



We Shape Futures  
Since 1996

# ASIA PACIFIC INSTITUTE OF MANAGEMENT NEW DELHI



**AIM** AND YOU  
WILL  
ACHIEVE

ACADEMIC BROCHURE 2025-27

LEADING THE FUTURE OF MANAGEMENT EDUCATION

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

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## OUR VISION

To be the cradle of tomorrow's leaders-AIM to be the first choice of ambitious minds, driving global change and making an indelible impact on every sphere of human endeavor.

## OUR MISSION

To empower professionals who strive for unparalleled excellence in every pursuit-leading the charge in transforming industries and shaping the future.

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 enhance industry practices through research, training, and consultancy programs, thereby making a significant contribution to India's socio-economic development.

**AIM Higher. Achieve Greater. Lead the World.**

# ABOUT AIM

## Pioneering Management Education for over 29 Years

Welcome to the Asia Pacific Institute of Management (APIM), where innovation meets excellence in business education. Established with the vision to foster world-class leaders and entrepreneurs, APIM offers a dynamic learning environment that combines academic rigor with practical insights. Our programs are designed to equip students with the skills, knowledge, and global perspective necessary to thrive in today's competitive and ever-evolving business landscape.

At APIM, we pride ourselves on our diverse and inclusive community, experienced faculty, and strong industry connections. Whether you're seeking to advance your career, enhance your professional network, or embark on a new business venture, we provide the resources and opportunities to help you achieve your goals. A blend of Academic rigour and experiential learning in the pedagogy helps you to achieve the quintessential skills to make an impact in the corporate world. Join us and be a part of a legacy that prepares individuals to make a meaningful impact on the world of business.



# AIM AT A GLANCE



A legacy of transforming talent into visionary leaders, with a network of successful alumni spanning the globe.

AIM's "3-I" approach (Industry-Institute-Interface) bridges academia and the corporate world, fostering strong industry ties that shape careers.

Crafted and delivered by industry-experienced, highly qualified faculty-bringing real-world insights to every classroom.

Attracting the brightest minds from across India, AIM nurtures merit through scholarships, ensuring diversity, excellence, and a culture of achievement.

Situated in the heart of Delhi NCR, with convenient metro connectivity-AIM is your gateway to unparalleled opportunities.

From our state-of-the-art, Wi-Fi-enabled hostels to our expansive library and modern amenities, AIM offers a world-class environment for growth and learning.

# FROM THE CHAIRMAN'S DESK

## AIM for Excellence: Chairman's Vision for Tomorrow



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

Welcome to AIM—where dreams are nurtured, and leaders are crafted. For 29 years, Asia Pacific Institute of Management has been committed to delivering world-class education, cultivating young professionals ready to excel in a world of opportunities and challenges.

### **A Legacy You Can Trust**

With nearly three decades of experience, AIM has stood as a trusted name in management education. Our enduring presence in the industry is a testament to our excellence, integrity, and dedication to quality. We have consistently evolved with the time, setting benchmark in academic excellence and industry connections. At AIM, you are not just choosing an institute; you're choosing a legacy of leadership, a foundation of trust, and a network that spans across industries and borders.

At AIM, we believe in holistic approach. Our top-notch infrastructure—from state-of-the-art IT labs to a three storey library stocked with a wealth of knowledge—is designed to create an inspiring and inclusive environment for learning and growth. Our integrated approach balances academics with extra curriculars, making every moment at AIM an enriching and unforgettable experience.

We pride ourselves on empowering our students not just with knowledge but with the values, skills, and confidence needed to become game-changers in their respective fields. With the tireless dedication of our distinguished advisory board, passionate faculty, and talented students, AIM has become a pioneer of management education—shaping responsible leaders who make a lasting impact.

As we look to the future, I am confident that AIM will continue to flourish as a beacon of excellence, inspiring young minds and driving them toward a path of greatness.

**AIM for Excellence. Empower. Transform. Lead.**

# DIRECTOR'S MESSAGE

## Leading the Way to a Brighter Future



**Dr. Nikhil Kulshrestha**  
*Director*

At AIM, we are not just a management institute we are a powerhouse of innovation, learning, and leadership. Since our establishment in 1996, we have grown to become one of the leading institutions for management education, nestled in the vibrant corporate hub of South Delhi. Our cutting-edge campus, surrounded by opportunities and inspiration, reflects our commitment to providing an environment where future leaders can thrive.

Our programs are designed to challenge conventional thinking, blend theory with real-world application, and build transformative leaders who make a lasting impact. We are proud of our world-class faculty-seasoned professionals and distinguished academics—who bring not only knowledge but also a wealth of experience, passion, and a global perspective to the classroom. At AIM, we are relentless in our mission to craft leaders who are prepared for tomorrow's challenges and ready to seize its opportunities.

What sets AIM apart is our commitment to continuously evolving and staying ahead of the curve. Our curriculum integrates the latest trends in business and technology, fostering a learning environment that nurtures creativity, critical thinking, and adaptive leadership. With every course, interaction, and experience, our students are empowered to AIM higher, lead with purpose, and redefine the future of business.

I extend a warm invitation to all our stakeholders—students, parents, faculty, industry partners, and alumni—to be a part of this incredible journey. Together, we will continue to shape the future of responsible leadership and drive a lasting impact on society.

# ADAPTING TO CHANGE

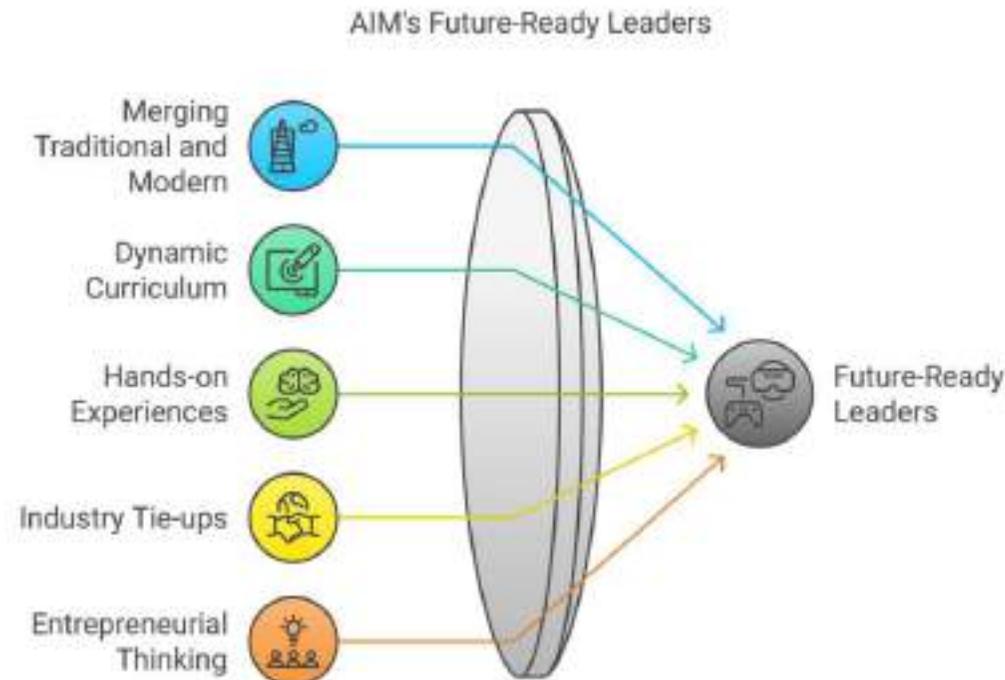
## HOW AIM IS ADAPTING

### AIM: Leading the New World Order in Business and Digital Innovation

At AIM, we don't just follow trends—we create them. As the world shifts towards a digital-first economy and a new world order of business, AIM is at the forefront, preparing leaders to navigate and shape these changes. Our programs are designed to merge traditional management wisdom with the latest innovations in AI, cryptocurrency, and data analytics.

Our curriculum is dynamic, integrating emerging business practices and technological advancements, from Big Data Analytics and Blockchain to Digital Marketing and AI-driven decision-making. Through hands-on experiences, industry tie-ups, and mentorship from corporate leaders, our students learn to leverage these technologies and develop a strategic mindset for the future.

We empower our students to think beyond the conventional. By fostering entrepreneurial thinking and exposing them to the evolving world of crypto, AI, and digital ecosystems, AIM ensures that its graduates are ready not just to adapt to the new world order, but to lead and shape it.



# HOW OUR CURRICULUM IS ADAPTING

## AIM: Redefining the Future of Management Education

At Asia Pacific Institute of Management (AIM), we believe that standing still is not an option. In a world driven by relentless innovation and global shifts, our curriculum doesn't just keep up-it leads the way. We know that today's business leaders need more than textbook knowledge; they need to be pioneers in an ever-evolving landscape, ready to tackle the challenges of tomorrow with vision and agility. That's why we continuously transform our programs to meet the demands of a rapidly changing world, ensuring that our students graduate not just as managers, but as trailblazers.

### Adapting to Global Trends, Leading the New

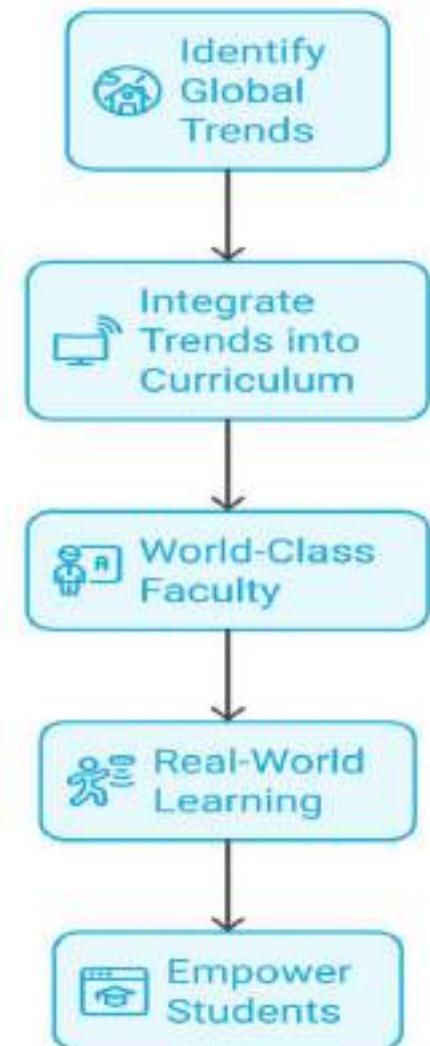
Age Whether it's Artificial Intelligence, cryptocurrency, Big Data, or the new world order of business, AIM is at the forefront of integrating these emerging trends into our curriculum. Our programs are designed to be a perfect blend of contemporary management theory and practical, future-focused skills that redefine leadership. We harness the power of data analytics, digital transformation, sustainability, and innovation, equipping our students to lead in fields that are shaping the future of business worldwide.

### World-Class Faculty, Real-World Learning

Our faculty are thought leaders and industry veterans who constantly bring fresh insights into the classroom, ensuring our students learn not just what's relevant today, but what will be essential tomorrow. Our curriculum is infused with global case studies, experiential learning, and cutting-edge research, providing AIM students with a learning experience that is as dynamic as the world around them.

### Empowering You to AIM Higher

When you choose AIM, you're choosing to be part of a revolution—a place where ideas become realities and where tomorrow's leaders are made today. From mastering the intricacies of AI to understanding the complexities of global markets, AIM prepares you to rise to the top, adapt to any challenge, and drive innovation wherever you go. We're not just teaching you how to succeed—we're empowering you to change the world.



# ADMISSION PROCESS

## PGDM Admission Process at AIM

At Asia Pacific Institute of Management (AIM), we aim to develop future business leaders through a rigorous and transparent selection process. We evaluate candidates based on academic performance, national-level entrance exams, and leadership potential.

### 1. Eligibility Criteria

A bachelor's degree with a minimum of 50% marks.

