

ASIA PACIFIC INSTITUTE OF MANAGEMENT NEW DELHI



Admission Brochure 2024-2026 PROGRAM BROCHURE

2 Years Full Time Programme

Approved by: AICTE, Ministry of Education, Govt. of India

WE SHAPE FUTURES

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Message from the Chairman



Shri A.K. Shrivastava Hon'ble Chairman

For 28 consecutive years, Asia-Pacific Institute of Management's commitment to provide quality Management education of global standards to the young aspiring professionals who are about to step into the realm full of challenges and opportunities has been unwavering. While giving them room to spread their wings, APIM managed to set up an education system that promotes the highest degree of values and inspire the youth of the country to aim higher.

APIM delivers holistic education to pave the way for integrated personality development by striking equilibrium between the modern outlook and traditional value system. Our pool of highly dedicated and motivated faculty members with rich experience in academics and industry strive to offer the guidance, knowledge and emotional support the students need. We don't just nurture our students to be successful leaders of the future but also instill values that help them grow as human beings.

We are committed to provide an inclusive and a great learning environment through our world-class infrastructure. From the highly advanced IT labs to our library that is spread across three floors- rich with books & diversified range and journals and from our smart classrooms to a well equipped auditorium, we foster multifaceted growth and cultural awareness. At APIM, we aim for learning to be an amicable and enjoyable experience by implementing an integrated approach with the right blend of academic and extracurricular activities. We strive to build their physical, intellectual, emotional, psychological and spiritual strengths so that they are better equipped to deal with real-world challenges.

I am confident that with the sincere efforts of our advisory board, our dedicated faculty members and our talented students, APIM will continue to flourish and thread a spotless path to excellence and eminence!

OUR VISION



To be an academic institute of first choice to transform lives that will change the world for a better future & to make efficient and adept professionals, at whatever level of human endeavour they are involved.



OUR MISSION

To develop professionals who are committed to excellence in their personal and professional endeavours.

To improve the industry practices through research, training and consultancy programmes and hence make a meaningful contribution to the socio-economic development of the Nation.

To serve as an intellectual resource for the Nation & maintain the standards of excellence in every aspect of operation, and become a role model for newly emerging centres of quality education



WHY ASIA-PACIFIC?

28 Years of Legacy

We have been on this transformational journey from last almost 3 decades and we continue to soar higher and higher.

Distinguished Alumni Network

In the last 28 years we have had thousands of students graduating from us and becoming our valued Alumni. They are our torch bearers.

One of the Best Location & Infrastructure

We are in the heart of Delhi, South Delhi precisely which is the hub for all the Corporate houses. Our excellent infrastructure creates great teaching & learning environment, which is one of the important criteria in higher education.

Campus to Corporate Program

The entire program is designed keeping the Corporate requirements in mind. Thus, helping students with the paradigm shift from Campus to Corporate.

A sound Curriculum with an Equally Enterprising Faculty Pool

Our curriculum is well designed and is in line to what the Corporate needs and the best of faculties from all over the world are chosen to deliver high value master classes.



RANKING 2023-22-21

2023









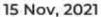


2022

2021









14 Nov, 2021

INFRASTRUCTURE









INFRASTRUCTURE









OUR PGDM PROGRAMS

PGDM: General (Dual Specialization)

PGDM: Healthcare Management

PGDM: Big Data Analytics

PGDM: Banking & Financial Services

PGDM: Marketing

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





PGDM-GENERAL (DUAL SPECIALIZATION)

The focus here is primarily on building a strong foundation of conceptual and analytical skills thereby making the courses offered more advanced & specialized.

Students with diverse academic backgrounds have the opportunities to choose specialization to be well-versed in various functional areas namely,

Marketing/Finance/Human Resource/Operations/International Business/Business Analytics in addition to the conventional specialization.

It equips students to hold responsible positions in various industries, trade, commerce with high level of motivation & expertise.

ADMISSION ELIGIBILITY CRITERIA

- Graduation with 50% marks in any academic discipline
- Final Year Appearing candidates can also apply
- We accept the score cards of CAT/XAT/CMAT/MAT

SPECILIZATIONS OFFERED IN PGDM-GENERAL (DUAL SPECIALIZATION)





Banking

& Finance





Healthcare Management



Operations



Business 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 certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

PROGRAM STRUCTURE OF 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

Fifth Trimester:

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

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

Sixth Trimester:

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

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

Electives

Total Quality Management
Service Operations Management
International Marketing
Digital Marketing
Supply Chain Analytics
Lean Six Sigma





PGDM-HEALTHCARE MANAGEMENT

Healthcare industry is growing fast and there is huge demand of healthcare professionals at different capacities to manage the services of healthcare infrastructure. Increased industrialisation, urbanisation, climatic changes and changing lifestyles are resulting in the health issues.

To address these issues and to provide good healthcare support people are investing to build and develop health infrastructure of the countries. Healthcare managers are responsible for planning and overseeing health services for a medical facility.

Roles can fall into leadership or managed care, with an emphasis on the business side of healthcare. Learn more about how to become a healthcare manager.

