



Dr Sagar Mal Juniwal's  
**APEX**<sup>®</sup>  
UNIVERSITY  
JAIPUR

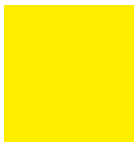


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Get Your Masters Degree From  
Rajasthan's Top University

**MBA**

# LIFE @ APEX



# A Journey

REDEFINING EXCELLENCE

**A**pex University's MBA Programme is the most contemporary program focused on creating entrepreneurs, business leaders and global management professionals of tomorrow.

With a rich legacy of 59 years in fostering world-class academic excellence and over 100,000+ alumni across the globe, APEX University is one of the premier centers of higher learning in India that offers over 128+ programmes.

## **"The Apex MBA : Nurturing Excellence Since 1998"**

Step into a world of educational excellence with The Apex MBA, a distinguished institution that has been cultivating brilliance since its inception in 1998. With a proud legacy spanning 25 years, The Apex MBA stands as a testament to its commitment to academic excellence, professional development, and shaping the future leaders of tomorrow.

## **"Be A Part of 25 Years Legacy"**

Embark on a journey that transcends time, as The Apex MBA invites you to become a part of its

illustrious 25-year legacy. Each year has been marked by transformative education, industry-relevant curriculum, and a dedication to molding individuals into dynamic leaders equipped to thrive in the ever-evolving business landscape. Join us in celebrating a quarter-century of shaping minds, fostering innovation, and preparing graduates for success.

## **"Recognized as one of the Best B-Schools in Rajasthan"**

At The Apex MBA, our commitment to excellence has not gone unnoticed. We take pride in being recognized as one of the best business schools in Rajasthan, a testament to our unwavering dedication to quality education and holistic development. Our faculty, state-of-the-art facilities, and industry-oriented programs have consistently set us apart, making The Apex MBA a preferred choice for those seeking a transformative educational experience in the realm of business and management.

**Join us at The Apex MBA, where tradition meets innovation, and excellence is not just a goal but a way of life.**



# Message

From the Chairperson's Desk

*“Fostering Entrepreneurial Vision in Business” – At Apex School of Commerce & Management, Apex University, we are dedicated to inspiring students to channel their creativity and skills towards purposeful and ethical leadership. Our vision is to create a positive impact on business stakeholders and society as a whole. Our immersive academic curriculum strikes a balance between the practical aspects of global organizational development, grounded in scientific theory. This approach cultivates creative problem solvers with entrepreneurial mindsets who challenge conventions, seize new opportunities, and create value for themselves and society.*

*Our MBA program is delivered by distinguished faculties, a blend of outstanding scholars from renowned institutions worldwide, and experienced professionals from the C-suite of industry. The program is designed to provide students with a holistic understanding of businesses, enabling them to identify data-driven insights and solutions. We aim to equip students with business intelligence to refine and optimize business operations. The specialization aligns with the vision of APEX, nurturing trailblazers of tomorrow who will lead the future of work on a global scale.*

*As a premier business school, we offer a comprehensive business education intertwined with robust networking opportunities, connecting students with our distinguished alumni and industry professionals.*

■ **Dr. Ravi Junival**  
Chairperson

# About

School of Commerce & Management



*The Apex School of Commerce & Management at Apex University offers world-class MBA programmes with a bouquet of specialisations. Our programmes equip students with pertinent managerial and business skills essential to break into and excel in the competitive world of corporate.*



*Fostering strategic thinking and encouraging entrepreneurship is at the heart of our multidisciplinary MBA programmes. These programmes ingrain a strong managerial foundation and equip students to identify and adapt to the changing industry trends. Students learn to identify and apply path breaking strategies for business growth and find innovative solutions to critical business challenges through curative pedagogies designed by acclaimed experts, renowned academicians and established professionals from the industry. They gain managerial, leadership, consulting, and entrepreneurial skills and a holistic understanding of the increasingly dynamic industry ecosystems. The application-based approach and the industry exposure grooms the students into high-spirited and influential leaders of tomorrow.*