Valid scores in national-level MBA entrance exams such as CAT, MAT, XAT, or CMAT.

### 2. Application Submission

Fill out the online application form with accurate information.

Pay a non-refundable application fee of ₹1200 via our secure payment gateway.

### 3. Selection Process

Shortlisted candidates will be invited for Group Discussion (GD) and Personal Interview (PI) to assess communication, analytical, and leadership skills.

Check your email regularly for the Selection Letter.

### 4. Admission Confirmation

Secure your seat by paying the registration fee after receiving the Selection Letter.

### Important:

Submit your CAT/MAT/XAT/CMAT scorecard for final consideration.

For queries, contact us at [admissions@asiapacific.edu](mailto:admissions@asiapacific.edu).

## PGDM Admission Journey

### Admission Confirmation

Pay the registration fee to secure admission.

### Selection Process

Participate in GD and PI to demonstrate skills.

### Application Submission

Complete the online form and pay the application fee.

### Eligibility Criteria

Candidates must meet academic and exam score requirements.



# PGDM PROGRAMME OVERVIEW

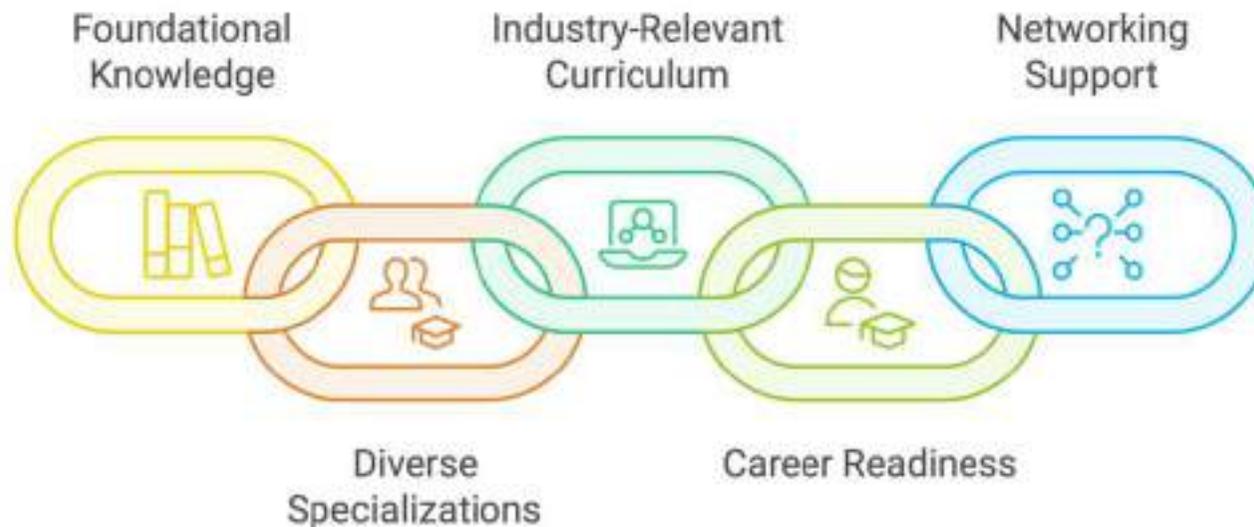
A Post Graduate Diploma in Management (PGDM) is more than just a diploma—it's a transformative journey designed to propel your career to new heights. Offered by autonomous institutes recognized by the All India Council for Technical Education (AICTE), a PGDM stands as one of the most lucrative and forward-thinking career options for graduates. Unlike traditional degrees, the PGDM program is tailored to meet current industry demands, ensuring you gain the practical skills and knowledge necessary to thrive in the corporate world.

With an industry-integrated syllabus, the PGDM is designed to enhance your interpersonal skills, prepare you for future challenges, and open the door to a wealth of placement opportunities. Whether you're aiming to climb the corporate ladder or launch your own start-up, a PGDM equips you with the tools you need to turn your ambitions into reality.

When considering a PGDM, choosing the right institute is critical. Asia-Pacific Institute of Management (AIM), New Delhi, is recognized as one of the top PGDM colleges in the Delhi-NCR region. With a robust curriculum and a strong emphasis on practical learning, AIM is the ideal choice for aspiring business leaders.

## Salient Features of the PGDM Program at AIM

### Educational Program



# PGDM SPECIALIZATIONS



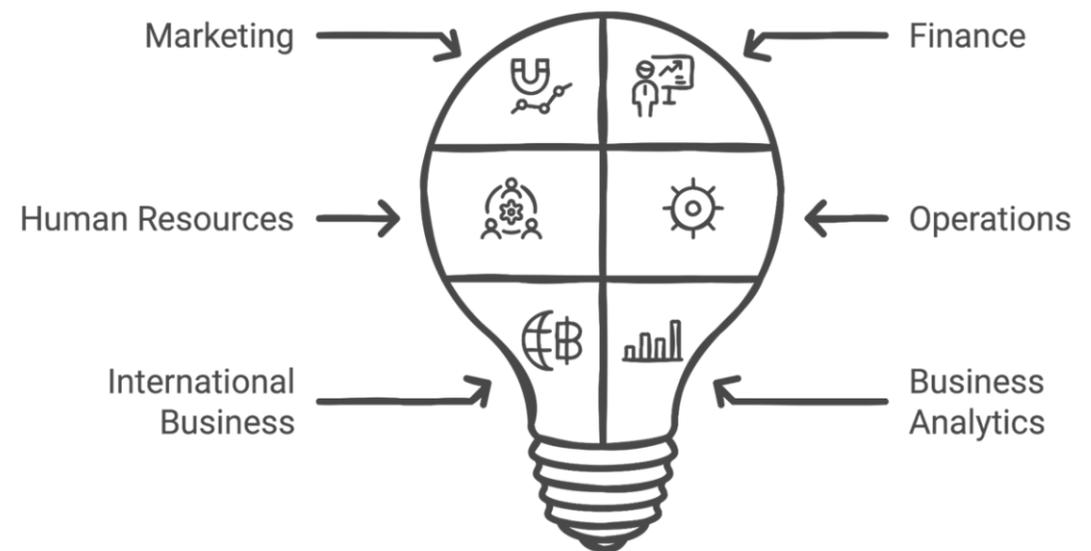
(All the above Programs are approved by AICTE & Ministry of Education Govt. of India.)

At Asia Pacific Institute of Management (AIM), our primary focus is on cultivating a strong foundation of conceptual and analytical skills that form the backbone of advanced management education. We believe in offering students more than just knowledge—we prepare them for industry leadership with specialized courses that delve deeply into both theory and practical application.

AIM's PGDM program is designed to cater to students from diverse academic backgrounds, offering specializations in high-impact areas such as Marketing, Finance, Human Resources, Operations, International Business, and Business Analytics, alongside traditional disciplines. Each specialization is carefully crafted to align with industry demands, providing students with the expertise, strategic insight, and critical thinking skills required to navigate today's complex business environments.

Graduates emerge with not only technical proficiency but the drive and confidence to excel in leadership roles across varied sectors, including trade, commerce, and global industries. At AIM, we empower future leaders to AIM higher, transforming their aspirations into actionable success.

## PGDM-General Specializations Overview





Human  
Resource



Finance



Marketing



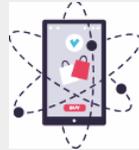
International  
Business



Healthcare  
Management



Operations



Business  
Analytics



Big Data  
Analytics



## Certifications

- With ever growing need of skilled talent in the industry, PGDM with Dual Specialization will ensure to have an extra EDGE against competitors.
- Mentoring sessions by industry leaders and value added certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

# PROGRAMME STRUCTURE

## PGDM GENERAL (Dual Specialization)

It is a two-year full-time program divided into six trimesters as follows which is aligned with the guidelines of All India Council for Technical Education (AICTE), Ministry of Education, Govt of India in terms of credits and learning outcomes.



### First Trimester:

- Organizational Behavior
- Managerial Economics
- Financial Reporting and Analysis
- Marketing Management-I
- Business Statistics
- Business Communication-I
- Information Technology and Systems
- Design Thinking & Business Innovation

### Second Trimester:

- Business Communication - II
- Human Resource Management
- Optimization Models for Management Decisions
- Marketing Management-II
- Macro Economics
- Legal Aspects of Business
- Corporate Finance
- Business Analytics

### Third Trimester:

- Global Business Environment
- Managerial Accounting
- Research Methodology
- Production and Operations Management
- Sales and Negotiation Skills
- Business Ethics and CSR
- Business Simulation & Management Games
- Learning/Certificate course

### Fourth Trimester:

- Strategic Management
- Summer Internship Project Report
- Seminar-II
- Personal growth and Leadership -I
- Experiential Learning / Certificate Course

### Fifth Trimester:

- International Economics & Computing Strategy
- Personal growth and Leadership-II
- Seminar-III
- Experiential Learning / Certificate Course

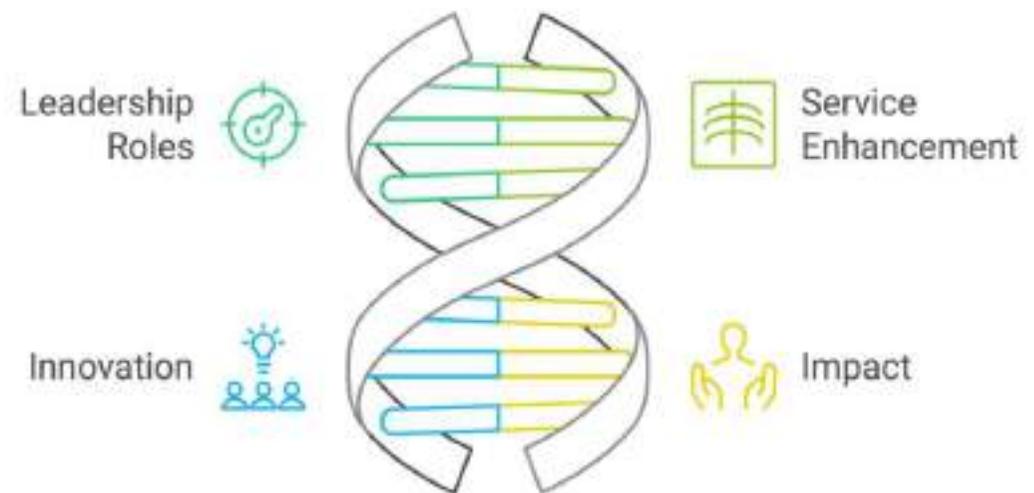
### Sixth Trimester:

- Social Innovation and Entrepreneurship
- Responsible & Sustainable Business
- Course of Independent Studies (CIS)



The healthcare industry is one of the most exciting and rapidly growing fields today, offering unparalleled opportunities for those looking to make a real impact. With the rise of industrialization, urbanization, climate change, and evolving lifestyles, the demand for skilled healthcare professionals has never been greater. As the world faces new health challenges, the need for innovative leaders who can manage and improve healthcare services is skyrocketing. By becoming a healthcare manager, you'll be at the forefront of shaping the future of healthcare. From leading vital health services to enhancing medical facilities, healthcare managers play a pivotal role in ensuring that people receive the care they deserve. Whether you're drawn to leadership roles or the business side of healthcare, this dynamic field offers endless possibilities. If you're passionate about making a difference and driving change in a sector that directly impacts lives, healthcare management is the path for you. Take the first step toward a fulfilling and high-impact career today!

## Healthcare Management



# PGDM- HEALTHCARE MANAGEMENT



Medical  
Entrepreneurship



Environment &  
Healthcare  
Management



Patient  
Care  
Management



Health Insurance  
Management



Healthcare  
Financial  
Management



Healthcare  
Analytics



## Certifications

- With growing need of skilled professionals in Healthcare industry, PGDM in Healthcare Management fulfills multiplying need of domain experts and wider chances to get highly promising jobs.
- Mentoring sessions by industry leaders and value added certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

# PROGRAMME STRUCTURE

## PGDM - HEALTHCARE MANAGEMENT

It is a two-year full-time program divided into six trimesters as follows which is aligned with the guidelines of All India Council for technical Education (AICTE), Ministry of Education, Govt of India in term of credits and learning outcomes.

