>
<td>50,000.00</td>
</tr>
</tbody>
</table>

*All students have to reside in the campus

Scholarships
Attractive scholarships would be offered to deserving students opting for the various PGDM programmes.

Caution Money and Security Deposit
Besides fees as indicated above, each participant is required to pay a refundable caution money deposit of Rs.10,000/- (Rupees ten thousand only) for course and a security deposit of Rs.5,000/- (Rupees five thousand only) for hostel along with the fees of 1st year. The caution money shall be refunded subject to retention of placement charge and alumni contribution at the rate of Rs.1000/- each on completion of the program. If a student discontinues the program due to any reason only the caution money (subject to adjustment of dues) shall be refunded and the tuition money shall stand forfeited. Similarly, the security deposit shall be adjusted as per institutes rule.

Payment of Fee
The first year fee (along with caution money and security deposit) is payable on the date announced at the time of announcement of merit list.

The fee for 2nd year is payable within one week of the commencement of the fourth trimester. Course as well hostel fees once paid will not be refundable in the event of student deciding to leave the program prematurely.

As a part of the curriculum, a laptop, group medical insurance, two trips for industrial exposure and one book per subject are given to each student, the cost of which is included in the fee structure.
Program has been designed to meet the requirements of challenging managerial activities in today’s world. Papers in core areas and electives are designed to develop conceptual clarity and in-depth understanding of subjects and their application in business.

Pedagogy
- Teaching methodology is a mix of lecture and case-based methods with high focus on self-learning and practice.
- Teaching of each subject is carried as per detailed course plan, designed in accordance with the syllabus.
- Each course comprises a few course studies, assignments, presentations, working exercises and group discussions on current issues.
- Experts from industry share corporate inputs and current practices as part of the course curriculum.
- Marks are awarded to the candidates by continuous assessment and end term examination.

Duration
All programs are of two years duration spread over 6 trimesters. All students will reside at Campus. During summer, students will be placed for training in industry from 1st May to 30th June. Campus placement interview of candidates will be arranged in semester 6.

Presentation
With the objective to develop collective decision-making, group responsibilities and persuasive communication skill, participants are often divided into groups. Each group is required to make presentation on assigned topics. Such an exercise is intended to improve the participant’s ability to express their idea clearly and convincingly, which is an essential part of corporate life.

Summer Training
Summer training of eight weeks is an integral part of PGDM. Students will be placed in management and financial services companies of repute where they may take specific projects in consultation with their supervisors who will also provide necessary feedback about their performance. Each student will have to make a presentation of the work done by him/her during summer training and appear before experts for viva-voice at the end of trimester IV.

Project Work
Each student will work over a project under the supervision of a faculty member. The topic of the project will be decided in consultation with student keeping in view his area of specialization. Topics of contemporary interest in management will be selected and students are expected to prepare project reports reflecting their understanding of basic concepts involved, empirical work done by them and analysis and recommendations. The project report will be submitted and evaluated by experts in trimester VI.

Final Placement
Campus interviews for final placement will be arranged by the School. Reputed Companies both from private and public sectors will be invited for pre-placement talks, GD and interviews for final placement. The placement cell will organize placement program, publish and send placement brochures to prospective employers and arrange for interviews.

The feedback of all faculty members is taken every trimester from the student and is later analyzed for improved learning and co-ordination among students and faculty. Besides, the faculty and the students work together as team towards the over all improvement of both academic and non-academic affairs.

Internal Assessment will be a continuous process and will be based on student’s performance in class test, case sessions, group discussions, games, simulation, role playing, participation in seminars and other academic programs.

Written Examination will be held at the end of every semester. Papers will be of three hours duration. Qualifying marks will be 50% in aggregate of each paper (internal: 50% and ESE: 50%, separately).

