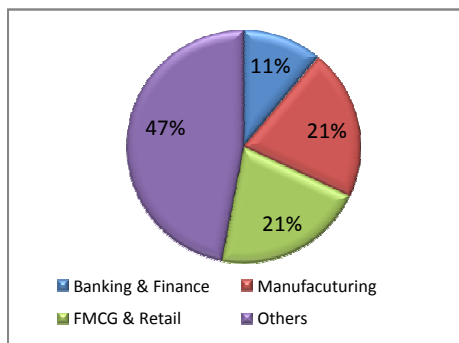|	
Graded Program: PGDM (IB) **CRISIL Grading:** **National B ★★★** **State NCR A** **Valid upto: December 27, 2011**	**Asia-Pacific Institute of Management (APIM)** www.asiapacific.edu **Report Date: December 28, 2010**

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.
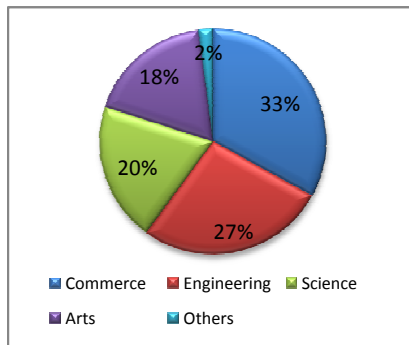
Best Practices Followed

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

Graded Program Details

Program	PGDM- IB
Offered since	2008
Status	Autonomous
Recognition	AICTE
Program Fee	Rs. 0.75 million
Total Seats	60

Students - Key Statistics

Student strength	32
Average age	21 years
Average work exp	4 months
Percentage of female students	28
Entrance test	MAT,CAT,XAT, GMAT

Permanent Faculty (all programs)

Faculty strength	40
Average teaching exp	5.3 years
Average industry exp	2.5 years
Retention rate	80%
Student-Permanent Faculty ratio	7.5:1
Visiting faculty	13

Placement Diversity (08-10)

Banking & Finance, Manufacuturing, FMCG & Retail, Others

Student Diversity (08-10)

Commerce, Engineering, Science, Arts, Others

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.