ADMISSION ELIGIBILITY CRITERIA

- Graduation with 50% marks in any academic discipline
- Final Year Appearing candidates can also apply
- We accept the score of CAT/XAT/CMAT/MAT

SPECILIZATIONS OFFERED IN PGDM-HEALTHCARE MANAGEMENT



Medical Entrepreneurship



Environment & Healthcare Management



Medical Tourism





Management Accounting



Healthcare Financial Management



Certifications

- With ever 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 certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

PROGRAM STRUCTURE OF 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
- Business Statistics
- Business Communication
- · Legal Aspects of Business
- Hospital Management -1
- · Healthcare and Epidemiology -1

Second Trimester:

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

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 skils & 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 (Secondary Report Industry)
- . PEARL-III (Business Plans)
- Medical Insurance Business
- Preventive Healthcare
- NGO Management

Fifth Trimester:

- Entrepreneurship and Startups
- · Elective 5.1
- Elective 5.2
- Elective 5.3
- Elective 5.3
- Capstone Project (Primary Report on researched topic)
- PEARL-IV Business Leadership & Intraprenurial skilts
- Seminar Based Paper Project Management BY GT
- · Hospital Front office Management
- 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 Dissretation with 1 Research paper)
- · PEARL-V Managerial Leadership
- Seminar Based Paper Green Belt By GT
- Healthcare Analytics
- Hospital and Patient Relations Management
- Clinical Services

PGDM - Healthcare Management

Marketing Human Resources Finance

PGDM-BIG DATA ANALYTICS





To acquaint the students with the increasing role of Big Data & Analytics and drawn insights bring to managerial decision making at different levels of Management.

Developing analytical skills to work in the diverse set of data driven industries like E-commerce, banking and financial services, customer relation management, operations, supply chain and healthcare etc.

Developing analysis & synthesis frameworks for analytical models, strategies, and their deployment in various industries.

Creating optimal data-driven innovative strategies for the organizations or businesses

ADMISSION ELIGIBILITY CRITERIA

- Passed Graduation with 50% marks in any academic discipline
- Final Year Appearing Candidates can also apply
- We accept the score of CAT/XAT/CMAT/MAT

SPECILIZATIONS OFFERED IN PGDM-BIG DATA ANALYTICS











Web Arialytics











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 certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

PROGRAM STRUCTURE OF PGDM-BIG DATA ANALYTICS

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
- Data Analytics for Decision Making
- 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
- Relational and NoSQL databases

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 skils & Blog
- · Data Mining for Business Analytics

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)
- Big Data and Data Analytics for Managers - Practical Application

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 & Intraprenurial skills
- · Analytics with R Programming
- · Project Management

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)
- · PEARL-V Managerial Leadershir
- Data Modelling & Visualization
- · Green Belt Certification

PGDM - Big Data Analytics

Marketing
Human Resource
Finance
Operations Management in Decision Science
International Business

PGDM-BANKING & FINANCIAL SERVICES





The PGDM – Banking & Financial programme is an outcome of collaboration between BFSI industry experts and academia, aiming to create management professionals who fit in today's dynamic BFSI industry.

The programme includes investment manager, credit manager, business development manager, customer relationship manager, investment advisor, fund manager, budget analyst, bank manager, banking fund flow manager and corporate banking manager etc.

This programme can put you on a career path in leading private banks, NBFCs, mutual funds, life and general insurance companies, capital market companies etc.

ADMISSION ELIGIBILITY CRITERIA

- Passed Graduation with 50% marks in any academic discipline
- Final Year Appearing Candidates can also apply
- We accept the score of CAT/XAT/CMAT/MAT

SPECILIZATIONS OFFERED IN PGDM-BANKING & FINANCIAL SERVICES



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 certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

PROGRAM STRUCTURE OF 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
- · Financial 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
- Managerial Accounting
- PEARL-I 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
- PEARL-II Academic Writing skils & Block
- Legal & Regulatory Aspects of Banking
- · Financial & Investment Planning

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)
- · 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)
- PEARL-IV Business Leadership & Intraprenurial skills
- Seminar Based Paper Project Management By GT
- 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)
- PEARL-V Managerial Leadership
- Seminar Based Paper Green Belt By GT
- Corporate Banking
- Bank Credit Appraisal Monitoring and Recovery

PGDM - Banking & Financial Services

Marketing
Human Resource
Finance
Operations Management in Decision Science
International Business

PGDM-MARKETING





One of the major highlights of the PGDM in marketing management programme at AIM is that the institute focuses on training students to be target oriented, work under pressure and to possess high influencing and negotiation skills.

In order to meet the ever growing corporate demands, new electives like Digital Marketing, Event & Media Management and Strategies for Emerging Markets and others have been introduced in the institute's curriculum that gives it an edge over all available courses of PGDM marketing in Delhi.

Moreover, at AIM, workshops have been introduced to provide its students hands-on training on the latest digital media techniques.