Internal Assessment will be a continuous process and will be based on student’s performance in Case sessions, Group discussions, Games, Simulation, Role playing, Participation in Seminars and other Academic programs. Written Examination will be held at the end of every trimester. Papers will be of three hours duration. Qualifying Marks will be 50% in aggregate of each paper (internal: 60% and written examination: 40%, separately). Students failing in any paper will be permitted to carry over up to a maximum of two papers in a trimester. Promotion to second year will be allowed to students getting 50% marks in aggregate of all the papers of the trimester, but not failing in more than two papers of the trimester. Reappear to a maximum of two papers will be allowed from first year to second year.

Grade Points
Conversion of marks into grade points will be made on over all performance of the candidate based on aggregate of marks of all trimesters as given below:

- 75% and above : A Excellent
- 65% to 74.99% : B Very Good
- 55% to 64.99% : C Good
- 50% to 54.99% : D Pass
- Below 50% : E Fail

Award of Diploma
Post Graduate Diploma in Management (Information Technology) will be awarded to the candidates on successfully completing the course securing 50% or more marks in aggregate of all papers of the four semesters. A candidate securing 50% or more marks in aggregate of all papers, but required to reappear in not more than two papers will be awarded diploma only after passing in the papers for which he will have one chance after the completion of course.
**Faculty Profile**

**Prof. D.N. Bajpai**
- Designation: Director & Professor
- Qualification: M.Sc, M.Tech(CS), IT-D, LL.B, Dip In Mgmt, CBIS (BM-A)
- Experience: 39 Yrs

**Prof. M. C. Wadhawan**
- Designation: Professor
- Qualification: Ph.D
- Experience: 43 Yrs

**Shri Somesh Kumar Khare**
- Designation: Sr. Lecturer
- Qualification: M E (CS)
- Experience: 10 Yrs

**Ms. Shraddha Gupta**
- Designation: Sr. Lecturer
- Qualification: MCA, M Sc
- Experience: 10 yrs

**Mr. Pradeepa Sarangi**
- Designation: Sr. Lecturer
- Qualification: MCA (Sr. Lecturer)
- Experience: 10 yrs

**Mr. Deepak Kumar Swain**
- Designation: Sr. Lecturer
- Qualification: MCA
- Experience: 10 yrs

**Mr. Devanshu Dube**
- Designation: Lecturer
- Qualification: MCA
- Experience: 8 yrs

**Mr. Ajay Kumar Gupta**
- Designation: Lecturer
- Qualification: M.C.A
- Experience: 5 yrs

**Mr. Vijender Solanki**
- Designation: Lecturer
- Qualification: M.C.A, M Tech
- Experience: 5 yrs

**Ms. Richa Kathuria**
- Designation: Lecturer
- Qualification: B. Tech (IT)
- Experience: 5 yrs

**Mr. Subhanshu Goyal**
- Designation: Lecturer
- Qualification: MCA, M Tech
- Experience: 5 yrs

**Mr. Anurag Bharadwaj**
- Designation: Lecturer
- Qualification: M.C.A
- Experience: 5 yrs

**Interface with Industry**

Full-fledged Training & Placement Cell facilitates the students in placement. Leading companies visit the Institute for interaction with the students. Some of the companies where the students have been placed are IDBI, ICICI, Metlife India (P) Ltd, GEIS InfoTech, American Express, R.R. Finance Ltd., Air Sahara, Dainik Jagran, Asion Points, Bhaskar Power Project Ltd., Reliance, HDFC, Sri Ram Groups, Ayur, Berger Points, Thompson Press Noida, Primus, Onida, Way 2 Wealth, Pepsi, Devyani Beverage, Antony Infosys, Sapient, Accenture etc.

**Placement Record: 2010**

A large number of companies visited the institute for campus placements and the institute has also organized a number of off-campus interviews for students. Some of our recruiters are listed below:
INTERFACE WITH INDUSTRY

SUMMER TRAINING

Summer Training is provided to the students by various organizations where they are given live projects which give them a good opportunity to apply their concepts in practice and gives them a proper exposure to working of a company. The following companies have provided summer placements to our students during the year 2009-10.

