



Apeejay Stya University is located on the Sohna-Palwal Road in district Gurgaon of Haryana. The nearest railway station is Palwal which is approximately 18 kms away from the campus. Local trains and buses are available to and from Palwal. The University can be reached from Delhi via Faridabad-Palwal, as well as via Gurgaon, Rajeev Chowk and Sohna. ASU provides its students with bus facility from key pick-up points in Delhi, Faridabad & Gurgaon:

Route 1

Starting from Malviya Nagar, New Delhi via Ashram, Faridabad (Main Mathura Road)

Route 2

Starting from Sector-4, 9, Rajeev Chowk via Sohna

Route 3

Starting from Sikanderpur Metro Station via Sec 55-56, Sohna

For admissions and other queries, you can either visit the ASU Campus at Sohna, Apeejay School Campus, Sheikh Sarai, the ASU City Office at Gurgaon or any other Apeejay Institution

ASU Campus: Apeejay Stya University, Sohna-Palwal Road, Sohna, (South of South Delhi), Gurgaon, Haryana – 122103

ASU City Office: Apeejay Stya University Admissions Office, Plot No. 23, Sector 32, Institutional Area, Gurgaon, Haryana -122001

Apeejay School Campus, Sheikh Sarai-Phase I, Panchsheel Park, New Delhi - 110017

Admission counsellors of ASU can be contacted at :

E-mail : admissions@asu.apeejay.edu

Toll Free Number: 1800-103-7888

Landline: +91-124-4286870/1/2/3/4 | Mob: 8527735552, 9650473222

Apeejay Stya University is a social commitment of the Apeejay Stya & Svrn Group

*Carrying forth the
Apeejay Legacy of*



*Years of Excellence
in Education*



Information Booklet

APEEJAY STYA UNIVERSITY

Recognised by UGC

INDIA'S 1ST
LIBERAL ARTS &
META UNIVERSITY
FOCUSED ON
RESEARCH &
TECHNOLOGY



university.apeejay.edu

DISCOVER THE APEEJAY STYA UNIVERSITY EDGE

Carrying forth the Apeejay legacy of over 45 Years of excellence in education

WE VALUE

Commitment to Research

ASU provides research opportunities across all levels including real-time industry-led research.

Freedom to realign educational goals

A student can choose to change his/her degree or major even in later semesters and reapply credits already gained.

Freedom to graduate at one's pace

ASU allows students to graduate at their own pace (early or late) by choosing their own customised path.

Trans-disciplinary approach

Strong focus on trans-disciplinary approach and research across all programmes and disciplines, to solve complex problems and generate new knowledge.

WE SEEK TO PROVIDE

Innovative Academic System

Based on the best practices of the Ivy League Universities of the USA

Dynamic Evaluation Procedure

Continuous and dynamic evaluation system including field projects, group discussions, research credits and take-home papers.

Unique philosophy and teaching methodology

Students and teachers at ASU discover knowledge and self together. Small classes and well-equipped labs, combined with best ICT practices promise a rich and personalised teaching-learning experience.

Course choice and scheduling flexibility

ASU allows students the flexibility to take any course being offered by the university and individually customise their schedule in a semester to accomplish personal learning milestones.

Liberal Arts Approach

Broad, well-defined path to develop critical thinking and analytical skills, with Liberal Arts Approach implemented through a "Core" set of wide-ranging subjects and domains.

WE FOCUS ON

Relevant curriculum and syllabus

Well-designed, enriched and relevant curriculum that engages students and promotes critical thinking, creativity and achievement at all levels. Each course is carefully selected and vetted, and is revisited regularly in sync with the changing market dynamics based on "mark to market" approach.

Flexible academic load

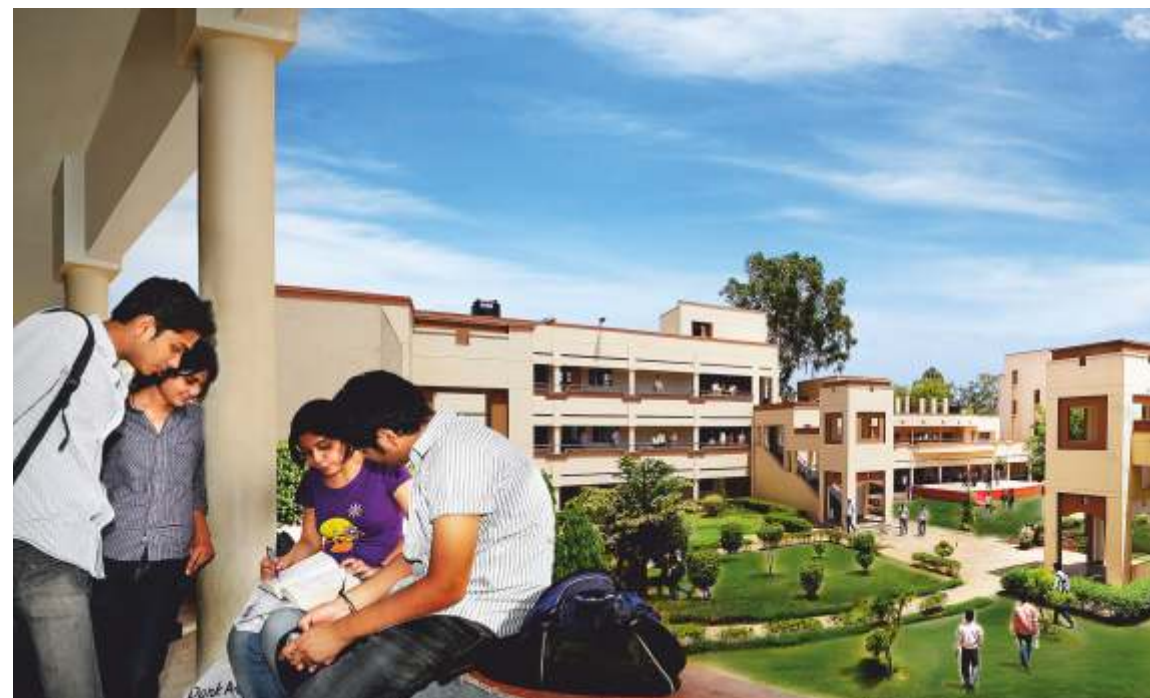
With a flexible credit system, students can choose to take between 12 and 18 credits per semester and are permitted to take a range of advanced classes.

Excellence in Science & Technology

A robust seat of innovation and research in applied Science and Technology, including support for research in emerging technologies, Biosciences, Clinical Research, Pharmaceutical Sciences and Electronics. State-of-the-art research and technology incubation facilities available to students and researchers.

Strong Industry Interface

ASU has multiple associations with industries across the globe through its synergy with various Chambers of Commerce & organisations such as CII, FICCI, ASSOCHAM, PHDCCI, NEN, AIMA, NHRD, MEDICI Institute, World Brand Congress and COM Asia. It also nurtures the concept of entrepreneurship through E-Cell and has a unique Incubation Centre supported by leading industries in different fields.