# PROGRAMME HIGHLIGHTS

**05**

**Campuses  
in Jaipur**

**04**

**International  
Research  
Conferences**

**08**

**Centers of  
Excellence**

**35**

**Global Thought  
Leaders on Academic  
Advisory Council**

**20+**

**Full Time  
Faculty**

**100+**

**Industry Leaders  
interacted with  
students**

# PROGRAMME HIGHLIGHTS

**15+**

**Global Visiting  
Faculty from Industry  
& major universities  
of the globe**

**252+**

**Campus Placements  
in a single day in  
Pool Campus Drive  
and still continuing**

**5000+**

**Alumni Network  
spread over  
10+ Countries**

**50+**

**Prizes won by  
students at National  
Level/State Level/  
Inter College Fests.**

**05**

**Collaborations with  
Leading Global  
Institutions**

# PROCEDURE - ADMISSIONS 2024



## Step 1 : Online Application

Commence your journey with Apex by completing the online application form on our website link [www.apexuniversity.co.in](http://www.apexuniversity.co.in). Your first step towards a transformative education begins here.



## Step 2 : Selection Criteria

Candidates will be assessed based on the following criteria:  
Standardized Test Scores: CAT/MAT/CMAT/GMAT/XAT/ATMA scores will be considered.

### **Past Academic Performance :**

A thorough review of your academic achievements.

Personal Interview: An opportunity for us to understand your aspirations and potential.



## Step 3 : Admission Offer Letter

Successful candidates will receive an Admission Offer Letter, signifying the commencement of the next exciting chapter in their academic journey at Apex, along with crucial information about admission deadlines.



# COURSES OFFERED

## MBA

Business Analytics | Digital Marketing  
Agribusiness Management | HRM  
Banking & Financial Services  
Health Care & Hospital Management

## MBA - (Fintech) ACCA - UK

## MBA - (DUAL SPECIALIZATION)

Marketing | Finance | Information Systems  
Operations & Supply Chain | HR

### Eligibility :

Passed in Bachelor's degree (any discipline)  
Obtained at least 50%

**Test Scores :** CAT/MAT/CMAT/GMAT/XAT/  
ATMA scores will be considered.

### Duration :

2 Years (4 Semesters)

### SEMESTER FEE

**₹70 K** Per Semester

**INR 35 Lakh** | **INR 10 Lakh**

(Highest Package)

(Average Package)

### Top Recruiters



### Career Prospects

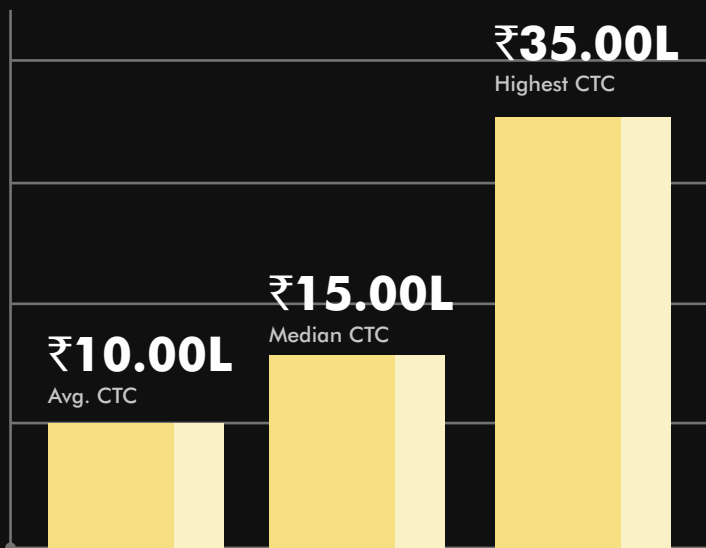
- Career Prospects
- Marketing Manager
- Financial Analyst
- Personal Financial Advisor
- Operations Analyst
- Supply Chain Analyst
- Business Analytics Specialist
- Management Consultant

# PLACEMENTS

# 252 CAMPUS PLACEMENTS IN A SINGLE DAY

## Placement Statistics

Highlights we are most proud of!