Amul India Ltd.
Axis Bank
Bajaj Allianz Ltd.
Bhushan Steel Ltd.
Birla Sunlife Ltd.
BSNL
Caparo India Ltd.
Central Electronics Ltd.
CML
Coca Cola India Ltd.
Corporation Bank
Dabur India Ltd.
Deccan Chronicle Ltd.
Dena Bank
DLF
Escort Finance Ltd.
Ginni Filaments Ltd.
HCL
HDFC Bank
HDFC Std. Life
Hindustan Times Ltd.
ICICI Bank
ICICI Lombard Ltd.
ICICI Prudential Ltd.
Idea Cellular Ltd.
Indiabulls
IOC
Kajaria Tiles Ltd.
Karni India Ltd.
Kotak Mahindra Bank
L&T Finance Ltd.
Luminous Teleinfra Ltd.
Mansukh Finance Ltd.
Matsuzako P Ltd.
Merck Biotech Ltd.
Minda Corporation
NALCO
Narolac Paints Ltd.
Nestle India Ltd.
NTPC
Outlook India Ltd.
Pepsi India Ltd.
Reliance Infrastructure Ltd.
Sahara India Ltd.
Shriram Securities Ltd.
Shreeji Cement Ltd.
Skoda Ltd.
Sony Corporation
Sponsors India Ltd.
Standard Chartered Bank
Sudha P Ltd.
Sumit Motherson Ltd.
Surya RashtriyaSIS India Ltd.
Syngene International Ltd.
Ulfig Ltd.
Unicon Investment Ltd.
Ventura Stockbroking P Ltd.
Vendhman Polytex Ltd.

INDUSTRY EXPOSURE

Tie up with career portal

This placement portal automates the placement process at the college. Employers can use this portal to communicate with the College Placement Office and through necessary permissions manage campus recruitment and hire students and alumni online.

Job Fair

The institute conducted a job fair in November 2009 to facilitate job opportunity to PGDM students. A large number of companies participated in the job fair and a number of students were provided job opportunity. The key points are:

- Number of Companies Participated in job fair: 08
- Number of students placed: 75

Industrial Visits

Students industrial tours include visit to: CDAC-Chandigarh, STPI, DELL, Baddi Industrial Area, HP, TELX Corporation-Gerahdun, BHEL-Haridwar, T-Series-Noida and Honda Sial, Moser Bazz, Asian Paints and LG-Greater Noida.

Management Meet

The institute arranged an interaction of guests from corporate with the students of PGDM - 2nd year who are now getting ready for industrial placement on September 10, 2010. The objectives of this meet were:

- To create an industrial scenario and placement opportunities.
- To know the difference between the corporate work cultures as compared to the Institute.
- Presentation in front of potential employer, as and when they get a chance.
- General chit-chat to share experiences.
- Benefit to the recruiters who are looking for young graduates.

Various other initiatives are taken to facilitate the placement of students like Personality Development Workshops, Inviting professionals from Industry for interaction with students, soft skills development with the help of experts etc. An interactive session on Soft Skills Development was recently organized in which trainers from Hero Mindmine gave tips to students to successfully face interviews by conducting mock interviews.

Seminars and Industry Interaction

The Institute has been organizing National Seminars and industry lectures with the support from the Industry & other funding agencies.