FOUNDER'S VISION



Late Dr. Styia Paul
Founder Chancellor
Apeejay Styia University

"Tu shaheen hai parwaz hai kaam tera, tere saamne aasman aur bhi hainn" - Iqbal

(You are a falcon. Soaring high is your nature. There are skies yet for you to conquer.)

Dr. Styia Paul, eminent industrialist, educationist, philanthropist and freedom fighter provided the foundation and inspiration for the emergence of the Apeejay Styia Group and the Apeejay Education Society as trusted symbols of quality and excellence in the country's industrial and educational landscape.

A pioneering entrepreneur with a far-sighted vision of the future, Dr. Styia Paul was a leading architect of the country's emergence as a self-reliant industrial superpower. As Chairman Emeritus, he guided the Apeejay Styia Group, a privately and closely-held leading Indian Industrial and Investment House, to become one of the major corporate houses of the country, with several alliances, collaborations and significant presence in Europe, Middle East and East Asia.

Dr. Styia Paul, fondly called Sethji, recognised the great role that industry could play in providing quality education. Towards this objective, he decided to set up non-profit educational institutions across the country where scientific and career-building knowledge could be provided along with inculcation of values and an appreciation of Indian culture, arts and heritage. Starting with a small school in Jalandhar in 1967, the 13 schools and 16 institutions of higher learning established by him over the last 45 years under the aegis of the Apeejay Education Society have flowered to become symbols of excellence in their various disciplines.

The year 2010 also saw the realization of Dr. Styia Paul's lifetime dream of setting up the Apeejay Styia University, a seat of global learning that would bring about transformation of society through value-based education, man-making and nation-building.

During his illustrious life Dr. Styia Paul held responsible positions reflecting his versatility, leadership and standing in industry and social circles. Over the years, numerous awards and accolades were bestowed upon him. A true Karmayogi, Dr. Styia Paul retained his zeal for hard work even in his advanced age and remained keenly involved in the management of the Apeejay institutions well into his nineties.

Active till the very end, he departed from this world peacefully on June 7, 2010 while preparing to leave for office. But his life's work and achievements, and the lasting legacy of excellence that he has left behind, will continue to inspire and guide us in all our endeavours. Like the ever-soaring falcon of Iqbal's couplet that inspired Dr. Styia Paul throughout his life's journey, his spirit will live on forever.

■ CHANCELLOR



Mrs. Sushma Berlia
Co-Founder & Chancellor,
Apeejay Stya University

Mrs. Sushma Berlia, Chancellor, Apeejay Stya University is a leading woman entrepreneur, industrialist and educationist who has made outstanding contribution to industry, woman empowerment and education. She is the President of Apeejay Stya & Svrán Group – a major industrial & business house with diversified interests in India & abroad, and the President of the Apeejay Education Society that runs 29 educational institutions across India.

Mrs. Berlia became the President of the PHDCCI in 2005-06, becoming the first-ever woman to head a multi-state apex chamber in India. She is a Governing Body Member of the NBA for Technical Education, Member - Managing Committee of the PHDCCI, ASSOCHAM & ICC-India, Member - National Executive Committee of FICCI & Honorary Advisor - FICCI Higher Education Committee.

Mrs. Berlia has, over the years, played a leading role in formulating policies in educational reform & industry, and has delivered keynote addresses in numerous national/international conferences and published research articles in reputed national/international journals. As Founder Chairperson of the Education Committee of FICCI in 2004, she was instrumental in initiating & organizing the First Global Conference on Higher Education in collaboration with UGC. She has represented India at the UN World Social Summit in 1995 and delivered a keynote address on the 'Role of Women at the Workplace'. Mrs. Berlia has also presented the business perspective of "The impact & challenges of the Global Economic crisis on Investment & Employment in India/South Asia" at the DFID, London in 2009, and was part of the official delegation to the United States for the US-India Higher Education Summit in October 2011.

Mrs. Sushma Berlia has many awards to her credit, including the "Outstanding Businesswomen Award 2008" of the PHDCCI, the 'International Lifetime Achievement Award 2009' of the 'International Congress of Women' in collaboration with the Govt. of India, and a Special Honour by the Punjab Technical University in 2005 for her contributions in the field of Biotechnology, Life Sciences and Research.

The Confederation of Indian Industry (CII) recently felicitated Mrs. Berlia for her outstanding contribution to academia and industry at the AICTE-CII University-Industry Congress 2012 & 4th Global Higher Education Summit.

■ PRO-CHANCELLOR



Mr. Aditya Berlia
Co-Founder & Pro-Chancellor,
Apeejay Stya University

Mr. Aditya Berlia, Pro-Chancellor of the Apeejay Stya University (ASU) & Member, Management Board of the Apeejay Stya & Svrán Group, is a young entrepreneur and educationist of the country who balances his role in the corporate world along with his philanthropic dedication to education. A graduate of Stanford University & an MBA from the Harvard Business School, Mr. Berlia has to his credit several innovative industrial, entrepreneurial & educational initiatives both in India and abroad. As part of the Management Board of the Group, he directs strategic projects & executes key entrepreneurial projects while holding direct operational roles in a number of Group companies. He is also well-known for his dedication to education & research and has been instrumental in developing the broad vision of the ASU. He is also the Founder of the Apeejay Stya Education Research Foundation i.e. dedicated to improving education in India through research and policy initiatives.

Mr. Aditya Berlia has received the 'Edupreneur Award 2013' for 'Transforming Engineering Education in India' for School of Engineering & Technology, Apeejay Stya University. The prestigious Award has been conferred by Engineering Watch - one of India's most esteemed magazines, dedicated to the engineering community.

■ VICE-CHANCELLOR



Prof. Dr. K.K. Dwivedi
Vice-Chancellor,
Apeejay Stya University

Prof. Dr. Kamal Kant Dwivedi is an eminent scientist, researcher, educator, administrator, diplomat and science communicator. An alumnus of IIT, Kanpur, Prof. Dwivedi has served as Vice-Chancellor of the Arunachal University. In his academic stint of over 36 years, he has conducted research in inter-disciplinary areas and published about 200 research papers. He has been a counselor for Science, Technology, Health and Education in the Indian Embassy at Washington DC and led an Indian delegation of the S&T Technical Committee for the SAARC summit in Islamabad. He has served as the President of International Nuclear Track Society representing more than 40 countries. He is recipient of many national and international fellowships and awards.

The Apeejay Stya University has been established under Haryana Act No. 10 of 2010 of the Haryana Private Universities (Amendment) Act, 2010 vide Haryana Government Gazette (Extra), April 26, 2010. University Grants Commission has empowered Apeejay Stya University to award degrees under Section 2(f) of UGC Act 1956.



RECOGNISED
BY UNIVERSITY
GRANTS
COMMISSION

ABOUT APEEJAY STYA UNIVERSITY

Apeejay Stya University - India's first Liberal Arts and Meta University - is a seat of global learning that offers rich opportunities for innovative teaching-learning, creativity and research across disciplines. It aims to bring about transformation of society through value-based education, man-making and nation-building, by blending the dual identities of a technology and research based university with a liberal arts institution.