# 137

Total Recruiters  
(180+ Offers)

# 2.90X

Salary Jump From  
Pre-MBA Level

“Let's start the journey towards  
achieving the Dream”

# Our Recruiters so Far

Deloitte	Justdial	Airtel	HSBC
Discovery Channel	Jindal steel	Maruti	ICICI Bank
Amazon	HCL	Make my trip	CRED
Amul	Genpact	Ola	Aditya Birla Capital
Axis bank	Flipkart	Yes bank	One Code
HDFC Bank	Eicher	Tata	Quantum

## OUR RECENT PLACEMENTS



**Ashish Vijay**  
CTC 18 Lacs  
AU Small Finance



**Utkarsh Dubey**  
CTC 15 Lacs  
Colgate Palmolive



**Alok Pandey**  
CTC 12 Lacs  
Eicher



**Sumit Gupta**  
CTC 12 Lacs  
KGK



**Pratibha Soni**  
CTC 10 Lacs  
Cease Fire



**Khushboo Agarwal**  
CTC 9.5 Lacs  
Emphatie Technologies



**Arpita Saini**  
CTC 7 Lacs  
Paisa on Demand



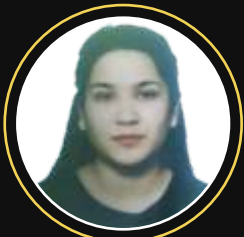
**Rahul Raj**  
CTC 5.32 Lacs  
Dhanuka Agritech



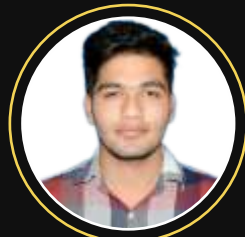
**Prabhakar Mishra**  
CTC 5 Lacs  
Car Dekhoo



**Mohit Varghese**  
CTC 5 Lacs  
OYO



**Kritika Diwan**  
CTC 4.30 Lacs  
IDFC Bank



**Aman Jain**  
CTC 4 Lacs  
Paytm



**Biplav Tiwari**  
CTC 3.6 Lacs  
JKJ Jewellers



**Mahika Sharma**  
CTC 3.6 Lacs  
Groww



**Richa Verma**  
CTC 3.38 Lacs  
ICICI Bank

# MORE YOU NEED TO LEARN MORE YOU NEED TO GET

## Placements at a Glance

Apex University, Jaipur being the best university for placement in Rajasthan recognizes the importance of an Industry-Academic Partnership for enhancing the placement opportunities of our students. We strive to bridge the gap between theoretical knowledge and practical skills that are essential in today's job market.

## Apex Placement Cell

Apex University, Jaipur has gained a reputation for being the top institution for placements. With the assistance of the Apexian Placement Cell, students receive a variety of consulting and research services aimed at securing them employment opportunities. To connect students with potential employers, the Placement Cell works in tandem with industry leaders and local technical solution providers. They provide a platform for students to engage in workshops, seminars, and campus interviews, ultimately leading to successful career transitions.



## Summer Internships

Apexians gain their initial exposure to the professional world through summer internships. These experiences enable them to work closely with seasoned professionals in their chosen domains, cultivating competencies that align with their career aspirations. APEX University, Jaipur is committed to nurturing talent, providing real-world skills, and ensuring that our students are well-prepared to embark on their journey to success.



# PROFESSIONAL CERTIFICATIONS @APEX

## \*Project Management Professional (PMP):\*

- Global recognition for project management excellence.

## \*Certified Financial Analyst (CFA):\*

- Modules to build a strong foundation in finance and investment management.