### First Trimester:

- Principles and Practices of Management
- Organisational Behaviour and Dynamics
- Managerial Economics
- Financial Accounting
- Marketing Management-I
- Bio-Statistics in Healthcare
- Communication in Healthcare
- Legal Aspects of Healthcare Management
- Hospital Management -1
- Healthcare and Epidemiology -1

### Second Trimester:

- Human Resource Management
- Healthcare Planning Implementation, Monitoring & Evaluation
- Marketing Management-II
- Medical Record Management
- Managerial Accounting
- Hospital Management - II
- Production and Operations Management
- Hospital Hazard & Disaster Management
- Environment and Healthcare Management

### Third Trimester:

- Financial Management
- Healthcare Research Methodology
- Hospital Information System
- Elective 3.1
- Elective 3.2
- Elective 3.3
- Elective 3.4
- Academic Writing skills & Block
- Alternative Medicines
- Healthcare and Epidemiology -2

### Fourth Trimester:

- Strategic Management
- Sales and Negotiation Skills
- Elective 4.1
- Elective 4.2
- Elective 4.3
- Elective 4.4
- Summer Internship Project Report
- Capstone Project (Primary Report Industry)
- Introduction to Hospital Administration
- Medical Insurance Business
- Preventive Healthcare
- NGO Management

### Fifth Trimester:

- Entrepreneurship and Startups
- Elective 5.1
- Elective 5.2
- Elective 5.3
- Elective 5.4
- Capstone Project (Secondary Report on researched topic)
- Medical Entrepreneurship
- Seminar Based Paper - Project Management BY GT
- Hospital Front office Management - I
- Medical Tourism
- Quality Management and Hospital Accreditation System

### Sixth Trimester:

- Indian Ethos & Corporate Governance
- Elective 6.1
- Elective 6.2
- Elective 6.3
- Elective 6.4
- Capstone Project (full Dissertation with 1 Research paper)
- Hospital Front office Management - II
- Seminar Based Paper Green Belt By GT
- Healthcare Analytics
- Hospital and Patient Relations Management
- Clinical Services

Asia Pacific Institute of Management offers an AICTE-approved, two-year full-time Post Graduate Diploma in Management (PGDM) with a specialization in Big Data Analytics. This program is designed to emphasize the growing importance of data analytics in today's business landscape.

The curriculum equips students with a strong foundation in fundamental managerial concepts, such as big data, data-driven decision-making, and case study analysis. Participants gain hands-on experience with industry-standard analytical software and tools for data visualization, reporting, manipulation, and statistical analysis. The program is tailored to develop the skills, technologies, and processes required for careers as business analysts and data scientists.

**Key highlights of the PGDM in Big Data Analytics include:**

- Understanding the critical role of big data analytics in decision-making across various management levels.
- Developing analytical skills for data-driven industries such as e-commerce, banking, financial services, supply chain, healthcare, and customer relationship management.
- Building frameworks for creating and deploying analytical models and strategies across multiple industries.
- Crafting innovative, data-driven strategies that help organizations thrive in competitive markets.
- Preparing students to excel in technologically advanced environments, ensuring they are ready for the future of business analytics.

This program not only prepares students to meet industry demands but also empowers them to lead in an era where data is the new currency.



# PGDM- BIG DATA ANALYTICS



Data Analytics using  
R Programming



Cloud Computing &  
HPC Applications



Web  
Analytics



Descriptive  
Analytics Using  
SPSS



Advanced Data  
Analytics tools



Artificial Intelligence in  
Business and Machine  
Learning



## Certifications

- With extensively growing need of expert Data analyst to solve the complex business problems & over come business uncertainties, PGDM-In Big Data analytics fulfills multiplying need of domain experts and wider chances to get highly promising jobs.
- Mentoring sessions by industry leaders and value added certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

# PROGRAMME STRUCTURE

## PGDM - BIG DATA ANALYTICS

### First Trimester:

- Principles and Practices of Management
- Organisational Behaviour and Dynamics
- Managerial Economics
- Financial Accounting for Managers
- Marketing Management-I
- Business Statistics
- Business Communication
- Data Analytics for Decision Making
- Hospital Management -1
- Legal Aspects of Business

### Fourth Trimester:

- Strategic Management
- Sales and Negotiation Skills
- Elective 4.1
- Elective 4.2
- Elective 4.3
- Elective 4.4
- Summer Internship Project Report
- Capstone Project (Secondary Report Industry)
- Business Plans
- Big Data and Data Analytics for Managers-Practical Application

### Second Trimester:

- Human Resource Management
- Optimization Models for management Decisions
- Marketing Management-II
- Business Research Methods
- Managerial Accounting
- Production and Operations Management
- Creativity Problem solving & Decision-making
- Relational and NoSQL databases

### Fifth Trimester:

- Entrepreneurship and Startups
- Elective 5.1
- Elective 5.2
- Elective 5.3
- Elective 5.4
- Capstone Project (Primary Report on researched topic)
- Business Leadership & Entrepreneurial skills
- Analytics with R Programming
- Project Management

### Third Trimester:

- Financial Management
- Design Thinking & Business Innovation
- Global Business Environment
- Elective 3.1
- Elective 3.2
- Elective 3.3
- Elective 3.4
- Academic Writing skills & Blog
- Data Mining for Business Analytics

### Sixth Trimester:

- Indian Ethos & Corporate Governance
- Elective 6.1
- Elective 6.2
- Elective 6.3
- Elective 6.4
- Capstone Project (full Dissertation with 1 Research paper)
- Managerial Leadership
- Data Modelling & Visualization
- Green Belt Certification



Embark on an exciting journey into the dynamic world of banking and finance with AIM's PGDM in Banking & Financial Services—a program meticulously crafted in collaboration with top industry experts to cultivate the next generation of leaders in the BFSI sector. Designed to provide a solid foundation and deep expertise, this program empowers you with the critical skills and knowledge needed to excel in high-impact roles such as investment manager, credit manager, business development manager, customer relationship manager, fund manager, and corporate banking manager.

AIM's PGDM program opens doors to a world of career possibilities with premier private banks, NBFCs, mutual funds, insurance firms, and capital market companies. Through this program, you'll acquire the tools to navigate and succeed in one of the most challenging and rewarding industries, equipped to make strategic decisions, lead teams, and drive financial success. Join us at AIM and take the first step towards a fulfilling career, where your impact on the financial world will truly be remarkable.



# PGDM- BANKING & FINANCIAL SERVICES



Financial Reporting and Analysis



Forex Management in Banks



Corporate Tax Planning and Management



Investment Banking



International Finance



Corporate Finance



## Certifications

- There is a turnaround in working style of banking & financial sector in recent years, and also the demand of expert professionals are increasing enormously. PGDM in Banking & Financial Services will serve changing & under fulfilled need of expert professionals in the Domain.
- Mentoring sessions by industry leaders and value added certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

# PROGRAMME STRUCTURE

## PGDM - BANKING & FINANCIAL SERVICES

It is a two-year full-time program divided into six trimesters as follows which is aligned with the guidelines of All India Council for technical Education (AICTE), Ministry of Education, Govt of India in term of credits and learning outcomes.

### First Trimester:

- Principles and Practices of Management
- Organisational Behaviour and Dynamics
- Managerial Economics
- Managerial Accounting
- Marketing Management-I
- Business Statistics
- Business Communication
- Legal Aspects of Business
- Principle & Practice of Banking

### Second Trimester:

- Human Resource Management
- Optimization Models for Management Decisions
- Marketing Management-II
- Business Research Methods
- Creativity Problem solving & Decision-making
- Production and Operations Management
- Finacle Operating Systems I

### Third Trimester:

- Financial Management
- Design Thinking & Business Innovation
- Global Business Environment
- Elective 3.1
- Elective 3.2
- Elective 3.3
- Elective 3.4
- Academic Writing skills
- Legal & Regulatory Aspects of Banking
- Financial & Investment Planning

### Fourth Trimester:

- Strategic Management
- Credit & Risk Management in Banks
- Elective 4.1
- Elective 4.2
- Elective 4.3
- Elective 4.4
- Summer Internship Project Report
- Capstone Project (Secondary Report Industry)
- Finacle Operating Systems- II
- Indian Financial System & Financial Markets

### Fifth Trimester:

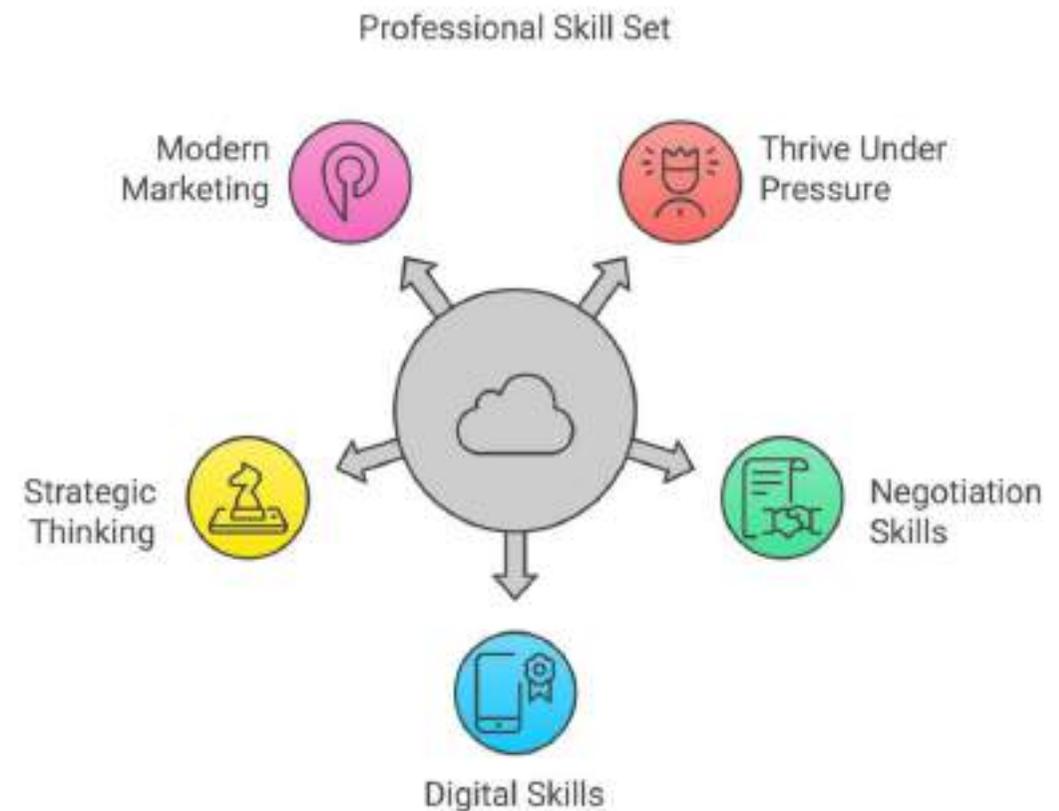
- Entrepreneurship and Startups
- Elective 5.1
- Elective 5.2
- Elective 5.3
- Elective 5.4
- Capstone Project (Primary Report on researched topic)
- Business Leadership & Entrepreneurial skills
- Seminar Based Paper - Project Management
- Technology in Banking Management Operations
- Bank Finance for Importer & Exporter

### Sixth Trimester:

- Indian Ethos & Corporate Governance
- Elective 6.1
- Elective 6.2
- Elective 6.3
- Elective 6.4
- Capstone Project (full Dissretation with 1 Research paper)
- Managerial Leadership
- Seminar Based Paper
- Corporate Banking
- Bank Credit Appraisal Monitoring and Recovery

AIM's PGDM in Marketing Management is designed to create target-driven professionals who excel under high-pressure situations, armed with exceptional influencing and negotiation skills. This program addresses the rapidly evolving demands of the corporate world, providing students with advanced electives like Digital Marketing, Event & Media Management, and Strategies for Emerging Markets. These specialized courses set AIM apart, establishing it as a leader among PGDM marketing programs in Delhi and providing students with a competitive edge.

