

Why Choose ASM?

* Ranked amongst top B-Schools in India (Business India, Outlook & Competition Success Review-2014)
* Excellent placements across FMCG, Banking, Financial Services, HR consulting, Retail, Infrastructure, Technology, Research, etc.
* Professional learning environment supported by corporate interactions and faculty with industry and academic experience.
* Equivalence of PGDM to MBA by the Association of Indian University (AIU)
* Accredited by NBA (MHRD), & ACBSP (USA)
* Equivalence to MBA (AICTE)
* Well placed and active Alumni Network

In its endeavour to establish a truly international level Centre of Excellence in Management and Information Technology, the Apeejay Education Society established the **Apeejay School of Management** (ASM) in 1993. The ASM strives to develop competent and relevant manpower for the twenty first century needs of trade, business, and industry. The School supports the various programmes for enhancing the potential of individual students, enriching human values, upholding the Indian value system, all acting in union as a vehicle for growth at the national and international level, thereby making it a "student driven" institute of higher learning.

Vision

To be the most preferred management school known for creation of valuable business leaders.

Mission

We nurture globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organisations.

We inculcate creative thinking and problem solving skills through a dynamic curriculum in an interactive learning environment.

We do this with a set of committed faculty, deeply engaged in both creation and dissemination of knowledge strengthened by a rich academic and industry interface.

Quality Policy

The institute aims to have global standards of quality in all its processes in order to develop globally competent, socially sensitive and ethically sound managerial talent to lead businesses and organizations. The institute is committed to quality as the guiding principle in its decision making and leadership.

The quality policy of the institute focuses on:

* Continuous improvement in strategic planning and leadership that promotes performance excellence;
* Curriculum  development in line with industry requirements;
* Accomplishment of learning outcomes through pedagogical innovations and continuous improvement in assessment processes;
* Human Resource effectiveness through appropriate planning, deployment and performance management of faculty and staff;
* Stakeholder satisfaction through regular feedback and proactive interventions.

Affiliations

The **Apeejay School of Management** is approved by the All India Council for Technical Education (AICTE), Ministry of Human Resource Development, Government of India, to run full time Post Graduate Diploma in Management (PGDM). Our PGDM program has been given equivalence to MBA by AIU and AICTE.

[General Report 2013](http://www.apeejay.edu/asm/doc/ACBSP-CHEA-Report-September-10-2013.pdf)

[General Report 2014](http://www.apeejay.edu/asm/doc/ACBSP-CHEA-Report-Dec-2014.pdf)