## \*Digital Marketing Certification:\*

- Covers SEO, social media marketing, and online advertising.

## \*Six Sigma Certification:\*

- Enhances problem-solving and process improvement skills.

## \*Business Analytics Certification:\*

- Develops skills in data analysis, interpretation, and decision-making.

## \*Agile and Scrum Certification:\*

- Focuses on methodologies essential for adapting to changing business environments.

## \*Certification in Negotiation Skills:\*

- Develops crucial negotiation skills for business leaders.

## \*Leadership and Management Certification:\*

- Covers strategic thinking, team dynamics, and organizational behavior.

## \*International Business Certification:\*

- Explores complexities of international business for global leadership roles.

## \*Cybersecurity Awareness Certification:\*

- Highlights the importance of securing business data in the digital age.

# APEX SCHOLARSHIP

**Apex University offers a range of scholarships based on academic achievements.**



## **Admission Criteria :**

The selection of applicants for the programs shall be based on merit and personal interviews (as per the requirement). When evaluating students for admission, significant weightage is assigned to academic excellence, awards in sports/cultural events, participation in debates, quizzes, and other extra/co-curricular activities.

Right to Education is one of the fundamental rights of every Indian. Apex University believes that money should not be a roadblock for a student with innovative ideas and passion in their heart. We offer scholarships and financial assistance to meritorious students based on their academic achievements. Several scholarships are

available to students depending on their academic credentials and achievements in the sporting and cultural arenas. The University grants full or partial waivers on tuition fees for such meritorious students.

## **Apex Easy Pay :**

Apex University offers a unique scheme of Apex Easy pay to give students an ease to deposit their course fee in two equal installments.



# YOU ALSO CAN BE AMONG OUR ALUMNI WORKING WITH THE WORLD'S TOP COMPANIES

Infosys



**ADITI MATHUR**  
2013-2015 Batch

nagarro



**NAMAN JOSHI**  
2014-2016 Batch

Reliance digital



**VINOD KUMAR**  
2013-2015 Batch

oppo



**ASHOK SOHLOT**  
2015-2017 Batch

ICICI Bank



**VANSHITA JOSHI**  
2018-2020 Batch

paytm



**AMAN JAIN**  
2018-2020 Batch

# Journey of APEX GROUP

## Sanjay Bal Niketan 1965

Sanjay Bal Niketan, established in 1965, has made significant contributions to the field of education and child welfare in India. Sanjay Bal Niketan has garnered recognition and accolades for its exemplary contributions to education. It has consistently produced outstanding academic results, and its alumni have gone on to excel in various fields, making a positive impact on society.



**Apex International School**  
Apex International School, since its establishment in 2014 has become a reputable institution known for its commitment to academic excellence, holistic development, and inclusive learning environment. With its dedicated faculty, modern facilities, comprehensive curriculum, and focus on overall growth, the school aims to empower students to become confident, responsible, and compassionate individuals ready to contribute positively to society.



## Apex School of Architecture

Located in a vibrant city, the campus of Apex School of Architecture offers a stimulating learning environment. The school features well-equipped studios, modern classrooms, state-of-the-art computer labs, a well-stocked library, and dedicated spaces for architectural workshops and model-making.

## Apex Polytechnic Institute

The Apex Polytechnic Institute is a reputed educational institution that offers technical and vocational programs to prepare students for a range of practical careers. Committed to providing industry-relevant education and hands-on training, the institute equips students with the necessary skills and knowledge to excel in their chosen fields.



### **Sanjay Teachers Training College 1985**

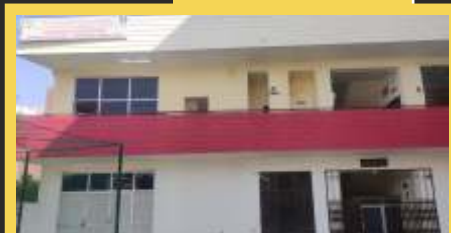
With a rich history spanning several decades, Sanjay TT College has played a significant role in shaping the careers of numerous educators and contributing to the field of education. The college places a strong emphasis on practical training and experiential learning. It organizes teaching practice sessions, school internships, and fieldwork opportunities in collaboration with affiliated schools.