In addition, AIM emphasizes hands-on learning through immersive workshops that offer practical experience with cutting-edge digital media techniques. These workshops, combined with a robust curriculum, empower students to master the skills required in today's fast-paced marketing industry. Graduates of AIM's PGDM in Marketing Management emerge as confident and capable marketing professionals, fully equipped to innovate, lead, and excel in the ever-changing global marketing landscape. AIM ensures that students don't just meet industry standards—they redefine them.



# PGDM- MARKETING



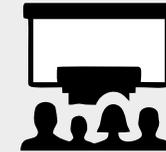
Marketing Analytics



Digital Marketing



Integrated Marketing  
Communication



Entertainment  
Marketing



Customer Relationship  
Management



Retail Marketing  
and E-Tailing



Social Media  
Marketing



Global Marketing

## Certifications

- Due to Digital Marketing invasion in recent years drastic shift is noticed in Marketing techniques to reach out target audience and use of social media. Incorporation of Digital Marketing tools in PGDM Marketing curriculum will surely create an edge over the competitors and program will ensure great career in the field of Marketing.
- Mentoring sessions by industry leaders and value added certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

# PROGRAMME STRUCTURE

## PGDM - MARKETING

It is a two-year full-time program divided into six trimesters as follows which is aligned with the guidelines of All India Council for technical Education (AICTE), Ministry of Education, Govt of India in term of credits and learning outcomes.

### First Trimester:

- Principles and Practices of Management
- Organisational Behaviour and Dynamics
- Managerial Economics
- Financial Accounting for Managers
- Marketing Management-I
- Business Statistics
- Business Communication
- **Legal Aspects of Business**

### Second Trimester:

- Human Resource Management
- Optimization Models for Management Decisions
- Marketing Management-II
- Business Research Methods
- Managerial Accounting
- Production and Operations Management
- PEARL-I Creativity Problem solving & Decision-making

### Third Trimester:

- Financial Management
- Design Thinking & Business Innovation
- Global Business Environment
- Elective 3.1
- Elective 3.2
- Elective 3.3
- Elective 3.4
- PEARL-II Academic Writing skills & Blog

### Fourth Trimester:

- Strategic Management
- Sales and Negotiation Skills
- Elective 4.1
- Elective 4.2
- Elective 4.3
- Elective 4.4
- Summer Internship Project Report
- Capstone Project (Secondary Report Industry)
- PEARL-III (Business Plans)
- **Marketing Plans**

### Fifth Trimester:

- Entrepreneurship and Startups
- Elective 5.1
- Elective 5.2
- Elective 5.3
- Elective 5.4
- Capstone Project (Primary Report on researched topic)
- PEARL-IV Business Leadership & Entrepreneurial Skills
- **Marketing Audit**

### Sixth Trimester:

- Indian Ethos & Corporate Governance
- Elective 6.1
- Elective 6.2
- Elective 6.3
- Elective 6.4
- Capstone Project (full Dissertation with 1 Research paper)
- PEARL-V Managerial Leadership
- **Event & Media Marketing**

# PEDAGOGY AND CORE STRENGTH

## PEDAGOGY

### INSTRUCTIONAL METHODOLOGY AT AIM

At Asia Pacific Institute of Management, we focus on experiential learning, where students gain practical experience through real-world projects, internships, and fieldwork, bridging the gap between classroom learning and business reality. Our teaching approach promotes holistic development, blending practical and theoretical knowledge through a mix of conventional and modern methodologies, creating a dynamic, industry-relevant learning environment.

**Key highlights of our methodology include:**

**Case-Based Learning:** Using Harvard-style case studies, students tackle real-world business situations, enhancing their problem-solving and analytical skills.

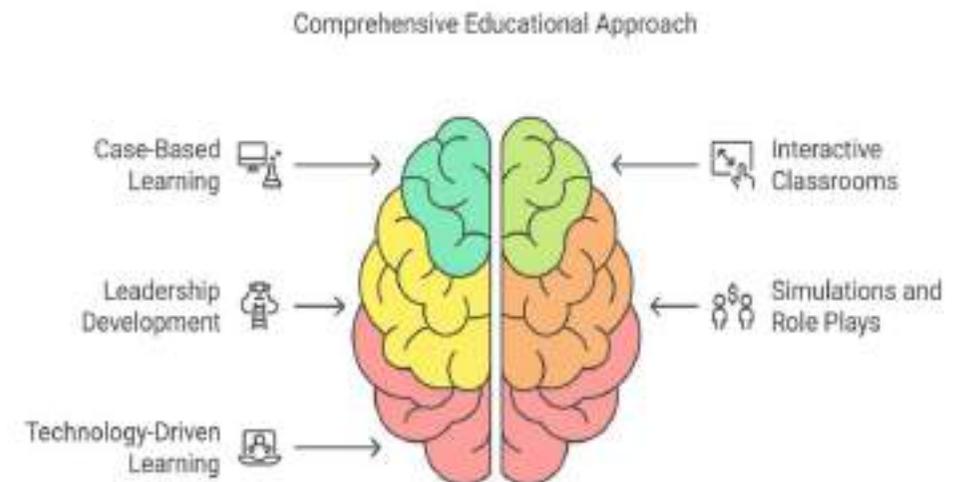
**Interactive Classrooms:** We foster collaborative learning through debates, group exercises, and case presentations to develop critical thinking and communication skills.

**Leadership Development:** Leadership workshops, mentorship programs, and personal development labs help students build emotional intelligence, decision-making abilities, and soft skills for effective management.

**Simulations and Role Plays:** Business simulations and role-play activities develop teamwork, leadership, and strategic thinking in a risk-free environment.

**Technology-Driven Learning:** Our curriculum integrates the latest digital tools and technologies, preparing students to navigate the digital economy with proficiency in data analytics and AI-powered systems.

This comprehensive approach ensures AIM graduates possess the skills, knowledge, and global perspective needed to excel in today's fast-paced corporate world.



# 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.





# GOVERNANCE & FACULTY

## THE BOARD OF GOVERNORS

### AIM's Visionaries: Our Board of Governors

Delivering excellence in management education since 1996, the Asia-Pacific Institute of Management today stands right at the forefront of the top management institutes in Delhi. Comprehensive programs, great placements, and distinguished faculty are some of the key differentiators of the institute that makes it count as one of the top PGDM / MBA institutes in Delhi amidst a plethora of MBA institutes and MBA institutes in Delhi.

One of the prime reasons for the success of Asia-Pacific Institute of Management as being one of the top B-School in India is because of its highly acclaimed and respected Board of Governors. They have never allowed to compromise with the ethics and rules envisaged by the founders during the foundation of the institute. They have defined the role and mission of the institute and set the strategic directions for the institute to achieve over all these eventful years.



# THE BOARD OF GOVERNORS



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

A. K. Shrivastava is the Chairman of the Asia Pacific Institute of Management, New Delhi—one of India’s most successful B-schools. He is actively associated with various social groups, trusts, societies, and NGOs, engaging in numerous philanthropic initiatives to uplift and support communities. A postgraduate in management, he has over 25 years of extensive experience in successfully managing and leading the Asia-Pacific Group, which includes Asia Pacific Career Launcher Pvt. Ltd., Asia Pacific Institute of Hospital Pvt. Ltd., Asia Pacific Construction Pvt. Ltd., and Asia Pacific Skills Pvt. Ltd. He has also served as the Head or President of several prestigious foundations, such as the All India Asian Educational Foundation and the B.B. Verma Educational Foundation Trust, for more than 25 years.

Renowned for his ability to deliver exceptional quality outcomes, he works with a visionary goal of imparting professional education to the youth of India. His contributions to empowering young talent have been transformative, touching millions of lives and helping shape bright futures filled with prosperity. Every year, countless students express their heartfelt gratitude to him for enabling their success. He has participated in numerous national and international seminars, workshops, and conferences, enhancing his global perspective and leadership acumen. In 2008, he earned a Six Sigma Green Belt certification from the internationally renowned firm, KPMG International. He is an active member of several prominent industry associations, including the Confederation of Indian Industry (CII), the Associated Chambers of Commerce and Industry of India (ASSOCHAM), the Federation of Indian Chambers of Commerce and Industry (FICCI), and the BRICS Chamber of Commerce.

# THE BOARD OF GOVERNORS



**Mrs. Anshu Shrivatsava**  
*Vice Chairperson*

Smt. Anshu Shrivastava serves as the Vice-Chairperson of the Asia Pacific Institute of Management, New Delhi. A successful entrepreneur, she brings extensive experience as a trusted advisor to the boards of numerous institutions and corporations. With seven years of experience managing and assisting in the leadership of the Asia Pacific Institute of Management alongside the Chairman, she has played a pivotal role in the institute's growth and success. She has been actively serving as the Secretary and Vice-President of various societies and educational foundations, including the All India Asian Educational Foundation and the All India Asia-Pacific Educational Foundation, for the past seven years. Her expertise lies in managing educational institutions and promoting professional education across diverse fields.

In 2008, she earned a Six Sigma Green Belt certification from the internationally renowned firm, KPMG International, highlighting her commitment to operational excellence. Over the past five years, she has served as a Whole-Time Director or Director on the boards of several companies, including Asia-Pacific Meducation Private Limited, Vaishali Hospitals Private Limited, and AKS Techno Consultants Private Limited. Her comprehensive knowledge and experience in governance, management, and strategic advising have been instrumental in shaping successful organizations and fostering professional education.

# THE BOARD OF GOVERNORS



**Dr. G.N. Qazi**

*Director General - HIMSR (Former)  
and Former Vice-Chancellor,  
Jamia Hamdard University*

Dr. G. N. Qazi is a distinguished academician and former Vice-Chancellor of Jamia Hamdard University, with over 40 years of experience in research and academic leadership. Holding advanced degrees in Biochemistry and Microbiology, along with post-doctoral training in Germany, he has made significant contributions to the fields of Biochemistry and Biotechnology. With over three decades of leadership experience, he has mentored numerous scholars and authored 250 publications, alongside securing 70 patents. Dr. Qazi currently serves as the CEO of the Hamdard Institute of Medical Sciences, where he actively promotes AYUSH initiatives while advancing education and research excellence.

# THE BOARD OF GOVERNORS



**Dr. Dinesh Kumar Likhi**

*Prof of Practice*

*(Strategy & Operations)*

*Former CMD Midhani India*

Prof. Dinesh Lekhi is a seasoned corporate leader with over 40 years of experience spanning the mining, automotive, and defense sectors. He has served as a Board Member in various companies since 2011 and has held multiple leadership roles, including driving turnaround strategies, growth initiatives, and IPO listings. He played a pivotal role in the formation and governance of strategic alliances and is a former CMD of a Defense PSU. An esteemed alumnus of IIT Roorkee, he is a recipient of the Distinguished Alumni Award and has been recognized as a National Metallurgist. Prof. Lekhi is a Fellow of the Indian Academy of Engineers and the Indian Institute of Material Management, as well as a member of the Indian Institute of Metals and the National Institute of Personnel Management.

His accolades include numerous national and international honors, such as the Gold Medal, SAIL Awards, and Leadership Award. A Netherlands Government Fellow, he has provided strategic consulting and served as a startup advisor and mentor. Prof. Lekhi has also spearheaded the development and demonstration of strategic materials in India, showcasing his expertise as a Techno-Strategist and turnaround management specialist.

# THE BOARD OF GOVERNORS



A seasoned academic leader, he has held prominent positions at top Indian institutions, including serving as the Dean of Management Studies and Professor In-Charge at the S.P. Jain Centre, Delhi University, Vice-Chancellor at M.D. University, Rohtak, and Director of the Centre for Canadian Studies, Delhi University.