Established in 2010, ASU is situated amidst a sprawling picturesque campus with state-of-the-art infrastructure in Sohna, Delhi NCR. It is the culmination of a long-standing dream of its Founder Chancellor late Dr. Stya Paul who established the Apeejay Stya Group & the Apeejay Education Society as a trusted symbol of quality and excellence in the country's industrial and educational landscape.

ASU offers a wide range of innovative graduate, postgraduate and doctoral programmes across a plethora of disciplines that are based on the best education practices of some of the leading universities of the world. These are greatly facilitated by the strong industry academia linkages, already established by the existing Apeejay institutions of higher learning in all disciplines being offered by the University.

Being a Liberal Arts institution, ASU allows its students the flexibility to take any course being offered by the university and individually customise their schedule in a semester to accomplish personal learning milestones.



ASU WAS RECENTLY AWARDED
'Best Innovation by Private University' at World Education Summit 2012
organised by AICTE, DGET, Govt. of India, UNESCO and Elets



School of Engineering of Apeejay Stya University has been conferred the 'National Education Award 2013' by ET Now, Economic Times' TV channel, recognising the School as the 'Best Engineering Institute in North India'.



Mr. Aditya Berlia, Pro Chancellor of Apeejay Stya University has received 'Edupreneur Award 2013' for 'Transforming Engineering Education in India' for School of Engineering & Technology, Apeejay Stya University by Engineering Watch.



Apeejay Stya & Svrán Group has been awarded the prestigious 'Medici Innovation Hall of Fame for Excellence in Innovation Processes'.

APEEJAY LEGACY

Our Foundation

The University has been set up under the vision and untiring stewardship of Dr. Stya Paul, who spearheaded the cause of education for over four decades as the Founder President of the Apeejay Education Society (AES).

Our Roots

The AES is a social commitment of the Apeejay Stya & Svrán Group - a highly diversified industrial conglomerate known for its innovative approach to teaching-learning, research and reaching out to the community.

Our Intellectual Wealth

Apeejay's higher education programmes span across leading colleges and professional institutes that offer over 85 courses at the graduate and postgraduate levels.

Our Strength

All the programmes of ASU meet rigorous quality standards and stipulations of curriculum, teaching-learning and research set by the various certification and accreditation bodies under the University Grants Commission (UGC).

THE APEEJAY ADVANTAGE

29 educational
institutions across the country

60,000
strong alumni network

Quality education
from Pre-nursery to Doctoral level

over 32,000
students & 2,200 teachers

More than 85
courses to choose from

Excellent
placement record

School of Engineering & Technology School of Computational Sciences

The Engineering curriculum at ASU instills the techniques and skills of problem solving and engineering design through the study of basic and advanced engineering science. This foundation is integrated with practical experience, which addresses both technical and non-technical aspects of engineering. The students get exposed to equipment and laboratory facilities designed in sync with the curriculum and various emerging fields. The Computational Science curriculum at ASU inculcates in its students the acumen to identify, analyse and solve complex engineering and business application-related problems.

PROGRAMME FEATURES

Dynamic curriculum: Learn with projects, extensive workshops and hands-on activities. Get exposed to trans-disciplinary domains that make you a better engineer and technologist.

Build a career, not just a job: Pick up essential career skills in project management, cost-effectiveness and communication to enhance your employability and entrepreneurship skills.

Cutting-edge Infrastructure: A professional infrastructure combined with ergonomically-designed classrooms, engineering labs/workshops, conference rooms and seminar rooms, which provide an affable learning environment. This Wi-Fi-enabled campus has the latest engineering/IT software, educational aids and equipment to facilitate teaching-learning practices.

PROGRAMMES OFFERED

Bachelors

Duration: 4 yrs

Bachelor of Technology (B.Tech) in:

- Mechanical Engineering & Product Design
- Computer Science & Engineering
- Electronics & Communication Engineering
- Electronics & Instrumentation Engineering
- Electrical & Electronics Engineering
- Civil Engineering

Masters

Duration: 2 yrs Full -Time/ 3 yrs Part -Time

Master of Technology (M.Tech)* in:

- Mechanical Engineering & Product Design
- Computer Science & Engineering
- Electronics & Communication Engineering
- Instrumentation & Control Engineering

ADMISSION CRITERIA

Bachelors

Educational Qualifications: 10+2 with English as a core subject and a PCM aggregate of 50%/GCE A-Level Exam/IB

Merit in Entrance/Other Criteria: AIEEE /State Test/ UPSEE/ DCE/ ASU Test or SAT I (PCM) + SAT II (PCM)

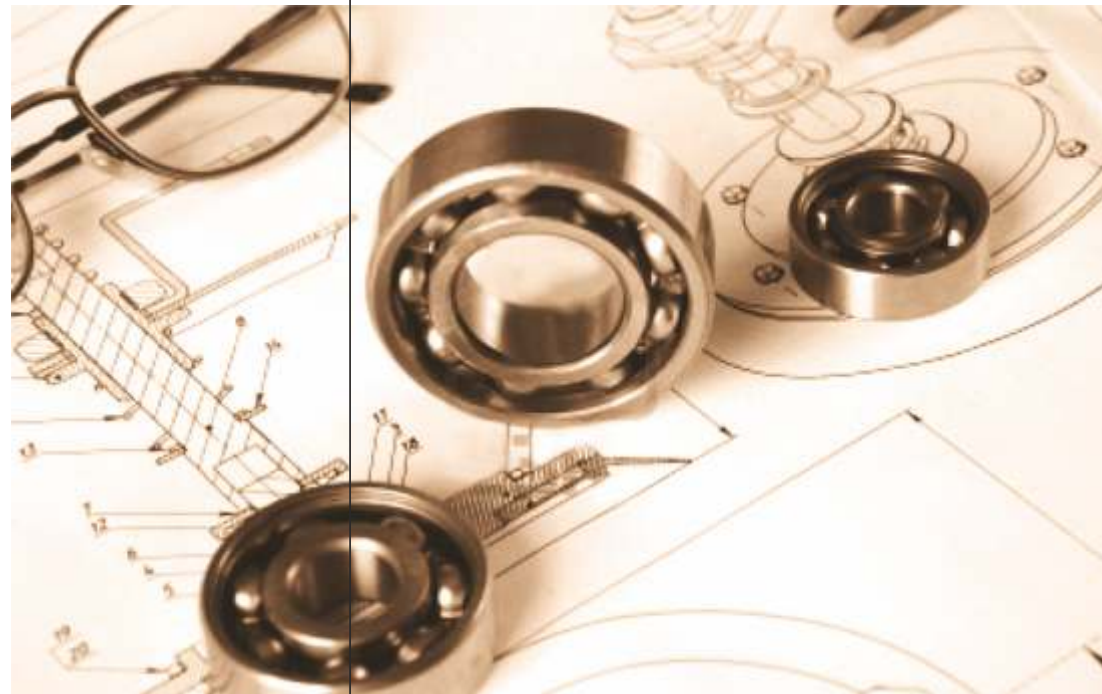
Masters

Educational Qualifications: BE/ B.Tech in related field of Engineering with at least 50% marks in aggregate. In case of EC/ I & C, even MSc in Physics with 50% marks in Electronics is acceptable.