### **Shri Marudhar Kesari Balika, STC School**

Established in 2001, is a renowned educational institution located in pink city Jaipur. It is a prestigious school known for its commitment to academic excellence and holistic development of its students.

### **Apex Institute of Management & Science**

Established in 1998, is a reputed educational institution that offers a diverse range of courses in the fields of Business Administration, Computer Applications, and Management.



### **Apex International Institute of Technology, Kota**

Apex International Institute of Technology places significant emphasis on research and innovation. The institute encourages students and faculty members to engage in research activities and contribute to technological advancements.

### **Apex Institute of Engineering & Technology**

Established in 2004, is a prestigious educational institution dedicated to providing quality engineering education and preparing students for successful careers in the field. With a focus on academic excellence, industry relevance, and holistic development, the institute offers a wide range of undergraduate engineering programs with various specialization courses.

### **APEX UNIVERSITY**

Apex University, Jaipur, is a renowned educational institution that has emerged as one of the leading universities in Jaipur, Rajasthan. Established in 2018, the university has gained a reputation for providing high-quality education across a wide range of disciplines. With its commitment to academic excellence, industry relevance, and holistic development, Apex University offers more than 128 courses, catering to the diverse interests and career aspirations of students.

# STUDENT'S TESTIMONIALS

I feel great to be a part of Apex Fraternity. The best placement assistance gave me confidence and inculcated the best professional skills that helped me out in getting placed.

**Shashank Gupta**



I feel privileged to share my experience while I was pursuing my study at one of the premier universities of Rajasthan. I feel truly grateful to the university for providing us the best of placement opportunities by means of which I could get myself placed in the prestigious organization

**Aman Jain**



To me, Apex University is a place of learning, fun, culture, lore, literature, and many such life preaching activities. Studying at the Apex University brought an added value to my life. I am personally thankful to the Training & Placement cell for providing a platform to enhance my skills and an opportunity to showcase them.

**Anuj Mathur**



Apex University has a great ambiance for learning. It emphasizes not only educational development but also physical & cognitive development. All are well qualified to incorporate self-learning & prepare us to achieve our dream career. Particularly to my department, merely observation of their teaching styles gives an idea of what the teaching-learning should be.

**Apoorva Bhardwaj**



# WHAT DO OUR STUDENT'S HAVE TO SAY

Apex has helped the students before & during the placement session by providing training for Aptitude, Communication, & Technical aspects to make sure they are ready for the placements. The training helped me to gain confidence for the placement. The placement cell is always ready to address any query.

**Ayushi Benjamin**



Apex has been a great contributor to the development of my personality. The professors here make the university what it is today with an attitude of being ever ready to help and not only delivering classroom teachings, but they are also pillars of the learnings gained from this esteemed university. They have conducted various sessions which helped me to gain confidence

**Mahesh Chand**



By participating in the intra and inter-college competitions, I have improved on my leadership, Time management & Team skills. The well qualified faculty here makes the University what it is today, with their attitude of being ever-ready to help not only in classroom teachings but also integrating real life case studies while imparting their lectures.

**Priyanka Yadav**



Apex University is a place where your voice is heard and your opinion counts. It proves to be a pool of opportunities for me. No matter which part of the country you are from you will most probably find someone from your place at Apex University as most of the students are from all across the country and also includes foreign students.

**Rahul Sharma**



# A GUARANTEE OF THE FINEST QUALITY IN EDUCATION

Is Your Future Secure With Us ?

**Well, These Marks of Excellence Speak For Us !**



## This is What CUET Means For You...

Apex University Made History By Becoming The Youngest University in India To Receive 5,90000 CUET Applications in UG & PG Programme.