He has successfully completed five major projects funded by UGC, ICSSR, and other agencies and has authored numerous books and research papers. His research expertise includes mergers, market efficiency, global capital flow, and India's economic liberalization, for which he has received prestigious honors such as the "Haryana Ratan" award.

**Prof (Dr) R.S. Dhankar**  
*Prof & Dean*  
*Faculty of Management Studies*  
*University of Delhi*

# THE BOARD OF GOVERNORS

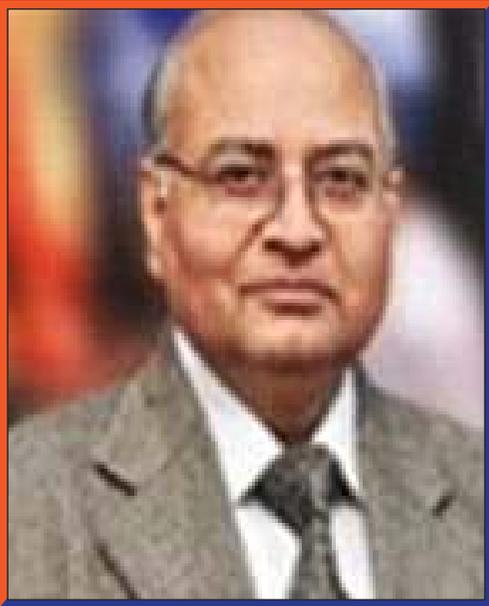


**Mr. Sameer Mathur**  
*Managing Partner*  
*SM Consulting*

Sameer Mathur has made significant contributions to the IT industry both in India and abroad. He is an accomplished entrepreneur and management consulting professional with extensive expertise in strategy and transformation. After earning his MBA, he began his career at Wipro, a globally renowned IT company, and later worked with industry leaders such as Accenture and IBM. His areas of expertise include entrepreneurship, management consulting, strategy and transformation, startup advising, design thinking, behavioral analytics, and enhancing customer and employee experiences.

Currently, he serves as the Managing Partner at SM Consulting, where he continues to drive innovation and strategic excellence.

# THE BOARD OF GOVERNORS



Prof. Sudhir K. Jain is a distinguished academician in management education, currently serving as an adjunct professor at the Department of Management Studies, IIT Delhi. His extensive leadership experience includes serving as the Head of Department at IIT Delhi, Vice-Chancellor at Shri Mata Vaishno Devi University, and Executive Director at NIESBUD under India's MSME Ministry.

A prolific researcher, he has authored over 200 research papers and guided more than 25 Ph.D. scholars. Prof. Jain is a globally recognized expert in intellectual property rights (IPR), entrepreneurship, and policy advising. He has held significant roles in esteemed organizations such as WIPO, ISTD, and AIMA, further cementing his reputation as a thought leader in the field.

**Prof. (Dr.) Sudhir K. Jain**

*Prof. & Former Head,*

*Dept. of Management Studies, IIT Delhi*

# THE BOARD OF GOVERNORS



**Mr. Vinod Kumar Aggarwal**  
*Director MPL Group of Companies,  
Hyderabad*

Mr. Vinod Kumar Aggarwal, a business graduate, brings over 30 years of experience in the Iron and Steel sector. His primary focus lies in driving business growth through strategic planning and finance. He has been instrumental in the recent inorganic growth acquisitions of the MPL Group and currently serves as the Managing Director of the organization.

Beyond his core business interests, Mr. Aggarwal is deeply committed to social causes. He is a managing committee member of the Federation of Telangana Chambers of Commerce and Industries (FTCCI) and also serves as a member of its Energy Committee. Previously, he was part of the Executive Committee of Aggarwal Siksha Samiti, Hyderabad, where he served as the Correspondent of DB Girls Junior Institute.

Passionate about giving back to society, Mr. Aggarwal strongly believes in uplifting communities through quality education, viewing it as a powerful tool for societal development.

# THE BOARD OF GOVERNORS



**Dr. Tapan Kumar**  
*President Vedanta*

Dr. Tapan Kumar Chand, a prominent leader in the mining and metals sector, serves as the President of Business Development and Strategy at Vedanta. With 37 years of extensive experience in steel, coal, and aluminum, he has spearheaded operations in coal mining, business strategy, and growth initiatives in green energy, merchant mining, and aluminum parks.

Dr. Chand's strategic contributions have significantly impacted some of India's largest public sector units, including Vishakhapatnam Steel Plant and NALCO. His exemplary work has earned him prestigious honors such as the President's Excellence Performance Award. At Vedanta, he continues to drive growth and innovation, playing a pivotal role in advancing India's industrial sector.



Prof. M. Venkateshan is a seasoned professor specializing in General Management and Strategy at the Indian Institute of Foreign Trade (IIFT), New Delhi, where he has been serving since 2008. An Applied Psychology professional, he earned his graduate and postgraduate degrees from Bharathiar University, Coimbatore, and subsequently completed his M.Phil. and Ph.D. from Jawaharlal Nehru University, New Delhi.

With 24 years of experience in teaching, research, training, and consultancy, Prof. Venkateshan has made significant contributions to academia and professional development at IIFT, fostering expertise and leadership in his field.

**Prof (Dr) M. Venkateshan**

*Professor in OB & HRM*

*Indian Institute of Foreign Trade*

# FACULTY PROFILE - A GLIMPSE



**Dr. Nikhil Kulshrestha**  
PGDBM  
(HRD & OB)

Dr. Nikhil Kulshrestha is a PGDBM (HRD & OB). He has also pursued his masters in Sociology and also Doctorate in Business Management. A faculty in the area of OB, HR, he is also a certified Trainer in Transactional Analysis and Psychometric testing. He has a rich Academic and Professional experience of more than 27 years. He has been actively involved in training assignments with different corporate and academic bodies, Government departments, PSUs and NGOs and has delivered more than 200 trainings. He is also actively involved in training of school principals, teachers training and counseling the students of all streams on career and other professional aspects.

Prof. Dr. Aftab Alam is a seasoned academic with 28 years of experience, including 24 in academia and 4 in the corporate sector, with international exposure. Currently a professor at Asia Pacific Institute of Management, he specializes in Marketing and Strategic Management. Dr. Alam's impactful teaching philosophy combines innovation with mentorship, fostering students' full potential. He has significantly contributed to Indian higher education, serving as NAAC Coordinator, and overseeing accreditation for over 15 institutions. An Advisory Board Member of the Harvard Business Review (USA) since 2017, Dr. Alam also serves as Editor-in-Chief of PRANJANA and holds editorial roles for journals in Canada and South Africa. His accolades include the Edupreneur Director of the Year 2023 and the Educational Leadership Award 2018.



**Prof. (Dr.) Aftab Alam**  
Fellow, Leadership (US),  
Ph.D. (US), MBA, (Alg),  
M.Phil, M.Com (Alg),  
PGTMM (Alg), DCO (Alg)



**Prof. (Dr.) Narayan Dixit**  
Ph.D., MBA, B.Tech (Hons.)  
Mechanical

Dr. Narayan Dixit, Professor of Operations, brings over 25 years of industry experience to AIM. He holds a B.Tech in Mechanical Engineering (Hons), an MBA, a Doctorate in Management, and is a Master Black Belt from Six Sigma Global, USA. Dr. Dixit's expertise spans Operations, Strategic Management, Supply Chain, Logistics, Marketing, and Project Management. Before joining AIM, he served as Professor and Director of MBA at IIMT University, where he led Management Development, Faculty Development, and Executive Education programs. His senior management roles in Reliance and Samsung Telecom included leadership in operations, supply chain, HR, and strategic management, driving innovation and excellence across diverse business functions.

# FACULTY PROFILE - A GLIMPSE



**Dr. Priyanka Arora**

Assistant Professor  
Ph.D., Life Sciences, M.Sc. Biochemistry,  
B. Sc. Biochemistry

Dr. Priyanka Arora, Assistant Professor of Healthcare Management at AIM, brings extensive academic and industry expertise, specializing in healthcare management principles, systems, and policy analysis. She earned her Ph.D. in Life Sciences from PGIMER, where she made significant contributions to gastrointestinal health research and held various research roles from 2016 to 2024. With publications in reputed journals and presentations at major conferences, Dr. Arora's work demonstrates advanced proficiency in biochemical and histopathological techniques. She received the Presidential Poster Award at ISGCON 2023 and the ICMR Senior Research Fellowship (2019-2022). Her eight years of experience at PGIMER and AIIMS include roles in Gastroenterology, Surgery, and Histopathology, equipping her with comprehensive clinical and research skills essential for mentoring future healthcare leaders.

Dr. Swati, Assistant Professor of HRM at Asia Pacific Institute of Management, earned her Ph.D. in January 2024 from Gurukul Kangri University, with research funded by UGC following her qualification for UGC-NET JRF in 2019. Her work focuses on Human Resource Management, Organizational Behaviour, and Industrial Relations, particularly counterproductive behaviors like ostracism and incivility in the workplace. She has developed strategies and tools to address and measure these behaviors within organizations. Dr. Swati's research extends beyond HRM to critical social issues, including workplace deviance and LGBTQ inclusion, with six published articles in ABDC-listed journals. Her work has been presented at nine conferences, and she actively enhances her expertise through workshops, FDPs, and MDPs.



**Dr. Swati Chaudhary**

(Assistant Professor of HRM)  
Ph.D., UGC-NET, JRF, MBA



**Dr. Srinka Bose**

Assistant Professor  
Ph.D., In Economics

Srinka Bose is engaged as Assistant Professor at Asia-Pacific Institute of Management. She has more than 20 years of teaching experience at the graduate and post-graduate level in Economics and related disciplines. Her PhD in Economics has been from Indian Institute of Foreign Trade, Delhi. Her main area of research is in International Trade in Services.

# ADJUNCT FACULTY

A dynamic professional with 25 years of expertise in Consumer Banking, P&L management, and client acquisition, he has driven growth in fintech and banking operations, fostering strong client relationships and delivering sustainable results. Currently, he serves as Co-founder and Chief Business Officer at Goalstox Technology Pvt Ltd, leading goal-based investment advisory. Previously, he held senior roles as CEO of Insurmonthly and at Kotak Mahindra, Barclays, and Standard Chartered, where he excelled in operational improvements and high-net-worth client management, earning accolades for building and leading high-performing teams.



**Dr. Rohit Kapoor**  
*Consumer Banking Portfolio  
Management Startup People  
Management Guest Speaker*



**Dr. Divyanshu Sinha**  
*Machine Learning  
Practitioner Educator in Technology  
Technology Evangelist*

With over 16 years of experience combining academic insight with industry expertise, he has excelled in Machine Learning, Data Analytics, Digital Image Processing, and Team Leadership. His career spans key roles at KPMG and Xebia and is backed by a Ph.D. in Computer Science. Certifications from KPMG, Deeplearning ai, Microsoft, and Wipro underscore his dedication to tech innovation. His work includes numerous Scopus-indexed publications and global patents, all aimed at leveraging technology to address complex challenges and create impactful solutions.

An innovative mentor and educator with 19 years of experience, he has a proven track record in delivering IoT-focused curricula, driven by a passion for fostering academic growth. Skilled in adapting teaching methods to diverse learning styles, he simplifies complex concepts through engaging lectures and discussions. He has developed comprehensive course materials and assessments and is pursuing a Ph.D. in Networking. His research is published in reputable Scopus and SCI-indexed journals, and he holds patents in India, Australia, and Germany.



**Dr. Alok Srivastav**  
*Associate Professor & HOD  
(ECE)*

# ADJUNCT FACULTY

He has over 20 years' experience in India and International Trade. He has widely traveled and knows the tactics to do business in the world. Also, he is visiting faculty of many reputed B- schools such as: IIFT Delhi, IMI Delhi, APJ Institute of Management & Japuria institute of Management.