Merit in Entrance/Other Criteria: GATE/ GRE/ ASU Test

* Programme Delivery Mode:

- Regular Programme: 2 Years
- Weekend programme: 3 Years (Saturday and Sunday)
- M. Tech through Research: 2 Years (Unique delivery mode of one semester in ASU campus - 6 chosen subjects for 18 credits spread over 3 semesters in chosen industry/organisation + ASU guide for 42 credits)



LABORATORIES & WORKSHOP FACILITIES

Electronics & Communication Engineering Department:

Analog Electronics Lab; Microwave & Satellite Communication Lab; Optical & Mobile Communication Lab; Microprocessor & Embedded System Lab; Digital Signal Processing Lab; PCB Design & Fabrication Labs, among others.

Electronics & Instrumentation Engineering Department:

Embedded System Control Lab, Computer Control System Lab, Fuzzy Control Lab, Electrical Measurement & Instrumentation Lab, PI & PID Process Lab, PLC & Advanced Control Lab & Project Lab, among others.

Electrical & Electronics Engineering Department:

Electrical Technology Lab, Electromechanical Energy Conversion Lab, Power Electronics Lab. CAD Lab for design of electrical machines, Electrical Machines & Drives Lab, Power and Protection System Lab, among others.

Mechanical Engineering Product Design Department:

Mechanical Technology & Hydraulics Lab; Applied Mechanics Lab; Strength of Material Lab & Engineering Graphics/CAD Labs, Sheet Metal & Fitting workshop; Carpentry & Pattern Making; Moulding & Casting; Product Fabrication and Welding Workshops, among others.

School of Computational Sciences

Prominent labs in the School include: Computer Fundamentals and Hardware Lab, Relational Database Systems Lab, Operating Systems Lab, Internet Lab, DOT Net Technologies Lab, Software Development and Testing Lab (IBM Rational Suite), Multimedia & Animation Lab, and Artificial Intelligence Lab.



Dr. Sarbjit Singh

Hon. Advisor

School of Engg. & Tech. | School of Comp. Sc.

Having spent more than three decades as a Brigadier in the Army, Dr Singh was appointed as the Founder Director of the War Gaming Development Centre, Director Telecommunications and Director Satcom for remote deployment of mobile SATCOM terminals and VHF/UHF communication in remote areas. Dr. Singh was in-charge of the telemetry control for Oil India pipe line operations in Assam. For over a decade, he held a number of senior level positions in the corporate sector designing & executing software project for ERP in Manufacturing, e-Business for trading and e-Publication applications for clients in the USA and India. He has been a part of Apeejay Higher Education for well over a decade and has played a catalyst in establishing strong industry connects.

School of Design & Visual Arts

The programmes of the School of Design & Visual Arts have been framed to produce professional designers, artists, and design entrepreneurs who are capable of setting new trends, are dedicated to raising people's standards of living and wish to make the world a more beautiful place to be.

PROGRAMME FEATURES

Strong Lineage: The School of Design and Visual Arts carries forth the legacy of over two decades built by the Apeejay Institute of Design (AID), Delhi.

State-of-the-Arts Studios: Design solutions which are conceptualised and fabricated at the campus itself, in its studios and labs.

Global Exposure: MOUs with leading foreign Institutions/ Universities for student and faculty exchange along with curriculum/research support.



PROGRAMMES OFFERED

Bachelors

Duration: 4 yrs

Bachelor of Design in:

Lifestyle Design

• Fashion • Textile • Furniture

Space Design (Interior Design)

• Residential • Commercial & Hospitality • Exhibition & Stage Design

Digital Media

• Promotional Design (Graphic Design)
• Digital Design • Photography & Film Making

Masters

Duration: 2 yrs

Master of Design in:

• Fashion Design • Interior Design
• Graphic Design

Master of Fine Arts in:

Fine Arts

• Painting • Installation Art • Mural Design

Visual Media

• Graphic Design • Video Graphics

LABS & WORKSHOP FACILITIES

- All creative ideas and concepts are frozen in well-equipped Design studios with facilities like spot lighting, full scale Boards for freedom to sketch and illustrate, and custom-designed furniture to set the right mood for students of design.
- The students have access to state-of-the-art computer labs and latest graphics/design software to shape their ideas into reality.
- Each specific area of Design Studio is attached to a specific Workshop. The Fashion Design, for instance, is attached to a Fabrication Lab, wherein, all design concepts are actually fabricated into garments with the help of latest machines.
- Similarly, Visual concepts are carried out in the Photography Lab and all design concepts of the Interiors are fabricated in the Carpentry Workshop aided with the latest equipment.

ADMISSION CRITERIA

Bachelors:

Educational Qualifications: 10+2 / equivalent with minimum 50% in aggregate from any recognised board. A qualification from any Foreign Board needs an equivalency Certificate.

Masters:

Educational Qualifications: Professional Degree (4 Years) (B. Design / B. Arch / BFA or similar) from a recognised University with minimum 55% in aggregate.

Admission Note: Students appearing/to appear in 10+2 examination are eligible to apply.



Prof. Reetu Betala
Dean

School of Design & Visual Arts
Enriched with 37 years of experience in Design Education, Training & Industry, Prof. Reetu Betala has developed and designed curriculum and held important portfolios like moderator; examiner and consultant to the Delhi State Govt. She has established Pioneering Programmes in liaison with industry and institutions; worked with Craft clusters for revival projects and established training centres for the minority communities in collaboration with State and Central Govt., State Technical Education Boards, State and Central Universities, Ministry of HRD and Independent bodies. Prof. Betala has worked as a designer for Indian companies and American Fashion Houses in the areas of designing, developing and sourcing for apparels and textile ranges for the American and European Markets.

School of Journalism & Mass Communication

The programmes at the School of Journalism & Mass Communication are especially designed to train students in the emerging areas of media and entertainment sectors. The courses have been structured with the aim of equipping aspiring students for various media platforms such as Television, Radio/FM, Advertising, Public Relations, Corporate Communication, Event management, newspapers/magazines and digital media jobs such as content writing, citizen journalism, and online marketing (including mobiles/wireless, search engines, web designing and development of online audio and video content).



PROGRAMME FEATURES

Novel programme structure: ASU offers the advantage of an exhaustive Bachelor's degree by being the 1st University to offer a four- year programme at Graduate level, apart from well structured Masters and Doctoral programmes.

Strong lineage: Carries forth the decade-long legacy built by the Apeejay Institute of Mass Communication (AIMC), Delhi, recommended by 'India Today' as one of the best media institutes in India.

Exposure to interactive platforms: Students can benefit from group discussions and lively question-answer sessions by attending in-house and industry workshops/seminars.