Best Quality Infrastructure & Digital Resources



Quality in Teaching & Student Development



Relevant Curriculum on a Local, National & Global Levels



Highest academic degree value upon Graduation



Top quality research and innovation Initiatives

# CELEBS @ APEX

“ Be it Taking Selfies or shaking a leg with students Celebs know just what it takes to be hit it off with them. ”



**Abhishek Bachchan**  
Bollywood Actor



**Rashmika Mandanna**  
Bollywood Actress



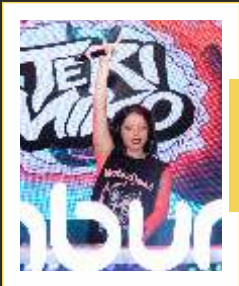
**Sidharat Malhotra**  
Bollywood Actor



**Karan Johar**  
Director & Producer



**Ragini Tandan**  
Singer



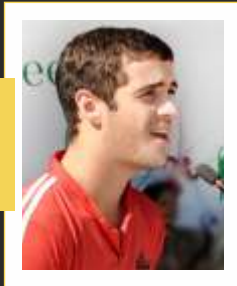
**Sunburn Concert**  
DJ Teri Miko



**Varun Dhawan & Alia Bhatt**  
Bollywood Actor & Actress



**Raja Murad**  
Bollywood Actor



**Spencer Johnson**  
Football Player



**Teejan Bai**  
Padma Vibhushan



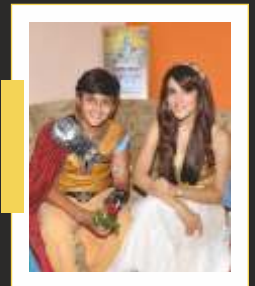
**Prasen Kumar**  
Sa Re Ga Ma Pa  
Liril Champs Fame



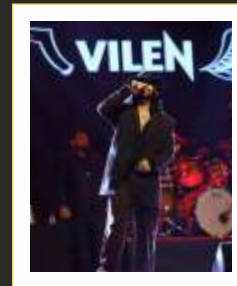
**Khayali Sharan**  
Actor &  
Laughter Champion



**Arjun Rampal &  
Vidyut Jamwal**  
Bollywood Actors



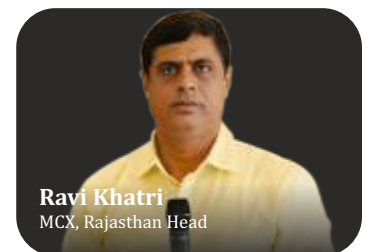
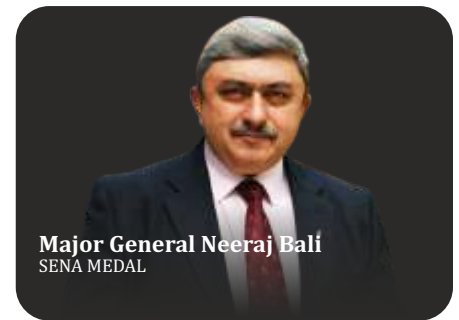
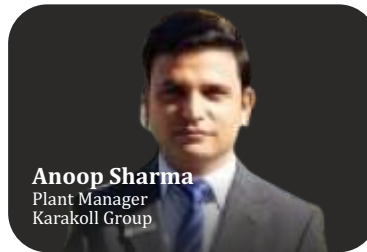
**Balveer**  
Star Cast



**Vilen**  
Artist

# PROMINENT FIGURES

Get Inspiration From Your Icons Who Have Changed The World



# OUR ESTEEMED CORPORATE RECRUITERS



Apex South Campus - I



Apex West Campus - I



Apex Kota Campus



Apex South Campus - II



Apex West Campus - II



Apex South Campus - III



Apex North Campus



Dr Sagar Mal Juniwal's

# APEX UNIVERSITY

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