**Prof. Dhruv Sood**

*MBA – IIFT , International Business  
International Trade Professional*



**Mr. Rakesh Seth**

*Chief Mentor-HR & General Management  
Ex. Group Sr. Vice-President - TATAs*

Rakesh Seth is a Chief HR Mentor engaged in Strategic HR, Leadership and Management Development. He is also a founder Director of International Consulting Professional Institute, India. He has over 35 years of diverse and well-blended managerial and academic experience. He was Senior Vice President - Group HR with Lloyds, India. He also worked with many large and well-known business houses: TATA, THAPARS, ANANDS, SHRIRAM-HONDA, Eternit Everest (ACC), LNJB and FORE School.

Mr. Sanjiv Sharma served as a Director in Finance at the Mazagon Dock Shipbuilders Ltd (A Govt of India Undertaking under Ministry of Defence). He has a total professional experience of 30 years in various capacities at Steel Authority of India Ltd. and Goa Shipyard Ltd.



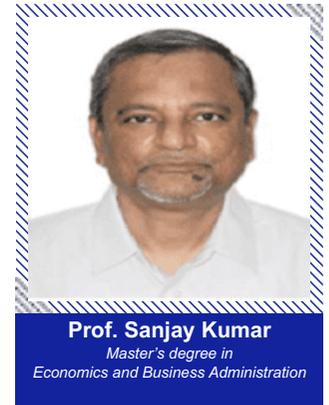
**Prof. Sanjiv Sharma**

*(Professor Finance)*

# ADJUNCT FACULTY

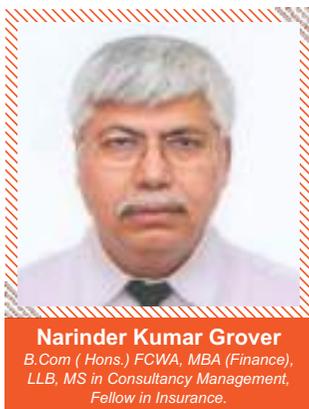
Sanjay Kumar holds a master's degree in Economics and Business Administration from Delhi University. He superannuated from Steel Authority of India Limited in September 2019, as Chief General Manager, after serving it for more than 30 years, in various capacities.

Joining Steel Authority of India Limited (SAIL) in 1988 as an Economist in the Business Planning Directorate, at the Corporate Office, he rose to head the Business Planning function of the company. In his tenure at SAIL he was actively involved in tasks pertaining to strategic planning, joint ventures and business Development.



Contributed for 40 years in the corporate sector in the areas of Financial Accounting, Cost Accounting, Financial Management, General Administration, Commercial / Marketing, project and Contract Execution, Insurance, and Risk Management. My Last assignment was as Managing Director of Central Railside Warehouse Company Limited, a CPSE now merged with Central Warehousing Corporation. Presently, I am an independent director and member Audit Committee / Remuneration Committee in three listed companies.

For the last three years, I have been associated with AJNIFM, Faridabad, as Associate Professor. I have also been associated with the Institute of Cost and Works Accountants of India, the Asia Pacific Institute of Management, New Delhi, and the Institute of Customs, Excise and Narcotics (NACEN), Faridabad.



Ms. Nilanjana B. Kaul is a Post Graduate Degree holder in International Relations from Jadavpur University, Kolkata. This is in the sphere of International Politics, Current affairs, Diplomatic studies, International law etc. Russian Language was a part of her 2 year Master Degree Program in the 8 papers at her University. Ms. Kaul built her further career on and is an expert in Russian Language with 5 years dedicated formal training in the same at various levels and stages. She is a UGC Certified trainer in Russian Language from Central Institute of English & Foreign Languages (CIEFL), Hyderabad.



# CENTRES OF EXCELLENCE

Centres of Excellence have been established at Asia Pacific Institute of Management in the various areas of expertise and knowledge of the faculty.

S.No.	Centres of Excellence	Objectives
1	Centre for Entrepreneurship Development	The Center for Entrepreneurship Development (CED) at Asia Pacific Institute of Management has been operational since 1996 with the mission of instilling an entrepreneurial spirit among management students. The center aims to foster innovation by creating a supportive environment where students can transform their creative ideas into viable business plans, and provides opportunities for these plans to be presented to angel investors. To cultivate an entrepreneurial mindset, CED AIM organizes a comprehensive annual program featuring seminars with successful entrepreneurs and venture capitalists, workshops covering all stages from idea generation to business plan development, and preparations for both intra- and inter-institute business plan competitions. Since its establishment, CED AIM has been dedicated to nurturing entrepreneurship both within the AIM community and beyond.
2	Centre for Psychometric testing and Research	CPTR serves as a hub for psychometric research and testing at AIM. In partnership with other prestigious institutions known for their expertise in the field, CPTR advances education, research, and training in psychometric studies. Current research projects at the Centre focus on key aspects of people management in the workplace, including emerging competencies, the Intrinsic Motivational Potential Inventory (IMPI), HR technology, and workplace well-being, among other topics. Research findings have been published in esteemed international journals. In addition to research and consulting, CPTR offers training programs in psychometric testing and related fields for students, researchers, faculty, and professionals.
3	Centre for Sustainable Development	Founded 1996, the Center for Sustainable Development (CSD) aims to create innovative solutions for the challenges faced by businesses and society in areas such as CSR, Business Ethics, Environmental, Social, and Governance (ESG), and Sustainable Development. CSD collaborates with national and international organizations to conduct research, baseline studies, impact assessments, capacity building, and advocacy. Our goal is to foster awareness, drive action, and promote collaboration and consulting with various stakeholders on topics including CSR, Business Ethics, Sustainability, Corporate Social Performance, and ESG.
4	Centre for Customer Management and Analytics	Centre for advancing research, consulting, and training in key areas such as customer understanding, attraction, retention, and loyalty, with a focus on Big Data technologies and AI.

# CENTRES OF EXCELLENCE

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4	<b>Centre for Customer Management and Analytics</b>	Centre for advancing research, consulting, and training in key areas such as customer understanding, attraction, retention, and loyalty, with a focus on Big Data technologies and AI.
5	<b>Centre for Operations and Supply Chain Management</b>	<p>The Center for Operations and Supply Chain Management spearheads initiatives to establish best practices for excellence across various sectors. It focuses on supporting industry through Executive Education, Management Development Programs (MDPs), and cutting-edge, application-oriented research in Operations and Supply Chain Management tailored to meet the unique needs of different organizations.</p> <p>Maintaining a comprehensive end-to-end view of operations is crucial for organizations to sustain a competitive edge in today's dynamic global business environment. This perspective spans the entire Supply Chain, from sourcing and manufacturing to distribution, delivery, and customer service. Additionally, reverse logistics and after-sales service are essential components in managing a complete Supply Chain.</p> <p>The evolving global business landscape offers numerous opportunities for organizations to capitalize on their competitive advantages and prepare for the future. The Center of Excellence for Operations &amp; Supply Chain Management actively engages with global leaders to harness their expertise and drive excellence in Operations and Supply Chain Management.</p>
6	<b>Centre for Digital Innovation</b>	<p>The Centre for Digital Innovation at Asia Pacific Institute of Management is leading the charge in adopting next-generation digital technologies across various industrial sectors, educational domains, and other areas of society. Digital technologies, including Artificial Intelligence (AI), have dramatically transformed workplaces, ushering in new "Digital Life Styles" both in industry and society at large.</p> <p>The COVID-19 pandemic has accelerated Digital Transformation, prompting industry leaders to rethink and re-imagine their workplaces. In response to these significant changes, the Centre for Digital Innovation collaborates with industry professionals, academics, researchers, and students on several key areas:</p> <p>a) Developing new business models and strategies for Industry 5.0. b) Sharing practices and success stories of Digital Transformation. c) Providing fundamental AI skills for managers. d) Exploring opportunities and challenges of AI adoption in industry. e) Facilitating AI-driven HR Transformation.</p>
7	<b>Centre for Research &amp; Innovation in Frugal Technology Management</b>	The goal is to conduct research, generate, and disseminate knowledge on frugal innovation, thereby enriching the existing body of knowledge in this field. This includes evolving academic projects on frugal innovation into tangible products and practices. The aim is to facilitate the transformation of ideas into actionable solutions and establish a repository of best practices. The centre will also serve as a bridge between industry and academia on the subject of frugal innovation, integrating diverse perspectives, approaches, and ideas. Additionally, it seeks to develop skill sets that make a meaningful impact on society.

# ताजमहाल

The Centre of Excellence

## Innovative Development Programmes for Future Leader

Management Development Programmes (MDPs)

In today's dynamic business environment, staying ahead requires continuous learning and the ability to adapt to new paradigms. At Asia Pacific Institute of Management, we recognize the critical need for corporate executives to stay updated on cutting-edge business practices and strategies. Our Management Development Programmes (MDPs) are meticulously designed to address the evolving challenges faced by managers and equip them with innovative, practical solutions. With a strong commitment to nurturing leadership talent and fostering innovation, our MDPs are crafted to help professionals at all levels sharpen their skills, broaden their perspectives, and make meaningful contributions to their organizations



## Our offerings include:

**Customised In-Company Training:** Tailored programmes that meet the specific needs of organizations, ensuring impactful and relevant learning outcomes for participants.

**Executive Education Programmes:** Comprehensive courses delivered both online and through blended learning models, catering to working professionals seeking to upgrade their managerial expertise.

## Workshops, Seminars, and Webinars:

**Engaging platforms** where participants can explore contemporary business issues, share insights, and learn from industry experts.

**Outbound Training Programmes:** Experiential learning experiences that enhance leadership and team-building skills through outdoor activities.

**Open MDPs:** Programmes open to professionals from various industries, focusing on critical management topics that drive business growth and innovation. **Consultancy Services:** Providing expert advice to organizations on management issues, offering practical and strategic solutions to enhance operational effectiveness.

# ताजसहासिदा

The Centre of Excellence



## Faculty Development Programmes (FDPs)

Our FDPs are meticulously crafted to support academic professionals in enhancing their teaching effectiveness, research capabilities, and professional competencies. These programs expose faculty to world-class pedagogical techniques, innovative teaching tools, and the latest trends in management education. Our FDPs are pivotal in building a community of educators who not only excel in teaching but also drive research and innovation in management education worldwide

Participants will benefit from:

**Global Best Practices:** Exposure to internationally acclaimed teaching methodologies and case studies from top institutions across the globe.

**Interdisciplinary Learning:** Sessions designed to foster collaboration across diverse fields, integrating new-age technologies and cross-functional knowledge to enrich classroom teaching.

**Advanced Research Methodologies:** Training in cutting-edge research techniques, data analysis tools, and academic publishing strategies to empower faculty to contribute to the global academic community.

**International Collaborations and Exchange Programs:** Opportunities for academic exchange and collaborative research with global universities and industry leaders.

**Leadership in Education:** Programs aimed at developing leadership skills tailored for academic administrators, enabling them to lead with vision, innovation, and strategic foresight.

# PLACEMENTS AND RECRUITERS

AIM provides a platform for placement where companies are invited to recruit students of various specializations and work experiences. Potential employers are able to undertake on-campus recruitment through a stream-lined process of registrations, PPTs and selections. The outcome of our placement results has been incredible so far.