PROGRAMMES OFFERED

Bachelors*

(Duration: 3 yrs)

• B.A. (Hons.) in Journalism and Mass Communication

Masters

(Duration: 2 yrs)

• M.A.in Journalism & Mass Communication

Doctoral

• Ph.D. in Journalism & Mass Communication

* Students will have two exit options:

- A student will be conferred a general degree if he/she exits after successful completion of three years
- He/she will get an honours degree on the successful completion of the entire duration of four years

LABS & WORKSHOP FACILITIES

Television Studio: The acoustically-treated Television Studio is equipped with the latest Digital Cameras and Teleprompter (for news reading exercises). The floor of the sound proof studio is adequate for recording news shows, quiz shows, plays and serials.

Video Editing: Lab equipped with latest editing units (Avid Xpress HD; Power MAC G4 with Apple Final Cut Pro & Adobe Production Premium) to offer purposeful training to the aspiring students. This software enables students to edit in a non-linear mode, offering the latest visual effects and music applications.

Cameras: The School has acquired the latest digital cameras for both studio production and outdoor recording; digital cameras for still photography and for practical training in camera aesthetics & operations.

Computer Centre: The School has fully air-conditioned computer laboratories, which are equipped with the latest computer systems in LAN environment, with high speed internet facility, multimedia and media application software.

ADMISSION CRITERIA

Bachelors

• Educational Qualifications: 10+2 from CBSE or equivalent with minimum 50% marks in aggregate. Other criteria: Interview.

Masters

• Educational Qualifications: Bachelor degree from a recognised university. Other criteria: Interview.

Doctoral

• Academic Qualifications: 55% aggregate in the Masters Degree.
• Other criteria: Submission of Research proposal & presentation.



Prof. Ashok Ogra
Honorary Advisor
School of Journalism & Mass Comm.

Prof. Ashok Ogra comes with over 30 years of experience in Print, Television and Teaching. His core competencies lie in the areas of Media Management, Broadcast Planning & Operations and Branding. Formerly, Vice President, Discovery Channel (South Asia), he has also served as Director, Doordarshan and All India Radio, apart from being a Faculty Member at Film & TV Institute, Pune.



Prof. Pervaiz Alam
Dean
School of Journalism & Mass Comm.

Prof. Pervaiz Alam is a renowned broadcast journalist with over 30 years of experience & started his career with All India Radio as 'Programme Executive' in New Delhi & went on to win several Akashvani Awards. He has spent more than 15 years with the BBC working as a Senior Producer.

Recently, he headed the BBC World Service Trust Radio Drama Project. At BBC World Television, he was the Executive Producer of programmes such as India Business Report, Question Time India, Hardtalk India and Question Time Pakistan. As a guest faculty, Prof. Alam has taught at the Ealing, Hammersmith & West London College, BBC Training Workshops, Lady Shri Ram College for Women and many other reputed institutes.

School of Bio-Sciences

The School of Bio-Sciences brings leading scientists of the country and eminent industrialists based in established bio-businesses on the same platform to jointly generate quality manpower with skill sets to match the requirements of the industry. With Industry associates Martin & Harris, Walter Bushnell Healthcare and ASG Biochem Pvt. Ltd, a high profile multi-tiered programme has been designed to cater to different levels of the knowledge-intensive biotech, bio-pharma and healthcare sector. The school also aims at developing indigenous bio-products/ diagnostic kits within reach of the average populace in the country. The School has a strong community commitment to provide Biology & Allied Sciences outreach support to less privileged schools and colleges.

PROGRAMME FEATURES

Innovative Pedagogy: Get exposed to interactive seminars, brainstorming and virtual learning sessions. Bird watch, nature trails & Learn-while-Serve Community Outreach to provide experiential learning opportunities.

Centre of excellence: The School has its publications in top 1-10 % World Science journals. ASU's faculty is first in the country to bring immunoassay technology to rural population for diagnostic purpose.

Global recognition: Research has placed the country (and the School) on the world map in Vertebrate Endocrinology (including humans) & Ornithology challenging many a myth and providing new insights. Our faculty serves on various international committees and is regularly invited to present work, review and chair international conferences all over the world.

PROGRAMMES OFFERED

Bachelors

- Duration: 4 years (5 years for the Integrated Programme)
- B.Tech. Biotechnology
- B.Tech. + M.Tech. Biotechnology (Integrated Programme)

Masters

- Duration: 2 years
- M.Tech. Biotechnology
- M.Sc. Biotechnology
- M.Sc. Clinical Research (Specialisations in: Molecular & Immunodiagnostics Oncology Drug designing Pharmacovigilance Medical Writing Pharmacogenomics)

Doctoral

M.Phil/Ph.D. in Biosciences, Biotechnology, Bioinformatics, Biomedical Sciences, Medical Biotechnology

ADMISSION CRITERIA

Bachelors

- Educational Qualifications: 10+2 in Science with English as one of core subjects and aggregate of min 60% marks.
- Merit in Entrance/Other Criteria: Consistent academic performance + interview.

Masters

- Educational Qualifications: B.Sc. PCM & Bio stream/ B.Sc, B.Tech Biotech/B.Pharm with min 55% marks.
- Merit in Entrance/Other Criteria: Consistent academic performance + interview.

Doctoral

- Educational Qualifications: 60% at M.Sc. level in relevant area.
- Merit in Entrance/Other Criteria: Written test, presentation & interview.



LABORATORIES & WORKSHOP FACILITIES

The School provides technical expertise & state-of-the-art instrumentation. Separate labs have been set up for Molecular Diagnostics, Immunodiagnostics, Microbiology & Culture Techniques, Biochemistry & Enzymology, Bioinformatics and analytical techniques.

These laboratories serve to train students and also provide platform for world-class research in Bio and Clinical sciences.

The sophisticated equipment includes:

- Thermal Cycler with Real Time option, Gel-Dokumentation System and ELISA Plate Reader (BIORAD) CO₂ Incubator (Thermo Fischer) High Speed refrigerated Centrifuge (Sorvall), Electrophoresis Apparatus Laminar Flow, Isothermal cold chamber
- Spectrophotometer (Shimadzu) Fluorescence Imaging Microscope and Inv microscope (NIKON) HPLC and LC-MS, among others

The key projects include:

- Genetic diversification in birds using DNA markers
- Eco-physiology of the circa annual biological clock
- Thyroid Homeostasis
- Early detection of cervical cancer
- Characterization of Human Chorionic Gonadotrophin
- Enzymes as Biosensors
- Natural products and Immuno suppression in cancer



Dr. Asha Chandola
Dean
School of Bio-Sciences

A Ph.D. from BHU, Dr. Chandola is a Fellow of Indian Academy of Science & Fellow of International Ornithologists' Union. Serving on international committees, she has presented research work in more than 35 international conferences all over the world and has chaired many sessions. Publishing in high impact top 5-10% world Science journals, her group was the first to take Immunoassay Technology for diagnostic purpose available to rural populations in the country and pioneered the standardization of radio-immunoassay in animal sera in India. She was also the first to have animal dissections in UG/PG abolished (15yrs before UGC directive, which is still not being implemented in many universities). Dr Asha has developed society-relevant flexible niche-curricula and innovative Biology outreach programmes with a unique learn-while-serve community approach.

