

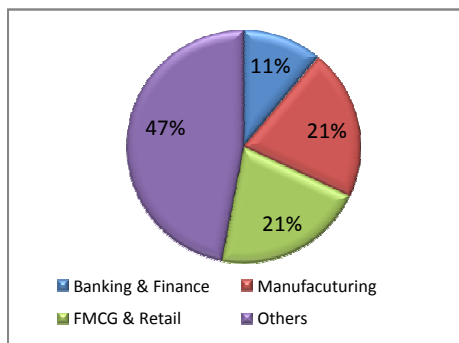
Asia-Pacific Institute of Management (APIM) was established in 1996 in New Delhi by Mr.A.K.Shrivastava. APIM started offering PGDM (General) programme in 1996 and received the AICTE approval in the same year. The institute started offering three more programmes in 2008 namely PGDM (Marketing), PGDM (International Business) and PGDM (Banking and Financial Services). All the three programs are AICTE approved. The institute has a tie-up with IDRAC School of Management in France for student exchange program. The group started another management institute in 2006 - Asia Pacific Institute of Management Studies, which offers distance learning program affiliated to Pondicherry university.

Best Practices Followed

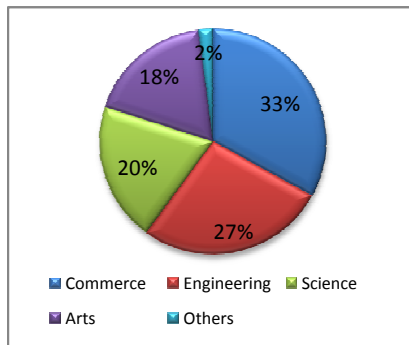
- The institute conducts personality development and business communication sessions for all the students regularly.

Graded Program Details		Students - Key Statistics		Permanent Faculty (all programs)	
Program	PGDM- IB	Student strength	32	Faculty strength	40
Offered since	2008	Average age	21 years	Average teaching exp	5.3 years
Status	Autonomous	Average work exp	4 months	Average industry exp	2.5 years
Recognition	AICTE	Percentage of female students	28	Retention rate	80%
Program Fee	Rs. 0.75 million	Entrance test	MAT,CAT,XAT, GMAT	Student-Permanent Faculty ratio	7.5:1
Total Seats	60			Visiting faculty	13

Placement Diversity (08-10)



Student Diversity (08-10)



Student Outcome (2008-10)

Placements	64%
Median salary	Rs. 0.24 mn
Maximum salary	Rs. 0.45 mn
Pre-placement offer	-
No. of student clubs	6
Predominant placement region	NCR
Key recruiters	Ladder HR, Vishal Mega Mart, Creative News & Films, ITV News

Curriculum

In the second year, students do a specialisation (major) in International Business (3 electives in each trimester).

Students have to opt for a minor specialisation in any other domain (1 elective in any specific domain in each trimester)

APIM offers a subject called "Effective Communication" which focuses primarily on improving the communication and presentation skills of the students

Industry Interaction

The institute has a Centre for Corporate Relation which is responsible for interfacing with the industry

APIM organises seminars and conferences (12 conferences in 2009-10) in each of the domains - Finance, HR and Marketing.

The institute invites senior business leaders for guest lectures. About 25 such lectures were organised in 2009-10.

Infrastructure

The institute is located on 1 acre campus in New Delhi and operates out of a building of 5 floors.

It has facilities like lecture halls with LCD projectors, auditorium, gymnasium, canteen and break out areas

The library has about 38000 books and 9000 titles and subscribes to 17 corporate databases.

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