ADMISSION ELIGIBILITY CRITERIA

- Passed Graduation with 50% marks in any academic discipline
- Final Year Appearing Candidates can also apply
- We accept the score of CAT/XAT/CMAT/MAT

SPECILIZATIONS OFFERED IN PGDM-MARKETING



Business Communication



Managerial Communication



Decision Science



Management Accounting



Financial Management



Marketing Management



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 certifications incorporated in the course curriculum makes sure that students at Asia-Pacific are always the first choice of employers.

PROGRAM STRUCTURE OF 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 skils & 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 & Intraprenurial skills
- Marketing Audit

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)
- . PEARL-V Managerial Leadership
- · Event & Media Marketing

PGDM - Marketing

Marketing Human Resource Finance

Operations Management in Decision Science International Business

EMPLOYMENT ENHANCING CERTIFICATIONS



Programming



Growth Mindset



Advance Excel/Power Point



Project Management, Analytics, Soft skills



Financial Modeling



Healthcare Information & Management System



Digital Marketing



Advance Business Communication



Data Analytics using R/SPSS



Healthcare Compliance & Risk Management



OUR PLACEMENTS

PLACEMENT STATISTICS

More than 1258+ companies visited for final placements

195+ Offers for final placements

30% Offer multinational internship in nature since inception multiple offers

HIGHEST PACKAGE Lpa AVERAGE PACKAGE Lpa

PROMINENT RECRUITERS









































PROMINENT RECRUITERS









































NOTABLE ALUMNI



VIBHOR TYAGI





SWAIN





HIMANSHU





GARIMA CHOUDHARY





AMAN CHAUDHARY



NOTABLE ALUMNI



SAURAJ VERMA





CHAYANIKA TALUKDAR





RISHAB GABA





SHAILJA MEHTA





GOURAV SONI



NOTABLE ALUMNI



DEEPAK





ATIGYA KUMAR JHA





NISHANT ALOK





AAMIR HASSAN





SANKHYA DEY



AFFILIATIONS, ACCREDITATIONS & MEMBERSHIPS



All India Council for Technical Education, India (AICTE)



The Institute of Management Accountants (IMA)



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 Associated Chambers of Commerce and Industry of India ASSOCHAM



The National HRD Network NHRDN



The Association of Indian Management Schools AIMS



The Federation of Indian Chambers of Commerce & Industry FICCI

FEE STRUCTURE (SELF SPONSORED CATEGORY)

Fee structure of PGDM-Programme for 2024-26 (28th 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]

First Year (Ses	sion 2024-25)	Self Sponsored Category Second Year (Session 2025-26)				
Amount at the time of Registration	Within 30 daysof Registration	1st Installment (on or before 10 th Sep., 2024)	2nd Installment (on or before 30st Nov, 2024)	3rd Installment (on or before 01st July 2025)	4th Installment (on or before 01st Oct., 2025)	Total Amount (Rs.) (1st Year + 2nd Year)
Rs. 75,000/-	Rs. 1,25,000/-	Rs. 1,25,000/-	Rs. 1,75,000/-	Rs. 2,50,000/-	Rs. 2,45,000/-	Rs. 9,95,000

FEE STRUCTURE (COMPANY SPONSORED CATEGORY)

Fee structure of PGDM-Programme for 2024-26 (28th 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]

First Year (Session 2024-25)			Second Year (Session 2025-26)		
Amount at the time of Registration	1st Installment (on or before 01st July, 2024)	2nd Installment (on or before 30 th Nov. 2024)	3rd Installment (on or before 01 st July 2025)	4th Installment (on or before 01 st Oct., 2025)	Total Amount (Rs.) (1st Year + 2nd Year)
Rs. 15,0000/-	Rs. 2,25,000/-	Rs. 2,25,000/-	Rs. 3,00,000/-	Rs. 3,00,000/-	Rs. 12,00,000/-

HOSTEL FEE STRUCTURE

First Year (Ses	sion 2024-25)	Second Year (Session 2025-26)		
Туре	First Year (Session 2024-25)	Second Year (Session 2025-26)	Total Amount (1st Year + 2nd Year)	
Non-AC Room	Rs. 1,60,000/-	Rs. 1,60,000/-	Rs. 3,20,000	

- · Facilities-Twin sharing Hostel accommodation.
- The Boarding and Lodging facilities provided in the hostel includes a furnished room with bed, mattress, table, chair, Almira and 24 hours purified drinking water supply through R.O. system.
- · Mess- Includes provision of tea, breakfast, lunch, dinner.
- Only vegetarian food will be served in the Hostel.
- · The mess facility will be available only during the said academic session.
- Note*-Electricity is to be paid on actual price applicable for AC room or heater.
- · Any Students registered for availing the hostel accommodation will not be permitted to withdraw from the hostel, till the end of the academic year.
- Academic year with end on 31st March. However, if a student withdraws from the hostel, fee once paid will not be refunded, under any circumstances
 as per the terms and conditions stipulated in the hostel manual.
- · Bed sheet, pillow-cover, blanket/quilt is not provided by hostel.

CONTACT US





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