School of Pharmaceutical Sciences

The programmes of School of Pharmaceutical Sciences at ASU have been designed in collaboration with pharmaceutical organisations of repute. The newly launched R&D centre for pharmaceutical research will further ensure a holistic and experiential learning for the students. The students at the School would be familiarised with the knowledge of formulation development from basic drug designing to final stages of clinical trials.

PROGRAMME FEATURES

Dedicated and research-oriented faculty: The students at the School are taught and mentored by highly dedicated and experienced faculty pursuing avant-garde research in pharmaceutical sciences.

Cyber library : The School provides the facility of Scifinder research database/tool with open access to pharmaceutical and medical journals of high impact factor.

Extensive hands-on training: The students are trained to handle modern instrumentation. They are encouraged to work on tissue culture, PK/PD and clinical studies. The students handling specific research are also exposed to cell culture techniques, biotechnology, bioinformatics and other latest research methodologies.

PROGRAMMES OFFERED

Post Graduate Diploma

(Duration: 1 yr, Full Time)

- Drug Regulatory Affairs
- Novel Drug Delivery Systems

Masters (Duration: 2 yrs)

- M.Pharm Pharmaceutics
- M.Pharm Drug Regulatory Affairs
- M.Pharm + MBA 3 Year dual degree programme

Doctoral

- Ph.D. in Pharmaceutics

ADMISSION CRITERIA

Post Graduate Diploma

- Educational Qualification: B.Pharm /M.Pharm/M.Sc. Biochemistry/ M.Sc. Biotechnology /BAMS/ BHMS or equivalent (with min. 50% aggregate)

Masters

- Educational Qualification: B. Pharm. or equivalent with min. 50% aggregate

Doctoral

- Educational Qualification: Master's in Pharmacy (M. Pharm) or equivalent with first division. Other Criteria: Submission of synopsis, presentation and interview



Dr. Anupama Diwan
Programme Director
School of Pharmaceutical Sciences

Dr. Anupama Diwan comes with a research and teaching experience of over 17 Years. Before joining ASU, she has served at senior positions in leading companies like Modi-Mundi Pharma Ltd., Parivar Sewa Sanstha and Wings Pharmaceuticals. Dr. Diwan has carried out research in areas of pharmaceutics, drug delivery systems, pharmacokinetics, quality assurance, drug design and NODS. She has supervised over 35 students and 10 Ph.D. scholars and has authored six books and published over 100 research, review and posters in various national & international journals. Dr. Diwan has carried joint researches with Pharma industries of repute like Piramal Health, Arbro Pharm., Promed and Pfizer, among others.

LABS & WORKSHOP FACILITIES

The School of Pharmaceutical Sciences offers highly advanced lab infrastructure with sophisticated instrumentation for pharmaceutics, pharmaceutical chemistry, novel drug delivery (NDDS), analytical techniques and pilot plants. The centre(s) train students to formulate and analyse drug delivery systems from inception to final delivery route and gives them an opportunity to work on Pilot projects.

Centre for NDDS: Caters to research in the area of nanotechnology and formulating novel drug delivery systems for targeted delivery. Some state-of-the-art equipment in our NDDS and Formulation development & analysis laboratories include Probe Sonicator, Lyophilizer, Stability ovens, In vitro dissolution studies apparatus, Refrigerated centrifuge, Brookfield Viscometer, High speed refrigerated centrifuges, Laminar air flow and Tissue culture facilities, among others.

Centre for Formulation Development & analysis: It has been designed to expose students to various formulation development stages of diverse formulations from Oral to Trans-dermal to Parental routes and their evaluation using analytical tools like UV, HPLC, LC-MS, FTIR, among others.

School of Management Sciences

The programmes offered by the School of Management Sciences are designed to train students for a wide range of careers in business and commerce. Students are also encouraged to take on entrepreneurial challenges. The dynamic curriculum covers a range of core subjects followed by a choice of specialisation options. During their study at ASU, students get the opportunity to interact with some of the best minds in industry, commerce, and other related domains/verticals.



The School was recently conferred the 'Amar Ujala, B-School Excellence Award' at the World Brand Congress.



The School of Management Sciences recently bagged the 'Business School with Best Industry Interface' award at the Headlines Today National Education Awards.

PROGRAMME FEATURES

Strong Lineage: ASU's School of Management Sciences carries forth the legacy built by the Apeejay School of Management (ASM), Dwarka, ranked among top 1% Management Institutes in India by Competition Success Review and rated A++ by the Business India magazine.

Extensive Industry Exposure: Built-in industry linkages and internships ensure not only promising placement opportunities but also a great career growth.

Beyond Theory: Emphasis is laid on projects, group discussions & practicals in all aspects of management.

PROGRAMMES OFFERED

Bachelors (Duration: 4 yrs)

- Bachelors of Business Administration (BBA) Hons.
- Bachelors of Business Economics (BBE) Hons.
- Integrated BBA+MBA in Public Policy (Duration: 5 yrs)
- Bachelors in Commerce (B.Com.) Hons.

Masters (Duration: 2 yrs)

- Masters of Business Administration (Specialisation in Marketing & HR)

Doctoral

- Ph.D. in Management (Research areas include Finance, Human Resources, International Business, Information Technology, Marketing & Operations Research)

LABS & WORKSHOP FACILITIES

The students at the School of Education have access to a wide range of instructional and computing resources, including a state-of-the-art Technology Lab, Art and Craft Centre, Psychology Lab, and a well-equipped Resource Centre (with teaching aids and resources for all specific levels of teacher education programmes offered) that prepare them for their roles as educators and leaders in education.

Note: ASU offers an 'exit option' after the completion of the third year of the BBA (H) programme, wherein the student receives a general BBA degree instead of a BBA (H) degree.

ADMISSION CRITERIA

Bachelors

- Educational Qualifications: 10+2 from CBSE or equivalent with minimum 50% marks in aggregate
- Other criteria: Interview

Masters

- Educational Qualifications: MBA: Graduate with 50% MAT/CAT/XAT/GMAT/CMAT
- Integrated MBA: 10+2 from CBSE or equivalent with minimum 50% marks in aggregate
- Other criteria: GD & Interview

Doctoral

- Educational Qualifications: First division in Masters Degree
- Other criteria: Written test and presentation



Dr. Alok Saklani
Hon. Advisor
School of Management Sciences

Prof. Saklani has been engaged in management education for over three decades. With prior training from both IIM (A) and FRNM, USA, he is an active researcher, with a number of papers published. He has actively participated in a number of international seminars. Prof. Saklani has published over 50 articles in journals of national & international repute and has supervised 15 students for doctoral degree. His areas of interest include Consumer Behavior, Customer Relationship Management, Marketing of Services and Marketing Research. Besides, he is also a keen Faculty Mentor, as well as a corporate trainer.

School of Education

The School of Education endeavours to provide quality education to meet the global challenges of school education and to prepare teachers as instruments of social change, in order to achieve high ideals of social justice and a democratic society. The School at ASU offers a comprehensive programme at the doctoral level.

PROGRAMME FEATURES

Education for life: The School offers a balanced mix of theoretical and practical training, which enables students to apply the learning to solve real-time problems being faced by the current academic structure.