Industry Lectures

- Prof. A.P. Arora, Head, Deptt. Of Management, Management Development Institute, delivered a talk on “Clearing of doubts on marketing Fundamentals”.
- Mr. Lalit K. Khanna, Executive Director, Escorts Mutual Fund, delivered a talk on Security Analysis.
- Mr. Saugat Sen, Vice President, Ws. Cadence, delivered a talk on Distribution Channel and Channel Management; Branding and the role of SCM in Electronic Industry.
- Ch. Mohan Rao, Director-HR, MSIN delivered a talk on “Balanced Score Card”.
- Ms. Aditi Bhawani, Business Development Executive, Vserve Corporate Services delivered a placement talk on companies like Hewitt, Bharti Teletech, HCL, Bank of America, Satyam etc.
- Ms. Kavita Batra, Faculty, Waje, Delhi NCR delivered a talk on “Youth Empowerment & Skills”.
- Prof. Sanjeev Rastogi, Professor, University of Alberta, Canada delivered a talk on “Adapting Marketing to the New Economy”.
- Dr. Deepak K. Gupta, Director, AMI-School of Management for Women delivered a talk on “Strategic Management”.

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School of Computer Science
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Principal, Apeejay College of Engineering, Sahana

Prof. R.K. Verma
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Executive Director
Apeejay Institute Of Technology
Greater Noida
Director (Ex-officio)
AIIT-School of Computer Science

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President, Apeejay Svya Group

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Former Vice Chancellor
Punjab Technical University

Dr. Margaret Noble
Pro Vice-Chancellor
The University of Greenwich (UOG) U.K

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Executive Director
Escorts Mutual Fund
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Connaught Place
New Delhi - 110 001

Mr. Deepak Verma
Member
General Works Manager
Ason Points Limited
A-1, UPSCD Industrial Area
Kasna, Greater Noida – 201307 (U.P.)

Director (Ex-Officio) Member Secretary
How To Apply
Sale of Prospectus: The price of this prospectus along with application form is Rs. 700/- (Non refundable) and can be obtained from:
(c) www.apeejay.edu/admissions and should be submitted with
a Demand Draft of Rs. 700/- drawn in favour of “AIT –
School of Management” payable at Greater Noida or
New Delhi.
(b) The Office of Registrar - AIT Greater Noida, by paying
Rs.700/- or sending a Demand Draft of Rs. 750/-
drawn in favour of “AIT – School of Management”
payable at Greater Noida or New Delhi.
(c) Any branch of Axis Bank across the country with a
payment of Rs. 700/-.
(d) Study center of IMS & career launcher.

Enclosures With The Application Form
1. Attested copies of degree certificate and mark sheet of
the qualifying examination (Graduation).
2. Photo copy of certificate showing date of birth.
3. Three colour photographs (2.5“X2“)
4. Photocopy of any other degree/certificate.
5. Migration/Transfer certificate

Directions Of The Hon’ble
Supreme Court On Ragging
Ragging is to be treated as a crime.
The strictest measures are to be taken to curb it.
Any physical or mental harassment to freshers is to be
considered as a crime and the offenders to be booked by the police.
FIRs will be registered against the offenders.
The punishment to such students should be exemplary and
justifiable harsh to stop recurrence of the ugly
incidents.
Anti-ragging squads would be set up and failure to report
a ragging incident would amount to culpable
negligence.
Institution Leaving Certificates should mention if the
students showed any aggressive behaviour or desire to
harass others.
Events like “Freshers’ Day Celebrations” should be
concluded within the first two weeks of the beginning of
the session.
Students indulging in ragging may be expelled from the
Institution and they would not be eligible for admission in
any college in future VC.

CALENDAR OF EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sale / Downloading of Application Form</td>
<td>1st October, 2010</td>
</tr>
<tr>
<td>Last date of submission of application</td>
<td>15th November 2010</td>
</tr>
<tr>
<td>Dates for AIT test / Group Discussion &amp; Personal Interview</td>
<td>Commencing from 29th November 2010</td>
</tr>
<tr>
<td>Declaration of Results</td>
<td>Within One Week of GD/PI</td>
</tr>
<tr>
<td>Deposit of Fee</td>
<td>As per Selection Letter</td>
</tr>
<tr>
<td>Reporting of Students at Campus</td>
<td>As per Selection Letter</td>
</tr>
<tr>
<td>Commencement of Class</td>
<td>1st July, 2011</td>
</tr>
</tbody>
</table>

The Registrar (Admission)
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