HIGHEST PACKAGE  
**22**  
Lpa

AVERAGE PACKAGE  
**₹8.11**  
Lpa

## PLACEMENT STATISTICS

More than **1258+**  
companies visited  
for final placements

**195+**  
Offers

**30%**  
students get  
multiple offers

**80%**  
companies are  
multinational  
in nature

**100%**  
genuine  
summer internships  
since inception

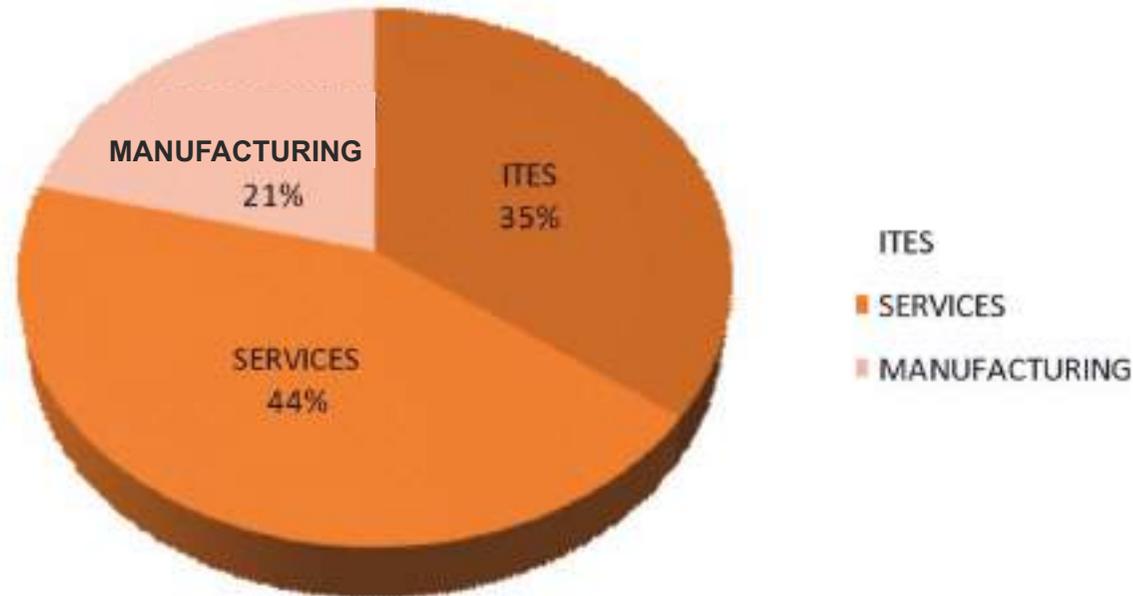


## Exceptional Placement Opportunities Across Diverse Sectors

We at the Asia Pacific Institute of Management (AIM) are proud of the several high-growth industries in which we have placed our students. Our curriculum and industry collaborations guarantee that our graduates have the skills they need to succeed in a fast-paced business environment in addition to being prepared for the workforce.

The varied options accessible to AIM graduates across a number of industries, including financial consulting, BFSI, consumer durables, e-commerce, and IT services, are reflected in the sector-wise placement data. With notable representation in the BFSI and IT services sectors, among others, the bar graph illustrates the wide demand for our students. The dispersion of our graduates throughout important industries, as displayed in the pie chart, further highlights our placement performance. This information demonstrates AIM's dedication to giving students a variety of career options and the tools they need to be successful in a broad range of industries.

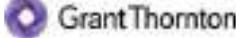
## Broad Industry Category



# OUR PROMINENT RECRUITERS

 J.P. Morgan	 Microsoft	 Bank of America	 Fortis Escorts HEART INSTITUTE	 Google Analytics	 HSBC	 kotak Kotak Mahindra Bank	CREDIT SUISSE 
 ICICI Bank	 AXIS BANK	 HDFC BANK	 AMERICAN EXPRESS	 P&G Procter & Gamble	 Unilever	 Coca-Cola	 PEPSICO
 Nestle	 Johnson & Johnson	L'ORÉAL	 EY	 Reckitt Benckiser	 Kimberly-Clark	 IBM	accenture 
 Ultimate SOFTWARE People first	 adidas	 Birla Sun Life Insurance	 Robert Half	 KORN FERRY	 ManpowerGroup	 ADP	 ADITYA BIRLA CAPITAL
 airtel	abbvie	 gsk GlaxoSmithKline	 Bristol Myers Squibb	 AstraZeneca	 Roche	 NOVARTIS	 MERCK
 Medtronic The Life Support Medical Technology	 IndianOil	 Jio	 naukri.com	 OLA	 MOTHER DAIRY	 indiamart	<b>HITACHI</b> Inspire the Next
 DECATHLON	 SAFARI	Panasonic	 FedEx	 TATA	 SWIGGY	 Justdial India's No. 1 local search engine	 LG

# OUR PROMINENT RECRUITERS

		 CORIZO <small>Empowering Tomorrow's Leaders</small>	 The Muthoot Group		 LESSO <small>Ahlinga Pipa Plastik</small>		
							
							
							
							
							
							

# SUMMER INTERNSHIPS

Our PGDM program provides students with excellent real-world experience through summer internships at renowned firms in a variety of areas. Our specialist placement cell works directly with students to find internships that match their professional goals and interests. These encounters frequently result in pre-placement offers and launch successful careers in a variety of industries. These internships allow students to gain hands-on experience while also expanding their professional networks. Some of our recent internship partners are:

# ALUMNI NETWORK

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**  
*Senior Associate*  
*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*

I 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 armory of skills but also inculcated in us critical interpersonal skills, necessary to overcome management challenges.



**ARNAV SAXENA**  
*Data Scientist*  
*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)*

# NOTABLE ALUMNI



**Deepak Chaudhary**

**Batch 2001-03**



**Rajashree Swain**

**Batch 2016-18**



**Himanshu Sanga**

**Batch 2016-18**



**Garima Choudhary**

**Batch 2016-18**



**Aman Chaudhary**

**Batch 2016-18**



**Sauraj Verma**

**Batch 2017-19**



**Chayanika Talukdar**

**Batch 2017-19**



**Rishab Gaba**

**Batch 2017-19**



**Shailja Mehta**

**Batch 2017-19**



**Gourav Noni**

**Batch 2017-19**



**Vibhor Tyagi**

**Batch 2016-18**



**Atigya Kumar Jha**

**Batch 2014-16**



**Nishant Alok**

**Batch 2014-16**



**Aamir Hassan**

**Batch 2011-14**



**Sankhya Dey**

**Batch 2000-02**



**Sakshi Chauhan**

**Batch 2016-18**



**Amarjit Roy**

**Batch 2015-17**



**Nishant Tewathia**

**Batch 2017-19**



**Prateek Shekhawat**

**Batch 2018-20**



**R Sunandan**

**Batch 2015-17**



# NOTABLE ALUMNI

									
<b>Sulbha Sonal</b>	<b>Ravi Kumar Yadav</b>	<b>Eimon Biswas</b>	<b>Harshita Joshi</b>	<b>Deepak Bisharwal</b>	<b>Ravi Ranjan kumar</b>	<b>Aanchal Bhatia</b>	<b>MEENAL S.</b>	<b>Priyanka Yadav</b>	<b>Shachi Ahuja</b>
<b>Batch 2016-18</b>	<b>Batch 2012-14</b>	<b>Batch 2006-08</b>	<b>Batch 2018-20</b>	<b>Batch 2020-22</b>	<b>Batch 2018-20</b>	<b>Batch 2008-10</b>	<b>Batch 2010-12</b>	<b>Batch 2016-18</b>	<b>Batch 2011-13</b>
									
									
<b>Shreshtha Singh</b>	<b>Jagrit Mehta</b>	<b>Pooja Baghel</b>	<b>Aditya Sachdeva</b>	<b>Gaurav Dua</b>	<b>Deepak kumar</b>	<b>Rahul Gupta</b>	<b>Subai Karmakar</b>	<b>Deepak Choudhary</b>	<b>Vikas Bishnoi</b>
<b>Batch 2014-16</b>	<b>Batch 2015-17</b>	<b>Batch 2008-10</b>	<b>Batch 2016-18</b>	<b>Batch 2018-20</b>	<b>Batch 2014-16</b>	<b>Batch 2007-09</b>	<b>Batch 2018-20</b>	<b>Batch 2001-03</b>	<b>Batch 2015-17</b>
									

# STATE-OF THE ART INFRASTRUCTURE

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

ASIA-PACIFIC INSTITUTE OF MANAGEMENT

# CLASS ROOMS

Classrooms at AIM blend traditional teaching methods with innovative approaches, creating an environment designed to foster collaboration, critical thinking, and real-world application. Equipped with modern technology, including projectors, interactive whiteboards, and digital resources, these classrooms promote and encourage dynamic discussions, interactive presentations, and student engagement. The use of case studies, group projects, and simulations provides students with hands-on experience in tackling complex business challenges, preparing them for industry realities. This interactive approach not only sharpens analytical skills but also builds teamwork, leadership capabilities, and adaptability, ensuring graduates are well-rounded and industry-ready.



# AUDITORIUM

The Auditorium at AIM is designed to accommodate large audiences, making it an ideal venue for a wide range of academic and professional events. Equipped with cutting-edge audiovisual technology, it ensures that presentations, lectures, and guest speaker sessions are delivered with exceptional clarity and impact. The auditorium's modern design, complete with comfortable seating and superior acoustics, creates an inviting environment for both learning and networking. It serves as a central hub for seminars, conferences, and cultural events, fostering knowledge exchange and engagement among students, faculty, and industry leaders alike. This versatile space reflects AIM's commitment to providing an enriching educational experience and facilitating valuable connections.



Asia Pacific Institute of Management (AIM) is equipped with a robust IT infrastructure that supports over 800 branded desktops and laptops from HP, Dell, and Lenovo. These systems are connected through a world-class server via Ethernet LAN/WAN, supported by a dedicated high-speed 30 MBPS leased internet line on Fibre Optic. This infrastructure ensures seamless access to academic resources, the library, and the smooth facilitation of Management Development Programs (MDPs), corporate training, and various online examinations for both governmental and non-governmental bodies.

The entire campus is Wi-Fi enabled, offering secure connectivity protected by Cyberoam CR200iNG UTM. We prioritize security with high-quality antivirus, anti-spam protection, and advanced bandwidth management, ensuring a safe and efficient digital environment.

AIM has also established four advanced computer labs, each with a capacity of over 100 systems. These labs are frequently certified as top-tier by the Government of India and various universities, which regularly utilize our facilities to conduct high-stakes online examinations like CAT, MAT, and GATE.

Since 2008, AIM has successfully hosted numerous government and university exams, showcasing our commitment to technological excellence and reliability



# LIBRARY

The Athenaeum, derived from the Latin term for "a place dedicated to learning and the arts," embodies the essence of AIM's three-storey library. This expansive and state-of-the-art facility is more than a collection of books; it is a sanctuary of knowledge, discovery, and intellectual growth. Serving as a cornerstone of academic excellence and accessibility, the Athenaeum empowers students to immerse themselves in the world of management and beyond, with a vast array of meticulously curated books, journals, and digital resources that support and enrich every field of study. As one of the most extensive libraries in the country, the Athenaeum provides a dynamic environment that encourages collaboration, fosters critical thinking, and inspires innovation. Designed for a truly interactive learning experience, it nurtures a lifelong passion for learning in the future leaders who pass through its doors. At AIM, the Athenaeum is not merely a repository; it is a vibrant hub where ideas take shape, partnerships are born, and new frontiers in thought and research are continuously explored, reinforcing our dedication to developing tomorrow's visionary leaders.



# BOARD ROOM

The boardroom at AIM is designed to provide a professional ambiance, equipped with comfortable seating and thoughtful design that inspires creativity, strategic planning, and critical thinking. This well-appointed space facilitates seamless communication and interaction through state-of-the-art technology, including high-quality video conferencing capabilities and advanced presentation tools, making it ideal for both in-person meetings and remote collaborations. Perfect for hosting group projects, brainstorming sessions, strategy meetings, and guest speaker sessions, the boardroom allows students to engage deeply with real-world business challenges, fostering an environment that enhances their leadership and problem-solving skills.



# CONFERENCE HALL

With comfortable seating and a conducive atmosphere, the conference hall at AIM is not just a venue for events but a vibrant hub for intellectual inspiration, playing a crucial role in shaping the future leaders of tomorrow. The space promotes collaboration and knowledge exchange, bringing together students, faculty, and industry experts to explore emerging trends, challenges, and innovations in the business world. Designed to facilitate meaningful networking opportunities, the conference hall fosters connections that enrich career prospects, drive professional development, and inspire lifelong learning and growth in every participant.