Growth oriented: Enhances students' ability to judge, analyse, design alternate modules and spearhead the implementation process, thereby, paving a gradual yet steady path to varied leadership positions in respective verticals.

Know and network: The School provides students an opportunity to learn and share a professional platform with a number of academicians from varied backgrounds and institutions from all over the country.

PROGRAMMES OFFERED

Doctoral
• Ph.D in Education

ADMISSION CRITERIA

Educational Qualifications:

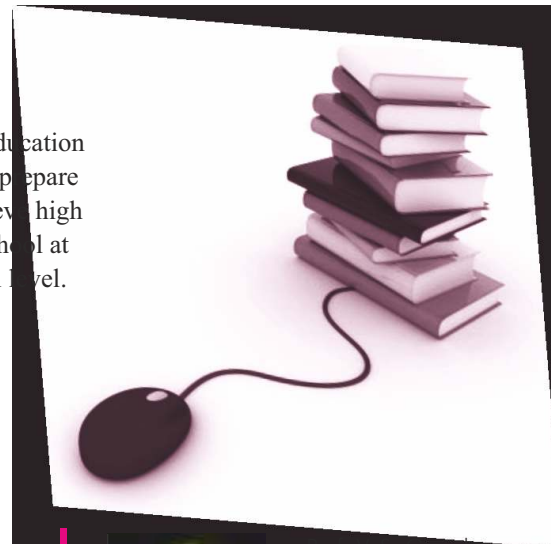
- 55 % marks or its equivalent grade in Master's Degree in Education, Social Sciences and Allied Disciplines from a recognised university.
- Candidates possessing Master's degree in other areas/any interdisciplinary subjects may also be considered if he/she has proven record of work/ publication in their respective area.

Admission

- The admission to the Ph. D. programme will be based on the merit of the candidates which will be determined separately for the candidates seeking admission through Research Entrance Test (RET) & through direct admission.

LABS & WORKSHOP FACILITIES

The students at the School of Education have access to a wide range of instructional and computing resources, including a state-of-the-art Technology Lab, Art and Craft Centre, Psychology Lab, and a well-equipped Resource Centre (with teaching aids and resources for all specific levels of teacher education programmes offered) that prepare them for their roles as educators and leaders in education.



Dr. V.S. Garg
Hon. Advisor
School of Education

Prof. V. S. Garg has served as the Chief Examiner, A/L, at the University of London, and has worked as Professor & Head at NIE, Bhutan. A Chartered Physicist from the Institute of Physics, UK, and a trained teacher-educator from the College of Education, Edinburgh & the Institute of International Studies, Columbia University. Prof. Garg has served in the United Nations and the US Peace Corps as a Teacher-Educator for over 15 years. He was conferred the 'UN Award for Exceptional Contribution in the field of Science Education'. He is also a recipient of the Commonwealth Foundation Award in Education [UK].



Dr. Joel M. Rodney
Dean-Academics
Apeejay Stya University

Dr. Joel M. Rodney earned a BA in History, cum laude, from Brandeis University in 1959 and a Ph.D. in the History of England from Cornell University in 1965. Dr. Rodney taught at Washington State University from 1963 to 1969 and has held various positions in different Universities and Colleges of USA. He was Associate Professor of History and Campus Executive Officer and Dean of the University of Wisconsin-Washington County, from 1990 to 2003. He also served as the Chancellor of the Penn State York and as the Chair of the Penn State Commonwealth Campuses India Initiative articles since 2007.

In 1971, he was awarded a "Summer Fulbright" grant to India and has been involved in Indian/US Joint Ventures with Elmira and Rockford Colleges as Well as with the University of Wisconsin and the Pennsylvania State University.

ASU'S GLOBAL EDGE

Apeejay Stya University has put in place MoUs with many international institutions and universities to extend a global exposure to its students and faculty. Apart from identifying and developing collaborative research projects, the MoUs entail student and faculty exchange programmes and designing of other mutually beneficial potential academic modules.

ASU's faculty has to their credit numerous publications in journals of national & international repute. The students are exposed to a number of guest lectures by international faculty and undertake joint research projects throughout the year.



ASU-MIT DESIGN INNOVATION WORKSHOP 2012

The Apeejay Stya University joined hands with the Massachusetts Institute of Technology (MIT) Media Labs, USA, to host the Design Innovation 2012 Workshop at the Apeejay Campus in New Delhi. Design education has always been a key thrust area at Apeejay for over four decades, and this prestigious Workshop was one of the series of initiatives by Apeejay to further strengthen India's presence on the Design world map. It brought together leading Design/Technology experts from across the globe in contact with about 200 students, academicians and professionals of the country from diverse backgrounds – Art, Science, Design and Engineering, to name a few.

The Workshop engaged participants in ideation, designing and implementation of prototypes with MIT Media Lab & local mentors, and resulted in almost 50 working prototypes showcased over a day-long exhibition that was extensively covered by the media. These valuable collaborations between participants & mentors would continue much beyond the workshop, as participants take their collective ideas and efforts to higher levels of clarity and implementation over the succeeding weeks and months.

ASU has global tie-ups with:



Georgia College and State University, USA

Ecole Supérieure d'Arts Appliqués de Troyes, France



Normandy Business School, France

Willem de Kooning Academy Rotterdam/ University of Applied Sciences Rotterdam, The Netherlands



Rotterdam University of Applied Sciences, Netherlands



ASU PROGRAMME FEE & SCHOLARSHIPS

Bachelors/Undergraduate

ASU has designed a simplified fee structure for its Bachelor level programmes. Once enrolled to the University, the students are free to select any degree and enroll in any course, in lieu of the same fee, as long as they meet the desired academic requirements.

Masters and PhD

The Masters and PhD programme fee varies as per specific departments and courses, since post graduate education requires specialized equipment and labs as well as more focused faculty attention. There are opportunities for students to gain experience and defray some of their programme fees in the form of grants, teaching fellowships and faculty assistant positions.

Financial Aid

We at ASU strongly believe that limited financial means should not bar meritorious students from receiving an Apeejay education. Our admissions counselors can assist you in exploring a variety of options suited to your individual circumstantial and financial needs.

The Apeejay Stya University offers several scholarships and financial aids on merit-cum-means basis to the students. These are available to students who have achieved certain minimum performance standards in competitive examinations (or qualifying examinations) or to students who are genuinely unable to meet their higher education expenses. If you wish to apply for financial aid, please fill out the financial aid application form downloadable from the ASU website or available at the University office.

Grants and Fellowships:

Students applying for Masters or Doctoral programmes are eligible for a number of research grants and teaching fellowships. These range from teaching courses to acting as faculty and research assistants in ongoing projects and academic programmes.

For more details on the fee structure, call our Admission Counselors on the Toll Free number: 18001037888. We also coordinate with banking institutions to provide low interest loans.



Dr. Stya Paul Memorial Scholarship

In remembrance of Late Dr. Stya Paul, the great visionary, philanthropist and freedom-fighter, the Apeejay Stya University proudly announces the “Dr. Stya Paul Memorial Scholarship”.

Under this prestigious scholarship, ASU offers 100 best scholastic achievers of the country the opportunity to pursue their studies and achieve their dreams at the University. These meritorious students will be offered 95% scholarship on the tuition fee to these talented 100 candidates on all Bachelor programmes, and they would only have to contribute a total of Rs. 10,000 per year on the tuition fee for each year of their degree.

Who is Eligible?

- All students who have appeared for their 10+2 examinations at the CBSE Board (or equivalent Board recognised by ASU) and those who have secured 90% and above aggregate score
- Those who are awaiting their Board results this year (but have scored 90% aggregate in their Pre-Boards) can also apply

How to Apply:

Interested candidates are required to fill up the Scholarship Application Form along with the regular University Application Form. Both these forms can be filled online on the University's website itself, or obtained from the University or Admissions' Office.



CAMPUS LIFE @ ASU



Know Your Campus

Campus life at ASU exudes vibrancy and a great sense of oneness thanks to the unique confluence of students from diverse backgrounds, nationalities and states, all of which lead to a rich exchange of knowledge, experience, and cultures, making our students more tolerant and sensitive to each other's diverse backgrounds.

We take great pride in our infrastructure and its aesthetic contribution to the learning process. We have made tremendous investment in the development and layout of academic and social spaces, be it state-of-the-art, ICT-enabled lecture rooms, conference halls, computer & science labs. Added to this, with its vast library, cafeteria, green areas and indoor/outdoor sports facilities, the ASU campus provides a 360-degree solution to all the needs of its students. The entire campus is Wi-Fi enabled, and includes the hostels, library and cafeteria.

Hostels

ASU provides affordable residential accommodation integrated within the campus to promote dialogue among students, their peers, and faculty members. The ASU hostels are a perfect place to stay away from home. Overlooking green manicured lawns, the two hostels can accommodate 150 boys and 100 girls, respectively. They offer single or double occupancy rooms depending on availability, student seniority and merit. The residential accommodations are coupled with:

- Well-furnished rooms
- Round-the-clock electricity
- Room coolers
- RO water supply
- Hot water
- Provision for indoor and outdoor games
- Extensive Wi-Fi connectivity across all rooms
- Special access to the library and computer lab even after normal working hours

ASU has tied up with many agencies that provide well-furnished PG accommodation in and around Gurgaon and Sohna.

Another key feature of the campus is its strategic location of being physically close to one of the largest industrial hubs in Delhi, NCR—Gurgaon. It is home to a number of MNCs, PSUs and other small and large-scale corporate houses, which facilitate an exhaustive industry dialogue for students.



FEATURED CLUBS

The ASU campus bustles with creative and innovative students who find their own unique voices and means of expression through the various clubs managed by the students. These clubs cater to a wide range of interests, including music, dance, dramatics, fine arts, photography, literature, yoga and meditation, and many others. The clubs provide students an interactive platform through which they can engage with like-minded peers and evolve in the course of mutual learning.

The clubs that are the centre of student life include:

ZELE – The Literary Club, PANACHE – Social & Cultural Club, Film Club, Drama Club, Rotaract Club & LEGENDS - Sports Club.

TRAINING & PLACEMENT

The establishment of the Corporate Resource Centre (CRC) is a crucial initiative designed to strengthen the concept of Mark to Market of Apeejay Styia University. This provides a platform for an engagement, with the industry, for the induction of ASU students. At ASU, Industry advisor/Mentor is engaged from the beginning of the curriculum development, in lieu of industry requirements in the current global scenario.

This association further develops through organising industry training, workshops, joint research, joint project assignments, guest lectures, internships and finally moulding into final placements.

The mission of the CRC involves promoting academic entrepreneurship, supporting research related to new innovations and emerging technologies and coordinating strategic investments of the University. Towards this end, the CRC engages in supporting innovative projects in collaboration with the business community, the public and private sectors and other institutions. With regards to the same, it has 'ECell' in association with National Entrepreneurship Network, & is also developing an 'Incubation Cell' in association with PHDChamber of Commerce and Industry & various industry organisations.

The involvement with notable organisations like CII, FICCI, ASSOCHAM, PHDCCI, NEN, AIMA, NHRD, MEDICI Institute, World Brand Congress and COM Asia encourages multiple associations with industries across the globe. CRC also nurtures the concept of 'entrepreneurship' through its 'E-Cell' and 'Unique Incubation Centre' with the support of leading industries from different verticals. The concept of innovation is taking shape with Industry Support Innovation Centre like Product Design, Technology Centre and Community Radio Studio. The legacy of Apeejay attributes students' placements in reputed national & international brands like SIEMENS, HCL, TATA, Infosys, HSBC, ICICI Bank, HDFC, AXIS, ESPN, NDTV, Lintas, Marks & Spencer, CNN IBN, Northern Stella, Interglobe, Religare & many more. Furthermore, the alumni from Apeejay institutions are placed in leading Indian business houses and MNCs at varied senior levels. The industry holds the intellectual wealth drawn from Apeejay institutions in high esteem which makes our students a preferred choice. The students of Apeejay have been placed upto an yearly package of USD \$ 60000.



ASU's COMMITMENT TO RESEARCH



The ASU promotes academic autonomy and empowerment, risk-taking, and maintains a commitment to exploratory research across disciplines among its faculty and students. The University encourages aspiring researchers and scholars to pursue their research ambitions, aligned to the vision and the mission of the University and to emerging trends in the global market.

ASU: A Research University

- At the PG level, participate in enquiry-based real-life case studies and the ongoing research programmes of various departments in areas of healthcare, nutrition, management, design, basic & engineering sciences & education
- Begin research at the graduate level itself, both for process and product, which is extended to the postgraduate and doctoral programmes
- Enjoy highly accessible knowledge-sharing and collaborative opportunities to participate in research
- Pursue your research interests with the state-of-the-art equipment purchased from niche companies across the world
- Avail attractive fellowships even in areas that may not fall into the regular categories of core subjects, as the University aims to increase the diversity of research and to promote interdisciplinary research
- Network with students from other national institutions/universities as ASU labs regularly host research projects of Summer Fellows selected by Indian Science Academies on all India basis
- Refine your ability to articulate ideas, to learn from others and get an opportunity to effectively communicate and defend your own research ideas and conclusions



Excellence in Research & Global recognition

- ASU faculty is engaged in cutting edge researches with publications in high impact top 5-10% global science journals
- Faculty serves on international committees, and is invited to present papers and chair sessions in numerous international conferences
- The University faculty regularly publishes a large number of research journals, papers & books in areas as diverse as management, technology, education, design, biotechnology & pharmaceutical sciences
- The ASU has extensive tie-ups with industry to encourage research that is applicable to real world situations

Grants

The University supports its students and faculty in obtaining grants for the pursuit of research that builds on the founding mission and vision of the University.

Graduate Research

- Commence research, an integral part of learning, at the graduate level in the very first year with short-term research projects, as part of the ASU curricula
- Enhance the learning experience with the 'learn-while-serve' outreach programmes involving the community, a crucial aspect of the ASU vision