# HOSTEL

The institute provides separate, fully furnished hostels for both girls and boys, located just half a kilometer from the campus. These hostels offer double-sharing rooms equipped with all essential amenities, ensuring a comfortable, clean, and well-managed living environment for students. Beyond the excellent infrastructure, the hostels foster a welcoming and congenial atmosphere, giving new students ample opportunities to connect with their seniors. This environment promotes mentorship, encouraging students to learn from one another, share insights, and build lasting friendships, thereby enhancing their personal and professional growth while making AIM feel like a true home away from home.



# STUDENT LIFE

## OUTBOUND LEARNING

Outbound learning's goal is to assist students in expanding their knowledge base and increasing the scope of their course workload. Through outbound learning, students can make connections between classroom learning and actual, real-world experiences, encouraging them to develop their soft skills, life skills, and communication abilities. which is also being developed through the experts of their field. We have different Council and Committees of the student wherein they organize different events in order to enhance their innovative managerial and leadership skills independently.



# STUDENTS COMMITTEE

## 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.



# CAMPUS LIFE



## 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 Publications (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.

# SKILLS ENHANCEMENT CENTRE

## 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 Lab 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.

# PUBLICATIONS AND RESEARCH

Asia-Pacific Journal of Management Research and Innovation (APJMRI) is a quarterly double-blind, peer-reviewed refereed journal of Asia-Pacific Institute of Management, New Delhi, and is published in March, June, September and December every year. APJMRI carries theoretical and empirical papers, case studies, research notes, executive experience sharing and review articles, and it aims at disseminating new knowledge in the field of different domain areas of management, information technology and related disciplines. It provides a forum for deliberations and exchange of knowledge among academics, industries, researchers, planners and the practitioners who are concerned with the management, financial institutions, public and private organisations, as well as voluntary organisations.

Our editorial policy is that the journal serves the profession by publishing significant new scholarly research in management discipline areas that are of the highest quality.

APJMRI is basically international in scope and organised into different colloquium streams, such as banking and finance, international business management, business research methods, financial management, general management, human resource management, marketing management, operations management and decision sciences, strategic management, economics, accounting, commerce, total quality management, business environment, business ethics and corporate governance, organisational behaviour, industrial psychology, enterprise systems, technology management, sustainable development, entrepreneurship, corporate restructuring, business intelligence and information system management.

## **More specifically, APJMRI publishes papers that focus on:**

- ★ Addressing the interface between theoretical insight and practical application, connecting the corporate world;
- ★ Enhancing the teaching and learning levels of management, especially through the use of experiential pedagogies and empirical research and case studies;
- ★ Representing the early stages of theorising about management and organising in unique and perceptive ways leading to business innovations and enterprise development;
- ★ Serving as an intellectual repository for our readers' professional development.



# ACCREDITATION AND PARTNERSHIPS



Asia-Pacific Institute of Management has strong linkages with the following Proficient Management Bodies and Industrial Associations:



All India Council for Technical Education, India (AICTE)



PHD Chamber of Commerce and Industry PHDCCI



Confederation of Indian Industry CII



All India Management Association AIMA



The Federation of Indian Chambers of Commerce & Industry FICCI



The Institute of Management Accountants (IMA)



The Associated Chambers of Commerce and Industry ASSOCHAM



The National HRD Network NHRDN



The Association of Indian Management Schools AIMS



The Federation of Indian Chambers of Commerce & Industry FICCI



## 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.

# INTERNATIONAL COLLABORATIONS

## 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.



## Gunadarma University, Indonesia



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

## 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.

## 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.



# STUDENT TESTIMONIALS



In AIM, I have got opportunities to develop my analytical skills, leadership qualities and proactive thinking through various programs 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 M B A program. 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*



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



**Pavan Shrivastava**  
Sales Manager, CavinKare



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



**Mr. Anirban Das**

# Corporate Connect 2023



**Mr. Ved Prakash**



**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 2024

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>	Terrority 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

## Distinguished Dignitaries Visiting AIM



**Dr. Pawan Agarwal**  
Dabbawala Fame



**Mr. Prahlad Kakkar**  
Father of branding



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



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



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



**Shri Sambit Patra**  
National Spokesperson, BJP

# FEES STRUCTURE AND SCHOLARSHIPS

## FEE STRUCTURE

### (SELF SPONSORED CATEGORY)

#### Fee structure of PGDM-Programme for 2025-27 (29th Batch)

(Approved by All India Council for Technical Education, Ministry Of Education, Govt. of India)

[PGDM: General (Dual Specialization), PGDM: Healthcare Management, PGDM: Big Data Analytics, PGDM: Banking & Financial Services, PGDM: Marketing]

Self Sponsored Category						
First Year (Session 2025-26)			Second Year (Session 2026-27)			
Amount at the time of Registration	Within 30 days of Registration	1st Installment (on or before 10th Aug. 2025)	2nd Installment (on or before 30th Nov, 2025)	3rd Installment (on or before 1st July 2026)	4th Installment (on or before 1st Oct, 2026)	Total Fee (Rs.) (1st Year & 2nd Year)
Rs. 1,25,000/-	Rs. 1,25,000/-	Rs. 1,50,000/-	Rs. 1,75,000/-	Rs. 3,00,000/-	Rs. 2,75,000/-	Rs. 11,50,000/- Rs. Eleven Lakh Fifty Thousand

## (COMPANY SPONSORED CATEGORY)

### Fee structure of PGDM-Programme for 2025-27 (29th Batch)

(Approved by All India Council for Technical Education, Ministry Of Education, Govt. of India)

[PGDM: General (Dual Specialization), PGDM: Healthcare Management, PGDM: Big Data Analytics, PGDM: Banking & Financial Services, PGDM: Marketing]

#### Company Sponsored Category

#### First Year (Session 2025-26)

#### Second Year (Session 2026-27)

Amount at the time of Registration	1st Installment (on or before 1st July, 2025)	2nd Installment (on or before 30th Nov, 2025)	3rd Installment (on or before 1st July 2026)	4th Installment (on or before 1st Oct., 2026)	Total Fee (Rs.) (1st Year & 2nd Year)
Rs. 15,0000/-	Rs. 2,50,000/-	Rs. 2,50,000/-	Rs. 3,25,000/-	Rs. 3,25,000/-	Rs. 13,00,000/-

## HOSTEL FEE STRUCTURE

### Hostel Fees to be paid by Student per Academic Year for AC Room (Double Sharing)

First Year (Session 2025-26)		Second Year (Session 2026-27)	
Type	First Year (Session 2025-26)	Second Year (Session 2026-27)	Total Amount (Rs.) (1st Year & 2nd Year)
AC Room	Rs. 2,25,000/-	Rs. 2,25,000/-	Rs. 4,50,000

- Facilities- Twin sharing A/C Hostel accommodation
- The Boarding and Lodging facilities provided in the hostel includes a furnished room with bed, mattress, table, chair, almirah and 24 hours purified drinking water supply through R.O. system.
- Mess- Includes provision of tea, breakfast, lunch & dinner
- The vegetarian food will be served regularly
- Non-vegetarian food is served once in a week.
- The mess facility will be available only during the said academic session only.
- Any students 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's withdraws from the hostel, fee once paid will not be refundable, under any circumstances as per the terms and conditions as stipulated in the hostel manual.
- Students are advised to bring there own bed sheet, pillow-cover, blanket / quilt.

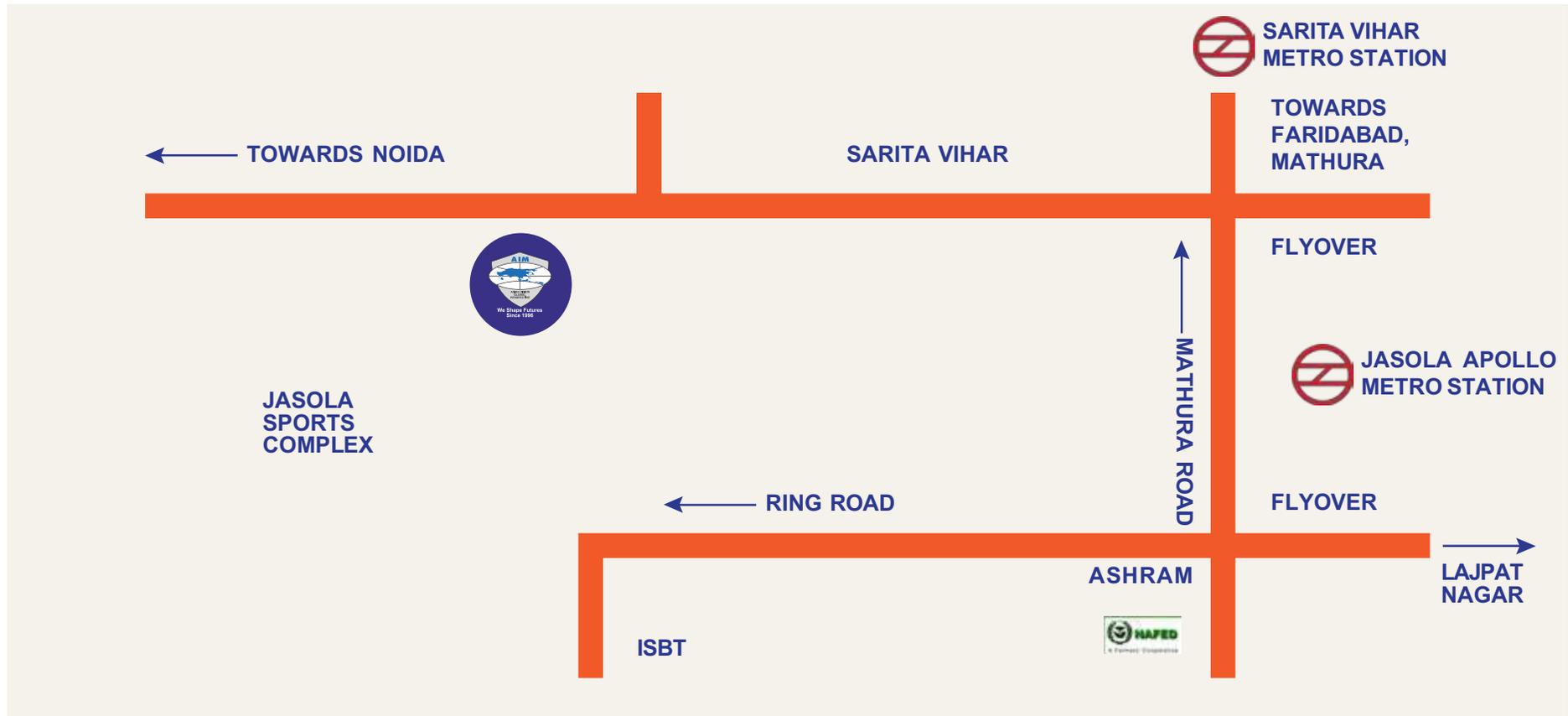
## LATE BIPIN BIHARI VERMA SCHOLARSHIP BATCH 2025-27

At Asia-Pacific Institute of Management, we believe in rewarding the hard work and excellence achieved by meritorious students in their academic endeavours. As part of this ongoing initiative, in 2025 we are awarding 70 scholarships in three categories.

Eligibility Criteria	Category A	Category B	Category C
10th 12th/ above 60pc Graduation above 55pc CAT /XAT/GMAT above 85pc (A) MAT /ATMA/CMAT above 85pc (B) BTECH / BE above 60pc (c)	75000 maximum 20 seats scholarship CAT /XAT/GMAT above 85pc	75000 maximum 20 seats scholarship MAT /ATMA/CMAT above 85pc	100000 maximum 30 seats scholarship BTECH / BE above 60pc
<b>pc=percentile</b>	<b>Note:</b> net additional benefit 50000 only on second sibling candidate enrolled		

# CAMPUS MAP

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.



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## ASIA-PACIFIC INSTITUTE OF MANAGEMENT

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Jasola, New Delhi- 110025



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Since 1996**

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